

**Exhibit 3**  
**ESTIMATED POTENTIAL RETAIL EXPENDITURES IN DOWNTOWN**  
**LOS ANGELES BY SELECTED VISITOR CATEGORIES**  
(2007 dollars)

| <b><u>CONVENTIONEERS</u></b>               | <b><u>Amount</u></b>       |
|--|----------------------------|
| Number of People                           | 1,200,000                  |
| Potential Per Capita Expenditures Off Site |                            |
| Food and Beverage Items                    | \$90                       |
| General Retail                             | <u>\$40</u>                |
|  | <i>Total</i> \$130         |
| Potential Total Expenditures Off Site      |                            |
| Food and Beverage Items                    | \$108,000,000              |
| General Retail                             | <u>\$48,000,000</u>        |
|  | <i>Total</i> \$156,000,000 |

| <b><u>EVENTS</u></b>                       |                            |
|--|----------------------------|
| Number of People                           |                            |
| Staples Center                             | 3,500,000                  |
| Music Center                               | <u>1,300,000</u>           |
|  | <i>Total</i> 4,800,000     |
| Potential Per Capita Expenditures Off Site |                            |
| Food and Beverage Items                    | \$35                       |
| General Retail                             | <u>\$15</u>                |
|  | <i>Total</i> \$50          |
| Potential Total Expenditures Off Site      |                            |
| Food and Beverage Items                    | \$168,000,000              |
| General Retail                             | <u>\$72,000,000</u>        |
|  | <i>Total</i> \$240,000,000 |

| <b><u>ATTRACTIONS</u></b>                  |                            |
|--|----------------------------|
| Number of People                           |                            |
| Olvera Street                              | 2,000,000                  |
| Cathedral of Our Lady of the Angels        | 1,000,000                  |
| Museum of Contemporary Art                 | <u>250,000</u>             |
|  | <i>Total</i> 3,250,000     |
| Potential Per Capita Expenditures Off Site |                            |
| Food and Beverage Items                    | \$45                       |
| General Retail                             | <u>\$25</u>                |
|  | <i>Total</i> \$70          |
| Potential Total Expenditures Off Site      |                            |
| Food and Beverage Items                    | \$146,250,000              |
| General Retail                             | <u>\$81,250,000</u>        |
|  | <i>Total</i> \$227,500,000 |

| <b><u>WEEKEND/HOLIDAY SHOPPING</u></b>     |                    |
|--|--------------------|
| Number of People                           | Not known          |
| Potential Per Capita Expenditures Off Site |                    |
| Food and Beverage Items                    | \$35               |
| General Retail                             | <u>\$80</u>        |
|  | <i>Total</i> \$115 |

**TOTAL POTENTIAL EXPENDITURES** \$623,500,000  
**(excluding weekend/holiday shoppers)**

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**Sources:**

[1] "Downtown Los Angeles Travel Tourism Facts & Figures", May 2004, LA INC. The Convention and Visitors Bureau.

[2] Visitor spending numbers obtained from a survey by NFO Plog Research; adjusted to 2007 amounts by VEDC.

[3] Historic Downtown L A Retail Project, January 2007, Valley Economic Development Center