

SOCIAL STUDY

5028 York Blvd Los Angeles, CA 90042

Council-member Jose Huizar
Los Angeles City Council
City Hall
200 N Spring St. #465
Los Angeles, CA 90026

Home Sharing, Council File 14-1635-S2

Dear Council-member Huizar,

Social Study is a lifestyle store in the Highland Park area, which is, as you know, one of the fastest growing neighborhoods in the country. Because of this growth, the neighborhood has received a lot of press in the last few years, making it very appealing to locals and visitors alike.

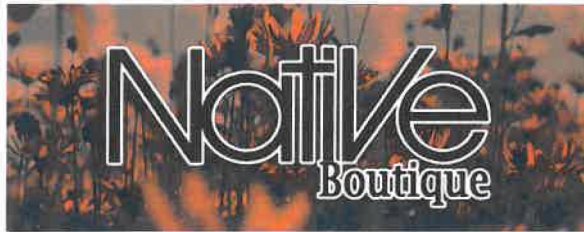
At Social Study we offer numerous handmade items made by local residents, including clothing designers, wood workers, textile, and other types of artists. This is the sort of gift that travelers like to purchase to bring back to home to their families and friends.

In Highland Park, there used to be very limited options of where to stay, but now Airbnb and platforms like it are creating the economic opportunity for visitors to enjoy the neighborhood and help drive much appreciated traffic into our stores.

Thank you for your support of small businesses in Highland Park. I support City Council's efforts in creating a fair law that preserves home sharing in this area and throughout Los Angeles.

Sincerely,
Katherine Ferwerda
Social Study, Small Business Owner

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2036 Colorado Blvd, Los Angeles, CA 90041

Councilmember José Huizar
Los Angeles City Council
City Hall
200 N Spring St, #465
Los Angeles, CA 90026

April 12th, 2016

Home Sharing, CF 14-1635-S2

Dear Councilmember Huizar,

My names Michelle Helseth, ERNC Business chair and local business owner. We spoke briefly, prior to your leaving a recent gathering with the Eagle Rock Chamber of Commerce at the E.R. City Hall, about your office supporting the Eagle Rock Art Walk that myself and a group of local business owners have created. Our meeting with the very wonderful, helpful Zaney and Lauren went well and I would like to thank you for supporting our small business district and small business owners.

Additionally, i am reaching out about the city's upcoming home sharing legislation. Although I fully support a living wage, the minimum wage increase is affecting our workman's comp and payroll tax liabilities as well, and that's huge. Small businesses like mine and my neighbors are struggling more than ever, so we welcome the short term tenants/tourists through platforms like Airbnb, VRBO, Flipkey etc. The tourism brought into our neighborhood through these platforms are allowing small businesses like mine to continue to survive the ups and downs of this turbulent economy and increasing cost of doing business. Removing such a source of revenue could cause closures and slow down our local economic recovery.

At Native Boutique, we are very excited to be a part of the growing and vibrant Eagle Rock community. We make a point of getting to know our customers, and we rely on a diverse customer base to succeed. Again, we have found that online rental platforms are bringing visitors to our neighborhood and to our businesses equating to dollars and success of our budding business district

Please continue to support small businesses in Eagle Rock by working towards legislation that will allow travelers to explore our neighborhood and experience our local businesses.

Thank you, and we look forward to serving you!

Michelle Helseth
Owner, Native Boutique
2036 Colorado Blvd
Los Angeles, CA 90041

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