

Communication from Public

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Council File No: 26-0756
Comments for Public Posting: See attached letter of support



Independent Hospitality Coalition

May 22, 2026

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

RE: CF 26-0756 — SUPPORT FOR ENTERTAINMENT ZONES IN LOS ANGELES

Dear Honorable Members of the Los Angeles City Council,

On behalf of the Independent Hospitality Coalition (IHC), we write in strong support of **CF 26-0756** advancing Entertainment Zones in the City of Los Angeles pursuant to Senate Bill 969 (Wiener).

At a time when Los Angeles' small business community is facing severe economic instability, Entertainment Zones represent an opportunity to immediately activate our streets, support local businesses, and restore vibrancy to our neighborhoods.

Entertainment Zones can help Los Angeles:

- Increase foot traffic for restaurants, bars, cafés, retail stores, and cultural businesses
- Encourage people to leave their homes and re-engage with their communities
- Create safer and more vibrant streets through activation and pedestrian activity
- Support Los Angeles' world-renowned arts, music, culture, and entertainment industries
- Drive desperately needed economic activity in Downtown Los Angeles and surrounding neighborhoods
- Encourage public transportation use by creating activated destinations near Metro and transit corridors
- Advance California and Los Angeles environmental and mobility goals through walkable urban activation
- Support tourism recovery ahead of the FIFA World Cup and LA28 Olympic Games
- Help reduce commercial vacancies and struggling storefront corridors
- Increase customer dwell time and local spending at neighborhood-serving businesses
- Provide small businesses with hope during one of the most economically difficult moments in recent memory
- Show residents and visitors that Los Angeles is vibrant, resilient, welcoming, and alive

Los Angeles has one of the most important arts, culture, hospitality, and entertainment communities in the world. Yet too many neighborhoods continue to struggle with declining foot traffic, reduced tourism activity, economic instability, and social disconnection. Entertainment Zones create an opportunity to reconnect people to their communities by transforming streets into vibrant gathering spaces centered around food, music, art, nightlife, and human interaction.

At a time when people increasingly feel encouraged to stay home, isolated, and disconnected from public life, Los Angeles should be doing everything possible to create safe, welcoming, activated environments that encourage social engagement and civic participation. Entertainment Zones are about far more than alcohol service — they are about restoring energy, optimism, and public life back into Los Angeles.

This is especially critical for Downtown Los Angeles, where many hospitality operators continue to face devastating economic conditions. Businesses that survived the pandemic are now battling inflation, rising food costs, labor challenges, reduced tourism, office vacancy impacts, and broader economic uncertainty. Many operators are hanging on by a thread. Entertainment Zones represent something desperately needed right now: hope.

Hope that Los Angeles is willing to think creatively about economic recovery.

Hope that local government understands the importance of activating streets and supporting small businesses.

Hope that people will once again feel inspired to gather, celebrate, and participate in community life.

Entertainment Zones also provide Los Angeles with an opportunity to push back against the fear, anxiety, and social withdrawal that have increasingly shaped public life in recent years. Our city should be leading with policies that encourage people to come back outside, support local businesses, engage with their neighborhoods, and feel ownership over shared public spaces again.

Other cities have already demonstrated the success of these models. San Francisco's Entertainment Zone program has shown how thoughtful activation policies can increase foot traffic, support restaurants and bars, strengthen cultural districts, create safer and more vibrant streets, and generate meaningful economic activity for surrounding businesses. Los Angeles should not fall behind while other cities move aggressively to modernize and activate their public spaces.

The framework established under SB 969 already provides important safeguards and operational controls, including local oversight, coordination with public safety agencies, operational boundaries, age restrictions, and periodic review requirements. This gives Los Angeles the ability to create a responsible, managed, and community-centered program that supports both economic activity and neighborhood compatibility.

We also want to emphasize that this motion is only the first step. Establishing the initial framework for Entertainment Zones is critical, but the real work of implementation still lies

ahead. The success of this effort will ultimately depend on how quickly City departments move, how collaborative the process becomes, and whether Los Angeles treats this as the urgent economic recovery initiative that it truly is.

We strongly urge City leaders to stress urgency to all involved departments and agencies so implementation does not become trapped in years of unnecessary bureaucracy, delays, studies, and process. Our small business community does not have the luxury of waiting. The need for economic activation, pedestrian vibrancy, tourism recovery, and community revitalization is immediate.

Los Angeles has an opportunity to lead. To create streets centered around people, culture, music, food, art, and local business instead of emptiness and inactivity. To show the world — ahead of the FIFA World Cup and LA28 Olympic Games — that Los Angeles is vibrant, resilient, creative, and alive.

We respectfully urge the City to move this effort forward with urgency.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Navarrette", with a stylized flourish at the end.

Eddie Navarrette
Board President & Director of Policy
Independent Hospitality Coalition (IHC)