

F R E E M A N

December 17, 2015

Council Member Curren D. Price, Jr.
Chair, Economic Development Committee
Los Angeles City Hall
200 North Spring St, Rm 420
Los Angeles, CA 90012

RE: Los Angeles Convention Center Expansion

Dear Council Member Price,

I am writing to ask you to support the expansion and modernization of the Los Angeles Convention Center.

Increasing the number of tourists and conventioners in Los Angeles is one of the most impactful forms of economic growth. Not only do these conventioners stay in the local hotels, eat at the downtown restaurants and shop in the local stores, but they also create meaningful jobs and employment.

I have seen firsthand, being in the convention business for more than 30 years, how convention space can become irrelevant if buildings and space do not develop and grow with the competitive landscape. As you are aware, the Anaheim Convention Center is in phase 1 of their 200,000 square foot expansion, and the Moscone in San Francisco is getting ready to start their incredible expansion. We are concerned for the employees and the community that if the expansion does not move forward, the convention center will not attract the type of conventions that grow our local economy.

The Los Angeles Convention Center is at a historic crossroad, and I am excited at the possibility of being part of a world-class convention center space that will attract tourism dollars, generate good quality jobs for our region, and fashion a convention center that equals the Los Angeles city brand.

I strongly urge City Council to approve the proposed Los Angeles Convention Center expansion.

Sincerely,



Ron Brown
Vice President & General Manager
Freeman Expositions Inc.

cc: Council Member Curren D. Price, Jr
c/o Office of the City Clerk

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