

# market

A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



## Stakeholders Praise Javits Expansion

February 2016

The Javits Center supports a variety of industries by hosting spectacular events that create new jobs, spur new business opportunities and unveil innovative products and services for the first time. Announced by Governor Andrew M. Cuomo, the proposed expansion will open the facility to new events and new possibilities, encouraging more businesses to host their conventions in the Empire State. Since the announcement, Javits Center staff have fielded numerous calls from prospective clients asking about the proposed new spaces and offerings. Construction is set to begin later this year.

Following the January 7 announcement, here are some comments from our customers and stakeholders:

**Steve Pasierb, President & CEO, Toy Industry Association – owner and operator of the North American International Toy Fair – said:** "Everyone in the toy industry was excited to hear news of improvements and expansion of the Javits Center. This is an essential step forward for our sold-out annual event, the American International Toy Fair. New York City, home to Toy Fair and center of the American toy industry for the past 113 years, is a world class destination for our 30,000 global attendees. Having an improved facility that will allow us to grow our show and will no doubt significantly increase our event's \$55 million positive economic impact to the city of New York."

**Mark Schienberg, president of the Greater New York Automobile Dealers Association – owner and operator of the New York International Auto Show – said:** "The New York

International Auto Show is thrilled with Governor Cuomo's announcement today that the Javits Center is expanding. As the single largest user of the Center, which generated over \$300 million in spending and economic benefit to New York City last year alone, the Auto Show consistently turns down requests for additional and larger exhibits. Today's announcement allows us to finally say 'yes' to some of these requests while expanding the nation's first and largest-attended auto show. The expansion also helps bring the Javits Center up to the new global standard of convention centers already in place in major cities like Chicago, Paris, Tokyo, Geneva and Shanghai turning Javits into one of the most desired convention centers across the globe."

**Joseph E. Spinnato, President of the New York City Hotel Association said:** "The Hotel Association of New York City is absolutely thrilled at the announcement of the expansion of the Javits Center, it has indeed been the desire of the Association that this expansion take place. All of us in the Travel and Tourism industry thank Governor Coumo for his actions with regard to the expansion. We look forward to welcoming more and more guest to the City as a result of the expansion."

**New York Hotel and Motel Trades Council President Peter Ward said:** "New York is the best city in the world, and there is no reason we shouldn't have the best convention center to compete with other markets when it comes to attracting world-class events that will drive hotel demand and bring more long-term guests to this city. I've worked in the NYC hotel industry for 35 years and I can tell you unequivocally, this is a very important moment in the history and the future of our industry. I want to thank Governor Cuomo for having the clear vision and strategic sense to meet yet another seemingly intractable challenge head on by bringing all stakeholders together and finding a winning solution for everyone involved."

**Senator Brad Hoylman said:** "I heartily congratulate Governor Cuomo for having the vision to significantly expand and further modernize the Javits Center, the crown jewel of New York City's tourism and trade sector. I'm looking forward to working with the Governor, my West Side government colleagues and Community Board 4 in bringing these important and ambitious plans to fruition."

**Assembly Member Richard Gottfried said:** "The Javits expansion is an opportunity to bring additional business to New York City, improve public safety by removing trucks from the streets and creating a cleaner environment," said Assembly Member Richard Gottfried. "I look forward to working with Governor Cuomo, the City and community stakeholders to plan and build a bigger and better Javits Convention Center."

