



Los Angeles Area
Chamber of Commerce

TUESDAY | February 7, 2006

THE BUSINESS PERSPECTIVE:



Is L.A. Ready for Some Football?



Coming up at the Chamber

[View all upcoming events on our web calendar.](#)

WED | Feb. 8
Trade Briefing: Doing Business with China
[more info](#)

FRI | Feb. 10
Mobility 21 Coalition Meeting
with McPeak, Perata and Greuel
[more info](#)

FRI | Feb. 10
Health Care Committee Meeting
[more info](#)

TUE | Feb. 14
Referral Network
A Growing Companies program sponsored by Wells Fargo
[more info](#)

WED | Feb. 15
Technology Industry Council
[more info](#)

THU | Feb. 16
Land Use, Construction and Housing Committee Meeting
[more info](#)

FRI | Feb. 17
Accenture Pancakes and Politics
with L.A. City Council President Eric Garcetti
[more info](#)

TUE | Feb. 21
Education & Workforce Development Committee Meeting
[more info](#)

WED | Feb. 22
Environmental Quality Committee Meeting
[more info](#)

WED | Feb. 22
Transportation & Goods Movement Committee Meeting
[more info](#)

THU | Feb. 23
California Identity Theft Summit
[more info](#)

THU | Feb. 23
Entertainment Industry Business Council
[more info](#)

The Los Angeles Area Chamber of Commerce is the voice of business in L.A. County. Founded in 1888, the Chamber promotes a prosperous economy and quality of life in the Los Angeles region. For more information, visit www.lachamber.org

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Congratulations to the World Champion Pittsburgh Steelers.

Kudos as well to the Seattle Seahawks, runners-up in the 2006 Super Bowl, and to this year's host, the city of Detroit, which successfully showcased its ongoing urban renaissance for more than 90 million viewers.

Someday soon we hope to see televisions worldwide tuned into Los Angeles for the Super Bowl.

But it won't happen until we land an NFL team again because the likelihood of hosting the biggest game is nil without a host franchise. The Southland last played host in 1993 at the Rose Bowl. With our record of great accomplishment as arguably the nation's premier sports market, not to mention the second-largest media market, we deserve better.

Just think about the proud championship traditions of the Lakers and Dodgers. Throw in the decades of dominance and national titles won by USC and UCLA along with the distinction of hosting two successful Olympic Games. The NFL recognizes that we cannot be left out of the party for much longer. Now it's our turn to show them that we are ready. It was the lack of consensus for a stadium site that resulted in Los Angeles fumbling the last expansion team to Houston in 2002. With time for the NFL's decision drawing near, we cannot afford to repeat that mistake.

Councilmember Bernard Parks has made it his personal mission to bring the NFL back to the Los Angeles Memorial Coliseum and we strongly support him. The Coliseum is one of the nation's most historic sports venues having been home to two Olympics (1932 and 1984), the 1959 World Series, Major League Baseball's All-Star Game, not to mention the Dodgers, Raiders, Rams, Chargers and USC and UCLA football. Most fittingly, it's been the site of two Super Bowls, including historic Super Bowl I, held here in 1966.

The Coliseum's stumbling block to again becoming a NFL home centers on its lack of luxury boxes, club seats and other modern amenities desired in newer stadiums, and a misconception of public safety problems existing in the surrounding community. However, Coliseum proponents have stepped up with a proposed redesign that would make this venerable site one of the most modern and attractive sports facilities in the world.

The impressive plans call for gutting and rebuilding the out-of-date seats, concessions and restroom facilities while preserving the historic peristyle and Olympic torch. And it won't cost L.A. taxpayers a dime—the NFL would lease the facility and pay for upgrades.

With L.A. Live, Staples Center, the California Science Center and USC's soon-to-be-completed Gaylen Center just steps away, a revitalized Coliseum would help anchor one of the most important civic areas in our nation. Moreover, with Metro Blue Line service and eventually the Expo Line, thousands of Angelenos would access the Coliseum without using cars.

Bringing the NFL back to Los Angeles is not just about the financial benefits to our region. It's also about ending a decade's worth of Sundays and Super Bowls watching other teams in other cities. With the Coliseum closer to reaching a deal, we should all show our strongest support. This is our shot at the end zone. Let's not miss it.

And that's *The Business Perspective*.

Russell J. Hammer
President & CEO
Los Angeles Area Chamber of Commerce

The Business Perspective is an award-winning weekly opinion column by Rusty Hammer, President & CEO, L.A. Area Chamber

L.A. Business THIS WEEK
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