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## **OPPORTUNITY OVERVIEW**

# H HOTEL

## **Executive Summary**

Kidder Mathews is pleased to present the spaces from the adjacent lot for \$3,000 per month. opportunity to acquire H Hotel located at 3206 W 8th Street, a fully renovated 51-room luxury boutique hotel with two ground-floor retail spaces featuring liquor licenses, located in the heart of Koreatown, one of Los Angeles' most desirable and high-demand submarkets.

Originally built in 1926, this iconic four-story building has undergone a meticulous, multimillion-dollar renovation that preserves its architectural character while incorporating highend, contemporary finishes. The property spans 26,015 square feet on a 5,400-square-foot lot, and features mid-century modern interiors, a striking lobby, elegant communal spaces, and thoughtfully designed guest rooms-all supported by upgraded systems throughout.

H Hotel includes a 1,350-square-foot restaurant, occupied by H Café, a popular Koreatown destination known for its brunch and craft cocktails. The café attracts a steady mix of hotel quests, locals, and tourists alike. The hotel also offers a 2,500-square-foot vacant retail space on the ground floor, presenting a valuable opportunity for a new owner to secure a tenant and enhance cash flow. There is also an option to lease 30 parking

The hotel enjoys a prime location just one block from Wilshire Boulevard. This highly walkable neighborhood is home to acclaimed restaurants, trendy nightlife, boutique shopping, and vibrant cultural experiences. The property is also a short walk from the Wilshire/Normandie Purple Line Metro station, which is undergoing an expansion that will soon connect Koreatown directly to Beverly Hills, Westwood, and other key areas by 2026. Major freeways including the 10, 101, and 110 are easily accessible, providing seamless connectivity throughout Greater Los Angeles. Guests also benefit from proximity to major employment centers and tourist destinations in Downtown L.A., Hollywood, West Hollywood, and Beverly Hills.

This is a rare opportunity to acquire a stabilized, turn-key hospitality asset with retail income and value-add potential in one of Los Angeles' most vibrant and supply-constrained markets. H Hotel is well-positioned to deliver attractive in-place cash flow with long-term upside through retail lease-up, potential rate growth, and continued area development.

## HOTEL SUMMARY

ADDRESS	3206 W 8th St Los Angeles, CA 90005			
ROOMS	51			
LOT SIZE	±5,400 SF			
BUILDING SIZE	±26,015 SF			
STORIES	4			
COMMERCIAL SPACES	2 (Both with Liquor Licenses)			
PARKING SPACES	Potential to lease 30 Spaces from Adjacent Lot			
YEAR BUILT	1926			
YEAR RENOVATED	2019 / 2020			

## **Opportunity Highlights**



H Hotel is a fully renovated 51-room luxury boutique hotel with two ground-floor retail spaces featuring liquor licenses—one leased to the popular H Café and one vacant, offering immediate upside.



This is a rare opportunity to acquire a stabilized, turn-key asset with strong in-place income and potential to increase NOI through retail lease-up and continued neighborhood growth.



H Hotel underwent a multi-million-dollar renovation completed in 2019, blending historic character with modern upgrades across all rooms, common areas, and building systems.



The property features iconic art-deco design with curated interiors including mid-century modern finishes, luxurious bathrooms, exposed brick and motif walls, new flooring, and flat-screen TVs.



H Hotel is nestled in a prime Koreatown location—one of L.A.'s most vibrant and culturally rich submarkets with strong year-round demand.



1,350 SF leased to H Café and 2,500 SF vacant retail space offer both stable cash flow and value-add potential.



Just one block from Wilshire Blvd and walking distance to acclaimed restaurants, nightlife, shopping, and entertainment.



Centrally located near major demand drivers including Downtown L.A., Beverly Hills, Century City, Hollywood, and Wilshire Center.



9-minute walk to the Wilshire/Normandie Metro Purple Line station (currently expanding west), with quick access to the 10, 101, and 110 Freeways. Located in the heart of Koreatown, one of the most coveted submarkets in Los Angeles.

## **Location Highlights**

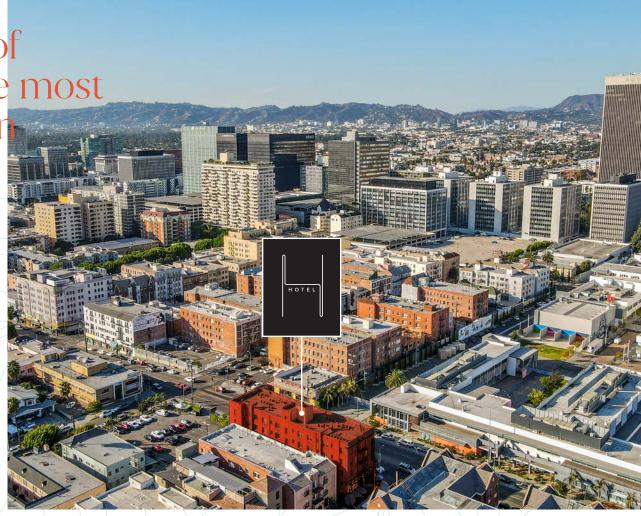
Located in the heart of Koreatown, one of the most coveted submarkets in Los Angeles known for its cultural heritage, bustling nightlife, and eclectic entertainment options

Amenity rich location with a Walk Score of 96; a Walker's Paradise

Only a block away from Wilshire Boulevard and walking distance to an array of Los Angeles' most famous restaurants, entertainment venues, shopping, and nightlife

Excellent access to transit; only a 9-minute walk to the Wilshire / Normandie Purple Line Station that is currently undergoing an expansion, and convenient access to the 10, 101 and 110 freeways

Centrally located near major employment centers and tourist destinations including Downtown Los Angeles, Wilshire Center, Beverly Hills, Century City, Hollywood, and West Hollywood



Amenity-rich location surrounded by an array of restaurants, shopping, hotels & nightlife options.



Just south of Hollywood & west of Downtown
Los Angeles lies
Koreatown, a bustling
& culturally diverse
neighborhood that
never sleeps.







## H HOTEL OVERVIEW

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02

HOTEL

## Built in 1926, the H Hotel is an iconic structure showcasing the Hollywood glamour of the renaissance revival period.

# The H Hotel preserves the elegant architecture of the past while offering the comforts & upgrades of a modern hotel.

## **Property Highlights**

Rare opportunity to acquire a 51-room, luxury-boutique hotel and two retail spaces with liquor licenses in prime Koreatown, Los Angeles

Turnkey investment opportunity that completed a full multi-million-dollar renovation in 2019/2020

Iconic art-deco hotel featuring a unique mix of upscale rooms and suites, a beautiful lobby and common areas, and a trendy groundfloor restaurant

Thoughtfully designed rooms including mid-century modern finishes, luxurious bathrooms, stunning exposed brick and motif walls, new wood and tile floors, and flat-screen televisions

Features unparalleled upgrades and aesthetics while preserving the architectural significance and timeless details of old Hollywood glamour

Additional income from the ground-floor restaurant space leased to the newly renovated H Café, one of Los Angeles' most popular and trendy brunch destinations with a full liquor license

Approximately 2,500 square feet of vacant retail/commercial space, allowing an opportunity to add value and additional income

# STAPLES Center HOTEL

\*H Café lease term terminates on December 31, 2025 and will then be MTM after expiration of lease

## **H Hotel Opportunity**

NO. OF ROOMS

51

AVERAGE DAILY ROOM RATE

±\$138

TOTAL BUILDING SIZE

±26,015 SF

TOTAL LOT SIZE

±5,400 SF

NUMBER OF STORIES

4 \

**COMMERCIAL SPACES** 

2

**COMMERCIAL SPACE TENANTS** 

H Café: ±1,350 SF

Monthly Rent: \$13,000/mo\*

Base Rent: \$11,500/month

NNN Charges: \$1,500/month (est)

Vacant Retail - ±2,500 SF

**PARKING SPACES** 

30 parking spaces from adjacent lot for

\$3,000/month

YEAR BUILT, RENOVATED

1926, 2019/2020

10

## **H Hotel Parcel Map**

**APN NUMBER** 5094-017-010





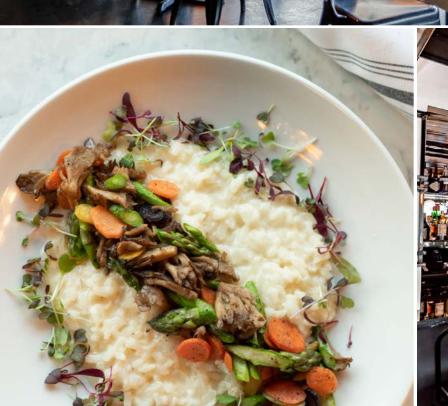


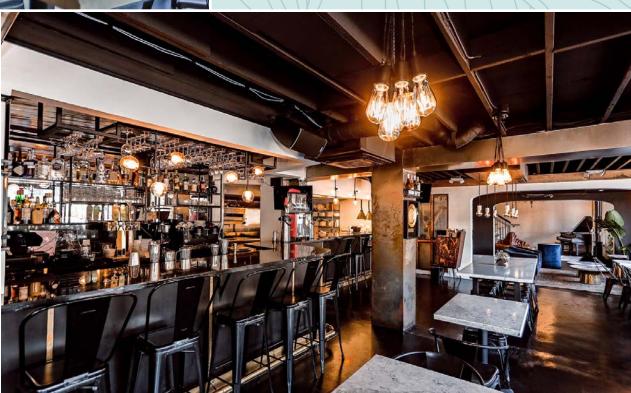




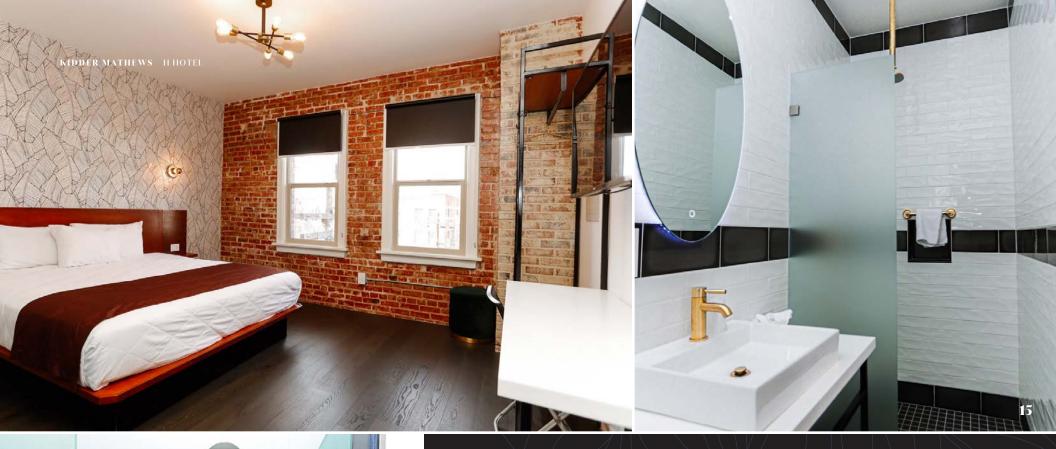


H Café, one of Los Angeles' hottest restaurants in the heart of Koreatown, opened in 2018 and specializes in upscale American cuisine & creative classic cocktails.











## **Room Types**

ТҮРЕ	DESCRIPTION	QUANTITY
Deluxe Queen Room	1 Queen Bed	9
Deluxe King Room	1 King Bed	22
Deluxe Double Room	2 Full Beds	18
One-Bedroom Suite	1 King Bed, 1 Sofa Bed	1
Two-Bedroom Suite	1 King Bed, 1 Queen Bed, 1 Sofa Bed	1///
Total		51



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## FINANCIAL OVERVIEW

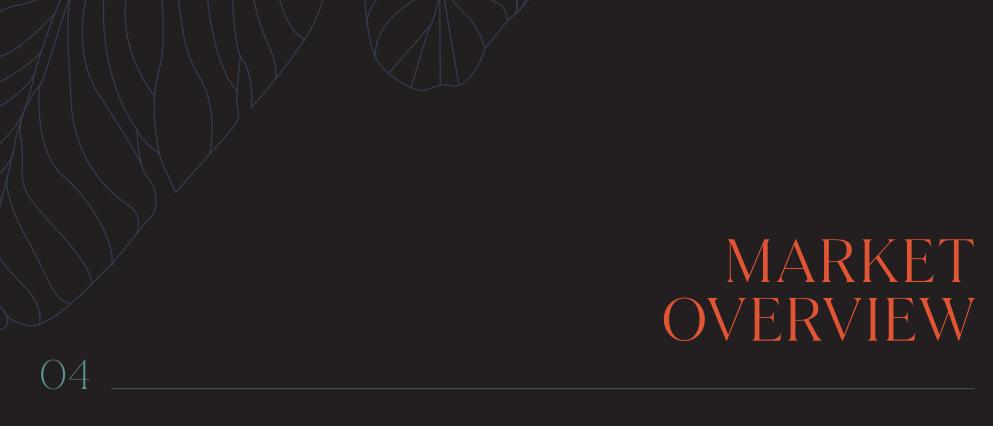
ASKING PRICE	\$16,995,000
IMPLIED CAP RATE	7.25%
PRO FORMA IMPLIED CAP RATE	8.22%
PRICE / SF	\$653.28



## **Operating History & Pro Forma**

KEY STATISTICS	CURRENT	PRO FORMA	CONCLUSION NOTE (CURRENT)	CONCLUSION NOTE (PRO FORMA)
Occupancy	90.0%	90.0%	Based on 2024 Occupancy	Based on 2024 Occupancy
Occupied Room Nights	16,799	16,799	-	-
ADR (Calculated)	\$138.33	\$138.33	-	-
RevPAR	\$124.49	\$124.49	-	-
REVENUE	CURRENT	PRO FORMA	CONCLUSION NOTE (CURRENT)	CONCLUSION NOTE (PRO FORMA)
Rooms Revenue	\$2,323,799	\$2,323,799	Based on 2024 actuals	Based on 2024 actuals
Food & Beverage Revenue	\$25,354	\$25,354	Based on 2024 actuals	Based on 2024 actuals
Retail Income 1 (H Café)	\$156,000	\$156,000	Based on current MTM lease	Based on current MTM lease
Retail Income 2 (Vacant Space)	\$0	\$165,000	None; vacant	Based on speculative \$5.50/SF/Mo
Total Revenue	\$2,505,154	\$2,670,154	-	
EXPENSES	CURRENT	PRO FORMA	CONCLUSION NOTE (CURRENT)	CONCLUSION NOTE (PRO FORMA)
Rooms Expense	\$501,827	\$501,827	Based on 2024 actuals	Based on 2024 actuals
Other Operated Dept Expense	\$3,700	\$3,700	Based on 2024 actuals	Based on 2024 actuals
Total Departmental Expenses	\$505,527	\$505,527	•	•
Departmental Profit	\$1,999,627	\$2,164,627w	•	-
Administrative & General	\$161,351	\$161,351	Based on 2024 actuals	Based on 2024 actuals
Marketing	\$13,501	\$13,501	Based on 2024 actuals	Based on 2024 actuals
Franchise Fees	\$304	\$304	Based on 2024 actuals	Based on 2024 actuals
Property Operation & Maintenance	\$30,140	\$30,140	Based on 2024 actuals	Based on 2024 actuals
Utility Expense	\$126,080	\$126,080	Based on 2024 actuals	Based on 2024 actuals
Other Undistributed Expenses	\$5,144	\$5,144	Based on 2024 actuals	Based on 2024 actuals
<b>Total Undistributed Expenses</b>	\$336,520	\$336,520	-	-
<b>Gross Operating Profit</b>	\$1,663,107	\$1,828,107	-	-
Management Fee	\$75,155	\$75,155	Based on 3% market standard	Based on 3% market standard
Real Estate Taxes	\$257,913	\$257,913	Based on Prop 13 calculations	Based on Prop 13 calculations
Property Insurance	\$62,194	\$62,194	Based on 2024 actuals	Based on 2024 actuals
Parking Rent	\$36,000	\$36,000	Based on renting 30 spaces/month for \$3,000	Based on renting 30 spaces/month for \$3,000
Total Fixed Expenses	\$431,261	\$431,261	-	-
Net Operating Income	\$1,231,846	\$1,396,846	-	-
	CURRENT	PRO FORMA	CONCLUSION NOTE (CURRENT)	CONCLUSION NOTE (PRO FORMA)
Listing Price	\$16,995,000	\$16,995,000	-	-
Implied Capitalization Rate	7.25%	8.22%	-	-

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km Kidder Mathews

## MARKET OVERVIEW



Just south of Hollywood and west of Downtown Los Angeles lies Koreatown, a bustling and culturally diverse 3-square-mile neighborhood that never seems to sleep.

Unlike the majority of Los Angeles, which tends to wrap up a night out by 2 a.m. (at the latest), Koreatown is known for its energetic nightlife and for having the city's largest concentration of 24-hour bars, clubs, restaurants, and karaoke hotspots.

K-Town, as it's commonly known, has an equally vibrant history as well. Once a hotbed of old-school Hollywood glam, the district was home to celebrity enclaves, including the original Brown Derby restaurant, the Cocoanut Grove nightclub, and the Ambassador Hotel, which hosted a half dozen Academy Awards ceremonies between 1930 and 1943.

While these legendary spots are no more, today's K-Town is home to dozens of prized LA establishments. For a trendy overnight stay, consider the Hotel Normandie, a boutique property built in the 1920s, or The Line Hotel, an industrial-chic hotel which not only has its own design-driven shop, Poketo, but also an '80s-themed bar, Break Room 86, with karaoke suites and boozy push-pops. There's the art deco masterpiece The Wiltern, a designated historical landmark, which lives on as one of the largest, most legendary music venues in the city.

### KIDDER MATHEWS H HOTEL & ADJACENT DEVELOPMENT OPPORTUNITY

## **GAS & SERVICE**

- 1 United States Postal Services
- 2 Shell
- 3 Chevron
- 4 AT&T

## **GROCERY + PHARMACY**

- 1 Ralphs
- 2 Jons Marketplace
- **3** H Mart
- 4 Zion Market
- 5 Galleria Market
- 6 CVS Pharmacy
- 7 Walgreens
- 8 Western & 3rd Medical Center
- 9 7-Eleven

### **HOTELS**

- 1 The Line LA
- 2 Shelter Hotels
- 3 Hotel Normandie

## **FITNESS & SPA**

- 1 Shatto Recreation Center
- 2 Yoga Works K-Town
- 3 24 Hour Fitness
- 4 Aroma Golf Range
- 5 Spa LA
- 6 Daengki Spa

### **INSTITUTIONS**

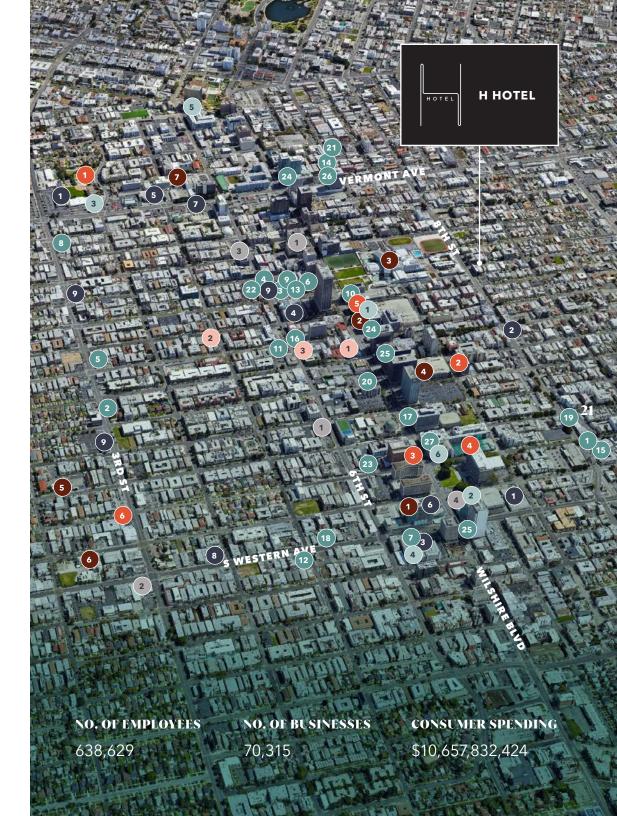
- 1 HSBC Bank
- 2 Bank of America
- 3 Los Angeles High School of Arts
- 4 Bryan University Los Angeles
- 5 Cahuenga Elementary School
- 6 Charles H Kim Elemtary School
- 7 Genesis University

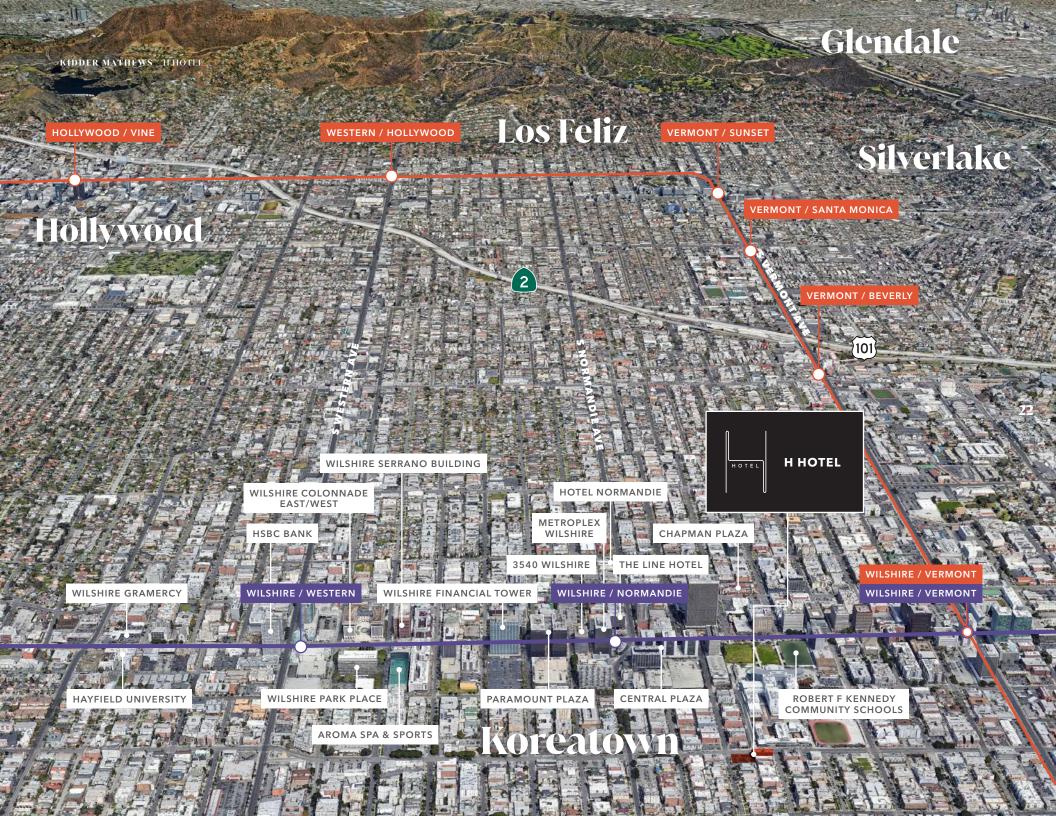
## EAT + DRINK

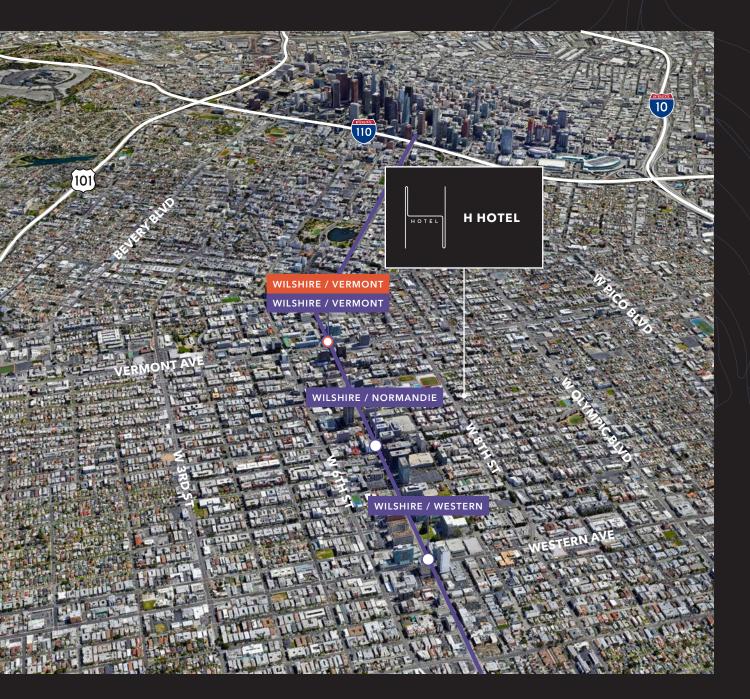
- 1 Creamistry
- 2 Baskin Robbins
- 3 Paris Baguette
- 4 It's Boba Time
- 5 Ocha Classic Restaurant
- 6 The Boiling Crab
- 7 Somi Somi
- 8 California Donuts
- 9 Sun Nong Dan
- 10 The Halal Guys
- 11 Yup Dduk LA
- 12 Han Bat Shul Lung Tang
- 13 Hangari Kalguksu
- 14 KoBaWoo House
- 15 Slurpin' Ramen Bar
- 16 Cassell's Hamburgers
- 17 Myoung Dong Kyo Ja
- 18 Monty's Good Burger
- 19 Magal BBQ
- 20 BCD Tofu House
- 21 OB Bear
- 22 Chapman Plaza
  Quarters Korean BBQ
  Kang Ho-Dong BBQ
  Escala
  - Gaam
- 23 Caffe Concerto
- 24 Starbucks
- 25 Coffee Bean & Tea Leaf
- 26 Alchemist Coffee Project
- 27 Apartment 503 Lounge

## **ENTERTAINMENT + SHOPPING**

- 1 Arena Night Club
- 2 The Wiltern
- 3 Shatto 39 Lanes
- 4 CGV Cinemas
- 5 Target
- 6 Pharaoh Karaoke Lounge







## **Nearby Metro Stations**

WILSHIRE / NORMANDIE

0.4 Miles, 9 Min Walk

WILSHIRE VERMONT

0.7 Miles, 14 Min Walk

WILSHIRE / WESTERN

0.9 Miles, 4 Min Walk

## **Nearby Freeways**

I-10 FREEWAY

2.1 Miles, 8 Min Drive

**US 101 FREEWAY** 

2.1 Miles, 8 Min Drive

I-110 FREEWAY

2.6 Miles, 10 Min Drive

## One immigrant's enterprising vision

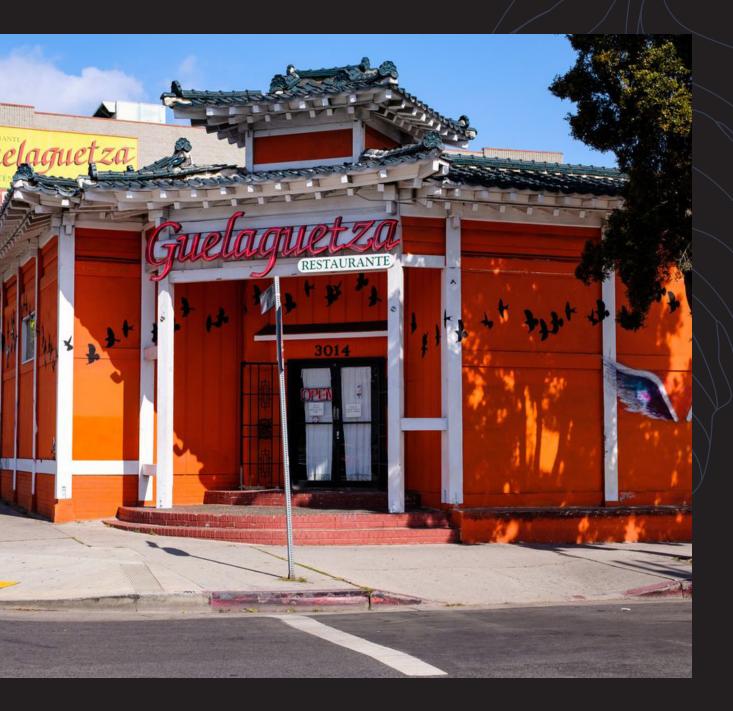
Koreatown is home to several multilevel shopping malls, such as KTP, Koreatown Plaza, which melds upscale boutiques with more standard apparel and cosmetics shops. Refuel in the food court, a K-Town staple in its own right, with many of its stalls slinging authentic, inexpensive Korean street food.

Even in a foodie city like Los Angeles, Koreatown is often heralded as one of the best and most diverse restaurant neighborhoods in the city. You'll find an abundance of Korean barbeque, of course—try Parks BBQ or Kang Hodong Baekjeong to start. But don't miss out on other Korean specialties, such as the riceveggie-egg mix of bibimbap (go to Jeon Ju) or handmade noodles (try the gook soo soup at Ma Dang Gook Soo). You can cool down with one of the many Ice Flakes—towering combos of Korean-style shaved ice with ingredients such as fresh fruit, milk pudding, cereal, red beans, and nuts—at Oakobing.

K-Town is also home to eclectic non-Korean offerings and many hidden gems. Start your day with a flower-infused cold brew and slice of rose or lavender cake at Bia Coffee. For dinner, consider the fusion dishes and sophisticated cocktails at Here's Looking at You, led by former Animal chef Jonathan Whitener, or the authentic Oaxacan cuisine at Guelaguetza, a James Beard Award winner.



transformed the neighborhood into a bustling Korean-led minicity in the heart of Los Angeles.



## Demographics

**POPULATION** 

662,317 (3-Mile)

DAYTIME EMPLOYEES

638,629 (5-Mile)

DAYTIME BUSINESSES

70,315 (5-Mile)

2010-2020 POPULATION GROWTH

11.65% (1-Mile)

2020-2025 PROJECTED GROWTH

1.54% (1-Mile)

AVERAGE AGE

37.10 (1-Mile)

AVERAGE HOUSEHOLD INCOME

\$75,312 (5-Mile)

MEDIAN HOME VALUE

\$806,725 (3-Mile)

TOTAL CONSUMER SPENDING

\$10,657,832 (5-Mile)

**DAILY TRAFFIC COUNT** 

26,380 (8th St & Mariposa Ave)

## Koreatown is the best nightlife neighborhood in Los Angeles.



## NIGHTLIFE IN KOREATOWN

The secret is out - Koreatown is the best nightlife neighborhood in Los Angeles. From dive bars to speakeasies to rowdy BBQ restaurants and all-night karaoke joints, Koreatown plays by its own rules and it's time you get on-board. While there's something for everybody in these three square miles, if you go in unprepared, you're going to be left overwhelmed and home in bed early. And that's the last thing Koreatown wants for you.

## SHOPPING IN KOREATOWN

At only three square miles, Koreatown has more large malls than any similar sized area in America with an emphasis on markets, skin care, and home goods. Peppered among the shops, whether in a mall or side street, are entertainment venues, trendy dessert shops, coffeehouses, and restaurants.

### **FOOD IN KOREATOWN**

LA's Koreatown offers a mecca of Korean cuisine that lies unparalleled in America. While it's known as a bustling area of neon lights and nightlife, the food just happens to be so varied and excellent that even food lovers from Seoul marvel at the quality of restaurants. There's a growing number of regional specialties that highlight the unique perspective of Korean cuisine in the context of this city, which has historically been the most popular landing point for immigrants from the motherland. And unlike other cities such as New York or Chicago, the cuisine here tends to lean toward the traditional versus innovative, which means one can see mothers and grandmothers preparing dishes versus trained chefs.

At only three square miles, Koreatown has more large malls than any similar sized area in America.







## Notable Koreatown Hotspots

## THE WILTERN

The Wiltern is another of LA's most famous theatres. Most recently, the Wiltern's façade was featured in the promotions for the premiere of Lana Del Rey's new video, 'Freak,' and it was also the location of Adele's pre-Grammy concert in February 2016. Originally designed to be a multi-tiered movie theater, the space operates now as a concert venue with seated balcony space and a floor space that's typically standing and general admission. It feels larger than it is, which ensures that the intimate experience isn't going to feel too crowded or claustrophobic while still giving everyone in the room a good view of the stage.

## KOREATOWN PLAZA

Koreatown Plaza symbolizes a new phase of the Korean business community in Southern California. Believed to be the biggest project undertaken by Koreans in the Southland, it represents a size and scope far beyond the small retail outlets that have until now been the dominant form of Korean-operated business in the area. But more important than its imposing size and design, Koreatown Plaza draws a broader base of customers to the area, thus signifying a new effort to reach beyond the Korean community--the bread and butter of businesses in the Koreatown area generally bounded by Olympic Boulevard, Eighth Street, Crenshaw Boulevard and Hoover Street.

## THE VENUE

The Venue is a modern American restaurant and karaoke bar established in 2017. We offer a menu of market-driven seasonal shared plates, craft cocktails, and local small batch wines and beers. With a spacious dining room and bar, plus 13 private karaoke rooms that can accommodate anywhere from 2 - 50 guests, THE Venue is the first concept of its kind to encompass both high-quality food and state-of-the art entertainment.

## **BREAK ROOM 86**

Break Room 86 is an 80s themed bar that features classic video arcade games, and it provides the perfect setting for The Brat Pack. Every aspect of the experience is thought out, from the specifically curated cocktail menu, which includes drinks called the "Bueller, Bueller" and the "Banana in the Tailpipe," to retro lunch boxes stocked with sandwiches by PBJ.LA and boozy Capri-Suns. The doors open an hour before the performance, giving the audience time to explore and enjoy the space. If you're lucky, you may even be sent to "detention," which is a private karaoke room where some ticket holders got to join the cast in renditions of "Personal Jesus" and "I Love Rock n' Roll" on opening night.

## HAE JANG CHON

Hae Jang Chon was established as an all you can eat Koran BBQ restaurant in 2002. Because most all you can eat Korean barbecue places in Koreatown Los Angeles do not serve fresh, high quality meats, we decided to fill this void. Hae Jang Chon's satisfied customers know that when it comes to all you can eat, or AYCE, Korean BBQ, it is the only restaurant that serves high quality BBQ meats that are on par with top-tier non all you can eat Korean BBQ establishments, ranging from unmarinated and marinated meats to seafood, vegetarian selections like kimchi pancakes, and more adventurous options like beef intestines.

## SLURPIN' RAMEN BAR

Started in the heart of Koreatown, Los Angeles 8th Street, Slurpin ramen was created from ambition to bringing authentic Hakata-style rich, thick and creamy tonkotsu ramen to California. Slurpin' derives from Japanese culture in showing respect to your ramen chef with a loud "slurp" sound from eating the noodles and broth. Loud slurping may seem different in the US, but in Japan it is considered rude not to slurp! Aside from the rich, savory and unique broth, Slurpin' Ramen Bar adds homemade ramen noodles with a huge assortment of different toppings to create an unforgettable ramen pairing and experience.







## SUN NONG DAN

Sun Nong Dan is a specialist in sullungtang, a gentle broth made by boiling beef bones for hours, even days, until the liquid turns a shimmering, pearlescent white that is pretty much the opposite of what French chefs are taught in cooking school. The soup is fatless and softly fragrant, not quite as rich as the soup at fellow specialist Han Bat, but with a sturdy mineral spine and a sensation that you are getting healthier with each sip.

When you first sip sullungtang, you may recoil at its blandness until somebody remembers to tell you that you are supposed to add sea salt and chopped scallions from canisters on the table. A sullungtang restaurant will always have vivid radish pickles on the table; I think it may be a law. If you are so inclined you can dribble some of the tart, spicy brining liquid into the broth, although I never quite think the lovely, beefy version at Sun Nong Dan quite needs it. – Jonathan Gold, Los Angeles Times

### TAYLOR'S STEAK HOUSE

In 1953, "Tex" and Margie Taylor bought O'Kelley's Tavern on the corner of Olympic Blvd. and Western Ave., just west of downtown Los Angeles. What began as Taylor's Tavern, the "Biggest Little Bar in Los Angeles" soon grew to become Taylor's Steak House, one of L.A.'s most popular eateries.

In 1970, it moved to a larger location in the Mid-Wilshire district. Now passed down to son Bruce Taylor, the classic steakhouse maintained an elegant old world setting, with a full bar, private tables and a group room for private functions. Taylor's has been dedicated to providing the finest aged, corn-fed prime and certified Angus beef available at affordable prices.

## ALCHEMIST COFFEE PROJECT

Alchemist Coffee Project is a specialty coffee shop dedicated to serve the best coffee and provide the best hospitality. Our goal is to satisfy their customers. As simple as that. They love the craft and all the fun stuff behind the bar. They want to utilize these skills to serve great tasting coffee, fun coffee, delicious food, and constantly create relationships with our customers. Alchemist Coffee Project does great on classical drinks like manual pour overs and cappuccinos, but they get pretty crazy with special drinks too. One of their most popular drinks is the "New Orleans" cold brew which is a menu the Director of Coffee, Marcelo Kim, brought up from before when this shop used to be "Bourbon street Cafe." Back in those days, the shop was a New Orleans themed cafe with live jazz music.













## **Nearby Places to Visit**

## CRYPTO.COM ARENA

Crypto.com Arena (formerly known as the Staples Center) has undoubtedly developed an unrivaled reputation for excellence having established itself as the Sports and Entertainment Center of the World. Beginning twenty one years ago with Bruce Springsteen and the E Street Band's opening night concert on October 17, 1999, more than 75 million guests have come to the AEG-owned and operated Crypto.com Arena to attend a schedule of prestigious concerts, sporting events, award shows, family shows and other major attractions unmatched by any arena.

## THE BROAD

The Broad was founded by philanthropists Eli and Edythe Broad on Grand Avenue in downtown Los Angeles. Designed by Diller Scofidio + Renfro in collaboration with Gensler, the museum offers free general admission and presents an active program of rotating temporary exhibitions and innovative audience engagement. The Broad is home to 2,000 works of art in the Broad collection, which is one of the world's leading collections of postwar and contemporary art.

## GRIFFITH OBSERVATORY

Griffith Observatory is an icon of Los Angeles, a national leader in public astronomy, a beloved civic gathering place, and one of southern California's most popular attractions. The Observatory is located on the southern slope of Mount Hollywood in Griffith Park, just above the Los Feliz neighborhood. It is 1,134 feet above sea level and is visible from many parts of the Los Angeles basin. The Observatory is the best vantage point for observing the world-famous Hollywood Sign.

## UNIVERSAL STUDIOS HOLLYWOOD

Universal Studios Hollywood, The Entertainment Capital of L.A.SM, includes a full-day, movie-based Theme Park and Studio Tour plus Universal CityWalk, our entertainment, shopping and dining complex, which includes the Universal Cinema and the "5 Towers" state-of-the-art outdoor concert venue.

As a leading global entertainment destination, Universal Studios Hollywood delivers highly themed immersive lands that translate to real-life interpretations of iconic movie and television shows. Recent additions include The Wizarding World of Harry Potter which features a bustling Hogsmeade village and such critically-acclaimed rides as Harry Potter and the Forbidden Journey and Flight of the Hippogriff, Universal Studios Hollywood's first outdoor rollercoaster.

## HOLLYWOOD WALK OF FAME

The world-famous Hollywood Walk of Fame features more than 2,500 terrazzo and brass stars embedded in the sidewalk along 15 blocks of Hollywood Boulevard and three blocks of Vine Street. The five-pointed stars honor the accomplishments of actors, musicians, directors, producers and others in the entertainment industry.

## LACMA (LOS ANGELES COUNTY MUSEUM OF ART)

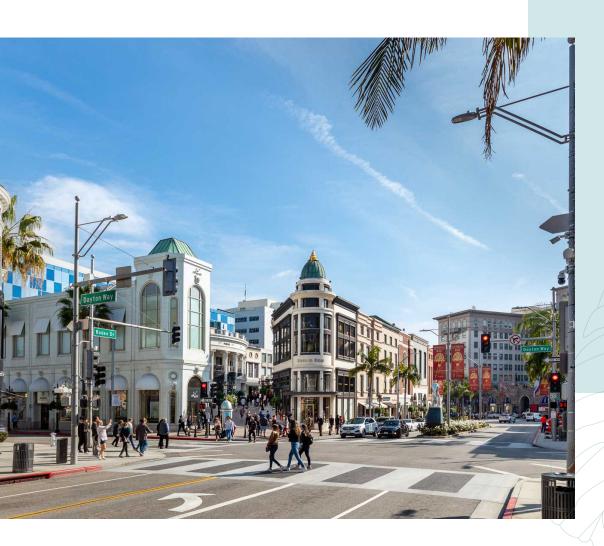
Located on the Pacific Rim, LACMA is the largest art museum in the western United States, with a collection of more than 142,000 objects that illuminate 6,000 years of artistic expression across the globe. Committed to showcasing a multitude of art histories, LACMA exhibits and interprets works of art from new and unexpected points of view that are informed by the region's rich cultural heritage and diverse population. LACMA's spirit of experimentation is reflected in its work with artists, technologists, and thought leaders as well as in its regional, national, and global partnerships to share collections and programs, create pioneering initiatives, and engage new audiences.







# Rodeo Drive is one of the world's most exclusive luxury destinations.



## **GETTY CENTER**

Getty is a cultural and philanthropic institution dedicated to the presentation, conservation, and interpretation of the world's artistic legacy. Through the collective and individual work of its constituent programs—Getty Conservation Institute, Getty Foundation, J. Paul Getty Museum, and Getty Research Institute—Getty pursues its mission in Los Angeles and throughout the world, serving both the general interested public and a wide range of professional communities in order to promote a vital civil society through an understanding of the visual arts.

## **RODEO DRIVE**

The three blocks of Rodeo Drive just north of Wilshire Boulevard in Los Angeles make up one of the most famous streets in the world. The street is known for its collection of ultra high-end designer and boutique shops and has been featured in more than a few films – from "Beverly Hills Cop" to "Clueless."

The reputation of Rodeo Drive as an upper-upscale shopping destination started when a luxury boutique named Giorgio Beverly Hills opened in 1961. The guy who opened it, Fred Hayman, was later known as "the godfather of Rodeo Drive" – for good reason. Gucci and other luxury stores followed after, and all of that helped give Rodeo Drive the classy reputation it has today.

An unparalleled hub at the intersection of luxury, fashion & entertainment.

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