

Eugene Seroka  
Executive Director  
Port of Los Angeles  
425 South Palos Verdes Street  
San Pedro, CA 90731

RE: Relocation of Battleship IOWA as the Connecting Element

Dear Mr. Seroka,

First of all, I want to express my appreciation for your leadership in spearheading the LA Waterfront connectivity plan.

Upon reviewing the plan, however, I noticed an oversight with regards to the confirmation or timing of Battleship IOWA's relocation to the West Harbor development site. I believe that relocating Battleship IOWA to West Harbor at the earliest possible time will bring many benefits including acting as a lynchpin for the commercial waterfront.

Battleship IOWA is Los Angeles' fourth most visited museum and the cornerstone of the LA Waterfront's tourism offerings. Since the museum contributes approximately \$11.5 million annually to the local economy, it follows that consolidation of waterfront tourism assets will increase this impact. Furthermore, early relocation will drive more visitors to commercial waterfront and Outer Harbor destinations, including AltaSea, Crafted, Lane Victory, and others. In other words, Battleship IOWA will serve as the anchor for the new West Harbor site.

It's time to free the LA Waterfront's tourism anchor from behind the multiple layers of fences. By doing so, the entire waterfront community will benefit from Battleship IOWA's established brand to support and drive economic growth of the commercial waterfront sector.

I request that you strongly consider prioritizing Battleship IOWA's relocation and urge the Connectivity Plan consultants to update their proposal accordingly.

Sincerely,

[Your Name]