



June 6, 2014

Costa Mesa City Council
77 Fair Drive
Costa Mesa, CA 92626

Dear Costa Mesa City Council Members,

The Costa Mesa Conference and Visitor Bureau Board of Directors has endorsed the BLVD Hotel at 2430 Newport Boulevard to become a partner with the BIA. On June 5th, the Board voted unanimously to welcome the BLVD as a participating hotel.

Ms. Jennifer Ixta, General Manager, Mr. Collin Diaz, Director of Public Relations, and Tiana Nakanishi, Director of Sales and Marketing for the BLVD Hotel gave a 15 minute presentation showcasing their renovation, amenities and informed the Board about their ownership group and desire to grow their new branded hotel here in the City of the Arts™, Costa Mesa.

We look forward to the BLVD Hotel joining the portfolio of hotels the Bureau represents and will work closely with their team to ensure a close partnership.

Warm regards,

Paulette Lombardi-Fries

Paulette Lombardi-Fries
President, Costa Mesa Conference and Visitor Bureau

