

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.*

April 1, 2016 to December 31, 2025

Prepared by



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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 the Los Angeles Tourism Marketing District Corporation (the Corporation), the Los Angeles Tourism Marketing District (LATMD) is an assessment district that shall provide specific benefits to payors by funding marketing and sales promotion efforts for assessed businesses. The LATMD was formed by the City of Los Angeles (City) in 2011, 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 original five-year term and the member businesses wish to renew the LATMD for an additional 9 years and 9 months.

Location: The LATMD includes all lodging businesses with fifty (50) rooms or more located within the boundaries of the City of Los Angeles.

Services: The LATMD is designed to provide specific benefits directly to payors by increasing room night sales. The LATMD will provide marketing and sales promotions to increase tourism and increase awareness of the assessed businesses as destinations for tourists, meetings, and events, and to increase gross room rental revenue for the specific benefit of assessed lodging businesses with 50 or more rooms. 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 budget for each full year of operation is anticipated to be approximately \$20,000,000. The initial “year” of operation will be a partial year consisting of nine months, for which the anticipated budget is \$15,000,000. This budget is expected to fluctuate in accordance with room sales and assessment rate modifications, as detailed in Section VI of the Management District Plan.

Cost: The initial annual assessment rate is one and one half percent (1.5%) of gross short-term (stays less than 31 days) room rental revenue on lodging businesses with 50 or more rooms. The assessment rate may increase to a maximum of three percent (3%) of gross room rental revenue within the 9 year and 9 month term; the increase in any year shall not exceed one-half of one percent (0.5%) of gross room rental revenue as detailed in Section VI(C). The assessment rate may also be decreased, but shall not drop below one and one half percent (1.5%) of gross room rental revenue. Based on the benefit received, assessments will not be collected on certain stays as described in Section III, Assessment Rate, of this Engineer’s Report.

Duration: The renewed LATMD will have a nine year nine month life, beginning April 1, 2016 through December 31, 2025. Once per year beginning on the anniversary of the formation of the district there is a 30-day period in which owners paying more than fifty percent (50%) of the assessment may protest and initiate a City Council hearing on district termination.

Management: A nonprofit corporation will 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.

II. DISTRICT BOUNDARIES

The LATMD will include all lodging businesses with fifty (50) rooms or more, existing and in the future, available for public occupancy within the boundaries of the City of Los Angeles. New lodging businesses with 50 or more rooms opening during the term of the District, and lodging businesses expanding to 50 or more rooms during the term of the District, will be assessed in the LATMD upon their expansion or opening. Lodging businesses with 50 or more rooms which reduce the number of rooms to less than 50 during the term of the District will cease to be assessed upon reduction of rooms to less than 50.

The boundary is estimated to include approximately 182 existing lodging businesses with 50 or more rooms. A boundary map is shown below. A list of existing lodging businesses with 50 rooms or more is included in Appendix 1.



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.

Meanwhile, Los Angeles' major competitors have enacted or renewed their tourism marketing district assessments and increased their sales and marketing efforts; among them San Diego has raised \$30 million and San Francisco has raised \$23 million. The City of Anaheim approved a 2% tourism marketing district assessment, which provides an estimated \$9.5 million in additional funds for Anaheim sales and marketing efforts.

At the time the LATMD was formed, there were 57 destinations in California with tourism marketing districts. Currently, there are 85 destinations throughout California with tourism marketing districts, plus 38 in other states. Cumulatively, these districts raise over \$230 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 \$20 million in the first full year, and the amount needed to remain effective is expected to increase over time. To raise a minimum of \$20 million it is necessary to levy an assessment of 1.5% of gross short-term 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 1.5% assessment rate was determined based on the need for \$20 million to effectively market lodging businesses with fifty or more rooms. It is anticipated that the costs of the programs will increase during the operation of the LATMD at a rate of approximately three percent per year.

Assessment Rate

The LATMD annual assessment rate is 1.5% of gross short-term (stays less than 31 days) room rental revenue for lodging businesses with 50 or more rooms. Based on the benefit received, the following stays shall not be subject to assessment:

- (1) A stay for which it is beyond the power of the City to impose the assessment herein provided;
- (2) 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;
- (3) A stay by any officer or employee of a foreign government who is exempt by express provision of federal law or international treaty;
- (4) A stay by any person to whom rent is charged at the rate of \$2.00 per day or less;

- (5) A stay for which rent is paid from a fund administered by the Emergency Food and Shelter National Board Program;
- (6) Stays by airline crews;
- (7) Stays of more than thirty (30) consecutive days; and
- (8) Stays pursuant to contracts executed prior to commencement of the LATMD.

The term “gross room rental revenue” as used herein includes the following: the consideration charged, whether or not received, for the occupancy of lodging 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 and shall exclude the cost of meals or other services offered at the hotel.

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. One of these exceptions applies to the LATMD, a “specific benefit.” This requires that the costs of benefits do not exceed the reasonable costs to the City of conferring the benefits.

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 the Management District Plan are designed to provide targeted benefits directly to assessed lodging businesses, and are intended only to provide benefits 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 District. The activities described in the Plan are specifically targeted to increase room night sales for assessed lodging businesses within the boundaries of the District, and are narrowly tailored. LATMD funds will be used exclusively to provide the specific benefit of increased room night sales directly to the assessees. For example, assessment funds shall not be used to feature non-assessed lodging businesses in LATMD programs. Further assessment funds, shall not be used to generate sales leads for non-assessed businesses. The activities paid for from assessment revenues are business services constituting and providing specific benefits to the assessed businesses.

The assessment imposed by this district is for a specific benefit conferred directly to the payors, lodging businesses with fifty (50) or more rooms, that is not provided to those not charged. The specific benefit conferred directly to the payors, lodging businesses with fifty (50) or more rooms, is an

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

² Cal. Const. art XIII C § 1(e)(1)

increase in room night sales. The specific benefit of an increase in room night sales for assessed lodging businesses will be provided only to those lodging businesses with fifty (50) or more rooms paying the district assessment, with marketing and sales programs promoting only those lodging businesses with fifty (50) or more rooms paying the district assessment. The marketing and sales programs will be designed to increase room night sales at each assessed lodging businesses with fifty (50) or more rooms. Because they are necessary to provide the marketing and sales programs that specifically benefit the assessed lodging businesses with fifty (50) or more rooms, the administration, collection and contingency services also provide the specific benefit of increased room night sales to the assessed lodging businesses.

Although the District, 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. Reasonable Cost

The Constitution provides that the assessment is used for "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."⁴ In order to sure that the assessment does not exceed a reasonable cost to the City of conferring the benefit or granting the privilege, 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 district-funded activities, be featured in advertising campaigns, and benefit from other district-funded services. Non-assessed lodging businesses will not receive these, nor any other, district-funded services and benefits.

The District-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-District funds. LATMD funds shall only be spent to benefit the assessed businesses, and shall not be spent on that portion of any program which generates incidental room nights for non-assessed businesses.

3. 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

³ Government Code section 53758(a)

⁴ Cal. Const. art XIII C § 1(e)(1)

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.⁵

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 3. The study found that twenty-two percent of marketing 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 (seventy-eight percent) which represents a specific benefit to the assessed businesses. For example, if a program costs \$100,000 total, the LATMD will fund \$78,000 and the remaining \$22,000 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 3 found that the benefits provided by the LATMD do not exceed the reasonable cost.

The programs provided with District 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 District'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

⁵ AB 483 Ting (2014)

vast 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 VI (C) of the Management District Plan, and detailed on page 3 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 \$15,000,000 in the first partial year through the LATMD assessment, and an increase thereafter of three percent per year, 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 as described in the Plan.

FY	Marketing	Sales	Administration	City Fee	Total
	71%	20%	8%	1%	100%
2016	\$10,650,000.00	\$3,000,000.00	\$1,200,000.00	\$150,000.00	*\$15,000,000.00
2017	\$14,626,000.00	\$4,120,000.00	\$2,197,278.40	\$206,000.00	\$20,600,000.00
2018	\$15,064,780.00	\$4,243,600.00	\$2,319,776.67	\$212,180.00	\$21,218,000.00
2019	\$15,516,723.40	\$4,370,908.00	\$2,437,157.37	\$218,545.40	\$21,854,540.00
2020	\$15,982,225.10	\$4,502,035.24	\$2,510,272.09	\$225,101.76	\$22,510,176.20
2021	\$16,461,691.86	\$4,637,096.30	\$2,585,580.26	\$231,854.81	\$23,185,481.49
2022	\$16,955,542.61	\$4,776,209.19	\$2,663,147.66	\$238,810.46	\$23,881,045.93
2023	\$17,464,208.89	\$4,919,495.46	\$2,743,042.09	\$245,974.77	\$24,597,477.31
2024	\$17,988,135.16	\$5,067,080.33	\$2,825,333.36	\$253,354.02	\$25,335,401.63
2025	\$18,527,779.21	\$5,219,092.74	\$2,910,093.36	\$260,954.64	\$26,095,463.68
2026	\$19,083,612.59	\$5,375,665.52	\$2,997,396.16	\$268,783.28	\$26,878,327.59

**Fiscal year 2016 only covers a 9 month period. The estimate for the first year of operation of the district is \$20,000,000 which translates to approximately \$1,666,666.66 per month or \$15,000,000 for 9 months. The subsequent years in the above table use the annual \$20,000,000 figure as a base number for all calculations.*

Assessment Notice

An assessment notice will be sent to each business owner in the District 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 business⁶. The final assessment for each business may change, up or down, if the actual gross 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 room rental revenue within the District boundaries. The opening, closing, or expansion of lodging businesses within the LATMD boundaries may change the amount of total gross room rental revenue assessment collected by the District. 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.

⁶ Government Code section 54954.6(c)(2)(A)

Time and Manner for Collecting Assessments

The renewed LATMD assessment will be implemented beginning April 1, 2016 and will continue for nine (9) years and nine (9) months, through December 31, 2025. 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.

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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APPENDIX 1 – ASSESSED BUSINESSES

KEY	Name	Address	City	State	ZIP	Zone
1	Sheraton Universal	333 Universal Hollywood Dr	Universal City	CA	91608	SF
2	Hilton Los Angeles/Universal City	555 Universal Hollywood Dr	Universal City	CA	91608	SF
3	Best Western Mikado	12600 Riverside Dr	North Hollywood	CA	91607	SF
4	Studio Lodge	11254 Vanowen St	North Hollywood	CA	91605	SF
5	Studio City Courtyard Hotel	12933 Ventura Blvd	Studio City	CA	91604	SF
6	Sportsmen's Lodge Hotel	12825 Ventura Blvd	Studio City	CA	91604	SF
7	The Beverly Garland	4222 Vineland Ave	North Hollywood	CA	91602	SF
8	Voyager Motor Inn	6500 Sepulveda Blvd	Van Nuys	CA	91411	SF
9	Best Western Carriage Inn	5525 Sepulveda Blvd	Van Nuys	CA	91411	SF
10	Airtel Plaza Hotel & Conference Center	7277 Valjean Ave	Van Nuys	CA	91406	SF
11	Holiday Inn Express Van Nuys	8244 Orion Ave	Van Nuys	CA	91406	SF
12	Studio 6 Van Nuys	13561 Sherman Way	Van Nuys	CA	91405	SF
13	Motel 6 Van Nuys	6909 Sepulveda Blvd	Van Nuys	CA	91405	SF
14	Courtyard Los Angeles Sherman Oaks	15433 Ventura Blvd	Sherman Oaks	CA	91403	SF
15	Star Inn Hotel & Suites	15485 Ventura Blvd	Sherman Oaks	CA	91403	SF
16	Hilton Woodland Hills	6360 Canoga Ave	Woodland Hills	CA	91367	SF
17	Warner Center Marriott Hotel	21850 Oxnard St	Woodland Hills	CA	91367	SF
18	Best Western Woodland Hills	21830 Ventura Blvd	Woodland Hills	CA	91364	SF
19	Courtyard by Marriott Woodland Hills	21101 Ventura Blvd	Woodland Hills	CA	91364	SF
20	Comfort Inn near Warner Center	20157 Ventura Blvd	Woodland Hills	CA	91364	SF
21	Extended Stay America Los Angeles - Woodland Hills	20205 Ventura Blvd	Woodland Hills	CA	91364	SF
22	St George Motor Inn	19454 Ventura Blvd	Tarzana	CA	91356	SF
23	Valley Inn & Conference Center	10621 Sepulveda Blvd	Mission Hills	CA	91345	SF
24	Travel Inn	8525 Sepulveda Blvd	North Hills	CA	91343	SF
25	Econo Motor Inn of North Hills	8647 Sepulveda Blvd	North Hills	CA	91343	SF
26	Budget Inn	9151 Sepulveda Blvd	North Hills	CA	91343	SF
27	Motel 6 Los Angeles - Van Nuys/Sepulveda	15711 Roscoe Blvd	North Hills	CA	91343	SF
28	Palm Tree Inn	8424 Sepulveda Blvd	North Hills	CA	91343	SF
29	Travelodge Sylmar	14955 Roxford St	Sylmar	CA	91342	SF
30	Motel 6 Los Angeles - Sylmar	12775 Encinitas Ave	Sylmar	CA	91342	SF
31	Good-Nite Inn	12835 Encinitas Ave	Sylmar	CA	91342	SF
32	Howard Johnson Inn & Suites Reseda	7432 Reseda Blvd	Reseda	CA	91335	SF
33	Ramada Inn	21340 Devonshire St	Chatsworth	CA	91311	SF
34	Travelodge Chatsworth	21603 Devonshire St	Chatsworth	CA	91311	SF
35	Staybridge Suites Chatsworth	21902 Lassen St	Chatsworth	CA	91311	SF
36	Radisson Chatsworth Hotel	9777 Topanga Canyon Blvd	Chatsworth	CA	91311	SF
37	Paradise Lodge	20128 Roscoe Blvd	Winnetka	CA	91306	SF
38	Comfort Inn & Suites near Universal Studios	6147 Lankershim Blvd	North Hollywood	CA	91606	SF

KEY	Name	Address	City	State	ZIP	Zone
39	Extended Stay America - Northridge	19325 Londelius Street	Northridge	CA	91324	SF
40	Hampton Inn & Suites Los Angeles Burbank Airport	7501 N Glenoaks Blvd	Burbank	CA	91504	SF
41	Hampton Inn & Suites Los Angles/Sherman Oaks	5638 Sepulveda Blvd	Sherman Oaks	CA	91411	SF
42	Holiday Inn Express Hotel & Suites	22617 Ventura Blvd	Woodland Hills	CA	91364	SF
43	Holiday Inn Express North Hollywood	11350 Burbank Blvd	North Hollywood	CA	91601	SF
44	Hometown Inn	9401 Sepulveda Blvd	North Hills	CA	91343	SF
45	The BLVD Hotel & Spa	10730 Ventura Blvd	Studio City	CA	91604	SF
46	Star Light Inn	7435 Winnetka Ave	Winnetka	CA	91306	SF
47	Super 8 Canoga Park	7631 Topanga Canyon Blvd	Canoga Park	CA	91304	SF
48	Motel 6 Canoga Park	7132 De Soto Ave	Canoga Park	CA	91303	SF
49	Oakwood Apartments- Toluca Hills	3600 Barham Blvd	Los Angeles	CA	90068	SF
50	Standard, Downtown LA, The	550 S Flower St	Los Angeles	CA	90071	D
51	Ace Hotel Downtown Los Angeles	929 Broadway	Los Angeles	CA	90015	D
52	Barclay Hotel	103 W 4th Street	Los Angeles	CA	90013	D
53	Courtyard by Marriott LA Live	901 W Olympic Blvd	Los Angeles	CA	90015	D
54	Garden Suite Hotel & Resort	681 S Western Avenue	Los Angeles	CA	90015	D
55	Holiday Lodge Motel	1631 3rd Street	Los Angeles	CA	90017	D
56	Hotel Normandie LA	605 S Normandie Avenue	Los Angeles	CA	90005	D
57	Madison Hotel	423 E 7th Street	Los Angeles	CA	90014	D
58	Miyako Hotel Los Angeles	328 E First Street	Los Angeles	CA	90012	D
59	Nutel Motel	1906 W 3rd Street	Los Angeles	CA	90057	D
60	Oasis Motel	2200 W Olympic Blvd	Los Angeles	CA	90006	D
61	RAMADA Los Angeles Downtown West	1901 W Olympic Blvd	Los Angeles	CA	90006	D
62	The Jonathan Club	545 S Figueroa Street	Los Angeles	CA	90071	D
63	L.A Hotel Downtown - A Hyatt Affiliate	333 S Figueroa St	Los Angeles	CA	90071	D
64	Westin Bonaventure Hotel & Suites	404 S Figueroa St	Los Angeles	CA	90071	D
65	Hilton Checkers Hotel	535 S Grand Ave	Los Angeles	CA	90071	D
66	Millennium Biltmore Hotel	506 S Grand Ave	Los Angeles	CA	90071	D
67	Holiday Inn Express - Los Angeles Downtown West	611 S Westlake Ave	Los Angeles	CA	90057	D
68	Comfort Inn - Eaglerock	2300 Colorado Blvd	Los Angeles	CA	90041	D
69	Super 8 Motel Los Angeles/Alhambra	5350 Huntington Dr S	Los Angeles	CA	90032	D
70	Super 8 Motel- Hollywood	1536 N Western Ave	Hollywood	CA	90027	D
71	Hollywood Inn Express South	141 N Alvarado St	Los Angeles	CA	90026	D
72	Rotex Hotel	3411 W Olympic Blvd	Los Angeles	CA	90019	D
73	Hotel Solaire Los Angeles	1710 W 7th St	Los Angeles	CA	90017	D
74	This Historic Mayfair Hotel	1256 W 7th St	Los Angeles	CA	90017	D
75	America's Best Value Inn	1123 W 7th St	Los Angeles	CA	90017	D

KEY	Name	Address	City	State	ZIP	Zone
76	Wilshire Grand Hotel	930 Wilshire Blvd	Los Angeles	CA	90017	D
77	Sheraton Los Angeles Downtown	711 S Hope St	Los Angeles	CA	90017	D
78	Ritz Milner Hotel	813 S Flower St	Los Angeles	CA	90017	D
79	O Hotel	819 S Flower St	Los Angeles	CA	90017	D
80	Stillwell Hotel	838 S Grand Ave	Los Angeles	CA	90017	D
81	Figueroa Hotel	939 S Figueroa St	Los Angeles	CA	90015	D
82	Luxe City Center Hotel	1020 S Figueroa St	Los Angeles	CA	90015	D
83	JW Marriott Los Angeles	900 West Olympic Blvd	Los Angeles	CA	90015	D
84	The Ritz Carlton	710 West Olympic Blvd	Los Angeles	CA	90015	D
85	Los Angeles Athletic Club	431 W 7th St	Los Angeles	CA	90014	D
86	Stay on Main	640 S Main St	Los Angeles	CA	90014	D
87	Metro Plaza Hotel	711 N Main St	Los Angeles	CA	90012	D
88	Best Western Dragon Gate Inn	818 N Hill St	Los Angeles	CA	90012	D
89	Omni Los Angeles Hotel	251 S Olive St	Los Angeles	CA	90012	D
90	Kawada Hotel	200 S Hill St	Los Angeles	CA	90012	D
91	DoubleTree by Hilton Los Angeles Downtown	120 S Los Angeles St	Los Angeles	CA	90012	D
92	The Line Hotel	3515 Wilshire Blvd	Los Angeles	CA	90010	D
93	Ramada Inn	3900 Wilshire Blvd	Los Angeles	CA	90010	D
94	Dunes Inn Wilshire	4300 Wilshire Blvd	Los Angeles	CA	90010	D
95	Vagabond Inn Figueroa	3101 S Figueroa St	Los Angeles	CA	90007	D
96	Radisson Hotel USC Los Angeles	3540 S Figueroa St	Los Angeles	CA	90007	D
97	Rodeway Inn LACC HOTEL	1904 W Olympic Blvd	Los Angeles	CA	90006	D
98	Howard Johnson Los Angeles	603 S New Hampshire Ave	Los Angeles	CA	90005	D
99	JJ Grand Hotel	620 S Harvard Blvd	Los Angeles	CA	90005	D
100	Oxford Palace Hotel	745 S Oxford Ave	Los Angeles	CA	90005	D
101	New Seoul Hotel	2666 W Olympic Blvd	Los Angeles	CA	90006	D
102	Best Western Hollywood Plaza Inn	2011 N Highland Ave	Hollywood	CA	90068	H
103	Hilton Garden Inn Los Angeles/Hollywood	2005 N Highland Ave	Hollywood	CA	90068	H
104	Holiday Inn Express Hotel & Suites	1921 N Highland Ave	Los Angeles	CA	90068	H
105	Chateau Marmont	8221 W Sunset Blvd	Los Angeles	CA	90046	H
106	Saharan Motor Hotel	7212 W Sunset Blvd	Los Angeles	CA	90046	H
107	Vine Inn & Suites Hollywood	1133 Vine St	Los Angeles	CA	90038	H
108	Hollywood Hotel	1160 N Vermont Ave	Los Angeles	CA	90029	H
109	Loews Hollywood Hotel	1755 N Highland Ave	Hollywood	CA	90028	H
110	Quality Inn Hollywood	1520 North La Brea Ave	Hollywood	CA	90028	H
111	Best Western Hollywood Hills	6141 Franklin Ave	Hollywood	CA	90028	H
112	Roosevelt Hotel- Hollywood	7000 Hollywood Blvd	Hollywood	CA	90028	H
113	Comfort Inn near Universal Studios Hollywood	321 N Vermont Avenue	Los Angeles	CA	90004	H
114	Hollywood Historic Hotel	5162 Melrose Avenue	Los Angeles	CA	90038	H
115	Las Palmas Hotel	1738 N Las Palmas Ave	Los Angeles	CA	90028	H
116	The BLVD Hotel & Suites	2010 N Highland Avenue	Los Angeles	CA	90068	H
117	The Redbury at Hollywood & Vine	1717 Vine Street	Los Angeles	CA	90028	H

KEY	Name	Address	City	State	ZIP	Zone
118	Retan Hotel	1732 Whitley Ave	Los Angeles	CA	90028	H
119	Motel 6 Hollywood	1738 Whitley Ave	Los Angeles	CA	90028	H
120	Days Inn Hollywood	7023 W Sunset Blvd	Los Angeles	CA	90028	H
121	Dunes Sunset Motel	5625 W Sunset Blvd	Los Angeles	CA	90028	H
122	Highland Gardens Hotel	7047 Franklin Ave	Los Angeles	CA	90028	H
123	The W Hotel	6250 Hollywood Blvd	Los Angeles	CA	90028	H
124	Hollywood Travelodge	1401 N Vermont Ave	Hollywood	CA	90027	H
125	Coral Sands Hotel	1730 N Western Ave	Los Angeles	CA	90027	H
126	Dixie Hollywood Hotel	5410 Hollywood Blvd	Los Angeles	CA	90027	H
127	Quality Inn & Suites by Convention Center	250 Silver Lake Blvd	Los Angeles	CA	90004	H
128	Mark Twain Hotel	1622 Wilcox Ave	Los Angeles	CA	90028	H
129	Best Western Los Angeles Worldport	1402 Pacific Coast Hwy	Wilmington	CA	90744	C
130	Bonnie Lee Inn	543 Broad Street	Wilmington	CA	90744	C
131	Extended Stay America - Los Angeles - Torrance Harbor Gateway	19200 Harbortgate Way	Torrance	CA	90501	C
132	Holiday Inn Torrance	19800 South Vermont	Torrance	CA	90502	C
133	Extended Stay America - Los Angeles South	18602 S. Vermont Avenue	Gardena	CA	90248	C
134	Best Western Plus San Pedro Hotel & Suites	111 S Gaffey St	San Pedro	CA	90731	C
135	Vagabond Inn San Pedro	215 S Gaffey St	San Pedro	CA	90731	C
136	Crowne Plaza Los Angeles Harbor Hotel	601 S Palos Verdes St	San Pedro	CA	90731	C
137	Best Western Sunrise Ports of Call Hotel	525 S Harbor Blvd	San Pedro	CA	90731	C
138	Doubletree Hotel San Pedro	2800 Via Cabrillo Marina	San Pedro	CA	90731	C
139	Inn at Marina del Rey	737 Washington Blvd	Marina Del Rey	CA	90292	C
140	Hotel MDR - A DoubleTree by Hilton Hotel	13480 Maxella Ave	Marina Del Rey	CA	90292	C
141	Jolly Roger Hotel	2904 Washington Blvd	Venice	CA	90292	C
142	Hotel Erwin	1697 Pacific Ave	Venice	CA	90291	C
143	Crowne Plaza Los Angeles Airport	5985 W Century Blvd	Los Angeles	CA	90045	L
144	Concourse Hotel of Los Angeles Airport - A Hyatt Affiliate	6225 W Century Blvd	Los Angeles	CA	90045	L
145	Courtyard By Marriott-LAX/Century Blvd.	6161 Century Blvd	Los Angeles	CA	90045	L
146	Extended Stay America - Los Angeles - LAX Airport	6531 S Sepulveda Blvd	Los Angeles	CA	90045	L
147	Custom Hotel	8601 Lincoln Blvd	Los Angeles	CA	90045	L
148	Holiday Inn Express LAX	8620 Airport Blvd	Los Angeles	CA	90045	L
149	Super 8 Los Angeles Airport	9250 Airport Blvd	Los Angeles	CA	90045	L
150	Sheraton Gateway LAX	6101 W Century Blvd	Los Angeles	CA	90045	L
151	Renaissance Los Angeles Airport Hotel	9620 Airport Blvd	Los Angeles	CA	90045	L
152	Four Points Hotel Los Angeles	9750 Airport Blvd	Los Angeles	CA	90045	L

KEY	Name	Address	City	State	ZIP	Zone
153	Embassy Suites LAX North	9801 Airport Blvd	Los Angeles	CA	90045	L
154	Los Angeles Airport Marriott	5855 W Century Blvd	Los Angeles	CA	90045	L
155	Hilton Los Angeles Airport	5711 W Century Blvd	Los Angeles	CA	90045	L
156	Travelodge Hotel at LAX	5547 W Century Blvd	Los Angeles	CA	90045	L
157	Holiday Inn Lax	9901 S La Cienega Blvd	Los Angeles	CA	90045	L
158	La Quinta Inn and Suites at LAX	5249 W Century Blvd	Los Angeles	CA	90045	L
159	Westin Los Angeles Airport	5400 W Century Blvd	Los Angeles	CA	90045	L
160	Hotel Bel-Air	701 Stone Canyon Rd	Los Angeles	CA	90077	W
161	Hyatt Regency Century Plaza	2025 Ave of The Stars	Los Angeles	CA	90067	W
162	Intercontinental Los Angeles at Century City	2151 Ave of The Stars	Los Angeles	CA	90067	W
163	Courtyard By Marriott-Century City/Beverly Hills	10320 W Olympic Blvd	Los Angeles	CA	90064	W
164	Best Western Royal Palace	2528 S Sepulveda Blvd	Los Angeles	CA	90064	W
165	Luxe Hotel Sunset Boulevard	11461 W Sunset Blvd	Los Angeles	CA	90049	W
166	Hotel Angeleno	170 N Church Ln	Los Angeles	CA	90049	W
167	Sofitel Los Angeles/Beverly Hills	8555 Beverly Blvd	Los Angeles	CA	90048	W
168	Four Seasons LA at Beverly Hills	300 S Doheny Dr	Los Angeles	CA	90048	W
169	SLS at Beverly Hills	465 S La Cienega Blvd	Los Angeles	CA	90048	W
170	The Orlando	8384 W 3rd St	Los Angeles	CA	90048	W
171	Beverly Laurel Motor Hotel	8018 Beverly Blvd	Los Angeles	CA	90048	W
172	Farmer's Daughter Motor Hotel	115 S Fairfax Ave	Los Angeles	CA	90036	W
173	Crowne Plaza Beverly Hills	1150 S Beverly Dr	Los Angeles	CA	90035	W
174	Residence Inn by Marriott-Beverly Hills	1177 S Beverly Dr	Los Angeles	CA	90035	W
175	Holiday Inn Express West Los Angeles	11250 Santa Monica Blvd	Los Angeles	CA	90025	W
176	The Azul Inn West Los Angeles	10740 Santa Monica Blvd	Los Angeles	CA	90025	W
177	The Hotel Wilshire	6317 Wilshire Blvd	Los Angeles	CA	90048	W
178	Claremont Hotel	1044 Tiverton Ave	Los Angeles	CA	90024	W
179	W Los Angeles-Westwood	930 Hilgard Ave	Los Angeles	CA	90024	W
180	Hotel Palomar Westwood	10740 Wilshire Blvd	Los Angeles	CA	90024	W
181	Beverly Hills Plaza Hotel	10300 Wilshire Blvd	Los Angeles	CA	90024	W
182	Mr C. Hotel	1224 Beverwil Dr	Los Angeles	CA	90035	W

Zone Key:

- SF - San Fernando Valley Region
- D - Downtown/LA Metro Region
- H - Hollywood Region
- C - Coastal Region
- L - LAX Region
- W - Westside Region