



PROPOSAL TO EXPAND THE JW MARRIOTT HOTEL AND LA CONVENTION CENTER



CITY OF
Los Angeles
DEPARTMENT OF
CONVENTION & TOURISM DEVELOPMENT

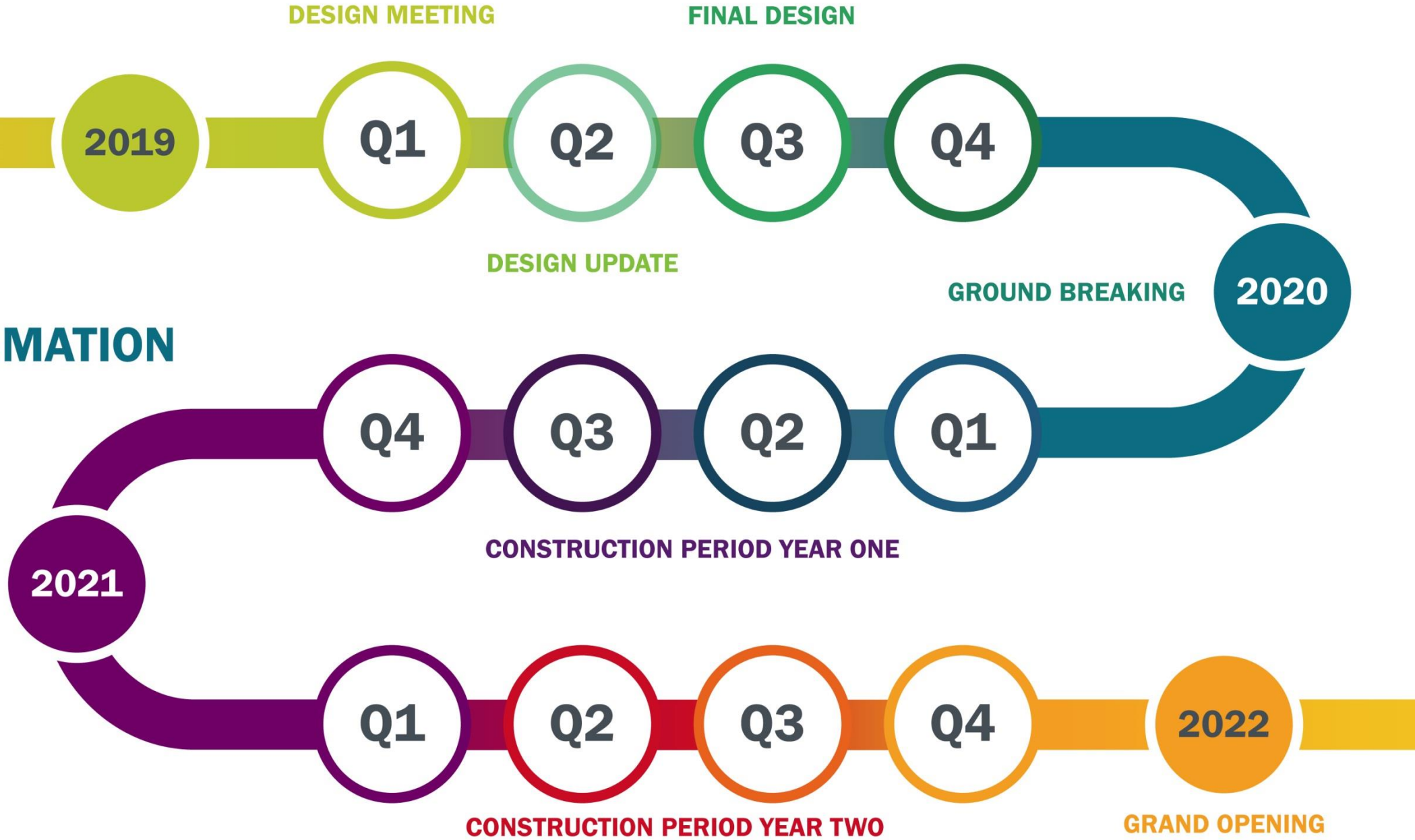


PROJECT GOALS

- Develop a convention center with over 1.2M sq. ft. of total space, including over 1 million sq. ft. of exhibition space and over 250,000 sq. ft. of meeting rooms
- Leverage the over 800,000 sq. ft. of contiguous exhibition space to create a top convention center destination in California and among the most competitive in the country
- Add versatile flex space that can function as exhibition space, meeting rooms, and also service seated dining events
- Completely redevelop Gilbert Lindsay Plaza
- Develop a complete project that delivers a fully integrated 100 acre L.A. LIVE/LA Convention Center campus which includes over 2,240 hotel rooms enhancing the attractiveness of LA as a prime location for large groups
- Project delivery by 2022

LACC TRANSFORMATION PLAN

2019-2022
3 Year Plan



PROJECT STRUCTURE: DBFOM DEVELOPMENT MODEL

- Public-private partnership (P3) between the City of Los Angeles and AEG + Plenary Group
- DBFOM structure enables accelerated project execution facilitated by private sector efficiencies
- Private funding secured by developer, not dependent on issuance of public bonds
- Developer has responsibility to deliver project on time and on budget

LOS ANGELES CONVENTION CENTER EXPANSION

New Multipurpose Space: 90,000-100,000 SF

New Meeting Space: 20,000-30,000 SF

New Exhibit Hall: 180,000-200,000 SF

New Georgia Street Entry Elevated Connection To Hotel

Expanded LA Live Way Parking Garage

Headquarters Hotel Expansion: 850 Rooms 109,700 SF Meeting Space Including a 51,300 SF Ballroom

Venice Garage

JW Marriot

Microsoft Theater

Staples Center

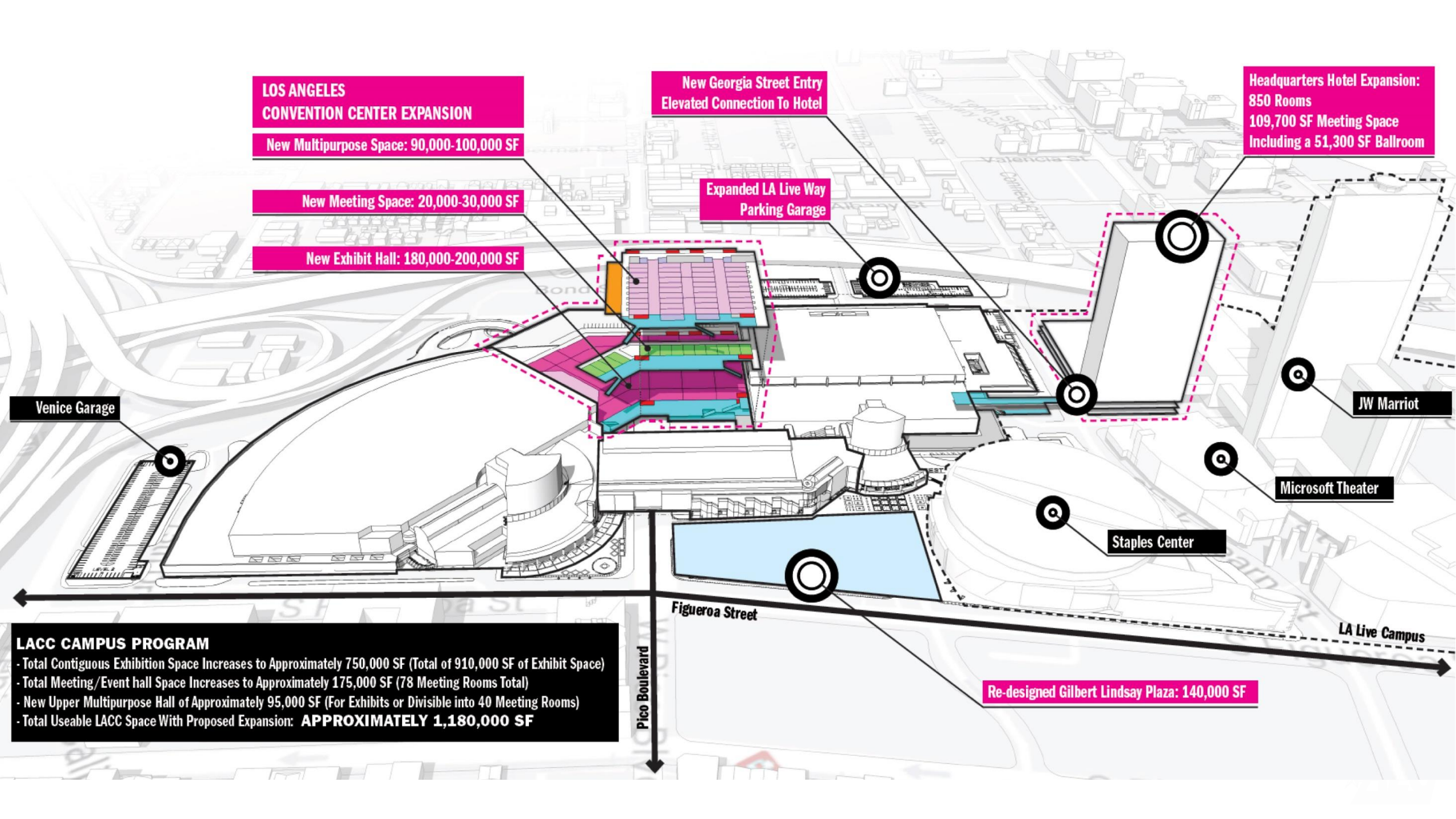
Figuroa Street

Pico Boulevard

LA Live Campus

Re-designed Gilbert Lindsay Plaza: 140,000 SF

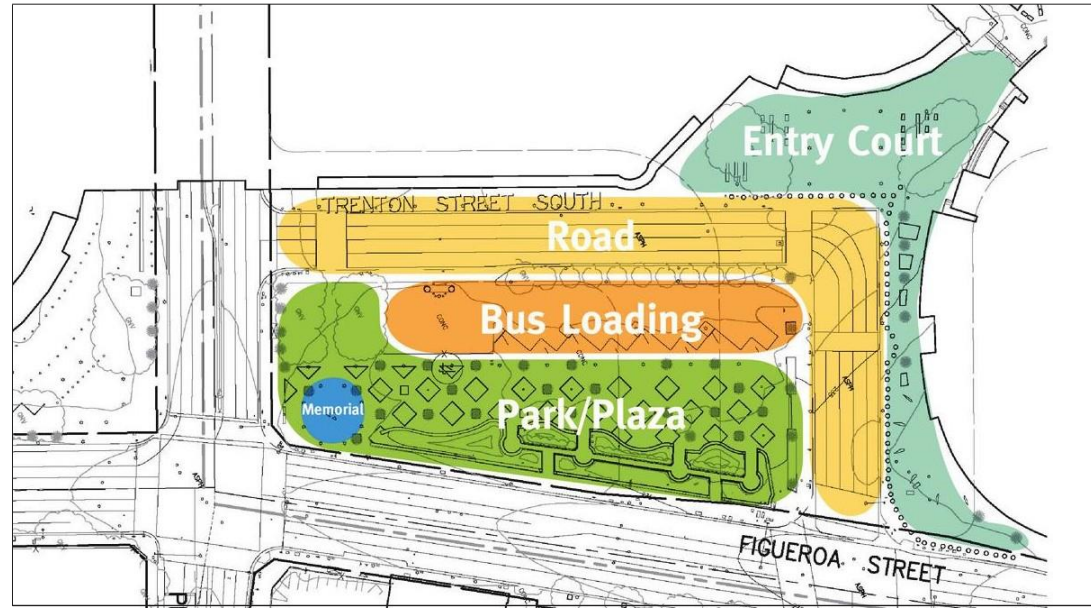
LACC CAMPUS PROGRAM
- Total Contiguous Exhibition Space Increases to Approximately 750,000 SF (Total of 910,000 SF of Exhibit Space)
- Total Meeting/Event hall Space Increases to Approximately 175,000 SF (78 Meeting Rooms Total)
- New Upper Multipurpose Hall of Approximately 95,000 SF (For Exhibits or Divisible into 40 Meeting Rooms)
- Total Useable LACC Space With Proposed Expansion: **APPROXIMATELY 1,180,000 SF**



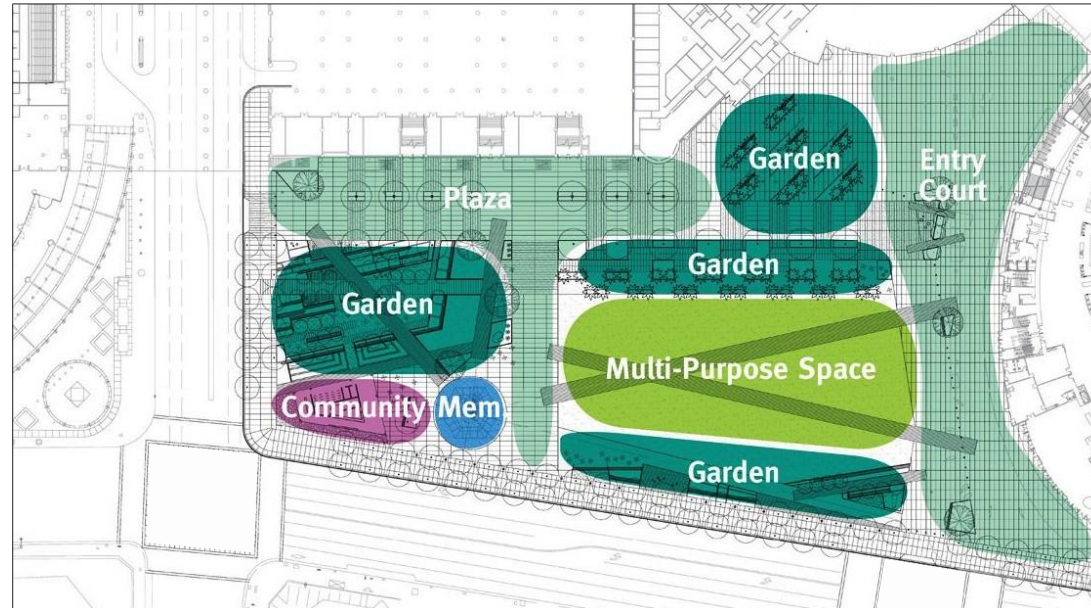
GILBERT LINDSAY PLAZA

Existing space is uninviting and underutilized

*Existing:
Vehicular
Priority*



*Proposed:
Differentiated
Spaces*



REIMAGINED GILBERT LINDSAY PLAZA

*Flexible event space for LACC
programming, including gardens
and multi-purpose space,
strengthening the connection to
L.A. LIVE*

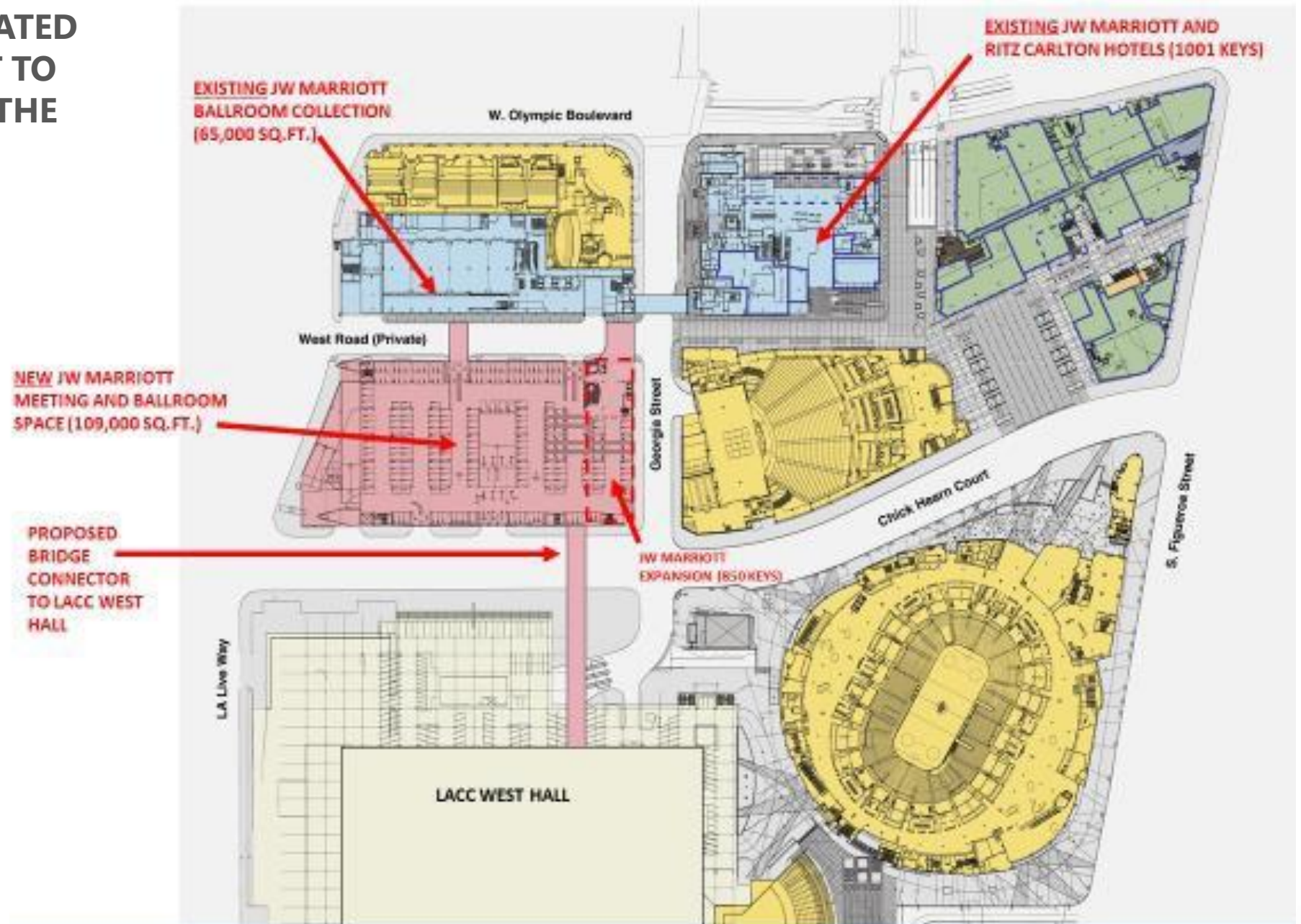


JW MARRIOTT HOTEL EXPANSION

*New 40-story hotel, adding
850 rooms directly
connected to LACC*



**NEW HOTEL TOWER LOCATED
IMMEDIATELY ADJACENT TO
AND CONNECTED WITH THE
LACC**

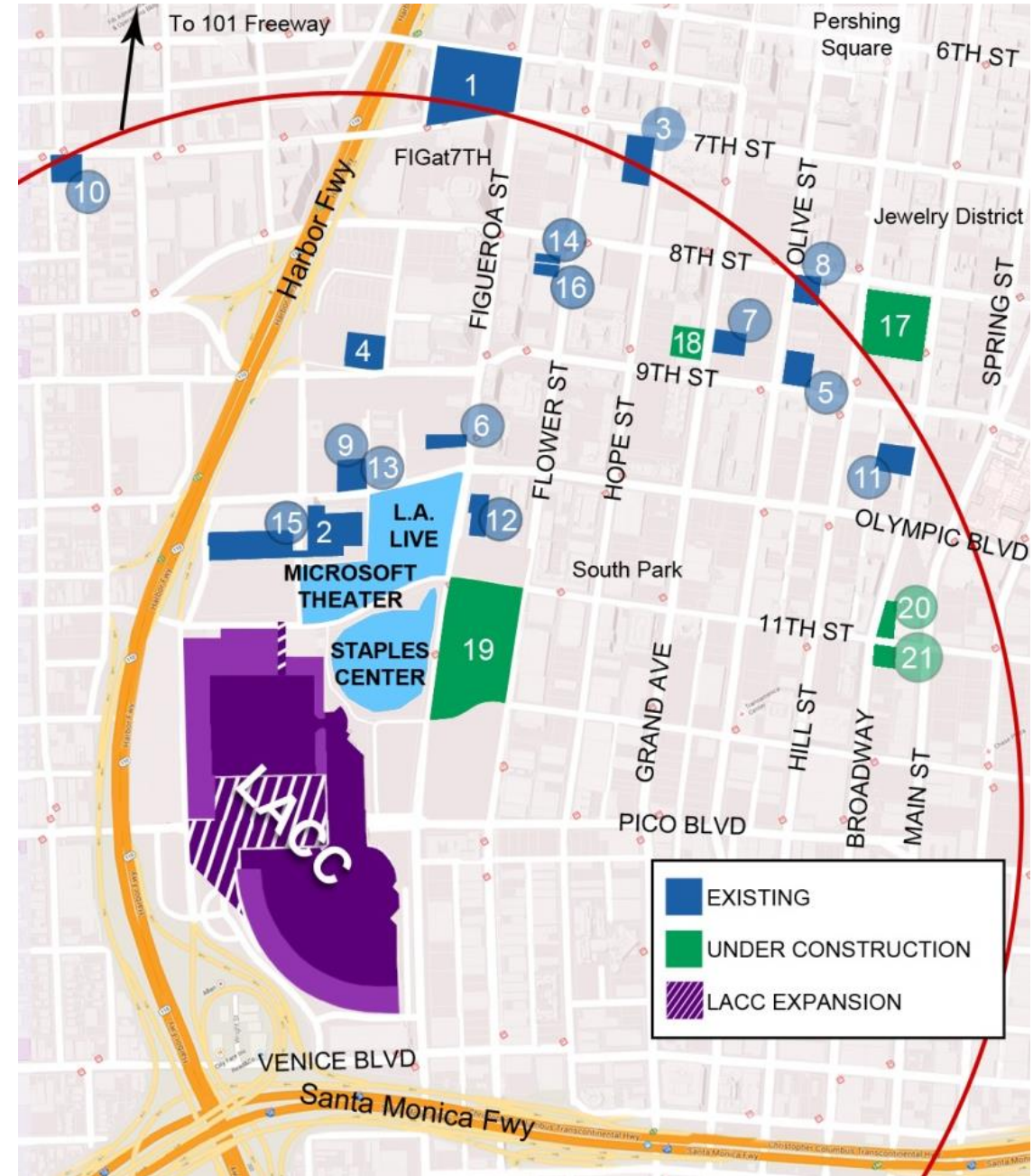


HOTEL ROOMS WITHIN WALKING DISTANCE OF LACC

There are 16 existing hotels and five hotels currently under construction, for a total of 5,801 hotel rooms within walking distance

EXISTING HOTELS		
1	InterContinental Los Angeles Downtown	889
2	JW Marriott Los Angeles L.A. LIVE	878
3	Sheraton Los Angeles (The Bloc)	485
4	Hotel Indigo (Metropolis)	350
5	LEVEL Furnished Living	303
6	Figueroa Hotel	268
7	Stillwell Hotel	232
8	Freehand Hotel and Hostel	226
9	Residence Inn Los Angeles L.A. LIVE	219
10	Mayfair Hotel	215
11	Ace Hotel	182
12	Luxe City Center Hotel	175
13	Courtyard Los Angeles L.A. LIVE	174
14	Ritz Milner*	137
15	Ritz-Carlton Los Angeles L.A. LIVE	123
16	O Hotel	67
Subtotal		4,923
UNDER CONSTRUCTION		
17	Broadway Trade Center (Waterbridge)	200
18	Trinity Hotel	183
19	Park Hyatt (Oceanwide Plaza)	183
20	Hoxton Hotel	164
21	The Downtown LA Proper (Case Hotel)	148
Subtotal		878

*Currently undergoing renovations



**PROJECTS
UNDER
CONSTRUCTION**

**200
ROOMS**



BROADWAY TRADE CENTER

**183
ROOMS**



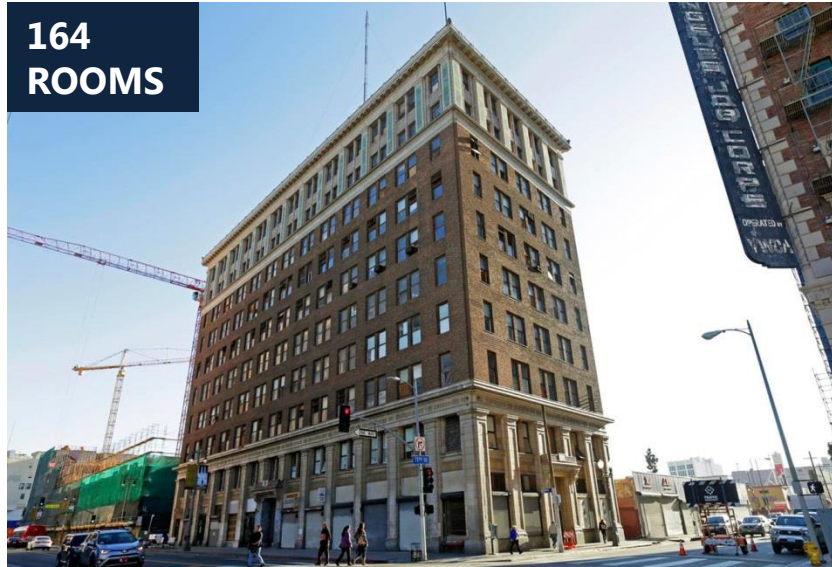
TRINITY HOTEL

**183
ROOMS**



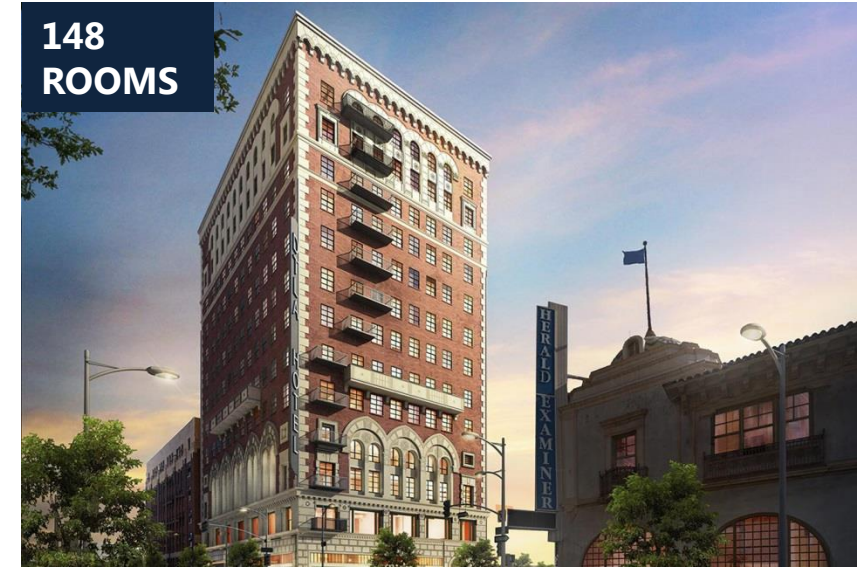
PARK HYATT

**164
ROOMS**



HOXTON HOTEL

**148
ROOMS**

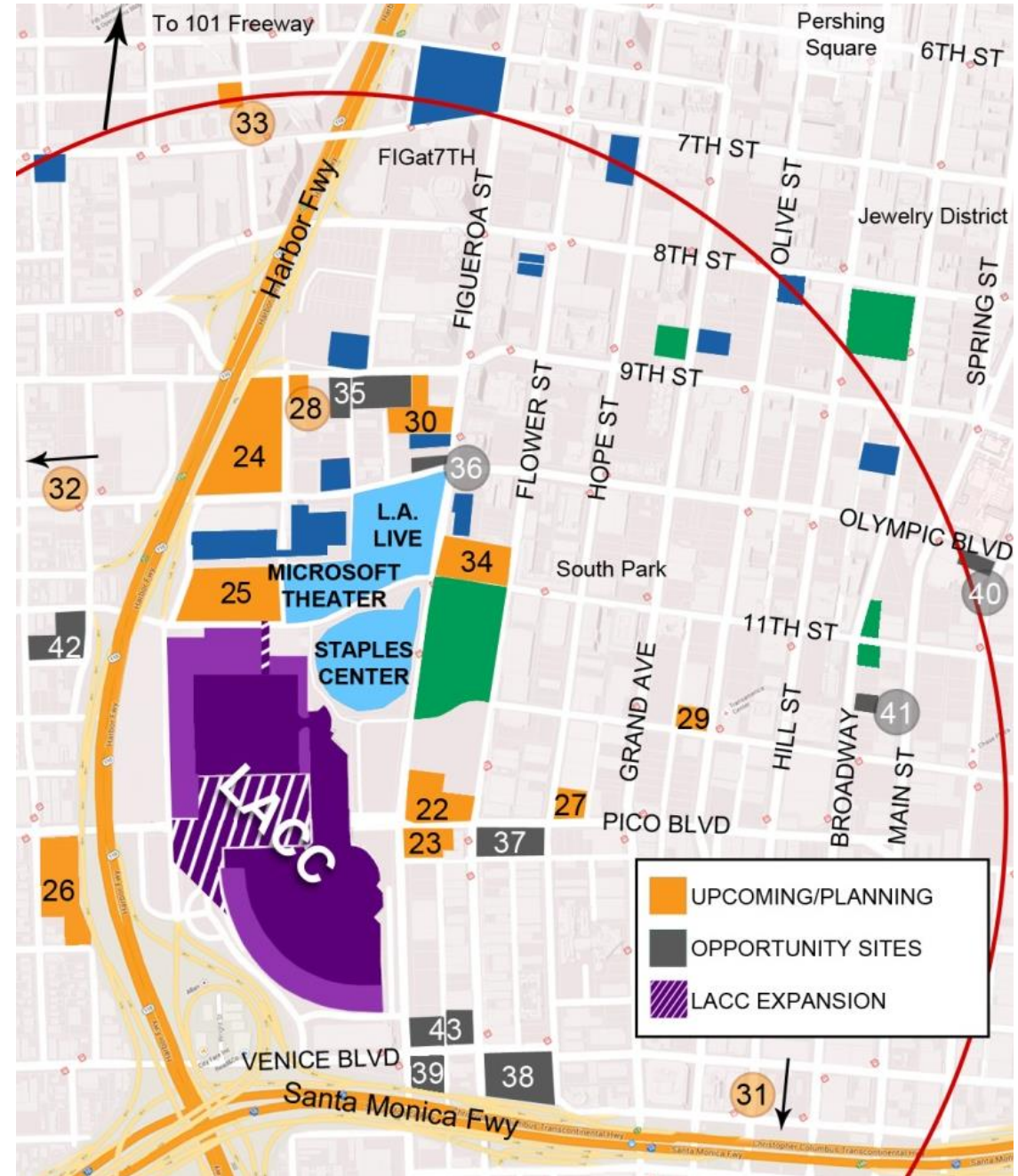


DOWNTOWN LA PROPER

HOTEL ROOMS WITHIN WALKING DISTANCE OF LACC

There are 13 projects entitled/in the planning phase, and nine projects announced/under consideration

UPCOMING		
22	Fig+Pico Conference Center Hotels (Lightstone)	1,162
23	City Lights on Fig (TriCal Construction)	1,024
24	Olympia	1,000
25	JW Marriott Expansion	850
26	The Albany (Sandstone Properties)	730
27	Morrison Hotel (Relevant Group)	473
28	Cambria Hotels & Suites (PPP)	247
29	dtLA South Park (Mack Urban, AECOM Capital)	243
30	Figueroa Centre (Regalian, LLC)	220
31	The Reef (LA Mart)	208
32	The Bricks	200
33	Home2 Suites	143
34	W Hotel (Figueroa North, Hazens L.A. Center)	125
Subtotal		6,625
OPPORTUNITY SITES		
35	9th Street Sites	400
36	Olympic Tower Hotel (Car Wash Site)	373
37	Pico + Hope/Flower	350
38	South Park Towers (Venice Hope Group, LLC)	300
39	Toyota (L&R Group of Companies)	250
40	Mart South	149
41	Hyatt Centric (Blue Arch Investments)	139
42	Shamrock Parking Lot	-
43	Honda	-
Subtotal		1,961



UPCOMING PROJECTS

**1,162
ROOMS**



FIG+PICO CONFERENCE CENTER HOTELS

**1,024
ROOMS**



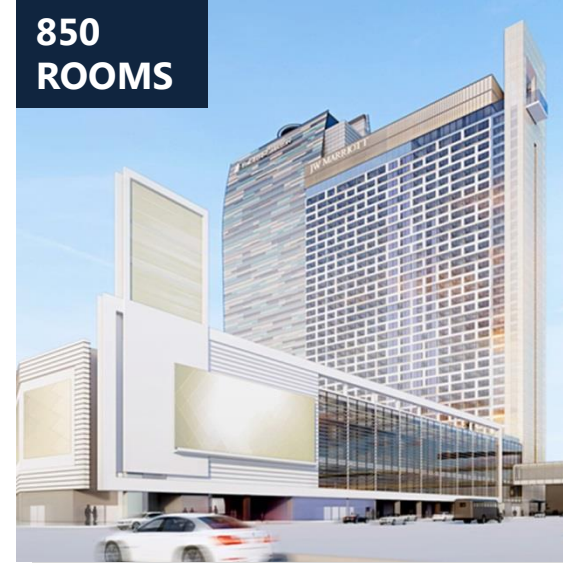
CITY LIGHTS ON FIG

**1,000
ROOMS**



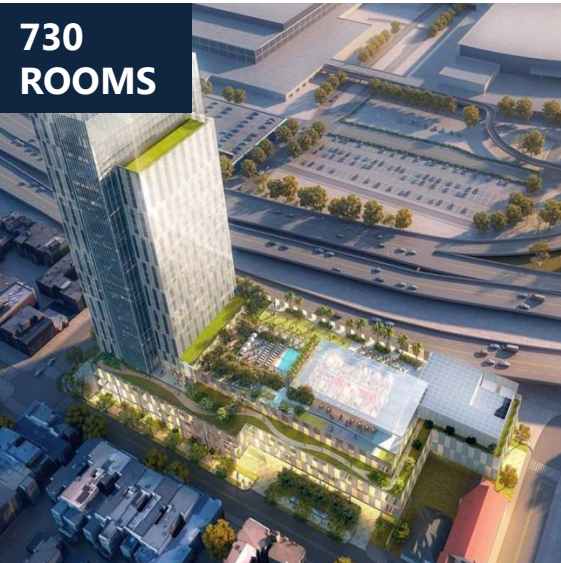
OLYMPIA

**850
ROOMS**



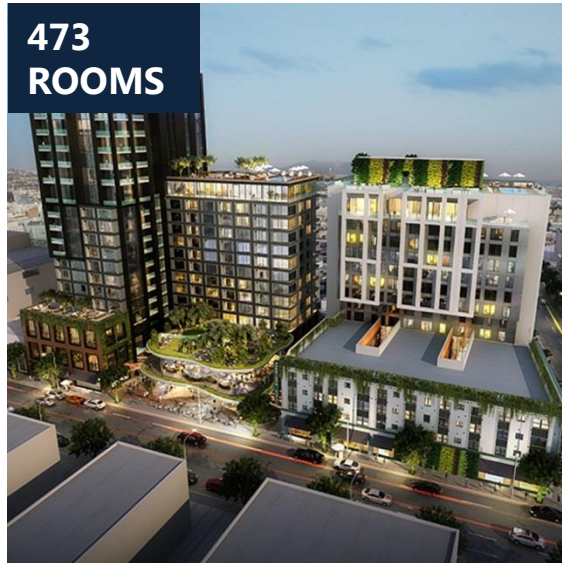
JW MARRIOTT EXPANSION

**730
ROOMS**



THE ALBANY (SANDSTONE)

**473
ROOMS**



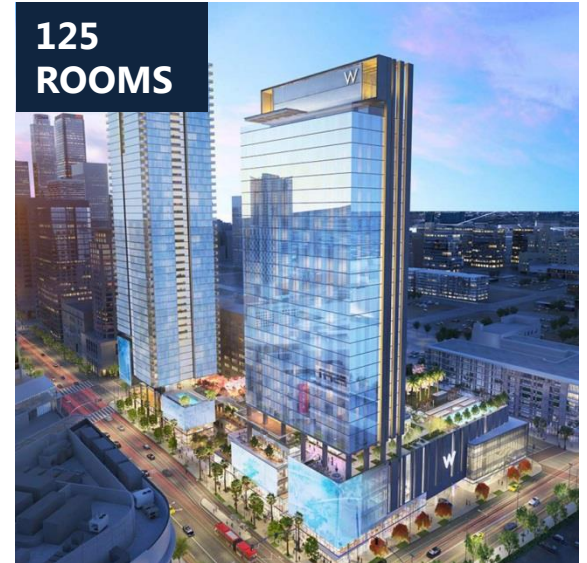
MORRISON HOTEL

**247
ROOMS**



CAMBRIA HOTEL & SUITES

**125
ROOMS**



W HOTEL