

Communication from Public

Name:

Date Submitted: 06/25/2025 01:32 PM

Council File No: 22-1154-S1

Comments for Public Posting: Dear Councilmembers, On behalf of the Hammer Museum at UCLA, I'm writing to express our support for the motion to advance the digital tourism and wayfinding kiosk program (CF 22-154-S1) on April 11, 2025. The City Council approved a Request for Proposals (RFP) for this initiative in April 2023 (CF 22-1154) that has not yet moved forward. The Hammer considers the kiosk program as a key step toward the improvement of resident and visitor navigation in Los Angeles, particularly its capacity to support arts organizations. As a free and accessible institution, the Hammer is committed to public engagement and to supporting the people of Los Angeles through our community-centered programs. By providing synthesized, real-time access to information about the city's cultural offerings, the kiosk program will increase public awareness and deepen participation in the city's wide array of creative and cultural offerings. We have noted the success of other arts organizations that have collaborated with Orange Barrel Media/IKE Smart City to promote their work through digital platforms. Their experiences and outcomes demonstrate the value of these tools in connecting new audiences to cultural organizations, building robust community participation that results in long-term engagement. The initiative also carries significant economic implications. With projected revenues of over \$700 million during the contract term, the program offers a rare opportunity to strengthen infrastructure, support the arts, and generate income all while expanding access. We hope you will consider supporting this motion so that Los Angeles can proceed with the release of the RFP and implement a program to amplify our city's vibrant cultural landscape. Sincerely, Fred Yeries Deputy Director Hammer Museum

June 18, 2025

Los Angeles City Council
200 N. Spring Street
Los Angeles, CA 90015

Dear Councilmembers,

On behalf of the Hammer Museum at UCLA, I'm writing to express our support for the motion to advance the digital tourism and wayfinding kiosk program (CF 22-154-S1) on April 11, 2025. The City Council approved a Request for Proposals (RFP) for this initiative in April 2023 (CF 22-1154) that has not yet moved forward.

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We hope you will consider supporting this motion so that Los Angeles can proceed with the release of the RFP and implement a program to amplify our city's vibrant cultural landscape.

Sincerely,

A handwritten signature in black ink, appearing to read 'Fred Yeries', followed by a horizontal line.

Fred Yeries
Deputy Director
Hammer Museum