

Communication from Public

Name: Nella McOsker
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Council File No: 17-0981-S10
Comments for Public Posting: Please see attached letter.



May 12, 2023

Councilmember Kevin de León
200 N Spring Street
Los Angeles, CA 90012

RE: Support for the Restaurant Beverage Program in Council District 14 (CF: 17-0981-S10)

Dear Councilmember de León,

Established in 1924, Central City Association (CCA) is committed to advancing policies and projects that enhance Downtown Los Angeles' vibrancy and increase opportunity in our region. Our small businesses in the food and beverage industry are a critical part of the economic, social and cultural fabric of our city and DTLA. With that in mind, we are writing in strong support of activating the Restaurant Beverage Program (RBP) in DTLA, which will significantly reduce the cost and time required to open new restaurants.

The RBP is a good policy that provides a streamlined permitting process for businesses that meet strict upfront regulations and operate as good neighbors in our communities. CCA believes our best planning happens when we establish standards and expectations at the outset so that operators can count on a fair, objective process and know that if they play by the rules, they'll be able to move forward.

This industry also plays an important role in DTLA and in the city's culinary landscape. DTLA is just one percent of the city's land but home to 10 percent of its food and beverage businesses. With 157 of these businesses per square mile, DTLA has nearly seven times the density of places to eat and drink compared with the rest of the city, which has 23 per square mile. Over the past decade, jobs gains in the Accommodation and Food Services sector have outpaced growth in all jobs throughout LA; in DTLA the sector has grown by 74 percent compared with 38 percent in the city. The RBP can be a helpful tool to build on this success, lowering barriers to entry for small businesses and entrepreneurs and meeting the City's Tourism Master Plan objective to "Develop and position Los Angeles as a leading culinary destination."

We are pleased to offer our support for the RBP in DTLA.

Sincerely,

A handwritten signature in black ink, appearing to read "Nella McOskey", with a stylized flourish at the end.

Nella McOskey
President & CEO
Central City Association