

## Communication from Public

**Name:** Mark Sokol

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**Council File No:** 15-1207-S1

**Comments for Public Posting:** Honorable Members of the City Council and Staff: Please see the attached letter in support of the Convention Center Expansion. Thank you for your consideration. Sincerely, Mark Sokol Hotel Erwin Venice Beach

April 10, 2024

1697 Pacific Avenue Venice Beach CA 90291

RE: Hotel Erwin Support of Council File 15-1207-S1 Tel 310.452.1111 Fax 310.452.5479 [hotelerwin.com](http://hotelerwin.com)

Dear Esteemed Members of the Los Angeles City Council,

On behalf of Hotel Erwin in Venice Beach, we write to you today with a heartfelt plea for your support in expanding the Los Angeles Convention Center. Our city, renowned for its vibrant culture and dynamic atmosphere, is at a critical crossroads in its journey towards economic prosperity and growth.

We recognize the immense potential of our city's tourism industry, fueled by the allure of our diverse attractions and renowned hospitality. However, it pains us to witness the limitations imposed by the current state of the Los Angeles Convention Center, inhibiting our ability to fully capitalize on this potential. Recent analyses indicate that over two billion dollars in sales could be left on the table if the Convention Center remains unexpanded.

As stakeholders deeply invested since the 1970's in the success of tourism in Los Angeles, our family understands firsthand the pivotal role played by the Convention Center in driving foot traffic, business, and revenue to our city – especially Venice Beach. The expansion of the Convention Center is not merely a matter of improving the existing infrastructure; it is a lifeline for the hotels like ours, serving as a catalyst for growth and opportunity. Our industry is still in recovery from the devastating impacts of the COVID-19 pandemic and the need for a vibrant convention business sector is vital and highlighted. Unfortunately cancellations such as the E3 convention and loss of convention business to other city's like Anaheim and San Diego have hampered our recovery.

While we are immensely proud of the prominence of our city's transportation hubs, including its bustling port and thriving airports, we cannot ignore the urgent need to upgrade our convention facilities to match the caliber of our other assets. An expanded Convention Center holds the promise of attracting larger events, conferences, and conventions, thereby amplifying our city's economic impact, and bolstering our collective prosperity.

We acknowledge the complexities involved in evaluating the expansion project, including the necessity for thorough accounting and analysis. However, we urge you to consider the tangible benefits that an expanded Convention Center would deliver not only to our hotel, but to the broader community as well.

In closing, we implore you to prioritize the expansion of the Los Angeles Convention Center as a critical investment in the future of our city. The stakes are high, and the potential rewards are immeasurable. Together, let us seize this opportunity to propel Los Angeles towards a future of growth, vibrancy, and success.

Thank you for your attention and consideration.

Sincerely,

Mark Sokol  
Hotel Erwin Venice Beach

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