

Attachment 4
Letter from the Beverly Hills
Hotel

The Beverly Hills Hotel
Hotel Bel-Air
Dorchester *Collection*

Edward A. Mady
Regional Director of West Coast USA
and General Manager, The Beverly Hills Hotel

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July 3, 2012

Mayor and City Council
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, California 90210

Dear Mayor Brien and City Council Members:

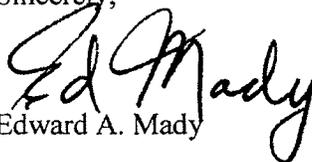
Greetings from The Beverly Hills Hotel.

We are thrilled that the City of Beverly Hills Cultural Heritage Commission has initiated proceedings to recommend the designation of The Beverly Hills Hotel as historic landmark No. 1 in the City of Beverly Hills. On behalf of our entire team, I humbly thank you for considering such an honor be bestowed upon us.

In recognition of the hotel's 100th anniversary this year, I respectfully request that the City Council formally designate September 12, 2012, the pending date of the landmark ceremony, as "The Beverly Hills Hotel Day."

Thank you in advance for your time and consideration with regard to this request. In the meantime, I am looking forward to the upcoming July 24th City Council meeting.

Sincerely,


Edward A. Mady

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