



CHAMBER
of
COMMERCE

February 23, 2022

Honorable Planning Commission Chair Andrew Licht
Beverly Hills Planning Commission
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, CA 90210

Dear Honorable Chair Licht and Members of the Beverly Hills Planning Commission:

The Beverly Hills Chamber of Commerce writes to you in support of LVMH's Cheval Blanc Hotel Project. The Project, which will include over 100 rooms, first class dining facilities, a retail component and more, will provide a breathtaking and first-class hotel in the heart of the City. The Project is designed by renowned architect Peter Marino and will be an important landmark for locals, businesses and tourists.

Cheval Blanc hotels are known for their quality and rarity, being found in only a few locations in the world, and having this hotel will be a major driver of excitement and vibrancy for the City. The Project itself will bring significant benefits to the City in terms of jobs and general economic impact. Additionally, as you know, the Chamber works closely with the City to attract and retain first class businesses. The Chamber has lately seen significant interest from businesses in expansion to Beverly Hills and this Project is a major selling point. Therefore, the Chamber expects the City will also realize a number of secondary benefits from this Project.

The Chamber understands that the Planning Commission, LVMH and community stakeholders are talking through several questions about the Project. The Chamber encourages all stakeholders to work together to address them.

The Cheval Blanc Project will bring an iconic building and name to the City. The Chamber strongly supports the Cheval Blanc Hotel Project and encourages you to do the same.

A handwritten signature in black ink, appearing to read 'Todd Johnson', with a long horizontal flourish extending to the right.

Todd Johnson
President and CEO
Beverly Hills Chamber of Commerce