

Communication from Public

Name: David Juarez
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Council File No: 20-0499
Comments for Public Posting: Please see letter of support attached.



May 5, 2020

Los Angeles City Council
Los Angeles City Hall
200 N Spring St,
Los Angeles, CA 90012

RE: Food and Beverage Industry Working Group

Dear Los Angeles City Councilmembers,

On behalf of the California Restaurant Association (CRA), and the thousands of restaurants in the City of Los Angeles, I would like to express our support for the creation of the Food and Beverage Industry working group.

While we applaud the Mayor's executive efforts to minimize the impact of the coronavirus and keep Angelenos safe, the government ordered closure of restaurant dining rooms has forced restaurants to either adjust their business model by providing meals through takeout or delivery only or shutting down completely. Not every restaurant can pivot to a take-out and delivery model, and those who can, do so with incredible loss. The impact of these changes to restaurant operations has been devastating in an industry that is uniquely characterized by razor-thin economic margins. Even in a good economy, a restaurant operator typically earns about five cents to every dollar they earn in sales. That means an owner earns about \$50,000 for every \$1 million in sales. Restaurants in today's crisis environment simply do not have revenue matching costs.

The creation of the Food and Beverage Industry working group is of utmost importance as we move towards the recovery phase of the COVID-19 pandemic. Prior to the current state of emergency, restaurants were the largest employer in the state of California with over 1.8 million employees, and in order to accelerate the process of bringing back workers in Los Angeles, restaurants need assistance from the city to open their doors as soon as the Stay at Home restrictions begin to lift. Having city agencies and representatives from the food and beverage community join together to identify low-cost or no-cost changes to streamline city processes will expedite the reopening of restaurants that closed during the pandemic and potentially expedite the opening of new restaurants that were in the process of opening before COVID-19.

For these reasons, we urge a YES vote on item 11 to create the Food and Beverage Industry working group as it can lead to significant improvements on how efficiently restaurants can open once Stay at Home restrictions are lifted.

Sincerely,

A handwritten signature in blue ink, appearing to read "David Juarez". The signature is fluid and cursive, with a large initial "D" and a long, sweeping tail.

David Juarez
Director of Local Government Affairs
California Restaurant Association