

**@COOLHAUS  
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8586 WASHINGTON BLVD  
CULVER CITY, CA 90232**



January 30th, 2017

Dear City Council,

I'm writing to express my support for the City's efforts to create a permit system for sidewalk vendors. As an entrepreneur who has expanded my business from a mobile vending operation to one that has its own brick and mortar business as well as products in grocery stores over Los Angeles, a legal permit system would be a tremendous lift to our local economy.

I am the CEO of Coolhaus, an ice cream company whose products can be found at our brick and mortar storefront here in the Los Angeles area, and in grocery stores like Whole Foods, Smart & Final, Lassens and in many communities across Southern California. The success of Coolhaus is due to not only our hard work, but also our ability to begin our business by selling our products on the street. We used small food trucks and carts to reach our customers who enjoyed the accessibility of purchasing our products in places that were convenient to them. We always tried our best to build our business in a lawful way, but we also saw how the current policies restricted the potential of our business at the onset.

Our business has now grown to generate more than \$10MM a year.

We believe a legal permit system for entrepreneurs who sell products on the sidewalk can be a tremendous benefit, not only for them, but also the City of Los Angeles. Street vendors can be important contributors to the tax base of our City, and I know many of the impacted entrepreneurs are eager to participate fully in the mainstream economy.

While some may raise the concern about competition with brick and mortar businesses, we've found that many street vendors have a good relationship with adjacent businesses. We have often worked hard to build relationships with adjacent businesses to make sure they we were all benefiting from an economy that can take care of all of us.

For this reason, I am concerned about the proposal to require an adjacent business owner to provide permission to a street vendor because they can sell. While I do believe we should build out a system where everyone can benefit, I am concerned about giving one part of our business community too much power over another.

I appreciate your attention to my letter and to this important matter in our City. Los Angeles should no longer remain as the only major city without a permit system for the street vendors that I consider my colleagues.

Sincerely,

A handwritten signature in black ink, appearing to read "Natasha Case", written over a horizontal line.

Natasha Case  
CEO, Coolhaus