



June 25, 2018

Councilmember José Huizar
Chair, Planning and Land Use Management Committee
200 N. Spring St.
Los Angeles, CA 90012

RE: Smorgasburg LA (CF #18-0439).

Dear Councilmember Huizar,

In partnership with our 400 business and non-profit members, Central City Association (CCA) is committed to building Downtown Los Angeles' vibrancy and increasing investment in the region. As the voice for Downtown, CCA supports high-quality development and adaptive reuse, as well as local events that help build community.

To that end, we would like to express our support for Smorgasburg LA's Determination of Public Convenience or Necessity for the on-site and off-site sale of alcoholic beverages.

Atlas Capital has helped transform the Industrial District with their ROW DTLA development and on-site programming. ROW DTLA's food and beverage amenities and events like the weekly Smorgasburg LA make the campus attractive to tenants and are helping bring new life the area.

Importantly for your decision at the Planning and Land Use Management Committee, Atlas Capital and Smorgasburg LA have also been very responsible community members. Since alcohol sales have been permitted, their events have hosted between 7,000 and 13,000 people on-site without incident.

We appreciate your consideration on this matter and hope that you will support Smorgasburg LA's application.

Sincerely,

A handwritten signature in blue ink, appearing to read "J Lall". The signature is fluid and cursive.

Jessica Lall
President & CEO

cc: Planning and Land Use Management Committee