Petition to Prioritize Downtown Los Angeles Vendors for Publicly Licensed Events

I. Purpose

We, the undersigned hospitality operators of Downtown Los Angeles ("DTLA"), respectfully request the City of Los Angeles and the Downtown Los Angeles Neighborhood Council ("DLANC") to establish a Preferred Vendor Policy for beverage and hospitality services at all publicly licensed event venues within Downtown Los Angeles, including but not limited to Grand Park, Pershing Square, Los Angeles State Historic Park, and other civic or publicly operated sites.

II. Economic and Civic Rationale

DTLA is the economic and cultural core of our city and region. It houses nearly 90,000 residents, tens of thousands of small businesses, and more than one-fifth of the city's employment base. DTLA's concentration of cultural attractions, hospitality venues, and tourism assets generates an outsized share of business, sales, and transient-occupancy tax revenues, forming the backbone of the City's general fund. *See* Appendix A.

A strong and resilient Downtown economy is a public good for all Angelenos. The revenues it generates fund citywide services, infrastructure, and social programs far beyond Downtown's borders. Conversely, economic stagnation in DTLA jeopardizes the City's fiscal stability and its ability to serve all neighborhoods equitably. DTLA's economic importance to our city is highlighted especially now, when funding from the federal government is at risk of being severely cut or disappearing competely.

Yet Downtown's recovery remains precarious. Small and independent businesses continue to contend with the lingering economic fallout of the pandemic and recent disruptions to its service workforce. The community struggles with the fallout of unchecked substance abuse and mental health health crises, harming our most vulnerable and chill investment that could help pay for services. And ongoing ICE raids and unlawful detentions haunt our streets. It is imperative that the city work to meet these challenges head on, so that Los Angeles is prepared to welcome global audiences for the 2026 FIFA World Cup and the 2028 Olympic and Paralympic Games. Make no mistake: ensuring that the city's urban core showcases its best local talent is both an economic, civic, and moral imperative.

III. Current Contracting Deficiency

Despite Downtown's central importance, beverage and hospitality service contracts for major civic venues are frequently awarded to large, out-of-area corporations. These entities rely on public assets but extract profits from City-owned venues without meaningful reinvestment in the DTLA economy.

This practice undermines local business resilience, limits opportunities for qualified

neighborhood operators, and channels public spending away from the community that anchors Los Angeles's fiscal and cultural vitality.

IV. Proposed Contracting Criteria and Geographic Preference Hierarchy

To align public contracting with the City's long-term economic interests and Downtown's central role in regional recovery, we propose adoption of the following Preferred Vendor Policy and Geographic Preference Hierarchy for the hiring of Qualified Vendors in publicly licensed venues within DTLA.

A) Contracting Criteria

1) Local Business Qualification
    a) Qualified Vendors must hold a valid City of Los Angeles Business Tax Registration Certificate.
    b) A minimum of 51% ownership and operational control of Qualified Vendors must be vested in individuals or entities whose principal place of business is located within the Downtown Los Angeles Community Plan Area (ZIP codes 90012, 90013, 90014, 90015, 90017, 90021, 90071, and 90021).
2) Geographic Preference Hierarchy
    a) Contracts shall be awarded to Qualified Vendors based on geographic location in the following order of priority:
        i) Tier 1: Qualified vendors located within DTLA ZIP codes listed above.
        ii) Tier 2: Qualified vendors located within DTLA adjacent ZIP codes (90006, 90007, 90011, 90023, 90026, 90031, 90033, 90057, 90058) that submit a DTLA Reinvestment Plan (*see* Appendix C).
        iii) Tier 3: Qualified vendors located within the City of Los Angeles who provide a verifiable commitment and attestation to reinvest a minimum of 10% of event proceeds into DTLA-based initiatives and submit a DTLA Reinvestment Plan (*see* Appendix C).
    b) Where a Tier 1 vendor meets the technical qualifications and service standards of an external bidder, the contract shall presumptively be awarded to the Tier 1 vendor.
3) Operational Capacity and Standards
    a) Qualified Vendors should have:
        i) A demonstrated record of successful large-scale beverage or hospitality operations.
        ii) Compliance with ABC licensing, insurance, and City permitting requirements.
        iii) Commitment to fair employment, workplace safety, and professional service standards.
4) Local Workforce Utilization
    a) At least 75% of on-site staff for each event must be Los Angeles County residents, with preference for Tier 1 and Tier 2 DTLA ZIP codes.
5) Accountability

a) All Qualified Vendors must submit a Local Economic Benefit Statement (*see* Appendix D) demonstrating quantifiable local impact as part of their DTLA Reinvestment Plan.

V. Anticipated Benefits

Implementation of this policy will:

1) keep public event revenue circulating within DTLA;
2) stabilize the Downtown workforce, supporting hundreds of local service jobs;
3) elevate hospitality standards, leveraging operators whose livelihoods depend on excellence and civic reputation;
4) reinforce Los Angeles's global image, ensuring the city's heart represents the best of its local industry during major international events.

VI. Request for Action

We respectfully urge the Los Angeles City Council and the Downtown Los Angeles Neighborhood Council to:

1) Endorse this petition and transmit it to the City Administrative Officer (CAO), Economic and Workforce Development Department (EWDD), and Department of General Services (GSD).
2) Establish a DTLA Preferred Vendor Roster pursuant to the criteria and geographic hierarchy described herein.
3) Direct event operators and management contractors on public property to comply with these standards as a condition of permit issuance or concession approval.

By adopting this framework, the City will anchor economic opportunity where it is most impactful—in the heart of Los Angeles itself.

VII. Signatories

NAME	BUSINESS + ADDRESS	BTRC	SIGNATURE

Thank you for working with us to make a stronger DTLA and thereby a stronger Los Angeles.

Respectfully,

[Signature block]

VIII. Appendices

Appendix A — Downtown Los Angeles Economic Contribution Summary

1) **Scale vs. impact.** DTLA occupies roughly 1.4% of the City's land area yet contains ~20% of city jobs and generates ~40% of the City's business and sales tax revenues.[1]

2) **Sales-tax growth from DTLA.** DTLA's sales-tax remittances grew from ~$90 million in 2007 to ~$140 million in 2019,[2] increasing its share of citywide sales-tax receipts from ~19% to ~23% over that period.[3]

3) **Key tax categories.** For hotel (TOT), parking, and business taxes combined, about 30% of the City's take comes from Downtown.[4]

4) **General Fund context.** "Economy-sensitive" General Fund revenues (e.g., sales, business, TOT, parking users' tax) dominate the City's budget composition; the Controller's FY2025 Revenue Forecast and 2025-26 Revenue Outlook detail these categories and their macro sensitivity.[5]

5) **Employment intensity.** DTLA's employment density is approximately 47,999 employees per square mile—13.5× the rest of the city—underscoring its role as the region's job center.[6]

---

[1] Downtown Center Business Improvement District (DTLA Alliance), "**5 Standout Stats about Downtown LA**," March 30, 2022, https://downtownla.com/article/value-of-downtowns (accessed October 19, 2025).
[2] Central City Association of Los Angeles and Beacon Economics, "**Downtown's Contribution to the City of Los Angeles** (Summary One-Pager)," 2020, https://www.ccala.org/clientuploads/comms/2020/DTLA_Impacts_Summary_One-Pager_v2.pdf (accessed October 19, 2025).
[3] Central City Association of Los Angeles and Beacon Economics, "**Downtown Los Angeles: The Center of the City's Economy**," 2020, PDF, p. 17 (sales-tax share 19% → 23%), https://www.ccala.org/clientuploads/20.02.28_CCA_FinalDesign%5B2%5D.pdf (accessed October 19, 2025).
[4] Adolfo Guzman-Lopez, "**Downtown LA's Economy Was Looking Better, but These Challenges Remain**," *LAist*, July 22, 2025 (quote from CCA President Nella McOsker: DTLA contributes "about 30%" of hotel, parking, and business taxes), https://laist.com/news/los-angeles-activities/downtown-las-economy-was-looking-better-but-these-challenges-remain (accessed October 19, 2025).
[5] City of Los Angeles, City Clerk, "**Revenue Forecast Report** (transmittal to Council File 25-0243)," March 3, 2025, PDF, https://cityclerk.lacity.org/onlinedocs/2025/25-0243_misc_03-03-25.pdf (accessed October 19, 2025); City of Los Angeles Controller, "**Revenue Forecast for Fiscal Year 2025**," 2025, https://controller.lacity.gov/reports/revenueforecast25 (accessed October 19, 2025); City of Los Angeles, City Clerk, "**Revenue Outlook (Mayor's Proposed Budget 2025-26)**," April 3, 2025, PDF, https://cityclerk.lacity.org/onlinedocs/2025/25-0600_misc_3_4-22-25.pdf (accessed October 19, 2025).
[6] Downtown Center Business Improvement District (DTLA Alliance), "**5 Standout Stats about Downtown LA**," March 30, 2022, https://downtownla.com/article/value-of-downtowns (accessed October 19, 2025).

Appendix B — Publicly Licensed Venues within DTLA

VENUE	MANAGING AGENCY	CAPACITY	CURRENT CONTRACTOR
Grand Park	County of Los Angeles / The Music Center	10,000+	Prestige
Pershing Square	City of Los Angeles, Department of Recreation and Parks	5,000+	Best Beverage Catering
Los Angeles State Historic Park	California State Parks / Event Concessionaire	20,000+	External Operator
Gloria Molina Grand Park Pavilion	City / County Partnership	3,000+	TBD
Other Civic Venues (City Hall South Lawn, DTLA Civic Center)	City of Los Angeles	Various	Various

Appendix C — DTLA Reinvestment Plan Template
(Required for Tier 2 and Tier 3 Qualified Vendors)

DTLA Reinvestment Plan Form

This form provides a standardized reporting structure for vendors **outside of DTLA ZIP codes** who wish to demonstrate measurable reinvestment in Downtown Los Angeles ("DTLA") as part of their eligibility for publicly licensed event contracts. Completion of this plan is required for Tier 2 (adjacent ZIPs) and Tier 3 (Los Angeles City) applicants under the DTLA Preferred Vendor Policy.

Vendor Information

Vendor Name:

Business Address:

ZIP Code:

Tier Level: ☐ Tier 2 ☐ Tier 3

City of Los Angeles BTRC Number:

Primary Contact Person:

Phone / Email:

Summary of Proposed Event Contract

Venue Name:

Event Name:

Anticipated Dates:

Estimated Gross Receipts ($):

Provide a brief description of the event services to be provided, anticipated attendance, and scope of work *(Attach additional pages if necessary.)*:

DTLA Reinvestment Commitments

Please describe and quantify the specific actions your business will take to **reinvest in Downtown Los Angeles** as part of or following this contract. Each response should include a **projected monetary value** or measurable metric.

Description of Commitment	Projected Amount ($ or % of gross)	Verification Method
Number / % of DTLA ZIP code workers to be hired		
Purchases or subcontracts with DTLA-based businesses		
Support of DTLA events, arts, or civic programs		
Contributions to DTLA maintenance, beautification, or BID initiatives		
Internships, apprenticeships, or job-training partnerships		
Any additional community or economic benefits not listed above		

Implementation and Verification Plan

Describe how the above commitments will be implemented and verified. Include any reporting timelines, partnering organizations, or audit procedures:

Certification and Acknowledgment

I/We certify that the commitments described herein are accurate and will be carried out in accordance with the City of Los Angeles Preferred Vendor Policy for Downtown Los Angeles. We further agree to provide documentation verifying these commitments within 30 days of event completion or upon request by the City or Neighborhood Council.

Authorized Representative: _____

Title: _____

Signature: _____

Date: _____

Submission Instructions
Submit the completed DTLA Reinvestment Plan Form, along with all supporting materials, to the City Administrative Officer (CAO) and Economic & Workforce Development Department (EWDD) at the time of application.

Appendix D — Local Economic Benefit Statement Template
(Required for all Qualified Vendors)

Local Economic Benefit Statement Form

This form provides a standardized reporting structure for potential Qualified Vendors to attest to their intended economic reinvestment in Downtown Los Angeles ("DTLA") as part of their eligibility for publicly licensed event contracts. Completion of this plan is required for all applicants under the DTLA Preferred Vendor Policy.

Vendor Name:

Business Address:

BTRC Number:

Event/Contract:

Tier Level (1–3):

Projected Economic Impact:

1. Estimated Gross Receipts: $_____
2. Estimated Local Payroll (DTLA ZIP codes): $_____
3. Estimated Local Supplier Spending: $_____
4. Estimated Reinvestment in DTLA (Events, Workforce, Sponsorships, etc.): $_____

Commitment Statement:
I/We certify that the above information accurately reflects our intended economic reinvestment in Downtown Los Angeles and that we will comply with all applicable City and State regulations.

Signature: _____

Date: _____