



9100 S. Sepulveda Blvd., Ste. 210
Los Angeles, CA 90045
Phone 310.645.5151 FAX 310.645.0130
www.laxcoastal.com

August 4, 2022

The Honorable Nury Martinez
President, Los Angeles City Council
200 N. Spring Street, Suite 470
Los Angeles, CA 90012

VIA EMAIL: Councilmember.Martinez@lacity.org

RE: Hotel Land Use and Replacement Housing Requirements Ordinance – DO NOT ADOPT/PLACE ON THE BALLOT

Dear Council President Martinez:

Serving the communities of Westchester, Marina del Rey, Playa Vista, Playa del Rey, Ladera Heights, and surrounding areas of Los Angeles, the LAX Coastal Chamber of Commerce promotes business and enhances the vitality of our community through member services, educational programs, strategic partnerships, community outreach and legislative advocacy.

The LAX Coastal Chamber of Commerce wholeheartedly urges the Los Angeles City Council to not adopt the ill-conceived Hotel Land Use and Replacement Housing Requirements Ordinance and instead to place it on the ballot, as required by law.

There has been no fiscal impact study or Council Committee discussion on the untested, unproven, disruptive, and counter-productive proposals included in this ordinance.

The passage of Measures H and HHH demonstrate that there was a consensus in Los Angeles to address homelessness and to provide the funding for thought-out, well-planned plans and programs to tackle the homelessness crisis. Several years since the passage of those measures that consensus is being truly tested. Enactment of this ordinance by the City Council threatens to shatter that consensus permanently.

There are so many unanswered questions:

- ✓ Hotel and their employees do not have the training, nor are they equipped to provide the necessary services to individuals experiencing homelessness. Why is that magically no longer important?
- ✓ What happens if a person experiencing homelessness refuses to leave the hotel room when it is needed for a reservation?
- ✓ How would implementation of this program affect the desirability of Los Angeles hotels to out-of-town guests?



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✓ How would the loss of TOT affect the city's finances?

✓ What would be the economic impact of the land use restrictions included in this ordinance?

Please remember, the success of Project Roomkey is based on hotels and motels participating voluntarily. For the City Council to compel hotels to participate in a program untested anywhere in the world is a high-risk decision.

At the very least, the voters of Los Angeles should have the opportunity to voice their opinion at the ballot box before the public support for the City of Los Angeles' efforts to address homelessness is irreparably undermined.

Sincerely,

A handwritten signature in black ink, appearing to read "Chad Maender", written in a cursive style.

Chad Maender
President/CEO

cc: Councilmember Mike Bonin – Councilmember.Bonin@lacity.org