- 1. Regardless of any review of our prior studies, the physical characteristics of the development that I understand to be proposed are VERY different from the project I studied. (the equivalent of using a study of a 500 room Marriott to evaluate a 300-room Hampton)
- 2. In March of this year, I was so concerned that PwC analyses (demand study, economic impact, etc.) of a different building program were being used to "promote" the proposed convention center development, that I wrote a note to Mr. Hixson requesting that all reference to PwC be removed from the LCCCA website.
- 3. I don't doubt that a lot of money has been spent on this project (particularly legal fees); however, I believe an independent study by PwC is the best way to get to the "right" answer. That answer may very well be consistent with County Commissioners' belief given changes to the industry, changes in the Center/Hotel building program, and changes in the competitive environment (e.g. new Erie, PA convention center coming out of the ground).
- 4. Is it possible that my attempts earlier this year to convince the Authority to let us update our study may have been met by resistance due to our candid comments regarding the challenging state of the industry and the proposed development? I lose a lot (and probably gain some) of business because I try to be very clear that we will not be influenced by what the client or community stakeholders "want," but rather will base our findings on what the market supports.

Rob Canton, Director PricewaterhouseCoopers Sports, Convention & Tourism Services (813)218-xxxx - phone (813)375-xxxx - fax