

TRADE, TRAVEL AND TOURISM COMMITTEE REPORT relative to highlighting key tourist and cultural locations in each Council District and identifying key public improvements to accommodate the increased tourism related to the 2028 Olympics and Paralympic Games.

Recommendations for Council action, as initiated by Motion (De Leon, Park – Harris-Dawson):

1. INSTRUCT the City Tourism Department, in coordination with the City Administrative Officer (CAO), to report back in 30 days with a location in each Council District that can serve as a key tourist and cultural destination for the 2028 Olympic and Paralympic Games, including but not limited to, key public improvements that need to be made at each location prior to the Olympics such as streetscapes, park improvements, or projects designed to enhance the look and feel of each location.
2. INSTRUCT the CAO to identify potential funding strategies, a prioritization criteria for the specific improvements, and an implementation plan that ensures that the chosen destinations are able to support increased tourism in time for the 2028 Olympic and Paralympic Games.

Fiscal Impact Statement: Neither the CAO the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted

SUMMARY

At its regular meeting held on November 7, 2023, the Trade, Travel, and Tourism Committee considered Motion (De Leon, Park – Harris-Dawson) relative to highlighting key tourist and cultural locations in each Council District and identifying key public improvements to accommodate the increased tourism related to the 2028 Olympics and Paralympic Games.

After an opportunity for public comment was held, the Committee moved to approve the Motion, as detailed above. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

TRADE, TRAVEL, AND TOURISM COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
PARK	YES
McOSKER	YES
SOTO-MARTINEZ	YES

AS 11/7/23

**-NOT OFFICIAL UNTIL COUNCIL ACTS-**