

## Communication from Public

**Name:** Terri Toennies  
**Date Submitted:** 11/06/2023 05:02 PM  
**Council File No:** 15-1207-S1  
**Comments for Public Posting:** Attached is a letter in support of the expansion and modernization of the LA Convention Center



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November 7, 2023

Councilmember Traci Park, Chair  
Trade, Travel and Tourism Committee  
200 N. Spring Street  
Los Angeles, CA 90012

**Subject: Agenda Item #2 LA Convention Center Expansion Project  
Council File 15-1207-S1**

Dear Councilmember Park:

Thank you for your consideration of the expansion and modernization of the Los Angeles Convention Center.

Our city, Los Angeles, is known for being a World leader in our sports teams, our entertainment business, studios, museums, hospitality, tourism options and, of course, our beautiful weather. Along with the addition of SOFI Stadium, which on all broadcasts is referred to as being in Los Angeles, the City of Los Angeles offers world class accommodations and experiences not found anywhere else in the Nation. Our Convention Center, in its' current condition, does not live up to these same admirable qualities.

Without a much needed expansion and modernization, the Los Angeles Convention Center cannot be considered as a competitive leader in the convention center space and will continue to lose bids to cities that are able to offer contiguous exhibit hall layouts, exciting outdoor activation spaces and multiple flexible meeting room spaces that can accommodate hospitality, conferences, and extended use plans for large scale events and conventions.

As an event planner, I have had the good fortune to have worked throughout the United States in many cities that are competitive to the LA Convention and event market (Las Vegas, San Diego, San Antonio, Houston, New Orleans and Boston). I understand how the lack of an expanded contiguous exhibit hall space, additional meeting rooms and flexible event space can hurt a Convention Center and the City's opportunity to be a part of the bid process. In all of these cities I often participated in large citywide site inspections. Being able to offer multi purpose, large scale function space options to our clients was always very positive for any of these Cities to be awarded the final bids for large scale citywide events.



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As the President of the Los Angeles Auto Show, celebrating our 116<sup>th</sup> year in the City of LA and our 51<sup>st</sup> year at the LA Convention Center, I can speak first hand regarding the frustration in working within a Center that is dated and unwieldy.

It is often difficult to deliver to our multi billion dollar clients what they are looking for in useable, and unique spaces to activate their brands.

Weight load and rigging capacities in both halls, on the plazas and throughout the building limit what we can do for our clients in display properties. It is a struggle every year to find spaces that can accommodate certain displays without any ensuing safety issues.

The lack of digital marquees limits how our clients can present their brands, internally and externally throughout the venue and, in turn, limits the Center from having a new revenue source that could generate hundreds of thousands of dollars for the building.

A fresh, modern and expanded building would enable all clients, including the LA Auto Show, to reimagine not only how to utilize the LA Convention Center in the future, but also to strategize on what additional and expanded business could be brought to our beautiful City with a new landmark that would represent Los Angeles in an impressive and expansive way.

A more modern, more flexible, bigger and “event thoughtful” building means growth in revenue to the City, all its’ hotel, restaurant and transportation partners and the thousands of vendors that benefit by Convention and Event business.

Please vote for the expansion and modernization of the Los Angeles Convention Center. It is critical to our City’s future success.

Sincerely,

Terri Toennies  
President  
Los Angeles Auto Show

CC: Councilmember Tim McOsler, Vice Chair of Trade, Travel and Tourism Committee  
Councilmember Hugo Soto-Martinez, Member of Trade, Travel and Tourism Committee

## Communication from Public

**Name:** Ray Chiang, The Society for the Promotion of Japanese Animation  
**Date Submitted:** 11/06/2023 11:05 AM  
**Council File No:** 15-1207-S1  
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November 7, 2023

Councilmember Traci Park, Chair  
Trade, Travel and Tourism Committee  
200 N. Spring Street  
Los Angeles, CA 90012

**Subject: Agenda Item #2 LA Convention Center Expansion Project  
Council File 15-1207-S1**

Dear Councilmember Park:

My name is Ray Chiang, CEO of The Society for the Promotion of Japanese Animation.

In my 14 years with the company, I've seen Anime Expo's attendance grow exponentially, with our 2023 show tallying turnstile attendance of over 392,000 — surpassing even those of our pre-pandemic events. Needless to say, the in-person convention industry is rapidly recovering from the impact of the aforementioned pandemic, with the demand for professional meeting and event spacing being incredibly high going into 2024 and beyond.

I know from experience that space is a crucial factor when deciding where to host conventions, especially major international events like Anime Expo. Unfortunately, the current amount of contiguous space available at the existing LA Convention Center renders it unable to compete with other convention centers for similarly large events, despite the iconic city of Los Angeles being such a desirable geographic destination.

In order for us to continue growing our annual event here in our longtime home of Los Angeles, which generates an estimated economic impact of over \$100 million for area hotels and businesses, the expansion of the LA Convention Center is absolutely essential.

LACC is currently ranked as only a "Tier 2" destination, and it will become even further competitively disadvantaged as other convention centers across the country complete their expansion projects. As such, it is critical for Los Angeles to expand and modernize its Convention Center and to have a space that represents the City of LA as the premier international destination that it is.

Sincerely,

Ray Chiang  
The Society for the Promotion of Japanese Animation

CC: Councilmember Tim McOsker, Vice Chair of Trade, Travel and Tourism Committee  
Councilmember Hugo Soto-Martinez, Member of Trade, Travel and Tourism Committee

## Communication from Public

**Name:** Terri Toennies, LA Auto Show  
**Date Submitted:** 11/06/2023 06:21 PM  
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