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EDUCATION COMMITTEE OF LOS ANGELES

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The Korean American Chamber of Commerce Los Angeles, a nonprofit organization based in Los Angeles, fully supports the "PERU VILLAGE" initiative. We are aware of their efforts in the designated area and are looking forward to the city of Los Angeles and District 13's support of the Peruvian community's recognition and contribution to the growth and prosperity in the city of Los Angeles.

The naming of geographic spaces in a city, is one of the fundamental ways to express cultural value of a community as is evident with many of our already existent multi-cultural communities. The members of the Peruvian Community in Los Angeles, wish to also be included culturally and geographically in the city of L.A. The Peruvian Community pride themselves in contributing to the California economy with numerous small businesses across the city in different areas including restaurants, sports, medicine, music, art, journalism, and other ventures. This among other contributions, are evidence of their strong roots and commitment to the success of this great State of California.

If you went back 600 years to 1413, you would find Peru at the center of the Americas as capital of the Inca Empire. If you went back 300 years to 1713, again you would find Peru at the center of the Americas as capital of the Spanish Empire. And today, in 2013, Peru is still a center of talent, creativity and potential. Here in Los Angeles, where many Peruvians have found a home, Peru Village is come into being as a center of these gifts and contributions.

Their gastronomy is internationally recognized. The Peruvian restaurants have a strong cultural and economic presence in the city of L.A. Ricardo Zarate, *Mo-Chica & Picca's*, Peruvian chef and owner was recently rated as best chef in the US and *Mo-Chica* restaurant, best in California. The world renowned food is what attracts foodies from across all cultural backgrounds and really creates an inclusionary dynamic with the Peruvian Community and others.

Peruvian culture is infused with Asian, European, African traditions and roots that make it appealing across the board. Its millenary and rich indigenous ancestry, its biodiversity and its most important asset, Peruvian people, who have contributed to enrich California since the Gold Rush era when they migrated providing us with their mining expertise, deserve to be officially recognized and included in the city of Los Angeles.

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The Peruvian Community proposes to designate the first Peruvian area in Los Angeles, California for the Peruvian-Americans living here today and for generations to come. With this letter, we affirm our support for this recommended area where the roots of the Peruvian Californian Community established in the sixties and seventies, where the Peruvian indigenous icon Yma Sumac's walk of fame star in Hollywood Blvd, corner with Wilcox ave. and her grave at Hollywood Forever cemetery, make a perfect frame for the designated area to be.

The proposed area already has well established businesses at the section of Vine Street, between Melrose Avenue and De Longpre Ave., as well as the outskirts including *Mario's Peruvian Food*, an icon of the neighborhood, Florentine Gardens, Hollywood Landmark owned by Kenneth MacKenzie, Peruvian American who settled in Peru Village proposed area in the sixties; Inti Peruvian Food restaurant, Enlace Peru newspaper, Sarabona Productions owned by the Peruvian actor, screenwriter, producer and director Carlos Ciurlizza who's been awarded in Beverly Hills, presented in Cannes Film Festival 2012, and is actually producing in LA and Peru; among others.

We believe that Peru Village, can be a magnet for tourism, and can contribute towards the revitalization of the designated area and the US economy. Obtaining the "Peru Village" name, will be an important step for the Peruvian American community, an opportunity to promote multi-culturalism and to bring new investments to the proposed area. For these reasons, we fully support the "Peru Village" initiative, and are hoping that the city of Los Angeles and District 13 will welcome the cultural inclusion of the ever-growing Peruvian Community.

Sincerely,

Woo Sung Lim
President
Korean American Chamber of Commerce of Los Angeles