

ECONOMIC DEVELOPMENT AND JOBS COMMITTEE REPORT and ORDINANCE FIRST CONSIDERATION relative to rate adjustments for the Los Angeles Convention Center (LACC).

Recommendation for Council action, SUBJECT TO THE APPROVAL OF THE MAYOR:

PRESENT and ADOPT the accompanying ORDINANCE dated November 30, 2021 amending Sections 8.149.1, 8.149.6, and 8.149.7 of the Los Angeles Administrative Code (LAAC) to allow flexible pricing for the Convention Center through 2024, flexible spending to establish a rate for equipment, and to allow a schedule of rates for spaces not previously captured.

Fiscal Impact Statement: None submitted by the City Attorney. Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

Summary:

On May 24, 2022, your Committee considered a November 30, 2021 City Attorney report and Ordinance relative to rate adjustments for the LACC. According to the City Attorney, the amendments will assist in attracting and retaining business at the Convention Center in light of the impacts of the novel coronavirus pandemic on meetings and the convention industry by implementing a flexible pricing policy from January 2021 through December 2024, and granting the Los Angeles City Tourism Department Executive Director the ability to establish the schedule of rates and discounts for the use of equipment and special event and marketing spaces. The motion requested an amendment to Section 8.149 for the purpose of giving the Executive Director the authority to establish rates for special event and marketing spaces. However, this authority has been added to Section 8.149.1 to be consistent with the authority given to the Executive Director for establishing other rental rates. After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the Ordinance. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

Economic Development and Jobs

COUNCILMEMBER	VOTE
PRICE:	YES
KREKORIAN:	YES
BLUMENFIELD:	YES

COUNCILMEMBER	VOTE
RAMAN:	YES
HARRIS-DAWSON:	ABSENT

ARL
5/24/22
CD 9

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