

## Communication from Public

**Name:** 11 CA & LA-Based Franchisee Associations

**Date Submitted:** 04/01/2025 09:58 AM

**Council File No:** 19-0229-S2

**Comments for Public Posting:** April 2, 2025 RE: LA Family-Owned Local Restaurants Urge: REJECT the Costly Restaurant Ordinance (CF: 19-0229-S2) TO: Members, Los Angeles City Council On behalf of the undersigned franchisee associations representing more than 775 family-owned franchise restaurants and 255 local restaurant owners in Los Angeles, we strongly urge the LA City Council to REJECT the Costly Restaurant Ordinance. In brief, the Ordinance would impose unnecessary, duplicative, and costly new burdens on family-owned local restaurants like ours—threatening our viability, jeopardizing local jobs and further increasing food costs for LA families already struggling to make ends meet. Local restaurant owners are already struggling to survive the state’s \$20/hour minimum wage for fast food workers. To offset costs, we’ve been forced to increase food prices, lay off employees and cut hours. A July 2024 survey of local restaurant owners impacted by the wage hike found: • 98% reported raising food prices; • 89% reported reducing employee hours; • 74% reported an increased likelihood of shutting down; and • 70% reported reducing staff or consolidating positions. These are not abstract numbers—they represent real workers, real families, and real small businesses being pushed to the brink. Publicly available data confirms these damaging effects. According to the Bureau of Labor Statistics, LA County has lost 4,477 fast food jobs since the \$20/hour minimum wage took effect in September 2023. At the same time, food prices at quick-service restaurants have surged by a whopping 14.5% – nearly double the national average. In 2024 alone, more than 100 LA restaurants shut down, with owners citing the \$20/hr minimum wage and unsustainable operating costs as key reasons for closure. Rather than providing much needed relief, the Ordinance would make a bad problem even worse— adding new duplicative and unnecessary requirements that would drive up costs even further. The result will be more job losses and reduced employee hours, even higher food prices and more neighborhood restaurants pushed out of business permanently. Proponents claim that this Ordinance targets large corporations, but this is a fundamental misunderstanding of the franchise model. The overwhelming majority of LA’s 1,500+ quick-service restaurants are independent family-owned businesses. Statewide, nearly 60% of restaurants are owned by

people of color and 50% by women. Approximately 70% of franchisees only own one restaurant. Our family-owned restaurants would bear the financial burden of this destructive Ordinance. Many of us come from traditionally marginalized communities and have worked hard to beat the odds and achieve small business ownership, and in turn, create jobs and opportunity in our communities. Singling out family-owned local restaurant and minority-owned small businesses – yet again – is unjustified and unfair. Simply put, this Ordinance would have severe and far-reaching consequences for our small and family-owned businesses, our employees, our customers and the communities we serve. For these reasons, we strongly urge you to REJECT the Costly Restaurant Ordinance. Sincerely, Sean Piazza, President California Alliance of Family-Owned Businesses Shirley Humerian, President SoCal Burger King Franchisee Association Shawn Shariff, President Southern California KFC Franchisee Association Larry Kaplan, Chair McDonald's Operator's Association of Southern California (MOASC) Tabitha Burke, Executive Director National Jack in the Box Franchisee Association Amir Siddiqi, President Star Franchisee Association Tom Trujillo, President Wienerschnitzel Operators Cooperative Corporation of Los Angeles Marisol Sanchez, Los Angeles Owner-Operator McDonald's Hispanic Owner-Operators Association Kerri Harper-Howie, Los Angeles Owner-Operator SoCal Black McDonald's Operators Association Patty Yoon, Los Angeles Owner-Operator Asian McDonald's Operators Association Kerri Harper-Howie, Los Angeles Owner-Operator McDonald's Women Owners Network



NATIONAL JACK IN THE BOX  
FRANCHISEE ASSOCIATION



McDonald's Hispanic Owner-Operators Association



April 2, 2025

**RE: LA Family-Owned Local Restaurants Urge: REJECT the Costly Restaurant Ordinance ([CF: 19-0229-S2](#))**

**TO:** Members, Los Angeles City Council

On behalf of the undersigned franchisee associations representing more than **775 family-owned franchise restaurants and 255 local restaurant owners in Los Angeles**, we strongly urge the LA City Council to **REJECT the Costly Restaurant Ordinance**. In brief, the Ordinance would impose unnecessary, duplicative, and costly new burdens on family-owned local restaurants like ours—threatening our viability, jeopardizing local jobs and further increasing food costs for LA families already struggling to make ends meet.

Local restaurant owners are already struggling to survive the state's \$20/hour minimum wage for fast food workers. To offset costs, we've been forced to **increase food prices, lay off employees and cut hours**. A [July 2024 survey](#) of local restaurant owners impacted by the wage hike found:

- **98% reported raising food prices;**
- **89% reported reducing employee hours;**
- **74% reported an increased likelihood of shutting down; and**
- **70% reported reducing staff or consolidating positions.**

These are not abstract numbers—they represent real workers, real families, and real small businesses being pushed to the brink.

Publicly available data confirms these damaging effects. According to the Bureau of Labor Statistics, **LA County has lost 4,477 fast food jobs since the \$20/hour minimum wage took effect** in September 2023. At the same time, **food prices at quick-service restaurants have surged by a whopping 14.5%** – nearly double the national average. In 2024 alone, [more than 100 LA restaurants shut down](#), with owners citing the \$20/hr minimum wage and unsustainable operating costs as key reasons for closure.

**Rather than providing much needed relief, the Ordinance would make a bad problem even worse—**adding new duplicative and unnecessary requirements that would drive up costs even further. The result will be **more job losses and reduced employee hours, even higher food prices and more neighborhood restaurants pushed out of business permanently.**

Proponents claim that this Ordinance targets large corporations, but **this is a fundamental misunderstanding of the franchise model**. The overwhelming majority of LA's 1,500+ quick-service restaurants are independent family-owned businesses. **Statewide, nearly 60% of restaurants are owned by people of color and 50% by women. Approximately 70% of franchisees only own one restaurant.** Our family-owned restaurants would bear the financial burden of this destructive Ordinance.

Many of us come from traditionally marginalized communities and have worked hard to beat the odds and achieve small business ownership, and in turn, create jobs and opportunity in our communities. **Singling out family-owned local restaurant and minority-owned small businesses – yet again – is unjustified and unfair.**

Simply put, this Ordinance would have severe and far-reaching consequences for our small and family-owned businesses, our employees, our customers and the communities we serve. For these reasons, we strongly urge you to REJECT the Costly Restaurant Ordinance.

Sincerely,

Sean Piazza, President  
**California Alliance of Family-Owned Businesses**

Shirley Humerian, President  
**SoCal Burger King Franchisee Association**

Shawn Shariff, President  
**Southern California KFC Franchisee Association**

Larry Kaplan, Chair  
**McDonald's Operator's Association of Southern California (MOASC)**

Tabitha Burke, Executive Director  
**National Jack in the Box Franchisee Association**

Amir Siddiqi, President  
**Star Franchisee Association**

Tom Trujillo, President  
**Wienerschnitzel Operators Cooperative Corporation of Los Angeles**

Marisol Sanchez, Los Angeles Owner-Operator  
**McDonald's Hispanic Owner-Operators Association**

Kerri Harper-Howie, Los Angeles Owner-Operator  
**SoCal Black McDonald's Operators Association**

Patty Yoon, Los Angeles Owner-Operator  
**Asian McDonald's Operators Association**

Kerri Harper-Howie, Los Angeles Owner-Operator  
**McDonald's Women Owners Network**

## Communication from Public

**Name:**

**Date Submitted:** 04/01/2025 03:32 PM

**Council File No:** 19-0229-S2

**Comments for Public Posting:** On behalf of the Protect LA Restaurants coalition, I would like to submit the attached letter in opposition to the Costly Restaurant Ordinance (CF: 19-0229-S2). Our coalition is in strong opposition to this policy.



March 20, 2025

TO: Members, Los Angeles City Council

RE: Stand with Minority Small Business Owners – STOP the Costly Restaurant Ordinance (CF: 19-0229-S2)

Dear Mayor Bass and Los Angeles City Councilmembers:

We respectfully urge the Los Angeles City Council to stand with Los Angeles family-owned local restaurants and **REJECT the Costly Restaurant Ordinance**. Los Angeles restaurants are already struggling to stay in business. The Ordinance would impose unnecessary, costly mandates on local restaurants – further burdening small businesses, jeopardizing jobs, and increasing food costs for LA families struggling to make ends meet.

- **The Ordinance imposes costly new burdens on Los Angeles restaurant owners – jeopardizing their very existence.** A recent analysis found that [AB 1228 \(Holden\)](#)'s new \$20/hour minimum wage for fast food workers is projected to cost local restaurant owners [\\$250,000 per restaurant](#) annually. The Ordinance would lead to even higher, unsustainable costs for LA restaurants and could be the final straw that forces many restaurants out of business. **Nearly 60% of California's restaurants are owned by people of color and 50% are owned by women. This costly Ordinance unfairly targets minority small business owners and the communities they invest in.**
- **The Ordinance would increase food costs even higher for LA families already struggling.** Since California passed its new \$20/hour minimum wage law for fast food workers, local restaurants have been forced to [increase food prices by 14.5% overall](#). The Ordinance would further drive-up food prices for families already struggling with a high cost of living. This would **be especially harmful to low-income families who depend on affordable, convenient food options.**

- **The Ordinance is unnecessary and duplicative.** California law already requires local restaurant owners to provide every employee with [extensive notices of their rights and training](#). Further, AB 1228 just established a [new statewide Fast Food Council](#) **charged with developing minimum standards for training**, worker protections, health, safety, and wages for fast-food workers. It makes no sense for LA to pass a duplicative and potentially conflicting city ordinance that would hurt local restaurant owners before the Fast Food Council is fully implemented to benefit workers.

The overwhelming majority of LA's 1,500+ quick-service restaurants are independent small businesses locally owned by people of color, women and immigrants. **The Costly Restaurant Ordinance would unfairly single out an industry that has long served as a proven pathway to business ownership for minority entrepreneurs.**

Now is not the time to pile additional and unnecessary cost burdens on LA small businesses. Los Angeles restaurants can't survive additional costly mandates. **We strongly urge you to REJECT the Costly Restaurant Ordinance.**

Sincerely,

Lily Rocha, CEO  
**Latino Restaurant Association**

Jot Condie, President & CEO  
**California Restaurant Association**

Salena Pryor, President  
**Black Small Business Association of California**

Julian Canete, President & CEO  
**California Hispanic Chambers of Commerce**

Jeff Hanscom, VP of State & Local Government Relations  
**International Franchise Association**

Mike Whatley, VP of State Affairs & Grassroots Advocacy  
**National Restaurant Association**

Lily Rocha, President  
**Latino Food Industry Association**

Johnnise Foster-Downs, VP of Public Policy  
**California Asian Pacific Chamber of Commerce**

Dennis Huang, Executive Director & CEO  
**Asian Business Association of Los Angeles**

Olivia E. Rios, Director of Operations & Programs  
**Los Angeles Latino Chamber of Commerce**

Maria S. Salinas, President & CEO  
**Los Angeles Area Chamber of Commerce**

Angela Gibson-Shaw, President & CEO  
**Greater Los Angeles African American Chamber of Commerce (GLAAACC)**

Tracy Hernandez, Founding CEO  
**Los Angeles County Business Federation**

Tricia La Belle, President  
**Greater Los Angeles Hospitality Association**

Marian Jocz, Executive Director  
**United Chambers of Commerce of the San Fernando Valley**

Stuart Waldman, President  
**Valley Industry & Commerce Association**

Faith Bautista, President & CEO  
**National Diversity Coalition**

Roberto C. Arnold, Chairman & Founder  
**Multicultural Business Alliance**