

Your Community Impact Statement has been successfully submitted to City Council and Committees.

If you have questions and/or concerns, please contact the Department of Neighborhood Empowerment at NCsupport@lacity.org.

This is an automated response, please do not reply to this email.

Contact Information

Neighborhood Council: Historic Cultural North, Historic Cultural North

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The Board approved this CIS by a vote of: Yea(10) Nay(1) Abstain(0) Ineligible(0) Recusal(3)

Date of NC Board Action: 04/25/2022

Type of NC Board Action: For

Impact Information

Date: 04/28/2022

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 20-0882

Agenda Date:

Item Number:

Summary: The COVID-19 pandemic has been devastating to small businesses across the city, and especially difficult for the businesses of Olvera Street at El Pueblo de Los Angeles. All in-person, traditional events at Olvera Street were canceled for over a year, including the processions for Dias De Los Muertos and Las Posadas, and Blessing of the Animals. These events, which are free to the public and hosted by the merchants in Olvera Street, in partnership with El Pueblo Historical Monument, are a major driver of tourist traffic. Their cancellations contributed to a dramatic drop in sales for the merchants of El Pueblo. In June 2021, LA City Council approved rent waivers for the merchants of El Pueblo from January 2021 through June 2021. Even with the lifting of many COVID restrictions, business has not returned to pre-pandemic levels. As home to the city's first bridge shelter, El Pueblo has faced a significant homelessness crisis, with encampments surrounding its streets. Only in recent months has the City taken significant action to relocate the unhoused and clean up the encampments around El Pueblo. Legacy businesses are important to our region's heritage, but are struggling amid gentrification, inflation and the economic effects of COVID-19. Several businesses on Olvera Street have already closed. Without additional financial support, especially rent relief from their landlord, the City of Los Angeles, many more businesses on Olvera Street are in danger of permanently closing, taking along with them the culture and history of El Pueblo, the birthplace of our City. We, the Historic Cultural North Neighborhood Council, support additional rent relief for the Merchants of Olvera Street, in particular rent waivers from their landlord, the City of Los Angeles.

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1st Vice Chair
Tony Quon
2nd Vice Chair
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Historic Cultural North Neighborhood Council



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April 25, 2022

To: Los Angeles City Council, El Pueblo Commission

Subject: **Council File 20-0882**, Community Impact Statement in Support of Additional Rent Relief for the Merchants at El Pueblo

The Historic Cultural North Neighborhood Council (HCNNC) is requesting that the following Community Impact Statement be attached to Council File 20-0882.

On April 25, 2022, with a quorum of 14, the HCNNC Board of Governors held a Brown Act-noticed special meeting, and with a vote of 10 yeas, 1 nays, 0 absentions, and 3 recusals, the HCNNC voted to approve the following Community Impact Statement in support of additional rent relief for the Merchants at Olvera Street:

The COVID-19 pandemic has been devastating to small businesses across the city, and especially difficult for the businesses of Olvera Street at El Pueblo de Los Angeles. All in-person, traditional events at Olvera Street were canceled for over a year, including the processions for Dias De Los Muertos and Las Posadas, and Blessing of the Animals. These events, which are free to the public and hosted by the merchants in Olvera Street, in partnership with El Pueblo Historical Monument, are a major driver of tourist traffic. Their cancellations contributed to a dramatic drop in sales for the merchants of El Pueblo. In June 2021, LA City Council approved rent waivers for the merchants of El Pueblo, waiving the rent from January 2021 through June 2021.

Even with the lifting of many COVID restrictions, business has not returned to pre-pandemic levels. As home to the city's first bridge shelter, El Pueblo has faced a significant homelessness crisis, with encampments surrounding its streets. Only in recent months has the City taken significant action to relocate the unhoused and clean up the encampments around El Pueblo.

Legacy — or longtime— businesses are important to our region's heritage, but are struggling amid gentrification, inflation and the economic effects of COVID-19. To prevent more of these mom-n-pop businesses from closing, the Los Angeles City Council is considering a

\$3.7 million grant program to provide financial and technical assistance. This program, however, will take time to implement, time that the merchants of Olvera Street don't have.

Several businesses on Olvera Street have already closed. Without additional financial support, especially rent relief from their landlord, the City of Los Angeles, many more businesses on Olvera Street are in danger of permanently closing, taking along with them the culture and history of El Pueblo, the birthplace of our City.

We, the Historic Cultural North Neighborhood Council, support additional rent relief for the Merchants of Olvera Street, in particular rent waivers from their landlord, the City of Los Angeles.

Sincerely,

A handwritten signature in black ink, appearing to read 'Wilson Gee', with a long horizontal flourish extending to the right.

Wilson Gee
Chair, HCNNC