



LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION

September 23, 2009

The Los Angeles Board of Harbor Commissioners
425 South Palos Verdes Street
San Pedro, California 90731

Re: San Pedro Waterfront Project - Support

Dear Harbor Commissioners:

On behalf of the Los Angeles County Economic Development Corporation (LAEDC), an organization dedicated to promoting job growth, economic expansion, and preserving the overall global competitiveness of Los Angeles County, I am submitting this letter in support of the San Pedro Waterfront Project (the "Waterfront Project") proposed by the Port of Los Angeles. The LAEDC believes that the Waterfront Project is a worthy infrastructure and public access improvement project that supports economic growth, job creation and the environment by re-energizing Los Angeles' waterfront to attract thousands of tourists to the San Pedro area each year, creating thousands of immediate construction jobs and strengthening the Port's position as the number one cruise market on the West Coast, and incorporating green building and emissions reduction principles.

The proposed 400-acre, five- to seven-year redevelopment project would connect the San Pedro community with the waterfront via three new harbors and significantly enhance commercial opportunities in and around the Port by revitalizing and further developing the Ports O' Call village area. This renewed Ports O' Call area will create thousands of jobs to serve these visitors and thousands more to supply the new restaurants and retail activities. The project would also provide the Port's burgeoning cruise operations with new terminal facilities to accommodate larger cruise vessels and to service the anticipated growth in cruise demand over the next couple of decades.

The short- and long-term potential economic benefits of the Waterfront Project are striking. First and foremost, this project is about creating immediate jobs, and the Waterfront Project will generate lots of them. During the construction phase alone, the project would add an estimated 7,400 direct construction-related jobs and help support another 10,300 indirect jobs throughout the region. The prospect of delivering immediate jobs is extremely important as we look to provide some relief for our region's decimated construction industry and work for thousands of construction workers who have lost their jobs during the worst economic downturn in over 60 years.

The Port of Los Angeles is currently the largest cruise ship center on the West Coast of the United States, serving over 590,000 embarking passengers on 256 vessel calls during last year's cruise season. The importance of the Port's cruise operations to the regional and local economy is patently clear. During 2006, the Port's cruise industry generated almost \$282 million in business revenues and \$11.2 million in state and local taxes. Cruise activity at the Port of Los Angeles also supported an estimated 2,500 jobs for Southern California residents with about \$99 million in annual wages.* Of these jobs, nearly 1,300 were generated in the San Pedro area alone.†

* See, Martin Associates, *Economic Impacts of the Port of Los Angeles*, dated: August, 2007. (Of these jobs, 1,254 were direct, 649 indirect and 606 induced as a result of the purchases by the 1,254 direct job holders (figures in 2006)).

† Id. (665 direct, 283 indirect and 345 induced jobs)

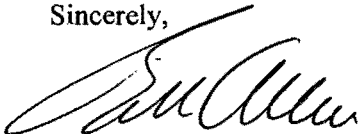
Once completed, it is estimated that the new cruise terminals would handle 287 vessel calls annually serving 1.13 million passengers. The potential economic impact of expanding cruise operations and the resulting increase in passenger volumes is significant. An additional 645 permanent jobs with tens of millions of dollars in annual wages would be generated through expanded cruise operations.[†] Passenger spending in the region would swell by \$30 million due to the increase in passenger activity.[§] And state and local tax revenues would be boosted by about \$6.5 million.**

As unmistakable as the potential economic growth and job creation impacts of expanded cruise operations are, the green aspects of the new cruise facilities are also of note. The two new terminal buildings would incorporate Leadership in Energy and Environmental Design (LEED)-Gold building standards. Cruise ships would be required to use lower sulfur fuels to reduce smoke emissions while transiting in and out of the Port. And cruise vessels would also be required to plug into shore-side electrical power (“cold ironing”) when docked to practically eliminate emissions while at berth.

In conclusion, it is imperative for the Port of Los Angeles to revitalize the San Pedro waterfront and maintain its position as the number one West Coast cruise port, which has been and will continue to be a growing source of economic strength for the San Pedro community and the regional economy. Through its proposed Waterfront Project, the Port of Los Angeles would enhance its tourism-related commercial opportunities in and around the Port, add thousands of desperately-needed, short-term construction-related jobs, and augment its cruise operations – generating still more new jobs, income, and business and tax revenues, while continuing its commitment to create the greenest port in the nation

For the above reasons, the LAEDC strongly supports the San Pedro Waterfront Project proposed by the Port of Los Angeles.

Sincerely,



William C. Allen
President & CEO

cc: Geraldine Knatz, Ph.D., Executive Director, Port of Los Angeles
Kathryn McDermott, Deputy Executive Director, Business Development, Port of Los Angeles
Arley Baker, Senior Director of Communications & Legislative Affairs, Port of Los Angeles
Rep. Jane Harman
Senator Alan Lowenthal, Chair, Sub-Committee on California Ports and Goods Movement
Assembly Member Bonnie Lowenthal, Chair, Select Committee on Ports
Supervisor Don Knabe
City of Los Angeles Mayor Antonio Villaraigosa
Members of the Los Angeles City Council

[†] Id. (based on an estimate of \$35,000 per job).

[§] Id. (based on \$57 spent per passenger).

** Id.



HARBOR ASSOCIATION OF INDUSTRY & COMMERCE

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September 14, 2009

Port of Los Angeles
Board of Harbor Commissioners
Cindy Miscikowski, President
Jerilyn Lopez Mendoza, Vice President
Kaylynn L. Kim
Douglas P. Krause
Joseph R. Radisich
P.O. Box 151
San Pedro, CA 90731

Dear Port of Los Angeles Harbor Commissioners

As you know the Harbor Association of Industry & Commerce (HAIC) is an industrial non-profit trade association dedicated to the growth and economic development of the San Pedro Bay area. We provide a collective voice for the harbor business community on important issues pertaining to economic, environmental and public policy. All of our members have a vested interest in the economic performance of our San Pedro Bay harbor area and they all support the need for better air quality in Southern California.

HAIC would like to go on record as supporting the San Pedro Waterfront Development Project, including the development of the new outer harbor cruise terminal. This is an exciting project for new and existing businesses in San Pedro. The overall development project, including the new cruise terminal, will create thousands of much-needed jobs and create an economic boost, not only for businesses downtown San Pedro and the Ports O'Call, but also throughout Southern California.

The Port's proposed San Pedro Waterfront Project preserves and reflects the community's rich maritime heritage while at the same time provides residents, visitors and businesses with access to the water for recreation, entertainment, education and commerce.

The Harbor Association of Industry and Commerce urges the Board to expedite this EIR, and others that are planned, in order to create thousands of construction and logistics jobs, that in turn, create a tax base for local and state governments.

Sincerely,


Anthony Miisetich
President

cc: Geraldine Knatz, Ph.D.

From: Sandy Bradley
To: Kos-Read, Isaac;
Subject: text of motion
Date: Tuesday, September 29, 2009 4:05:24 PM

The San Pedro Chamber of Commerce Board of Directors instructs the President of the Chamber to prepare and present testimony expressing support for the San Pedro Waterfront Project to the Board of Harbor Commissioners on September 29, 2009.

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September 28, 2009

President Cindy Miscikowski
Vice President Jerilyn López Mendoza
Commissioner Kaylynn L. Kim
Commissioner Douglas P. Krause
Commissioner Joseph R. Radisich
Port of Los Angeles Harbor Commission
425 South Palos Verdes Street
San Pedro, CA 90731

Subject: SUPPORT - San Pedro Waterfront Project

Dear Commissioners:

The South Bay Association of Chambers of Commerce (SBACC) provides the coordination to advance the common business interests of 16 Chambers of Commerce throughout South Bay area representing over 53,000 businesses.

The SBACC express our support of the San Pedro Waterfront Project. The SBACC supports this Project because it will create jobs, improve quality of life and enhance the community and visitor-serving commercial opportunities in and around the Port.

As you know, the Project is a major 400-acre waterfront infrastructure and revitalization initiative that will allow the Port to meet the increasing cruise industry demands. As other Ports up and down California continue to expand and entice new business from the cruise industry, it is only prudent that San Pedro continues to keep pace with these other Ports. That is why this is the right project at the right time.

The time line involved in bringing a project of this size to the developed stage will give our struggling economy time to rebound. If we do not move forward now, San Pedro might miss out on the improved economy in the foreseeable future.

Allowing the Port to position itself now to seek and secure new cruise business while at the same time creating multiple job opportunities and increasing state and local revenues is exactly what the San Pedro economy needs. Annually, cruise operations at the Port facilitate more than 2,500 jobs and generate about \$87.5 million a year in regional wages, \$281.9 million in business revenues and \$11.2 million in state and local taxes.

Once the Port is revitalized and has adopted the expanded cruise operations with increased commercial development throughout the Project, a variety of economic benefits would be anticipated such as:

- 1,083 new jobs (in addition to current cruise-related jobs and retail/restaurant related jobs);
- \$37.9 million in new wages;
- \$30.8 million in passenger spending;

The Project also meets the need of sustainability as outlined by the Los Angeles Harbor Department's (LAHD) sustainability program and policies.

The San Pedro Waterfront Project is a win-win for the both the business community and surrounding residential communities. The area will be revitalized; removing blight, enhancing overall aesthetics for the community to enjoy and attracting potential new business customers to Port's O'Call. We believe this is a much needed project in order to help facilitate job creation in an area that has potential to exceed everyone's expectations.

We urge your support of this important project.

Sincerely,



Marcella Low
Chair

CC:

Senator Alan Lowenthal	916-327-9113
Senator Jenny Oropeza	916-323-6056
Senator Roderick Wright	916-445-3712
Assemblymember Ted Lieu	916-319-2153
Assemblymember Warren Furutani	916-319-2155
Assemblymember Bonnie Lowenthal	916-319-2154
Assemblymember Steven Bradford	916-319-2151
California Chamber of Commerce	916-325-1272



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To: Board of Harbor Commissioners

Port of Los Angeles

P.O. Box 151

San Pedro, CA 90733-0151

September 26, 2009

Re: San Pedro Waterfront Project

As statewide California President of the National Association of Women Business Owners (NAWBO-California) I would personally like to applaud all your efforts to enhance the San Pedro Waterfront for the benefit of business, tourists and citizens of Los Angeles. This enhancement of the Port of Los Angeles will be a boon to the local and regional economy and a big boost in pride that Los Angeles will have its own embarcadero that competes with other port cities as a tourist attraction, and more.

I, along with many other members of NAWBO, have seen the plans and economic projections, and we applaud the fact that there will be up to a 20% SBE component for contracting opportunities for small business to participate in the development of the Waterfront Project. I urge you to pass this plan, and continue an aggressive timetable to completion.

I just wish we didn't have to wait 10 to 15 years to enjoy this new and long-overdue enhancement to our Port and our City of Los Angeles. My co-host Renee Fraser and I on our KNX/KFWB Radio show about small business success will talk about small business opportunities brought about by this forward-thinking and exciting San Pedro Waterfront Expansion. We applaud your efforts and please keep up the good work!

Sincerely,

Betsy Berkhemer-Credaire

President, Berkhemer Clayton Executive Search

Statewide President, National Assn of Women Business Owners

KNX/KFWB Co-host "2 Minutes With" Weekday Success Tips for Small Business

Cc: Geraldine Knatz, Ph.D., Executive Director

Mike Christensen, Deputy Executive Director

Arley Baker, Senior Director of Communications

Ralph Appy, Director of Environmental Management

Jan Green-Rebstock, Environmental Management