



April 19th, 2012

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Santa Monica City Council
Santa Monica Planning Commission
1685 Main Street, Room 209
Santa Monica, California 90401

Dear Honorable City Councilmembers and Planning Commissioners:

On behalf of the Santa Monica Chamber of Commerce, we are writing to express our support for the proposed revitalization of the 84-year old Miramar Hotel. This is a unique opportunity that will benefit both our local business base and the community at large. A reinvigorated Miramar Hotel at this important gateway to Downtown Santa Monica will improve Santa Monica's competitive edge as a travel destination for both business and leisure travelers and better position our city within the intensely competitive Southern California hospitality marketplace.

The many positive attributes of this project include job creation and economic stimulus for local businesses, reactivation of the northern end of the Promenade, additional leisure and dining options for both guests and residents, world-class meeting and conference facilities, open space for the community and its visitors, and a significant increase in city tax revenues, which are vital during these times of regional austerity and in light of the loss of Redevelopment Agency funding. Additionally, the proposed project includes an affordable housing component, which is especially important because of the long waiting list for affordable housing in our community.

We encourage the City to work with the Miramar to expeditiously move this important project forward.

Sincerely,

Ron Davis
Chairman

Laurel Rosen
President & CEO

Board Members, Cont.

David Hibbert
David Forbes Hibbert, AIA

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CC: City Manager Rod Gould