

CROWNE PLAZA®
— BY IHG —
Costa Mesa Orange County

Notice of Withdrawal from Travel Costa Mesa Partnership

Dear City of Costa Mesa Representative & Travel Costa Mesa Representative:

On behalf of the Crowne Plaza Costa Mesa hotel management team, we would like to formally notify you of our decision to opt out of participation with Travel Costa Mesa effective upon receipt of this letter

As part of an overall review of our operational priorities and business strategy, we have determined that continuing participation under the current structure is no longer the best fit for our property at this time. With the transition into a new management structure, our leadership team is evaluating all partnerships, commitments, and expenditures to ensure alignment with the hotel's long-term objectives and operational goals. With the upcoming increase of the Transient Occupancy Tax (TOT), it has become increasingly difficult for our property to justify continued participation under the current structure.

Please understand that this decision was made only after thoughtful consideration and is in no way a reflection of the professionalism, dedication, or efforts of the Travel Costa Mesa team. We sincerely value the relationship and collaboration we have shared throughout the years and remain appreciative of the support provided to the local hospitality community.

We respectfully request confirmation of the necessary steps required to formally conclude our participation agreement.

Thank you again for your partnership, understanding, and continued support. We wish Travel Costa Mesa and the City of Costa Mesa continued success moving forward.

Sincerely,

Annie Hsu
Regional Manager
Crowne Plaza Costa Mesa Orange County
714-557-3000
annie.hsu@brightonmgllc.com

Crowne Plaza Costa Mesa
3131 Bristol Street. Costa Mesa, CA 92626
Phone: (714) 557-3000