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Honorable City Council
City of Los Angeles
Los Angeles, CA 90012

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RE: CF 14-1371, 14-1371-S2 - City Wide Minimum Wage Increase

To the Honorable Members of the Los Angeles City Council:

I offer this letter is in support of the proposal to establish a minimum wage in the City of Los Angeles. I am a business owner, property owner, and real estate developer in the Fashion District and surrounding neighborhoods. As a business owner with decades of experience, I see the value in investing in our workers. I believe that by providing our workers a decent wage, they will be more productive employees; thus, reducing turnover and attrition—major sinks in employee costs.

I know, too, that income inequality actually damages economic growth. An inclusive economy is essential to restoring a strong middle class—an important cornerstone of our economy. The current state minimum wage of \$9 per hour is a poverty wage. It creates a class of working poor, not the middle class. As the cost of living continues to rise in Los Angeles, a \$15 per hour minimum will help our workers to keep up and keep our economy strong. The studies by the Economic Roundtable and UCLA finds that raising that this minimum wage increase will generate billions of dollars for workers to spend on local businesses. As long-time business owners in Los Angeles, we owe our success to this great City and the people of Los Angeles. **We can afford to pay our workers a bit more and know that the investment will yield long-term benefits that we, too, will benefit from.**

I believe this is minimum wage increase is fair to employees and business owners alike. Furthermore, I share the concern of the community that no worker—whether young or receiving tips or in transition—should be left out of this. Exempting these categories of workers and the organizations and businesses that employ them is counter to spirit of the policy, which aims to address the issue of working poverty, revitalize the spending power of lower wage workers, and circulate more money through our local economy.

Thank you,

Isaac Norman

President

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