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ECONOMIC DEVELOPMENT COMMITTEE REPORT relative to pricing adjustments and policies for operating the Los Angeles Convention Center (LACC).

Recommendation for Council action:

Request the City Attorney to prepare and present an Ordinance to:

- a. Amend Los Angeles Administrative Code (LAAC) Section 8.149.5, Rates-Use of Specific Rooms to reflect all rooms, including meeting rooms and special event halls and its proposed rates as referenced in Recommendation No. 1 of the Department of Convention and Tourism Development (CTD) report dated October 4, 2018, attached to the Council file.
- b. Amend LAAC Section 8.149.2, titled Daily Rates to be Charged for Use of the Various Halls for Trade Shows and draft the appropriate language that would enable the LACC to:
 - i. Charge for exhibit halls based on a flat-fee method rather than a per net square-foot method and that would incorporate the updated list of exhibit halls as referenced in Recommendation No. 3 of the said CTD report.
 - ii. Enable the CTD to conduct a survey of rental rates at convention centers nationwide at least every five years or when practical to do so as referenced in Recommendation No. 5 of the said CTD report.
- c. Amend LAAC Section 8.149.1, titled Procedure for Reduction of Rates to be Charged to Licensees to implement a flexible pricing policy as referenced in Recommendation No. 7 of the said CTD report.
- d. Amend LAAC Section 8.149.3, Trade Show Move-in and Move-out Days as detailed in Attachment E of the said CTD report.

Fiscal Impact Statement: The CTD anticipates no negative General Fund impact. It is anticipated that the proposed changes could increase LACC revenues by \$150,000 to \$300,000 annually by augmenting the LACC's current event mix with bookings that will produce higher revenues in food and beverage, parking, electrical and telecommunications. The CTD anticipates that the above recommendations will assist LACC's efforts to maintain its current clientele.

Community Impact Statement: None submitted.

SUMMARY

At the meeting held on October 23, 2018, your Economic Development Committee considered CTD reports relative to pricing adjustments and policies for operating the LACC. After an opportunity for public comment was held, the Committee moved to approve the CTD's recommendations, as detailed above. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

ECONOMIC DEVELOPMENT COMMITTEE

A handwritten signature in black ink, appearing to read "Laurie", written in a cursive style.

MEMBER VOTE

PRICE: YES

BUSCAINO: YES

HUIZAR: ABSENT

ME
10/23/18

-NOT OFFICIAL UNTIL COUNCIL ACTS-