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Dan,

On behalf of the BLVD Hotels' family, and the BLVD Hotel in Costa Mesa, I wanted to thank you for sending us the invitation to join the CVB – BIA. Please find this letter as our statement of intent to proceed with the process.

If I understand correctly, we will need to partake in the June 3<sup>rd</sup> meeting, to declare our candidacy to the current Board of Directors. I've advised my team of this and we are prepared to do so. Please let me know what, if anything, we will need to present or display at this meeting. Additionally, if there are any other elements ahead of this date that we need to complete, let me know so that I may get started on those as well.

Again, please accept this letter as our intent to join the Parking & Business Improvement Area Board of Directors moving forward. Should you have any questions, comments or suggestions, please don't hesitate to reach me by email, [pr@blvdhotels.com](mailto:pr@blvdhotels.com), or phone, 949-682-9804.

Thank you,

A handwritten signature in black ink, appearing to read 'CD'.

Colin Diaz

Director of Public Relations