

Communication from Public

Name: the hoxton hotel-Kenan Jones
Date Submitted: 03/11/2021 10:42 PM
Council File No: 21-0420-S26
Comments for Public Posting: See attach letter of support.

the hoxton

October 5th, 2020

Kenan Jones
1060 S. Broadway
Los Angeles, CA 90015

On behalf of *the hoxton*, I am writing to strongly recommend our neighbor Crystal Benavides-Ryan in her PCN application process for the City of Los Angeles Social Equity Program located at 1058 S. Main St.

As a local stakeholder in Los Angeles for the last five years and the General Manager at the *Ace Hotel / Atelier Ace* and currently *the hoxton*, I have seen first hand the lack of opportunities for minorities especially amongst women of color. This is why I welcome Crystal, one of the **very few** Latina women attempting to open a business in the City of Los Angeles. We need to encourage and support more minorities & women across the local area to go as far as their talents will take them.

The feedback from stakeholders and customers has been overwhelmingly positive for Crystal proposed project. This project deserves your full support. I look forward to its **successful** completion.

If you have any questions, please contact me at 213-458-0972

Sincerely,

Kenan Jones
General Manager
the hoxton

A handwritten signature in black ink, appearing to be 'Kenan Jones', written over the typed name and title.

Communication from Public

Name: YXTA Cocina Mexicana- Jesse Gomez
Date Submitted: 03/11/2021 10:46 PM
Council File No: 21-0420-S26
Comments for Public Posting: See attached letter of support.

Communication from Public

Name: Will the Agency- Brad Robinson
Date Submitted: 03/11/2021 10:49 PM
Council File No: 21-0420-S26
Comments for Public Posting: See attached letter of support.



November 2, 2020

Brad Robinson

To Whom It May Concern,

I am writing to recommend Crystal Benavides-Ryan in her PCN application process for the City of Los Angeles Social Equity Program at 1058 S. Main St.

I have worked, lived, and advocated for the DTLA community over the last ten years and am dedicated to bringing solutions back to downtown after the devastating year we all have endured. Moving forward, it is imperative that when we can advocate for minority-owned businesses, we all must do all we can to do to show our support.

If you have any questions or can assist in bringing this project to fruition, contact me at 3235781625.

Sincerely yours,

Brad Robinson



Brad Robinson
Head of Accounts

e: brad@willtheagency.com

m: 323.578.1625

"Where others won't, we will."

willtheagency.com