

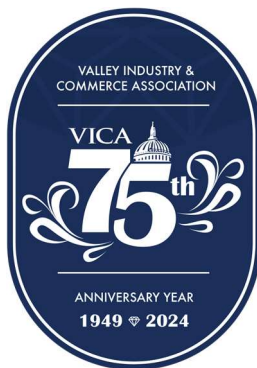
## **Communication from Public**

**Name:**

**Date Submitted:** 05/06/2024 12:52 PM

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

**Comments for Public Posting:** VICA LETTER OF SUPPORT



April 11, 2024

Los Angeles City Council  
City of Los Angeles  
200 N. Spring St  
Los Angeles, CA, 90012

**SUBJECT: C.F. 15-1207-S1: Los Angeles Convention Expansion Project – SUPPORT**

Dear City Council,

The Valley Industry & Commerce Association (VICA) supports the expansion efforts of the Los Angeles Convention Center and the concurrent Marriott expansion, which is a vital initiative poised to elevate our city's status as a premier destination for conventions, conferences, and events. As stakeholders deeply invested in the economic prosperity and growth of Los Angeles, we recognize the immense potential of this expansion to generate significant benefits for our communities.

The expansion of the Los Angeles Convention Center holds the promise of creating and sustaining thousands of permanent jobs, providing a much-needed boost to our local economy. With the addition of more space, our city will be better equipped to attract major conventions from across the country, bolstering tourism and driving economic growth across the region.

Expanding the Convention Center aligns with the City's goal of providing 8,000 hotel rooms within walking distance, enhancing the overall visitor experience and positioning Los Angeles as a competitive destination. This project will attract visitors and businesses to Los Angeles, driving economic growth and generating long-term revenue growth for the City's general fund.

As proud members of the Los Angeles community, VICA understands the urgency of upgrading our convention facilities to match the caliber of our other assets, such as our bustling port and thriving airports. An expanded Convention Center will not only attract larger events and conferences but also amplify our city's economic impact, benefiting businesses and residents alike.

While we acknowledge the complexities involved in evaluating such a significant project, we urge you to consider the tangible benefits that an expanded Convention Center would deliver to our city. The potential rewards are immeasurable, and the time to act is now.

For these reasons, we ask for your support and prioritize the expansion of the Convention Center as a critical investment in the future of our city.

A handwritten signature in black ink, appearing to read "Stuart Waldman".

Stuart Waldman  
VICA President