

LOS ANGELES TOURISM MARKETING DISTRICT ENGINEER'S REPORT

*Formed Pursuant to the Property and Business Improvement District Act of 1994
Streets and Highways Code section 36600 et seq.*

January 1, 2025 to December 31, 2034



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LOS ANGELES
TOURISM MARKETING DISTRICT
ENGINEER’S REPORT

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I. LOS ANGELES TOURISM MARKETING DISTRICT DESCRIPTION

Developed by Los Angeles lodging businesses and the Los Angeles Tourism Marketing District Corporation (the Corporation), the Los Angeles Tourism Marketing District (LATMD) is an assessment district that shall continue to provide specific benefits to payors, by funding marketing and sales promotion efforts for assessed businesses. This approach has been used successfully in other destination areas throughout the country to provide the benefit of additional demand for room night sales directly to payors. The LATMD was initially formed by the City of Los Angeles (City) in 2011, for a five (5) year term, and subsequently renewed in 2016 for a nine (9) year nine (9) month term, pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code sections 36600 et seq. The LATMD is now approaching the end of its nine (9) year nine (9) month term, and the Corporation and Los Angeles lodging businesses now wish to renew the LATMD for an additional term of ten (10) years.

Location: The LATMD includes all lodging businesses with fifty (50) rooms or more located within the boundaries of the City of Los Angeles (the City), as shown on the map in Section V of the Management District Plan (Plan).

Services: The LATMD is designed to provide specific benefits directly to payors by increasing awareness and demand for room night sales. Marketing and sales promotions will increase demand for overnight tourism and market payors as tourist, meeting, and event destinations, thereby increasing demand for room night sales. These services are supplemental to those provided by the City of Los Angeles pursuant to existing contracts with non-profit corporations.

Budget: The total LATMD annual assessment budget for each year of operations is anticipated to be approximately \$36,300,000. A similar budget is expected to apply to subsequent years, but this budget is expected to fluctuate as room sales do, as lodging businesses open and close, and if the assessment rate increased, as detailed in Section V of the Management District Plan.

Cost: The initial annual assessment rate is two percent (2%) of gross short-term sleeping room rental revenue on lodging businesses with fifty (50) rooms or more. During the LATMD's ten (10) year term, the assessment rate may be increased by the Owners' Association to a maximum rate of three percent (3%) of gross short-term sleeping room rental revenue for assessed lodging businesses. The maximum increase or decrease in any year shall be one half of one percent (0.5%). If the assessment rate is increased, it may subsequently be decreased but shall not be decreased below a minimum of two percent (2%) of gross short-term sleeping room rental revenue. Based on the benefit received, assessments will not be collected on certain stays as described in Section III of this Engineer's Report.

Collection: The City will be responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business located in the boundaries of the LATMD. The City shall take all reasonable efforts to collect the assessments from each lodging business.

Duration: The renewed LATMD will have a ten (10) year life, beginning January 1, 2025, or as soon as possible thereafter, and ending ten (10) years from its start date. After ten (10) years, the LATMD may be renewed pursuant to the Property and Business Improvement District Law of 1994 if lodging business owners support continuing the LATMD programs. Once per year, beginning on the anniversary of LATMD renewal, there is a thirty (30) day period in which owners paying fifty percent (50%) or more of the assessment may protest and initiate a City Council hearing on LATMD termination.

Management: A nonprofit corporation will continue to serve as the LATMD's Owners' Association, under contract with the City. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan and must provide annual reports to the City Council.

III. LATMD ASSESSMENT FORMULA

Assessment Rate Determination

Hotel occupancy rates in Los Angeles declined from 77.5% in 2007 to an estimated 66% in 2010. Visitation to Los Angeles declined from 25.9 million visitors in 2007 to an estimated 24.2 million visitors in 2010. These declines in travel were caused by both the US economic recession and, more importantly, increased competition for conventions, meetings, and leisure travelers. The LATMD was formed in 2011 to combat this trend.

At the time the LATMD was last renewed, there were 85 destinations throughout California with tourism marketing districts, plus 38 in other states. Currently there are over 110 California tourism marketing districts, and 210 globally. Cumulatively, these districts raise over \$540 million per year for marketing efforts.

At the time the LATMD was formed, the LATMD hotel steering committee conducted an analysis of programs necessary to adequately market Los Angeles lodging businesses with fifty or more rooms and reverse the decline in visitors and occupancy rates. Over time, the LATMD revenues have grown as occupancy rates and average daily rates have increased. The Owners' Association has undertaken ongoing efforts to determine the amount necessary to adequately market the assessed lodging businesses. Based on Los Angeles' competitive set and the costs of sales and marketing programs, the LATMD hotel steering committee developed a comprehensive sales and marketing plan. The cost for that comprehensive marketing plan to be effective is at least \$36 million in the first year, and the amount needed to remain effective is expected to increase over time. To raise a minimum of \$36 million it is necessary to levy an assessment of 2% of gross short-term sleeping room rental revenue on lodging businesses with fifty or more rooms. Lodging businesses with fewer than fifty rooms will receive no benefit from the programs and services funded by the LATMD assessment. The 2% assessment rate was determined based on the need for \$36 million to effectively market lodging businesses with fifty or more rooms.

Assessment Rate

The initial annual assessment rate is two percent (2%) of gross short-term sleeping room rental revenue on lodging businesses with fifty (50) rooms or more. During the LATMD's ten (10) year term, the assessment rate may be increased by the Owners' Association to a maximum rate of three percent (3%) of gross short-term sleeping room rental revenue for assessed lodging businesses. The maximum increase or decrease in any year shall be one half of one percent (0.5%). If the assessment rate is increased, it may subsequently be decreased but shall not be decreased below a minimum of two percent (2%) of gross short-term sleeping room rental revenue. The Owners' Association's Board of Directors will annually determine whether the assessment rate should be increased or decreased. Its determination will be included in the annual report for City Council approval.

Based on the benefit received, the following stays shall not be subject to assessment:

- A stay for which it is beyond the power of the City to impose the assessment herein provided;
- A stay by any Federal or State of California officer or employee, including employees of federal credit unions, who provides proof that he or she is on Federal or State business;

- A stay by any officer or employee of a foreign government who is exempt from Transient Occupancy Taxes by express provision of federal law or international treaty;
- A stay by any person to whom rent is charged at the rate of \$2.00 per day or less;
- A stay for which rent is paid from a fund administered by the Emergency Food and Shelter National Board Program;
- Stays by airline crews; and
- Stays of more than thirty (30) consecutive days.

The term “gross short-term sleeping room rental revenue” as used herein includes the following: the consideration charged, whether or not received, for the occupancy of space in a hotel valued in money, whether to be received in money, goods, labor or otherwise, including all receipts, cash, credits and property and services of any kind or nature, without any deduction therefrom whatsoever. Gross revenue shall not include any federal, state or local taxes collected.

Specific Benefit Determination

The LATMD assessment is not a property-based assessment subject to the requirements of Proposition 218. The Court has found, “Proposition 218 limited the term ‘assessments’ to levies on real property.”¹ Rather, the LATMD is a business-based assessment, and is subject to Proposition 26. Pursuant to Proposition 26 all levies are a tax unless they fit one of seven exceptions. Two of these exceptions apply to the LATMD, a “specific benefit” and a “specific government service.” Both require that the costs of benefits or services do not exceed the reasonable costs to the City of conferring the benefits or providing the services.

1. Specific Benefit

Proposition 26 requires that assessment funds be expended on, “a specific benefit conferred or privilege granted directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of conferring the benefit or granting the privilege.”² The services in this Plan are designed to provide targeted benefits directly to assessed lodging businesses, and are intended only to provide benefits and services directly to those businesses paying the assessment. These services are tailored not to serve the general public, businesses in general, or parcels of land, but rather to serve the specific lodging businesses within the LATMD. The activities described in this Plan are specifically targeted to increase demand for room night sales for assessed lodging businesses within the boundaries of the LATMD, and are narrowly tailored. LATMD funds will be used exclusively to provide the specific benefit of increased demand for room night sales directly to the assessees. Assessment funds shall not be used to feature non-assessed lodging businesses in LATMD programs, or to directly generate demand for sales for non-assessed businesses. The activities paid for from assessment revenues are business services constituting and providing specific benefits to the assessed lodging businesses. Nothing in the Plan limits the ability of the Owners’ Association to enter into private contracts with non-assessed lodging businesses for the provision of services to those businesses.

The assessment imposed by the LATMD is for a specific benefit conferred directly to the payors that is not provided to those not charged. The specific benefit conferred directly to the payors

¹ *Jarvis v. the City of San Diego* 72 Cal App. 4th 230

² Cal. Const. art XIII C § 1(e)(1)

is an increase in demand for room night sales. The specific benefit of an increase in demand for room night sales for assessed lodging businesses will be provided only to lodging businesses paying the district assessment, with marketing and sales programs promoting lodging businesses paying the LATMD assessment. The marketing and sales programs will be designed to increase demand for room night sales at each assessed lodging businesses. Because they are necessary to provide the marketing and sales programs that specifically benefit the assessed lodging businesses, the administration and contingency services also provide the specific benefit of increased demand for room night sales to the assessed lodging businesses.

Although the LATMD, in providing specific benefits to payors, may produce incidental benefits to non-paying businesses, the incidental benefit does not preclude the services from being considered a specific benefit. The legislature has found that, “A specific benefit is not excluded from classification as a ‘specific benefit’ merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific benefit to the payor.”³

2. Specific Government Service

The assessment may also be utilized to provide, “a specific government service or product provided directly to the payor that is not provided to those not charged, and which does not exceed the reasonable costs to the local government of providing the service or product.”⁴ The legislature has recognized that marketing and promotions services like those to be provided by the LATMD are government services within the meaning of Proposition 26.⁵ Further, the legislature has determined that “a specific government service is not excluded from classification as a ‘specific government service’ merely because an indirect benefit to a nonpayor occurs incidentally and without cost to the payor as a consequence of providing the specific government service to the payor.”⁶

3. Reasonable Cost

LATMD services will be implemented carefully to ensure they do not exceed the reasonable cost of such services. The full amount assessed will be used to provide the services described herein. Funds will be managed by the Owners’ Association, and reports submitted on an annual basis to the City. Only assessed lodging businesses will be featured in marketing materials, receive sales leads generated from LATMD-funded activities, be featured in advertising campaigns, and benefit from other LATMD-funded services. Non-assessed lodging businesses will not receive these, nor any other, LATMD-funded services and benefits.

The LATMD-funded programs are all targeted directly at, and feature only assessed businesses. It is, however, possible that there will be a spill over benefit to non-assessed businesses. If non-assessed lodging businesses receive incremental room nights, that portion of the promotion or program generating those room nights shall be paid with non-LATMD funds. LATMD funds shall only be spent to benefit the assessed businesses, and shall not be spent on that portion of any program which directly generates incidental room nights for non-assessed businesses.

³ Government Code section 53758(a)

⁴ Cal. Const. art XIII C § 1(e)(1)(2)

⁵ Government Code § 53758(b)

⁶ Government Code § 53758(b)

4. Benefit to NonPayors

The specific benefits provided by the LATMD will only be directly provided to the assessed businesses; they will not be directly provided to non-assessed businesses. Possible indirect benefit does not preclude the LATMD services from being considered a specific benefit. The legislature has directly indicated, in the context of tourism marketing districts, that services are not precluded from classification as a specific benefit merely because an indirect benefit to a nonpayor occurs as a consequence of providing the service and without cost to the payor.⁷

Although the legislature does not require the cost of any incidental benefit to non-payors be separated from the assessment, out of an abundance of caution a study was conducted on benefit generated by the LATMD programs. The study is attached as Appendix 4 of the accompanying MDP. The study found that 24% percent of marketing and sales programs generate incidental room night sales at non-assessed lodging businesses. Although it is not required, the portion of programs that generate this benefit will be paid for with non-assessment funds. Assessment funds will only fund that portion of the programs (76% percent) which represents a specific benefit to the assessed businesses. For example, if a program costs \$100,000 total, the LATMD will fund \$24,000 and the remaining \$76,000 will be sourced from non-assessment funds.

The amount of the assessment is no more than necessary to cover the reasonable costs of the proposed activities, and the manner in which the costs are allocated to a business owner bear a fair share or reasonable relationship to the businesses' benefits received from the proposed activities. The benefit study in Appendix 4 of the accompanying MDP found that the benefits provided by the LATMD do not exceed the reasonable cost.

The programs provided with LATMD funding receive additional non-assessment funding in the form of grants, corporate sponsorships, event income, transient occupancy tax, and other funds. These funding sources shall be equal to or exceed the amount of benefit conferred to non-payors annually by the LATMD's services. These non-assessment funds will be used to pay for the benefit to non-payors provided by the proposed services, ensuring that assessments will only be used to provide benefits to assessed businesses.

There are several reasons lodging businesses with fewer than fifty rooms will not receive a direct benefit from LATMD programs. The LATMD marketing and sales plans are not geared for lodging businesses with fewer than fifty rooms, and the plan won't change to improve sales for those smaller businesses. No lodging businesses with fewer than fifty rooms will be featured in any LATMD marketing or sales programs. Non-assessed business will not receive the benefit of being promoted or included in the streamlined efforts of the LATMD. Smaller lodging businesses tend to serve the local transient population, rather than the tourist population the LATMD marketing programs will aim at attracting. Smaller lodging businesses are typically not tourist-serving businesses, nor do they tend to be affiliated with national brands, instead they have on-site management. Smaller lodging businesses' clientele tends to be more based on local demand, including proximity to Los Angeles residents being visited and not reliant on regional or national marketing programs like those funded by the LATMD. Smaller lodging businesses tend to have more walk-up business, and not have a website, toll-free telephone number, or centralized reservation systems that would benefit from LATMD activities. The vast

⁷ AB 483 Ting (2014)

majority of these smaller lodging businesses also do not have online booking capabilities and are not featured on travel booking websites like Travelocity, Expedia and Orbitz.

The types of stays listed in Section V (D) of the Management District Plan, and detailed on pages 5-6 of this Engineer's Report, are not assessed because they also do not benefit from the services provided. Marketing services promoting stays within the LATMD are aimed at attracting short-term tourists, rather than stays of those types.

IV. LATMD SERVICE PLAN COST ESTIMATE

Based on preliminary estimates of generating \$36,300,000 in the initial year through the LATMD assessment, the percentage allocation of funds, as prescribed through the LATMD marketing plan, shall be as below. This table assumes the Owners’ Association does not exercise its ability to adjust the budget allocations as described in the Plan.

The table below demonstrates the estimated maximum budget with the assumption that the assessment rate will be increased at the earliest opportunity (0.5% increase per year to a maximum of 3%) as it is a required disclosure, it is not the anticipated course of action. Alternate courses of action may be taken in regard to implementing the assessment rate increase other than what is demonstrated in the chart below, within the parameters of the Plan.

Estimated Annual Budget if Maximum Assessment Rates are Adopted

Year	Marketing	Sales	Admin and Operations	City Collection Fee	Total
2025	\$25,773,000	\$7,260,000	\$2,904,000	\$363,000	\$36,300,000
2026	\$32,216,250	\$9,075,000	\$3,630,000	\$453,750	\$45,375,000
2026	\$38,659,500	\$10,890,000	\$4,356,000	\$544,500	\$54,450,000
2028	\$38,659,500	\$10,890,000	\$4,356,000	\$544,500	\$54,450,000
2029	\$38,659,500	\$10,890,000	\$4,356,000	\$544,500	\$54,450,000
2030	\$38,659,500	\$10,890,000	\$4,356,000	\$544,500	\$54,450,000
2031	\$38,659,500	\$10,890,000	\$4,356,000	\$544,500	\$54,450,000
2032	\$38,659,500	\$10,890,000	\$4,356,000	\$544,500	\$54,450,000
2033	\$38,659,500	\$10,890,000	\$4,356,000	\$544,500	\$54,450,000
2034	\$38,659,500	\$10,890,000	\$4,356,000	\$544,500	\$54,450,000
Total	\$367,265,250	\$103,455,000	\$41,382,000	\$5,172,750	\$517,275,000

The table below demonstrates the annual improvement and service plan budget with the assumption that the rates will not be increased during the LATMD’s term.

Estimated Annual Budget if Maximum Assessment Rates Are Not Adopted

Year	Marketing	Sales	Admin and Operations	City Collection Fee	Total
2025	\$25,773,000	\$7,260,000	\$2,904,000	\$363,000	\$36,300,000

2026	\$25,773,000	\$7,260,000	\$2,904,000	\$363,000	\$36,300,000
2027	\$25,773,000	\$7,260,000	\$2,904,000	\$363,000	\$36,300,000
2028	\$25,773,000	\$7,260,000	\$2,904,000	\$363,000	\$36,300,000
2029	\$25,773,000	\$7,260,000	\$2,904,000	\$363,000	\$36,300,000
2030	\$25,773,000	\$7,260,000	\$2,904,000	\$363,000	\$36,300,000
2031	\$25,773,000	\$7,260,000	\$2,904,000	\$363,000	\$36,300,000
2032	\$25,773,000	\$7,260,000	\$2,904,000	\$363,000	\$36,300,000
2033	\$27,225,000	\$7,260,000	\$2,904,000	\$363,000	\$36,300,000
2034	\$27,225,000	\$7,260,000	\$2,904,000	\$363,000	\$36,300,000
Total	\$260,634,000	\$72,600,000	\$29,040,000	\$3,630,000	\$363,000,000

Assessment Notice

An assessment notice will be sent to each business owner in the LATMD boundaries. The assessment notice provides the proposed method and basis of levying the assessment in sufficient detail to allow each business owner to calculate the amount of assessment to be levied against each business⁸. The final assessment for each business may change, up or down, if the actual gross short-term sleeping room rental revenue differs from the prior year.

As a result of continued development and expansion of the lodging industry, the LATMD may experience the addition or subtraction of assessable gross short-term sleeping room rental revenue within the LATMD boundaries. The opening, closing, or expansion of lodging businesses within the LATMD boundaries may change the amount of total gross short-term sleeping room rental revenue assessment collected by the LATMD. In future years, the assessments for the specific benefits bestowed upon the included businesses may change in accordance with the assessment methodology formula listed in this Engineer’s Report and the accompanying Management District Plan, provided that the assessment rate may only change as described herein and in the Management District Plan.

Time and Manner for Collecting Assessments

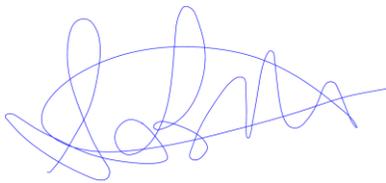
The renewed LATMD assessment will be implemented beginning January 1, 2025 or as soon as possible thereafter, and ending ten (10) years from its start date. The Los Angeles City Clerk or its designee will oversee collection of the assessment. The assessment shall be collected on a monthly basis (including any delinquencies, penalties and interest) from each lodging business located in the boundaries of the LATMD. The City shall take all reasonable efforts to collect the assessments and any delinquencies, penalties, and interest from each lodging business. The City Clerk or its designee may audit the hotels. The City shall forward the assessments, including any delinquencies, penalties and interest, to the owner’s association which will be responsible for managing LATMD programs as provided in the accompanying Management District Plan.

⁸ Government Code section 54954.6(c)(2)(A)

V. CERTIFICATION

I hereby certify, to the best of my knowledge and experience, that each of the identified benefiting businesses located within the Los Angeles Tourism Marketing District will receive a specific benefit and that the amount of the assessment is proportional to, and no greater than, the specific benefits conferred on each assessable business, as described in this Engineer’s Report.

Preparation of this Engineer’s Report for the Los Angeles Tourism Marketing District was completed by:



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Date: September 10, 2024

APPENDIX 1 – ASSESSED BUSINESSES

Region	Account Name	Address 1	City	State	Zip
C	Air in Venice Hotel	5 Rose Ave	Venice	CA	90291
C	Best Western Los Angeles Worldport	1402 Pacific Coast Highway	Wilmington	CA	90744
C	Best Western Plus San Pedro Hotel & Suites	111 S. Gaffey Street	San Pedro	CA	90731
C	Crowne Plaza Los Angeles Harbor	601 S. Palos Verdes St.	San Pedro	CA	90731
C	DoubleTree by Hilton San Pedro - Port of Los Angeles	2800 Via Cabrillo Marina	San Pedro	CA	90731
C	Extended Stay America Los Angeles - South	18602 S. Vermont Ave.	Gardena	CA	90248
C	Extended Stay America Los Angeles - Torrance Harbor Gateway	19200 Harbortate Way	Torrance	CA	90501
C	Holiday Inn Los Angeles Gateway - Torrance	19800 South Vermont Ave.	Torrance	CA	90502
C	Hotel Erwin	1697 Pacific Ave.	Venice Beach	CA	90291
C	Hotel MdR - a DoubleTree by Hilton Hotel	13480 Maxella Ave.	Marina del Rey	CA	90292
C	Jolly Roger Hotel	2904 Washington Blvd.	Marina del Rey	CA	90292
C	The Kinney	737 Washington Blvd.	Marina del Rey	CA	90292
C	The Sunrise Hotel	525 S. Harbor Blvd.	San Pedro	CA	90731
C	Vagabond Inn San Pedro	215 S. Gaffey Street	San Pedro	CA	90731
D	AC Hotel Downtown Los Angeles	1260 S Figueroa Street	Los Angeles	CA	90015
D	America's Best Value Inn (Downtown East)	1123 W. 7th St.	Los Angeles	CA	90017
D	Aventura Hotel	1020 Fedora St	Los Angeles	CA	90006
D	Avenue Hotel LA	321 N. Vermont Ave	Los Angeles	CA	90004
D	Best Western Plus Dragon Gate Inn	818 N. Hill St.	Los Angeles	CA	90012
D	Best Western Plus L.A. Midtown Hotel	603 S. New Hampshire Ave.	Los Angeles	CA	90005
D	citizenM Los Angeles Downtown Hotel	361 S. Spring Street	Los Angeles	CA	90013
D	Conrad Los Angeles	100 South Grand Ave	Los Angeles	CA	90012

D	Courtyard Los Angeles L.A. Live	901 W. Olympic Blvd.	Los Angeles	CA	90015
D	DoubleTree by Hilton Hotel Los Angeles Downtown	120 S. Los Angeles St.	Los Angeles	CA	90012
D	Downtown Los Angeles Proper Hotel	1100 Broadway	Los Angeles	CA	90015
D	Dunes Inn Wilshire	4300 Wilshire Blvd.	Los Angeles	CA	90010
D	E-CENTRAL Downtown	1020 S. Figueroa Street	Los Angeles	CA	90015
D	Freehand Los Angeles	416 W. 8th Street	Los Angeles	CA	90014
D	Garden Suite Hotel & Resort	681 South Western Ave	Los Angeles	CA	90005
D	Hilton Checkers Los Angeles	535 S. Grand Ave.	Los Angeles	CA	90071
D	Holiday Inn Express-Los Angeles Downtown West	611 S. Westlake Ave.	Los Angeles	CA	90057
D	Holiday Lodge Motel	1631 W 3rd Street	Los Angeles	CA	90017
D	Hollywood Inn Express South	141 N. Alvarado St.	Los Angeles	CA	90026
D	Hotel Figueroa	939 S. Figueroa St.	Los Angeles	CA	90015
D	Hotel Indigo Los Angeles Downtown	899 Francisco St.	Los Angeles	CA	90017
D	Hotel Normandie LA	605 S. Normandie Ave.	Los Angeles	CA	90005
D	Hotel Per La	649 S Olive Street	Los Angeles	CA	90014
D	Hotel Solaire Los Angeles	1710 W. 7th Street	Los Angeles	CA	90017
D	Hyatt House Los Angeles - University Medical Center	2200 E. Trojan Way	Los Angeles	CA	90033
D	InterContinental Los Angeles Downtown	900 Wilshire Blvd	Los Angeles	CA	90017
D	JJ Grand Hotel	620 S. Harvard Blvd.	Los Angeles	CA	90005
D	JW Marriott Los Angeles L.A. LIVE	900 W. Olympic Blvd.	Los Angeles	CA	90015
D	Kawada Hotel	200 S. Hill St.	Los Angeles	CA	90012
D	Level Los Angeles - Downtown South Olive	888 S. Olive St.	Los Angeles	CA	90014
D	Metro Plaza Hotel	711 N. Main Street	Los Angeles	CA	90012
D	Miyako Hotel Los Angeles	328 E. First St.	Los Angeles	CA	90012
D	Moxy Downtown Los Angeles	1260 S Figueroa Street	Los Angeles	CA	90015
D	New Seoul Hotel	2666 W Olympic Blvd	Los Angeles	CA	90006

D	O Hotel by LuxUrban	819 S. Flower St.	Los Angeles	CA	90017
D	Omni Los Angeles Hotel	251 S. Olive St.	Los Angeles	CA	90012
D	Oxford Palace Hotel	745 S Oxford Ave	Los Angeles	CA	90005
D	Ramada Wilshire Center	3900 Wilshire Blvd	Los Angeles	CA	90010
D	Residence Inn Los Angeles L.A. Live	901 W. Olympic Blvd.	Los Angeles	CA	90015
D	Rodeway Inn Los Angeles Convention Center Hotel	1904 W. Olympic Blvd.	Los Angeles	CA	90006
D	Rotex Hotel	3411 W Olympic Blvd	Los Angeles	CA	90019
D	Royal Park Hotel	1906 W. 3rd Street	Los Angeles	CA	90057
D	Sheraton Grand Los Angeles	711 S. Hope St.	Los Angeles	CA	90017
D	Silver Lake Hotel	250 Silver Lake Blvd.	Los Angeles	CA	90004
D	Silver Lake Pool and Inn	4141 Santa Monica Boulevard	Silver Lake	CA	90026
D	Sonder The Craftsman	208 West 8th Street	Los Angeles	CA	90014
D	Sonder The Winfield	406 W 7th Street	Los Angeles	CA	90014
D	STILE Downtown Los Angeles by Kasa	929 S. Broadway	Los Angeles	CA	90015
D	Stillwell Hotel	838 Grand Avenue	Los Angeles	CA	90017
D	Super 8 Los Angeles/Alhambra	5350 S. Huntington Drive	Los Angeles	CA	90032
D	The Biltmore Los Angeles	506 S. Grand Ave.	Los Angeles	CA	90071
D	The Delphi	550 S Flower St	Los Angeles	CA	90071
D	The Hoxton Downtown LA	1060 South Broadway	Los Angeles	CA	90015
D	The Jonathan Club	545 S. Figueroa St.	Los Angeles	CA	90071
D	The LA Grand Hotel Downtown	333 S. Figueroa St.	Los Angeles	CA	90071
D	The LINE LA	3515 Wilshire Blvd.	Los Angeles	CA	90010
D	The Live Hotel	1901 W. Olympic Blvd.	Los Angeles	CA	90006
D	The Los Angeles Athletic Club	431 W. Seventh St.	Los Angeles	CA	90014
D	The Ritz-Carlton, Los Angeles	900 W. Olympic Blvd.	Los Angeles	CA	90015
D	The Wayfarer Downtown LA	813 S Flower St.	Los Angeles	CA	90017

D	The Westin Bonaventure Hotel & Suites	404 S. Figueroa St.	Los Angeles	CA	90071
D	Tuscan Garden Inn	2200 W Olympic Blvd	Los Angeles	CA	90006
D	USC Hotel	3540 S. Figueroa St.	Los Angeles	CA	90007
D	Vagabond Inn Los Angeles USC	3101 S. Figueroa St.	Los Angeles	CA	90007
H	Best Western Hollywood Plaza Inn	2011 N. Highland Ave.	Hollywood	CA	90068
H	Cara Hotel	1730 North Western Avenue	Los Angeles	CA	90027
H	Chateau Marmont	8221 W. Sunset Blvd.	West Hollywood	CA	90046
H	Dream Hollywood Hotel	6417 Selma Ave.	Los Angeles	CA	90028
H	Dunes Inn Sunset	5625 Sunset Blvd.	Los Angeles	CA	90028
H	Hampton Inn & Suites Los Angeles/Hollywood	1133 Vine St.	Los Angeles	CA	90038
H	Highland Gardens Hotel	7047 Franklin Ave	Los Angeles	CA	90028
H	Hilton Garden Inn Los Angeles/Hollywood	2005 N. Highland Ave.	Los Angeles	CA	90068
H	Hilton Los Angeles/Universal City	555 Universal Hollywood Dr.	Universal City	CA	91608
H	Hollywood Historic Hotel	5162 Melrose Ave.	Los Angeles	CA	90038
H	Hollywood Hotel-The Hotel Of Hollywood	1160 North Vermont Ave.	Los Angeles	CA	90029
H	Hollywood Travelodge	1401 N. Vermont Ave.	Hollywood	CA	90027
H	Kimpton Everly Hotel Hollywood	1800 Argyle Avenue	Los Angeles	CA	90028
H	Las Palmas Hotel	1738 N Las Palmas Ave	Los Angeles	CA	90028
H	Loews Hollywood Hotel	1755 N. Highland Ave.	Hollywood	CA	90028
H	Mama Shelter	6500 Selma Ave.	Los Angeles	CA	90028
H	Motel 6 Hollywood	1738 Whitley Ave	Los Angeles	CA	90028
H	Palihotel Hollywood	7023 W Sunset Blvd.	Los Angeles	CA	90028
H	Quality Inn Hollywood	1520 N. La Brea Ave	Los Angeles	CA	90028
H	Retan Hotel	1732 Whitley Ave	Los Angeles	CA	90028
H	Sheraton Universal	333 Universal Hollywood Dr.	Universal	CA	91608

			City		
H	Sunset West Hotel	7212 West Sunset Blvd	Los Angeles	CA	90046
H	Super 8 Motel - Hollywood	1536 N. Western Ave.	Hollywood	CA	90027
H	The Adler a Hollywood Hotel	6141 Franklin Ave.	Hollywood	CA	90028
H	The BLVD Hotel & Suites	2010 N. Highland Ave.	Los Angeles	CA	90068
H	The Dixie Hollywood Hotel	5410 Hollywood Blvd.	Los Angeles	CA	90027
H	The Godfrey Hotel Hollywood	1400 Cahuenga Blvd	Los Angeles	CA	90028
H	The Hollywood Roosevelt	7000 Hollywood Blvd.	Hollywood	CA	90028
H	Thompson Hollywood	1541 Wilcox Avenue	Los Angeles	CA	90028
H	tommie Hollywood	6515 Selma Avenue	Los Angeles	CA	90028
H	W Hollywood Hotel & Residences	6250 Hollywood Blvd.	Hollywood	CA	90028
L	Courtyard by Marriott Los Angeles LAX/Century Boulevard	6161 W. Century Blvd.	Los Angeles	CA	90045
L	Embassy Suites Los Angeles - International Airport/North	9801 Airport Blvd.	Los Angeles	CA	90045
L	Extended Stay America - Los Angeles - LAX Airport	6531 S. Sepulveda Blvd.	Los Angeles	CA	90045
L	Four Points by Sheraton LAX	9750 Airport Blvd.	Los Angeles	CA	90045
L	H Hotel Los Angeles, Curio Collection by Hilton	6151 W. Century Boulevard	Los Angeles	CA	90045
L	Hilton Los Angeles Airport	5711 W. Century Blvd.	Los Angeles	CA	90045
L	Holiday Inn Express LAX	8620 Airport Blvd.	Los Angeles	CA	90045
L	Holiday Inn Los Angeles International Airport (LAX)	9901 S. La Cienega Blvd.	Los Angeles	CA	90045
L	Homewood Suites by Hilton Los Angeles Airport	6151 W. Century Blvd	Los Angeles	CA	90045
L	Hotel June	8639 Lincoln Blvd.	Los Angeles	CA	90045
L	Hyatt Place/ Hyatt House LAX Century Blvd	5959 W Century Blvd	Los Angeles	CA	90045
L	Hyatt Regency Los Angeles International Airport	6225 W. Century Blvd.	Los Angeles	CA	90045
L	La Quinta Inn and Suites at LAX	5249 W. Century Blvd.	Los Angeles	CA	90045
L	Los Angeles Airport Marriott	5855 W. Century Blvd.	Los Angeles	CA	90045

L	Renaissance Los Angeles Airport Hotel	9620 Airport Blvd.	Los Angeles	CA	90045
L	Residence Inn Los Angeles LAX/Century Boulevard	5933 West Century Blvd	Los Angeles	CA	90045
L	Sea Rock Inn- Los Angeles	14032 South Vermont Avenue	Los Angeles	CA	90247
L	Sheraton Gateway Los Angeles Hotel	6101 W. Century Blvd.	Los Angeles	CA	90045
L	Sonesta Los Angeles Airport LAX Hotel	5985 W. Century Blvd.	Los Angeles	CA	90045
L	The Westin Los Angeles Airport	5400 W. Century Blvd.	Los Angeles	CA	90045
L	Travelodge Hotel at LAX	5547 W. Century Boulevard	Los Angeles	CA	90045
SF	Best Western Plus Carriage Inn	5525 Sepulveda Blvd.	Sherman Oaks	CA	91411
SF	Best Western Woodland Hills Inn	21830 Ventura Blvd.	Woodland Hills	CA	91364
SF	Budget Inn of North Hills	9151 Sepulveda Blvd.	North Hills	CA	91343
SF	Comfort Inn - Eagle Rock	2300 Colorado Blvd.	Los Angeles	CA	90041
SF	Comfort Inn & Suites Near Universal - N. Hollywood - Burbank	6147 Lankershim Blvd.	North Hollywood	CA	91606
SF	Courtyard by Marriott- Woodland Hills	21101 Ventura Blvd	Woodland Hills	CA	91364
SF	Courtyard Los Angeles Sherman Oaks	15433 Ventura Blvd.	Sherman Oaks	CA	91403
SF	Econo Motor Inn of North Hills	8647 Sepulveda Blvd.	North Hills	CA	91343
SF	Good Nite Inn Sylmar	12835 Encinitas Avenue	Sylmar	CA	91342
SF	Hampton Inn & Suites Los Angeles Burbank Airport	7501 N. Glenoaks Blvd.	Burbank	CA	91504
SF	Hampton Inn & Suites Los Angeles/Sherman Oaks	5638 Sepulveda Blvd.	Sherman Oaks	CA	91411
SF	Hilton Woodland Hills	6360 Canoga Ave.	Woodland Hills	CA	91367
SF	Holiday Inn Express & Suites Woodland Hills	22617 Ventura Blvd.	Woodland Hills	CA	91364
SF	Holiday Inn Express IHG, Van Nuys	8244 Orion Ave.	Van Nuys	CA	91406

SF	Holiday Inn Express North Hollywood	11350 Burbank Blvd	North Hollywood	CA	91601
SF	Hometown Inn	9401 Sepulveda Blvd.	North Hills	CA	91343
SF	Hotel Mariposa	12828 West Riverside Drive	Los Angeles	CA	91607
SF	Howard Johnson Inn and Suites Reseda	7432 Reseda Blvd.	Reseda	CA	91335
SF	Mikado Hotel	12600 Riverside Drive	Valley Village	CA	91607
SF	Motel 6 Canoga Park	7132 De Soto Ave.	Canoga Park	CA	91303
SF	Motel 6 Los Angeles - Van Nuys/Sepulveda	15711 Roscoe Blvd.	North Hills	CA	91343
SF	Motel 6 Van Nuys	6909 Sepulveda Blvd.	Van Nuys	CA	91405
SF	Palm Tree Inn	8424 Sepulveda Blvd.	North Hills	CA	91343
SF	Paradise Lodge	20128 Roscoe Blvd.	Winnetka	CA	91306
SF	Radisson Hotel Chatsworth	9777 Topanga Canyon Blvd.	Chatsworth	CA	91311
SF	Ramada Inn Chatsworth	21340 Devonshire Street	Chatsworth	CA	91311
SF	Sonesta ES Suites Chatsworth	21902 Lassen Street	Chatsworth	CA	91311
SF	St. George Motor Inn	19454 Ventura Blvd.	Tarzana	CA	91356
SF	Star Light Inn	7435 Winnetka Ave.	Winnetka	CA	91306
SF	Studio City Court Yard Hotel	12933 Ventura Blvd.	Studio City	CA	91604
SF	Studio Lodge	11254 Vanowen	North Hollywood	CA	91605
SF	The BLVD Hotel & Spa	10730 Ventura Blvd.	Studio City	CA	91604
SF	The Garland	4222 Vineland Ave.	North Hollywood	CA	91602
SF	The Sherman Hotel	15485 Ventura Blvd.	Sherman Oaks	CA	91403
SF	Travel Inn	8525 Sepulveda Blvd.	North Hills	CA	91343
SF	Travelodge Chatsworth	21603 Devonshire Street	Chatsworth	CA	91311
SF	Travelodge Sylmar	14955 Roxford St.	Sylmar	CA	91342
SF	Vagabond Inn - Sylmar	12775 Encinitas Avenue	Sylmar	CA	91342

SF	Valley Inn & Conference Center	10621 Sepulveda Blvd.	Mission Hills	CA	91345
SF	Warner Center Marriott Hotel	21850 Oxnard St.	Woodland Hills	CA	91367
W	AC Hotel Beverly Hills	6399 Wilshire Blvd	Los Angeles	CA	90048
W	Best Western Royal Palace Inn & Suites	2528 S. Sepulveda Blvd.	Los Angeles	CA	90064
W	Beverly Hills Marriott	1150 S. Beverly Dr.	Los Angeles	CA	90035
W	Beverly Hills Plaza Hotel & Spa	10300 Wilshire Blvd.	Los Angeles	CA	90024
W	Beverly Laurel Motor Hotel	8018 Beverly Boulevard	Los Angeles	CA	90048
W	Burton House, A Tribute Portfolio Hotel	1177 S. Beverly Dr.	Los Angeles	CA	90035
W	Cameo Beverly Hills	1224 Beverwil Dr.	Los Angeles	CA	90035
W	Courtyard by Marriott Century City Beverly Hills	10320 W. Olympic Blvd.	Los Angeles	CA	90064
W	Fairmont Century Plaza	2025 Avenue of the Stars	Los Angeles	CA	90067
W	Four Seasons Hotel Los Angeles at Beverly Hills	300 S. Doheny Dr.	Los Angeles	CA	90048
W	Holiday Inn Express West Los Angeles	11250 Santa Monica Blvd.	Los Angeles	CA	90025
W	Hotel Angeleno	170 N. Church Lane	Los Angeles	CA	90049
W	Hotel Bel-Air, Dorchester Collection	701 Stone Canyon Rd.	Los Angeles	CA	90077
W	Kimpton Hotel Palomar Los Angeles - Beverly Hills	10740 Wilshire Blvd.	Los Angeles	CA	90024
W	Kimpton Hotel Wilshire	6317 Wilshire Blvd.	Los Angeles	CA	90048
W	Luxe Sunset Boulevard Hotel	11461 Sunset Blvd.	Los Angeles	CA	90049
W	Palihotel Westwood Village	1044 Tiverton Avenue	Los Angeles	CA	90024
W	Palihouse West Hollywood	8384 W 3rd St.	Los Angeles	CA	90048
W	Short Stories Hotel	115 S. Fairfax Ave.	Los Angeles	CA	90036
W	SLS Hotel, a Luxury Collection Hotel, Beverly Hills	465 S. La Cienega Blvd.	Los Angeles	CA	90048
W	Sofitel Los Angeles at Beverly Hills	8555 Beverly Blvd.	Los Angeles	CA	90048
W	The Olivia Hotel	10740 Santa Monica Boulevard	Los Angeles	CA	90025
W	UCLA Luskin Conference Center	425 Westwood Plaza	Los Angeles	CA	90095

W	W Los Angeles–West Beverly Hills	930 Hilgard Ave.	Los Angeles	CA	90024
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*Region Key:

SF - San Fernando Valley Region

D - Downtown/LA Metro Region

H - Hollywood Region

C - Coastal Region

L - LAX Region

W - Westside Region