



December 7, 2015

The Honorable Curren Price
Chair, Economic Development Committee
200 N. Spring St., Room 420
Los Angeles, CA 90012

Re: Los Angeles Convention Center

Dear Chairman Price,

Established in 1924, the Central City Association (CCA) is Los Angeles's premier business advocacy organization, with 450 members employing over 350,000 people in the Los Angeles region. As the premier voice of business, we recognize the critical role that the Los Angeles Convention Center (LACC) plays in spurring Downtown's continued growth and development.

We strongly support the Department of Convention & Tourism Development's goal of positioning LACC as a dominant driver of economic development and job creation. CCA believes the expansion and modernization of LACC is critical to increase tourism and convention business in Los Angeles.

The modernization plans provide a convention center anchor hotel, reposition Pico Boulevard as an important gateway to Downtown and improve the useable space at LACC. All of the plans are creative and thoughtful and we commend the department for this effort.

The Department is well positioned to make LACC a very meaningful building block within the City's larger economic development strategy. CCA supports the LACC Expansion and Futurization Project and encourages the City to move forward expeditiously with the modernization. The economy is hot and interest rates are predicted to begin to rise soon. Let's move forward!

Sincerely,

Carol E. Schatz
President & CEO

cc: Economic Development Committee Members
Mr. Bud Ovrom, Department of Convention & Tourism Development