



WEST HOLLYWOOD TOURISM IMPROVEMENT DISTRICT

2025 Annual Report

Submitted to the City of West Hollywood pursuant to Streets and Highways Code section 36650, for the period from January 1, 2025 through December 31, 2025



January 1, 2025 - December 31, 2025

ATTACHMENT A

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Accomplishments

The West Hollywood Marketing Corporation d.b.a. West Hollywood Travel + Tourism Board/Visit West Hollywood (WHTTB/VWH) aims to increase tourism in the West Hollywood area by implementing strategic marketing and advertising campaigns, developing new tourism products and services, enhancing existing infrastructure, and building partnerships with key stakeholders. Our initiatives have been designed to target both domestic and international visitors, focusing on showcasing West Hollywood.

Our approach has been meticulously tailored, targeting specific trade shows that seamlessly align with the core pillars of our hotels, notably the luxury and entertainment sectors. WHTTB/VWH participated in over twenty-two travel industry trade shows, both domestically and internationally, including related events such as the Visit California Luxury Forum in West Hollywood, Virtuoso Travel Week, ILTM APAC, ILTM North America, , International Luxury Travel Market (ILTM) APAC, North America, Cannes, IPW, Brand USA Travel Week, and ILTM Cannes, among others.

Additionally, our team executed more than three sales missions and organized over ten familiarization opportunities throughout the year, providing immersive experiences in our destination by affording participants the opportunity to visit our hotels and local businesses.

Our efforts in media outreach have been equally successful, with exposure in outlets such as *Esquire*, *Los Angeles Times*, *Barron's*, *Eater*, *Rolling Stone UK*, *Cosmopolitan*, *Condé Nast Traveller*, *Another*, *National Post*, *Toronto Sun*, *Vancouver Sun*, *InStyle*, *Forbes*, *Harper's Bazaar*, *Marie Claire*, and *Modern Luxury*. These media hits have significantly amplified our destination's visibility, achieving a total PR article reach of 1.6 billion and an ad equivalency value of \$28.7 million.

Paid advertising and marketing initiatives strategically targeted potential travelers in key markets both domestically and in our top 3 international markets. Domestically, in addition to running “always-on” campaigns aimed at active travel planners on key Online Travel Agencies (OTA's), like Expedia, we also partnered with powerhouse publishers like GQ, Esquire, Elle and Rolling Stone to develop bespoke content aimed at adding mystique to the West Hollywood brand. Internationally, we partnered with our representative agencies to execute programs to encourage long-haul and long-term stays. We aligned with both Visit California and Brand USA to further leverage media dollars in those markets.

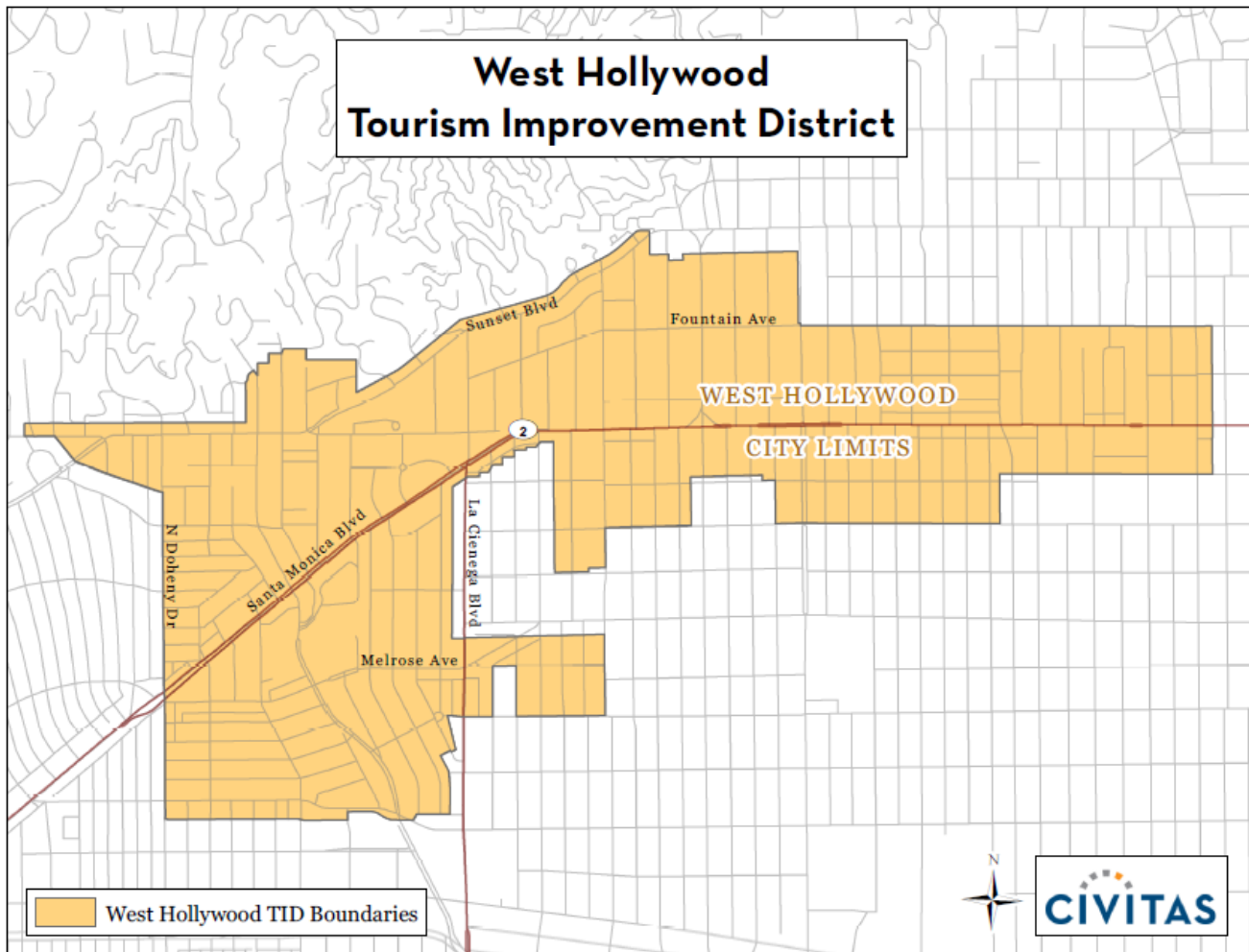
Collectively, these comprehensive strategies reinforce our unwavering support and benefit for the assessed lodging businesses within the West Hollywood Tourism Improvement District (WeHoTID), increasing overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing room night sales.

Boundaries

There are no proposed changes to the WeHoTID boundaries. The WeHoTID will continue to include all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the City of West Hollywood (City), as shown below.

In the prior reporting period, one (1) lodging business have changed their name.

- Holloway House is now Soho House Holloway - 8465 Holloway Drive, West Hollywood, CA 90069



Improvements and Activities

The improvements and activities to be provided for 2025 are consistent with the Management District Plan, as described below.

Sales and Marketing

A sales and marketing program will continue to promote assessed businesses as tourist, meeting, and event destinations. The sales and marketing program will continue to have a central theme of promoting West Hollywood as a desirable place for overnight visits. The program will continue to have the goal of increasing overnight visitation and room night sales at assessed businesses, and may include the following activities:

- Internet marketing efforts to increase awareness and optimize internet presence to drive overnight visitation and room sales to assessed businesses;
- Print ads in magazines and newspapers, television ads, and radio ads targeted at potential visitors to drive overnight visitation and room sales to assessed businesses;
- Attendance of trade shows to promote assessed businesses;
- Sales missions on behalf of assessed businesses;
- Familiarization tours of assessed businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring assessed businesses;
- Attendance of professional industry conferences and affiliation events to promote assessed businesses;
- Lead generation activities designed to attract tourists and group events to assessed businesses;
- Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts for assessed businesses;
- Education of hospitality staff at assessed businesses on service and safety (related to alcohol and food) designed to create a visitor experience that will bring repeat visits;
- Education of lodging business management at assessed businesses and the Owners' Association on marketing strategies best suited to meet assessed businesses' needs; and
- Development of Return on Investment (ROI) analysis on effectiveness of district funds to improvement effectiveness and increase overnight visitation at assessed businesses.

Administration and Operations

The administration and operations portion of the budget shall continue to be utilized for administrative staffing costs, office costs, advocacy, and other general administrative costs such as insurance, legal, and accounting fees.

Contingency/Reserve

The budget includes a contingency line item to continue to account for uncollected assessments, if any. If there are contingency funds collected, they may continue to be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the Owners' Association. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall continue

to be set by the Board of Directors of the Owners' Association. Contingency/reserve funds may continue to be spent on WeHoTID programs or administrative and renewal costs in such proportions as determined by the Owners' Association. The reserve fund may be used for the costs of renewing the WeHoTID.

Cost

2025 Projections

The cost of providing improvements and activities for 2025 is consistent with the Management District Plan. The anticipated total assessment budget for 2025 is \$7,861,743 in anticipated collections and \$0 in carry over from the previous year. The categorical breakdown is below. All budget category allocations are within the authorized fifteen percent (15%) adjustment of the total budget from the prior year.

Category	%	\$	% Change
Sales & Marketing	72%	\$5,660,455	5%
Administration & Operations	25%	\$1,965,436	5%
Contingency / Renewal	3%	\$235,852	n/a
Totals	100%	\$7,861,743	n/a

Assessment

There is no change in the method and basis of levying the assessment.

Assessment

The annual assessment rate is three percent (3%) of gross short-term room rental revenue. Based on the benefit received, assessments will not be collected on: stays of more than thirty (30) consecutive days; stays by any federal or State of California officer or employee when on official business; stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty; and stays pursuant to contracts executed prior to January 1, 2014.

During the ten (10) year term, the assessment rate may be increased by the VWH Board to a maximum of four percent (4%) of gross short-term room rental revenue. The maximum increase in any year shall be one-quarter of one percent (0.25%).

The term “gross room rental revenue” as used herein means: the consideration charged, whether or not received, for the occupancy of space in a lodging business value in money, whether to be received in money, goods, labor or otherwise, including all receipts, cash, credits and property and services of any kind or nature, without any deduction therefrom whatsoever. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to transient occupancy taxes.

The assessment is levied upon and a direct obligation of the assessed lodging business. However, the assessed lodging business may, at its discretion, pass the assessment on to transients. The amount of assessment, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient shall receive a receipt for payment from the business. The assessment shall be disclosed as the “WeHoTID Assessment.” The assessment is imposed solely upon, and is the sole obligation of the assessed lodging business even if it is passed on to transients. The assessment shall not be considered revenue for any purposes, including calculation of transient occupancy taxes.

Bonds shall not be issued.

Delinquencies

Original Delinquency

Any lodging business that fails to remit any assessment imposed within the time required shall pay a penalty of ten percent (10%) of the amount of assessment in addition to the amount of the assessment.

Continued Delinquency

Any lodging business that fails to remit any delinquent remittance on or before a period of thirty (30) days following the date on which the remittance first became delinquent shall pay a second delinquency penalty of ten percent (10%) of the amount of the assessment in addition to the amount of the assessment and the ten percent (10%) penalty first imposed.

Fraud

If the City determines that the nonpayment of any remittance due is due to fraud, a penalty of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the penalties stated above.

Interest

In addition to the penalties imposed, any lodging business that fails to remit any assessment imposed shall pay interest at the rate of one-half of one percent (0.5%) for each month or portion of a month that the assessment shall be delinquent on the amount of the assessment, exclusive of penalties, from the date on which the assessment first became delinquent until paid. The interest shall be computed on a monthly basis and shall not be subject to proration for any portion of a month.

Penalties Merged with Assessment

1. Every penalty imposed and such interest as accrues under the provisions of this Subsection E shall become a part of the assessment herein required to be paid, except that in the event of delinquencies in the remittance of assessments, for accounting purposes the City shall maintain separate balances owing for delinquent assessment liability, penalties imposed and interest accrued on the unpaid assessment liability and penalties, and any payments on account by the lodging business shall be applied as follows:
 - a. First, to satisfy unpaid assessment liability, commencing with the assessment liability due and owing for the reporting period most recently completed prior to payment and then for each prior reporting period in reverse chronological order, until the amount of assessment due and owing is completely liquidated;
 - b. Second, to satisfy penalties assessed against unpaid assessment liability, commencing with the reporting period most recently completed prior to payment and then for each prior reporting period in reverse chronological order, until the amount of penalties is completely liquidated; and
 - c. Third, to satisfy interest assessed against unpaid assessment liability and penalties, commencing with the reporting period most recently completed prior to payment and then for each prior reporting period in reverse chronological order, until the amount of interest is completely liquidated.

Surplus

There is no surplus to be carried over from previous years.

Other Funding

There are no contributions from outside funding sources for 2025.

Appendix – Assessed Businesses

Business Name	Business Address	City, State, ZIP
1 Hotel West Hollywood	8490 Sunset Blvd	West Hollywood, CA 90069
AKA West Hollywood	8500 Sunset Blvd	West Hollywood, CA 90069
Andaz West Hollywood	8401 Sunset Blvd	West Hollywood, CA 90069
Best Western Sunset Plaza	8400 Sunset Blvd	West Hollywood, CA 90069
Chamberlain West Hollywood	1000 Westmount Drive	West Hollywood, CA 90069
Hotel Ziggy	8462 Sunset Blvd	West Hollywood, CA 90069
Hotel 850	850 North San Vicente Blvd	West Hollywood, CA 90069
Kimpton La Peer	627 N La Peer Drive	West Hollywood, CA 90069
Le Parc Suite Hotel	733 N West Knoll Drive	West Hollywood, CA 90069
Mondrian	8440 Sunset Blvd	West Hollywood, CA 90069
Montrose Suite Hotel	900 Hammond Street	West Hollywood, CA 90069
Pendry Hotel and Residences	8430 Sunset Blvd	West Hollywood, CA 90069
Petit Ermitage	8822 Cynthia Street	West Hollywood, CA 90069
Ramada Plaza Hotel & Suites West Hollywood	8585 Santa Monica Blvd	West Hollywood, CA 90069
San Vicente Bungalows	845 N San Vicente Blvd	West Hollywood, CA 90069
Soho House Holloway	8465 Holloway Drive	West Hollywood, CA 90069
Sunset Marquis Hotel	1200 N Alta Loma Road	West Hollywood, CA 90069
Sunset Tower Hotel	8358 Sunset Blvd	West Hollywood, CA 90069
The Charlie Hotel	819 N Sweetzer Avenue	West Hollywood, CA 90069
The London West Hollywood	1020 N San Vicente Blvd	West Hollywood, CA 90069
The West Hollywood Edition	9040 W Sunset Blvd	West Hollywood, CA 90069