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February 12, 2025

Honorable Members of the City Council  
City Hall, Room 395  
200 North Spring Street  
Los Angeles, California 90012

Council District 1-15

## REGARDING: MODIFICATIONS TO THE LOS ANGELES TOURISM MARKETING DISTRICT MANAGEMENT DISTRICT PLAN

Honorable Members:

On June 8, 2011 the City Council adopted Ordinance 181741, which established the Los Angeles Tourism and Marketing District ("LATMD") (Council File 11-0378). This Office has received written notification from the District's Owners' Association ("Exhibit 1") requesting that the City Council make modifications to the District's Management District Plan, pursuant to Section 36600 et seq. of the California Streets and Highways Code (the "Act"). As outlined in the Act, upon the written request of modification from the District's Owners' Association, the City Council may initiate proceedings to modify the improvements and activities of the District's Management District Plan.

### SUMMARY OF PROPOSED MODIFICATIONS

The Los Angeles Tourism Marketing District's owners' association, Los Angeles Tourism Marketing District Corporation, with the approval of the Los Angeles Tourism Marketing District's Board of Directors, is proposing to modify the LATMD's operational term, as described in the "Modified Los Angeles Tourism Marketing District Management District Plan" ("Exhibit 2").

### MODIFICATION PROCESS

The Act authorizes the City Council, upon the written request of the owners' association, to initiate proceedings to modify the Management District Plan after conducting one public hearing on the proposed modification. State Law requires that the public hearing must be held after adopting an Ordinance of Intention to modify the District and providing notice of the public hearing to each property owner. City Council may consider adoption of the modifications after hearing all protests made at the public hearing. This Office has received and reviewed the Modified Los Angeles

Tourism Marketing District Management District Plan that incorporates the proposed modifications, as prepared by the Los Angeles Tourism Marketing District Corporation and as approved by the Los Angeles Tourism Marketing District Management District Plan board of directors.

### FISCAL IMPACT

There are no City-owned lodging businesses within the boundaries of the proposed District and therefore no assessments to be paid by the City.

### RECOMMENDATIONS:

1. ADOPT the attached Ordinance of Intention to modify the Los Angeles Tourism Marketing District Management District Plan.
2. INSTRUCT the City Clerk, to schedule a public hearing before the City Council to consider modification of the Los Angeles Tourism and Marketing District's Management District Plan.
3. REQUEST the City Attorney, with the assistance of the City Clerk, to prepare an Ordinance authorizing modification of the Los Angeles Tourism and Marketing District's Management District Plan for Council consideration during the required public hearing.

Sincerely,

Signed with ClerkSign



Feb 20, 2025 1:26PM



HOLLY L. WOLCOTT  
City Clerk

HLW:PFS:JP:CG:yr

Attachments