



February 14, 2025
Honorable Mayor and Councilmembers
City of Los Angeles
200 N Spring St.
Los Angeles, CA 90012

Re: Los Angeles Tourism Marketing District Modification

Honorable Mayor and Councilmembers:

As the Los Angeles Tourism Marketing District (LATMD) Owners Association, we hereby recommend that the City Council modify the LATMD, pursuant to Streets and Highways Code §36635.

Specifically, we request that the term of the LATMD be modified. The current LATMD is set to expire on December 31, 2025. The modification would consist of modifying the end date of the LATMD to expire on May 31, 2025 to provide that, upon successful modification, the renewed LATMD may begin operations on June 1, 2025.

We ask that you consider this item at your February 25, 2025 City Council meeting. If you have any questions or comments, please contact me at (213) 765 - 8680.

Thank you,

A handwritten signature in black ink, appearing to read "Javier Cano". The signature is fluid and stylized, with a large initial "J" and "C".

Javier Cano
Chair
Los Angeles Tourism Marketing District Corporation