

## Communication from Public

**Name:**

**Date Submitted:** 05/06/2025 02:28 PM

**Council File No:** 22-1154-S1

**Comments for Public Posting:** The Fashion District is a unique and evolving community that would benefit from tourism kiosks, as they will help the thousands of people shopping on our streets. These visitors are usually from across the United States and even across the world. Opportunities to help improve the wayfinding infrastructure should be adopted immediately. For these reasons, the Fashion District Business Improvement District writes to express our support for the LA Tourism Kiosk program, which will be operated by K~ Smart City. We would like to see these kiosks implemented as soon as possible to ensure they begin serving our communities and small businesses immediately. Thank you for your consideration on this matter.



September 14, 2022

The Honorable City Council  
200 N. Spring Street,  
Los Angeles, CA 90012

Re: LA Tourism Kiosks, IKE Smart City

Dear Councilmembers,

On behalf of the LA Fashion District Business Improvement District (BID) and the countless property owners we represent, I am writing today to express our support for the LA Tourism Kiosk program. The BID is a private, non-profit corporation created and maintained by local property owners. We serve the LA Fashion District community—businesses, employees, residents, visitors, and more. Our mission is to help facilitate and provide a **clean, safe, friendly, and prosperous place to work, shop, live and do business**. We serve a 107-block area generally between 7th Street to the north and the Santa Monica 10 Freeway to the south, and from Broadway to the west and Paloma Street to the east.

Businesses of all sizes have suffered tremendously over the past few years as we come out of the pandemic. Entire industries have shifted, small businesses have shut their doors, and others have had to completely pivot their business models to continue employing Angelenos. Our BID support all projects which will support small businesses and bring innovation to Los Angeles, such as the LA Tourism Kiosks by IKE Smart City. These kiosks, which have been installed across the United States, have shown their benefit to local tourism, wayfinding goals, and support of businesses in the communities in which they serve.

The Fashion District is a unique and evolving community that would benefit from tourism kiosks as they will work to help the thousands of people shopping on our streets. These visitors are usually from across the United States and even across the world. Opportunities to help improve the wayfinding infrastructure should be adopted immediately.

Fashion District Business Improvement District  
818 S Broadway Suite 801 Los Angeles, California 90014  
Tel: (213) 488-1153 Fax: (213) 488-5159



For these reasons, the Fashion District Business Improvement District writes to express our support for the LA Tourism Kiosk program, which will be operated by IKE Smart City. We would like to see these kiosks implemented as soon as possible to ensure they begin serving our communities and small businesses immediately. Thank you for your consideration on this matter.

Cordially,

A handwritten signature in black ink, appearing to read "A. Rodriguez", is written over the printed name and title.

Anthony Rodriguez  
Executive Director

LA Fashion District  
[www.fashiondistrict.org](http://www.fashiondistrict.org)

## Communication from Public

**Name:** Aaron Taxy  
**Date Submitted:** 05/06/2025 02:51 PM  
**Council File No:** 22-1154-S1  
**Comments for Public Posting:** Letter attached on behalf of the Hollywood Chamber of Commerce.



November 29, 2023

The Honorable Los Angeles City Council  
200 N. Spring Street  
Los Angeles, CA 90012

**Re: Council File 22-1154 – Los Angeles Tourism Kiosks**

The Honorable Los Angeles City Council  
200 N. Spring Street  
Los Angeles, CA 90012  
Re: Los Angeles Tourism Kiosks

Dear Honorable City Council,

On behalf of the Hollywood Chamber of Commerce and the 700+ businesses we represent, I am writing to express our organization's strong support for IKE Smart City's bid to partner with LA Tourism in bringing tourism-oriented digital kiosks to the City of Los Angeles. We must adopt innovative and strong initiatives that continue to bolster Los Angeles's \$34.5 billion tourism industry.

At the Hollywood Chamber, we strive to support our region's vital tourism ecosystem, which brings over 10 million tourists to Hollywood alone each year. A unique and dynamic tourism kiosk program, as proposed by IKE and LA Tourism, will play a vital role in supporting our region's goals. The City's recently adopted Tourism Master Plan (Section 6.3) calls for the implementation of a digital kiosk program to modernize and improve wayfinding throughout the City. IKE and LA Tourism, with its multilingual, transit-oriented, and fully customizable hardware and software, will enable the City to meet this important goal, especially as the City prepares for the Olympics in 2028.

The components within this program not only promote local businesses, they will also provide information on social services, available job opportunities in the community, and many other personalized benefits to each area the kiosks are located in. The program will partner with local community organizations to highlight their work and support local nonprofits.

Through a proposed revenue sharing structure, which is projected to generate hundreds of millions of dollars for the City through the life of the contract, the program will ensure that the revenue generated from the programs will be re-invested into the communities in which the kiosks are located, in addition to supporting the City's tourism industry. The City will therefore have opportunities to invest in stronger tourism marketing campaigns, enhance quality of life for residents, and bolster many other programs to benefit all who work, live, and play in our region.

As a modern City, we need a new way of engaging with visitors, and the static signposts of the 20th Century no longer suffice. To compete with other world-class cities, we need the IKE/LA Tourism kiosk program.

Sincerely,

**Steve Nissen**

Steve Nissen, President & CEO  
Hollywood Chamber of Commerce