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Date: September 24, 2026

To: Board of Commissioners
El Pueblo de Los Angeles Historical Monument

From: Domenika Lynch, General Manager
El Pueblo Los Angeles Historical Monument

Subject: **Request to Approve Key Terms for Lease of E-15 to Rafael Cortez-Flores**

SUMMARY

El Pueblo de Los Angeles Historical Monument (El Pueblo) seeks approval of key terms for leasing Puesto E-15 on Olvera Street (Attachment A).

A Request for Proposals (RFP) for an Olvera Street Retail Stand Lease Opportunity (RAMP ID 228017) was issued by the Department on April 13, 2026 with a proposal deadline of May 1, 2026, followed by an extension to May 15, 2026. A pre-proposal conference was held on April 22, 2025 in the Biscailuz Building at El Pueblo.

RECOMMENDATION

Approve the key terms to lease E-15 (Attachment A) to Rafael Cortez-Flores for the Mercado Raices retail business and authorize Department staff with assistance from the City Attorney to draft the lease.

ATTACHMENT A

EL PUEBLO CONCESSION AGREEMENT
LEASING TERM SHEET

DATE:	September 24, 2025
AGREEMENT TYPE:	Concession Agreement
PREMISES:	Puesto E-15 Olvera Street Los Angeles, CA 90012
SQUARE FEET:	180 square feet
LANDLORD:	CITY OF LOS ANGELES, acting through its El Pueblo de Los Angeles Historical Monument Authority Commission, 125 Paseo de la Plaza, Suite 400, Los Angeles, CA 90012
CONCESSIONAIRE:	Rafael Cortez-Florez Mercado Raices (626) 899-8806 rafaelcortezflores2007@gmail.com
USE:	A themed and curated gift shop honoring Mexican and Latin American culture through traditional and modern expressions—bridging ancestral roots with contemporary culture while also incorporating the history of Los Angeles including its Native American, African and Chinese influences.
TERM:	One (1) year commencing upon City Clerk's attestation A two (2) year extension at City's discretion
RENT:	$1,310 a month
SECURITY DEPOSIT:	One month of rent (payable in equal installments over a period of 12 months)
PARKING:	One (1) monthly parking pass at prevailing monthly rate

Recyclable and made from recycled waste