



December 9, 2023

Councilmember Traci Park
Chair, Trade, Travel and Tourism Committee
Los Angeles City Council
200 North Spring Street
Los Angeles, CA 90012

Subject: Support for LA Convention Center Expansion

Traci

Dear Councilmember Park,

As a dedicated stakeholder in Downtown Los Angeles, I am writing on behalf of FASTLinkDTLA, the Transportation Management Organization (TMO) for Downtown Los Angeles to express my wholehearted support for the expansion of the Los Angeles Convention Center.

The tourism and hospitality industries play a crucial role in our local economy, extending far beyond the boundaries of Downtown. Even as the tourism and convention industries recover from the impacts COVID-19, in 2022 alone, the citywide tourism industry contributed \$34.5 billion to total business sales, underscoring its significance in fueling economic growth.

It is imperative that we modernize the City's tourism infrastructure to effectively accommodate visitors and ensure sustained economic prosperity. The proposed expansion of the Convention Center presents a unique opportunity to catalyze this growth. By increasing the number of citywide conventions, we stand to bolster hotel bookings, elevate the overall annual economic output, and solidify Los Angeles as a world-class destination, especially with the upcoming 2028 Olympics.

When testifying before the Trade, Travel and Tourism Committee last month, it was stated that for the 2028 Olympics and Paralympics, there will be 12 events held in the Convention Center complex / LA Live. It is imperative that the City begin its Convention Center expansion work.

In conjunction with the operation of the zero emission Los Angeles Streetcar, which would link 11,000 current hotel rooms and 7,500 planned hotel rooms, and Metro's expanded rail system with three new Regional Connector stations, the Convention Center will connect millions of convention-goers to events and communities throughout the region car-free.

FASTLinkDTLA
DTLA Headquarters: 525 South Hewitt Street, Los Angeles, CA 90013
hilary@FASTLinkDTLA.org

The Convention Center's expansion is not merely a development project; it is a strategic investment in the future of our city. This initiative is central to strengthening both the tourism and hospitality industries, which, in turn, will have a cascading positive effect on local businesses. Conventions serve as a catalyst for driving foot traffic and activity in Downtown, a particularly vital aspect for businesses grappling with a reduced presence of day-to-day office workers.

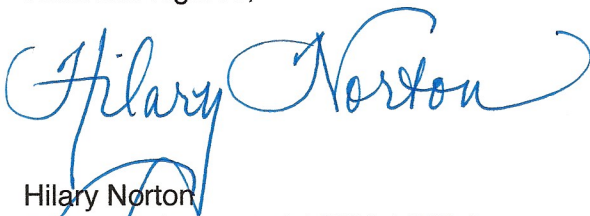
Each night a convention-goer stays in Los Angeles and spends money on their visits, vital transportation occupancy taxes, investment in local businesses, and sales taxes accrue to Los Angeles and to Metro through Measure M sales tax receipts.

In light of these considerations, FASTLinkDTLA urges you to view the Convention Center expansion as a pivotal component of our city's long-term economic growth strategy. Doing nothing is not an option. I request that the City move forward with this project through a Public-Private Partnership (P3), which I believe will deliver the project on time and within budget.

Your support for the Convention Center's expansion is not only an investment in our local economy but also a commitment to positioning Los Angeles as a global destination for years to come. FASTLinkDTLA believes that together we can build a stronger, more vibrant Downtown that benefits residents, businesses, and visitors alike.

Thank you for consideration and please urgently advance the Convention Center expansion and modernization.

Warmest regards,



Hilary Norton
Executive Director, FASTLinkDTLA
Chairwoman Emeritus and Commissioner, California Transportation Commission

FASTLinkDTLA

DTLA Headquarters: 525 South Hewitt Street, Los Angeles, CA 90013
5120 Highland View Avenue, Eagle Rock, CA 90041

hilary@FASTLinkDTLA.org



December 9, 2023

Councilmember Traci Park
Chair, Trade, Travel and Tourism Committee
Los Angeles City Council
200 North Spring Street
Los Angeles, CA 90012

Subject: Support for LA Convention Center Expansion

Traci

Dear Councilmember Park,

As a dedicated stakeholder in Downtown Los Angeles, I am writing on behalf of FASTLinkDTLA, the Transportation Management Organization (TMO) for Downtown Los Angeles to express my wholehearted support for the expansion of the Los Angeles Convention Center.

The tourism and hospitality industries play a crucial role in our local economy, extending far beyond the boundaries of Downtown. Even as the tourism and convention industries recover from the impacts COVID-19, in 2022 alone, the citywide tourism industry contributed \$34.5 billion to total business sales, underscoring its significance in fueling economic growth.

It is imperative that we modernize the City's tourism infrastructure to effectively accommodate visitors and ensure sustained economic prosperity. The proposed expansion of the Convention Center presents a unique opportunity to catalyze this growth. By increasing the number of citywide conventions, we stand to bolster hotel bookings, elevate the overall annual economic output, and solidify Los Angeles as a world-class destination, especially with the upcoming 2028 Olympics.

When testifying before the Trade, Travel and Tourism Committee last month, it was stated that for the 2028 Olympics and Paralympics, there will be 12 events held in the Convention Center complex / LA Live. It is imperative that the City begin its Convention Center expansion work.

In conjunction with the operation of the zero emission Los Angeles Streetcar, which would link 11,000 current hotel rooms and 7,500 planned hotel rooms, and Metro's expanded rail system with three new Regional Connector stations, the Convention Center will connect millions of convention-goers to events and communities throughout the region car-free.

FASTLinkDTLA
DTLA Headquarters: 525 South Hewitt Street, Los Angeles, CA 90013
hilary@FASTLinkDTLA.org

The Convention Center's expansion is not merely a development project; it is a strategic investment in the future of our city. This initiative is central to strengthening both the tourism and hospitality industries, which, in turn, will have a cascading positive effect on local businesses. Conventions serve as a catalyst for driving foot traffic and activity in Downtown, a particularly vital aspect for businesses grappling with a reduced presence of day-to-day office workers.

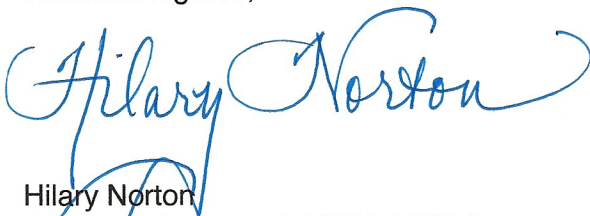
Each night a convention-goer stays in Los Angeles and spends money on their visits, vital transportation occupancy taxes, investment in local businesses, and sales taxes accrue to Los Angeles and to Metro through Measure M sales tax receipts.

In light of these considerations, FASTLinkDTLA urges you to view the Convention Center expansion as a pivotal component of our city's long-term economic growth strategy. Doing nothing is not an option. I request that the City move forward with this project through a Public-Private Partnership (P3), which I believe will deliver the project on time and within budget.

Your support for the Convention Center's expansion is not only an investment in our local economy but also a commitment to positioning Los Angeles as a global destination for years to come. FASTLinkDTLA believes that together we can build a stronger, more vibrant Downtown that benefits residents, businesses, and visitors alike.

Thank you for consideration and please urgently advance the Convention Center expansion and modernization.

Warmest regards,



Hilary Norton
Executive Director, FASTLinkDTLA
Chairwoman Emeritus and Commissioner, California Transportation Commission

FASTLinkDTLA

DTLA Headquarters: 525 South Hewitt Street, Los Angeles, CA 90013
5120 Highland View Avenue, Eagle Rock, CA 90041

hilary@FASTLinkDTLA.org