



November 12, 2012

Public Safety Committee  
Los Angeles City Council  
200 N. Spring Street  
Los Angeles, CA 90012

Dear Honorable Members of the LA City Council Public Safety Committee:

On behalf of the Hollywood Chamber of Commerce and our over 800 members in the greater Hollywood community, I strongly urge your support of the Valet Parking Permit Ordinance (Council File No, 09-0206) expected to be heard before your Committee on Friday, November 16<sup>th</sup>.

As you know, businesses throughout Hollywood rely heavily upon valet parking services to more effectively manage scarce parking opportunities. Currently, the City has a cumbersome process to obtain Valet Parking permits. The process requires sign-offs from five different agencies and is without effective regulation or enforcement. For far too long, the Hollywood Community has been subject to valet operators who are not licensed, and often do not have the proper business permits or the necessary insurance documentation.

The lack of oversight of the Valet industry in Hollywood and throughout the City, has led to abusive practices by some Valet operators including price gouging and illegal parking of cars in non-permitted lots and in nearby neighborhoods. In front of many Hollywood businesses, it is not unusual for valet companies to erect signs on sidewalks in front of loading zones and proceed to conduct business. This is especially problematic on some of Hollywood's busier streets – Hollywood Boulevard, Sunset, and Cahuenga to name a few.

The Chamber has been working closely with City Staff to find a solution to the current situation. We strongly support the proposed ordinance and believe that once adopted it will lead to more effective enforcement of the Valet industry, increased consumer confidence, less congestion, improved parking management, enhanced public safety, and the recovery of lost parking revenue for the City that has stemmed from the parking of cars in non-permitted lots.

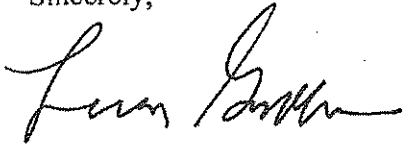
As the City's top tourist destination, it is important that our visitors have a safe and enjoyable experience as they patronize Hollywood businesses. The Chamber is particularly pleased with the proposed ordinance's requirement that Valet operators perform background checks on all employees and the additional requiring of employees to wear standard uniforms, including safety

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vests when in the public right-of-way. These changes, if approved, will help to improve the visitor experience to the Hollywood Community.

Again, I ask for your support of this important legislation and looks forward to working with you in order to ensure a safe and enjoyable Hollywood experience for all.

Sincerely,

A handwritten signature in black ink, appearing to read "Leron Gubler". The signature is fluid and cursive, with a long horizontal stroke at the end.

Leron Gubler  
President & CEO