



Candy Rosales <candy.rosales@lacity.org>

Fwd: Support the Hollywood Community Plan

1 message

Sharon Gin <sharon.gin@lacity.org>

Tue, May 8, 2012 at 7:54 AM

To: Candy Rosales <candy.rosales@lacity.org>, Kevin Keller <kevin.keller@lacity.org>

----- Forwarded message -----

From: Monica Yamada <MYamada@cimgroup.com>

Date: Mon, May 7, 2012 at 4:59 PM

Subject: Support the Hollywood Community Plan

To: "Sharon.gin@lacity.org" <Sharon.gin@lacity.org>

Cc: "Councilmember.reyes@lacity.org" <Councilmember.reyes@lacity.org>, "Councilmember.huizar@lacity.org" <Councilmember.huizar@lacity.org>, "Councilmember.englisher@lacity.org" <Councilmember.englisher@lacity.org>, "Councilmember.Garcetti@lacity.org" <Councilmember.Garcetti@lacity.org>, "Councilmember.Labonge@lacity.org" <Councilmember.Labonge@lacity.org>

Case No: 2005-6082

Dear Ms. Gin,

I am a Board Member of the Hollywood Property Owners Alliance that manages the Hollywood Entertainment District Business Improvement District, and am a Principal at CIM Group, LP, an investment firm that has been actively investing in Hollywood since 1998. In 2000 CIM relocated its company's headquarters to Hollywood Boulevard.

CIM has invested in an array of property types in Hollywood such as retail, office, multi-family, parking, entertainment and hotel properties. Some of these properties including

the following: 6922 Hollywood Boulevard, 7001 Hollywood Boulevard, 7021 Hollywood Boulevard, Hollywood & Highland Center and The Dolby Theatre, The Renaissance Hollywood Hotel, 7046 Hollywood, 7083 Hollywood, 1800 Highland, The Hollywood Heights Hotel, Sunset Vine Tower, 6611 – 6637 Hollywood, The Redbury Hotel, and most recently, the Sunset Gordon development.

Our strategy of investing first starts as examining the characteristics of a market to determine whether the district justifies the extensive efforts CIM undertakes in reviewing and making potential investments in its Qualified Communities. Our review of the Hollywood submarket of Los Angeles prior to 1998 displayed criteria which met our investment parameters. We would like to continue our investment activities in this community as long as these qualification criteria still exist.

CIM believes in the sustainability of Hollywood and the importance of the Hollywood Community Plan to guide future development. **I APPROVE the Hollywood Community Plan.**

Monica Yamada



INVESTING IN URBAN COMMUNITIES

Monica Yamada

Principal

[323.860.4903](tel:323.860.4903) direct

[323.372.3555](tel:323.372.3555) fax

[323.860.4900](tel:323.860.4900) main

6922 Hollywood Blvd

Ninth Floor

Los Angeles, CA 90028

myamada@cimgroup.com

