

MOTION

BUDGET & FINANCE

El Pueblo is the historic center of the City, and one of its most important cultural monuments. El Pueblo serves as a celebration of the Native American, African, American, Spanish, Anglo, Mexican, Chinese, Italian, and French cultures that contributed to the early history of Los Angeles. Olvera Street is a Mexican marketplace with street vendors, cafes, restaurants, and gift shops, that rely on foot traffic for business. As a result, the COVID-19 pandemic has been especially difficult for El Pueblo merchants, including the restaurants, who could not easily convert to a takeout model.

The City Council has previously acted to provide relief to the merchants of El Pueblo. It is important that the Council continue to act to preserve these businesses, many of which are family-owned legacy businesses with decades old contracts with the City. These merchants drive people to El Pueblo and provide a space to appreciate the El Pueblo's cultural and historical significance to Los Angeles.

I THEREFORE MOVE that the City Council:

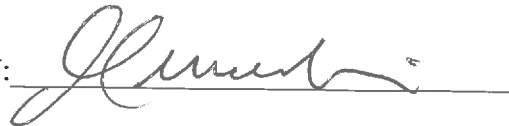
1. Instruct the Economic Workforce Development Department to include the El Pueblo de Los Angeles Historical Monument merchants in their outreach plan for small business assistance grant programs.
2. Authorize the Department of El Pueblo de Los Angeles (Department) to temporarily reduce the rent rates for its merchant tenants by 60 percent for the period July 1, 2021 through December 31, 2021 ("Temporary Reduced Rent"), which equates to a Department revenue loss of approximately \$412,000, and additionally have any rent received from merchant tenants between July 1, 2021 through December 31, 2021, which is greater than the Temporary Reduced Rent amount, credited towards future tenant rent payable with all other terms and conditions of the Concession Agreements remaining in full force and effect.
3. Instruct the General Manager of the El Pueblo de Los Angeles, with the assistance of the City Attorney, to take the necessary steps to effectuate the intent of this Motion.
4. Instruct the Office of the City Administrative Officer to report on the fiscal impact of the Temporary Reduced Rent to the Department's budget, and identify a funding source to offset the aforementioned impact in the next Financial Status Report.

PRESENTED BY:

  
KEVIN DE LEÓN

Councilmember, 14<sup>th</sup> District

SECONDED BY:



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OCT 05 2021