

MOTION

TRADE, TRAVEL AND TOURISM

The Los Angeles Tourism and Convention Board ("LATCB") is a non-profit organization that, since 1976, markets Los Angeles as a local, national and international convention, meetings and leisure travel destination. LATCB has a multi-lingual staff with offices in downtown Los Angeles, and sales representation in Washington D.C., New York, Baltimore and Chicago, and international offices in the United Kingdom, Australia, China and India.

LATCB competes for and schedules large-scale convention bookings at the Los Angeles Convention Center, arranges meetings and conventions in other locations around the City, markets, promotes and advertises Los Angeles and its attractions across the nation and the world through digital media, traditional paid advertising, earned media, trade shows, displays and activations, exhibits, and local visitor information centers; and, provides policy advice to the Mayor and Council with regard to conventions and professional meetings, tourism, and economic data related to the industry.

LATCB is uniquely qualified by virtue of its possession of the foregoing information, its offices in other cities in the United States and around the world, and its relationships with local hotels and industry partners and stakeholders, to undertake the promotion and advertisement of Los Angeles as a premier host for conventions and meetings, and as a destination for tourists and tour groups. LATCB's activities support and foster the creation and growth of additional employment in Los Angeles through the monies spent by visitors in Los Angeles while they support local businesses. The City also directly benefits from increased Transient Occupancy Tax ("TOT") revenues generated by visitors' stays in hotels and other accommodations in Los Angeles.

The City is anticipating significant events over the next ten years in which LATCB would play a key role, including the expansion of the LACC facility, the extension of the citywide Tourism Marketing District (expiring in 2025), and the 2028 Olympic and Paralympic Games.

In 2014, the City created the Convention and Tourism Development Department ("CTD"), and approved an ordinance that effectuated a new governance structure which provides the Board of Los Angeles Department of Convention and Tourism Development Commissioners authority to oversee and direct the contractual performance of LATCB. The current agreement between the City and LATCB has a five year term that began January 1, 2015 and is scheduled to expire June 30, 2020.

I THEREFORE MOVE that the Los Angeles Convention and Tourism Development Department be DIRECTED to begin negotiations with the Los Angeles Tourism Convention Board for a ten year term agreement, and to report back with a proposed agreement for the City Council's consideration.

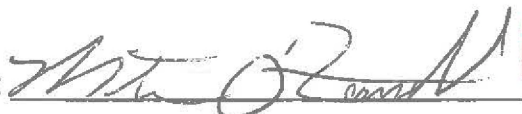
PRESENTED BY:



JOE BUSCAINO

Councilmember, 15th District

SECONDED BY:



ORIGINAL



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