

MOTION

Tourism is a key element to the economy of Los Angeles. It provides employment opportunities for Angelenos, helps sustain local businesses, and showcases the virtues of Los Angeles to the world. The City Tourism Department is tasked with advancing tourism strategies for Los Angeles. The Department is working to implement the Tourism Master Plan, which includes 22 recommendations designed to make Los Angeles an exceptional destination while improving the quality of life for Angelenos.

Since 2017, the Executive Director of the City Tourism Department has presented quarterly updates to the Trade, Travel, and Tourism Committee on the status of department activities, such as project updates, COVID-19 response, finances, and operations. Now that the Trade, Travel, and Tourism Committee is composed entirely of first-time Councilmembers, it is important to affirm the Committee's commitment to continuing this direct, public dialogue.

I THEREFORE MOVE that the City Council request the Executive Director of the City Tourism Department to provide quarterly reports to the Trade, Travel, and Tourism Committee on the status of department activities.

PRESENTED BY: 

TIM McOSKER

Councilmember, 15th District

SECONDED BY: 

ORIGINAL

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