

Communication from Public

Name:

Date Submitted: 05/08/2025 10:07 AM

Council File No: 22-1154-S1

Comments for Public Posting: On behalf of the Boyle Heights Chamber of Commerce, I am expressing our support for IKE Smart City's proposal to collaborate with our business community and help enhance our local economy. As an advocate for our local businesses, the Boyle Heights Chamber recognizes that the digital kiosks would give small businesses and restaurants more visibility to visitors and residents, which is a great community benefit. IKE Smart City is positioned to best implement the latest technology in digital wayfinding that includes multilingual signage, important for Boyle Heights, as well as interactive displays and a customized experience for residents and visitors. In meeting with representatives of IKE Smart City, we've learned how IKE kiosks can be a great resource in helping those in and around Los Angeles – and other cities – learn more about the resources, diverse businesses, and rich culture in Boyle Heights. With a Metro transit stop located at Mariachi Plaza, which is also one of our main community hubs, we're hopeful to see the kiosks in our community. Digital wayfinding kiosks offer a crucial upgrade for the City and help visitors discover what we have to offer. In particular, the IKE platform would provide important information about the local organizations, businesses, culture, events, and restaurant promotions happening in the area. With IKE's successful implementation in over 20 major cities, we are confident that IKE has the experience to execute the deployment and the ability to provide tailored content that advances the health and safety of our community. IKE Smart City has communicated their intent to work directly with City stakeholders, which we believe is an important part of the process, and we are ready to work diligently with their team. For the reasons listed above, we support the LA Tourism visitor kiosk program and urge the City to move forward with a competitive RFP process, with our organization fully supporting IKE Smart City.



**Executive Board
2021-2023**

November 15, 2023

President

Jennifer Lahoda
Pacific Resource Recovery

Members of Los Angeles City Council, the City Clerk & City Tourism Department
Los Angeles City Hall
200 N. Spring Street
Los Angeles, CA 90012

Vice President

Rocio Flores
USC Credit Union

RE: Council File: 22-1154

Secretary

Karen Louis
Neighborhood Music School

To Whom It May Concern:

On behalf of the Boyle Heights Chamber of Commerce, I am expressing our support for IKE Smart City's proposal to collaborate with our business community and help enhance our local economy. As an advocate for our local businesses, the Boyle Heights Chamber recognizes that the digital kiosks would give small businesses and restaurants more visibility to visitors and residents, which is a great community benefit.

Treasurer

Juan Molina
SCE Federal Credit Union

Parliamentarian

Corissa Hernandez
Nativo

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Advisor

Ralph Carmona

Administrator

Miriam Rodriguez
Pacific Resource Recovery

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Board of Directors

Dulce Acosta
University of Southern California

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Guillermo Pinon
Distrito Catorce

Hector Hernandez
Paramount Mattress

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Lorena Vazquez
Vazquez Law

Sincerely,

Oscar Lobatto
AOA Business Systems

A handwritten signature in dark ink, appearing to read "Jennifer Lahoda". The signature is fluid and cursive, with the first name being more prominent.

Zulema Velazquez
State Farm Insurance

President
Boyle Heights Chamber of Commerce