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EL PUEBLO DE LOS ANGELES HISTORICAL MONUMENT

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April 28, 2020

Honorable Members of the Budget Finance Committee
c/o Holly Wolcott
Office of the City Clerk
Room 395, City Hall
Los Angeles, CA 90012

Re: Fiscal year 2020-2021 Proposed Budget –El Pueblo Historical Monument

El Pueblo Historical Monument the historic center of the City of Los Angeles has attracted visitors throughout the United States and from every continent in the world. El Pueblo a living museum has been a cultural and historic destination with over two million visitors a year.

El Pueblo has been a revenue generating department raising approximately \$5.4 million annually and covering all direct and indirect costs for full and part time staff. Historically El Pueblo has generated sufficient revenue from our parking lots, concessions, special events and filming contracts to cover our operating costs.

Fiscal Year 2020 -2021 budget include;

- Continued funding of \$285,000 form Arts and Cultural Facilities and Services Trust Fund to support museum guides and encourage tourism;
- Funding for the Police Department's Contractual Services Account to assist with contract security services deployed at El Pueblo Historical Monument;

The unprecedented impact of the novel corona virus COVID-19 on the world has definitely



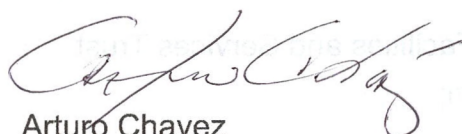
had a severe impact on El Pueblo Historic Monument. As a result of COVID-19, the City of Los Angeles Mayor Eric Garcetti issued the Safer at Home Emergency Order effective March 13, 2020. In compliance with the Emergency Order, El Pueblo closed all onsite museums including, America Tropical Interpretive Center, Avila Adobe Museum, Chinese American Museum, Gateway to Nature Center, Italian American Museum, of Los Angeles, Museum of Social Justice and the Plaza Firehouse Museum. All sit down restaurants and non-essential retail establishments on site have been closed and all onsite event and filming agreements have been cancelled or postponed until further notice. El Pueblo's basic revenue stream is generated from merchant rents, parking, filming and special events all of which have been stopped, closed and/or postponed.

El Pueblo is a gathering place for national and international tourists, LAUSD students and Angelinos in general. A return to some sense of normalcy upon lifting of current gathering restrictions will be slow as we understand restrictions on social distancing will remain in effect for some time. The impact will continue the ability to activate a historic gathering place and we predict a drop of 60 to 70 per cent in tourism, student tours and event/filming scheduling. This will continue to limit our ability to generate revenue and it is uncertain how long it will take to return to a base of revenue that will support direct and indirect costs for El Pueblo.

The current statement that "We are all in this together" holds true as merchants, restaurants and museums together await a return to business as usual. The recovery will be a difficult and long road. El Pueblo will work with the Olvera Street merchants, restaurateurs and museums in 2020-2021 to once again welcome visitors to the historic center of the City of Los Angeles.

If you have any questions concerning the department's budget, please contact Mike Vitkiebicz Senior Management Analyst at (213) 485-8327.

Thank You,



Arturo Chavez
General Manager