



CITY TOURISM DEPARTMENT

LOS ANGELES CONVENTION CENTER
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October 10, 2023

Planning and Land Use Management Committee
c/o City Clerk
200 North Spring Street, Room 395
Los Angeles, CA 90012-4801

SUBJECT: RENDON HOTEL – Council File No. 22-1162-S1

Honorable Councilmembers:

As Executive Director of the Los Angeles City Tourism Department (CTD), I would like to express our support of the Rendon Hotel project proposed by 1711 Lincoln, LLC. The project is located in Downtown Los Angeles and would further the City's goals of increasing tourism growth and providing an array of hotel types, which in turn increases economic development of the region and creates long term benefits for our residents, businesses and other stakeholders.

The mission of CTD is to enhance and increase Los Angeles' prominence as a world-class tourist and convention destination. CTD promotes policies that drive economic development, create jobs and improve the experience visitors have when visiting the City's unique cultural, sports, entertainment, and leisure attractions. The Rendon Hotel aligns with these goals and adds a hotel to the distinctive culture and character of the Arts District in Downtown.

As you may know, CTD recently completed the City's first [Tourism Master Plan](#), which is a destination management plan that analyzes Los Angeles' tourism assets and looks at what infrastructure is required in order to handle the large increase in visitation expected in the upcoming years. The Tourism Master Plan contains many important recommendations to develop and position Los Angeles as a leading tourist destination. Understandably, one of the key recommendations is to identify and advocate for new hotel development opportunities.

The Rendon Hotel project would deliver approximately 103 rooms, which would improve the City's hotel stock and be consistent with the goals of the Tourism Master Plan. Hotels are essential providers of high-quality jobs and account for a substantial part of the

workforce in Los Angeles County. These entry-level, well-paying jobs lead to careers and economic stability. The other mixed-use elements of the project, including artists galleries and studios, cafés, and bars and restaurants make the project a unique hotel and attractive destination for visitors and residents of the City.

Also, the project has the ability to improve the City's tax base and help Downtown Los Angeles recover from the economic effects of the pandemic. CTD welcomes projects willing to invest in the City and facilitate a post-pandemic recovery of the hospitality industry. Accordingly, CTD feels that the Rendon Hotel project aligns with its mission, the City's major tourism-related initiatives, and the Tourism Master Plan, and thus encourages the City to approve the project and ensure that the applicant can feasibly develop it.

For the reasons noted above, and generally to advance Downtown Los Angeles and the City as a world-class destination, CTD supports the Rendon Hotel project and looks forward to its approval and eventual opening.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Doane Liu', is positioned above the printed name.

Doane Liu
Executive Director

DL:DL
Exec. Ref. No. 23-147

cc: Councilmember Marqueece Harris-Dawson, PLUM Chair, Council District 8
Councilmember John Lee, PLUM Vice Chair, Council District 12
Councilmember Katy Yaroslavy, Council District 5
Councilmember Imelda Padilla, Council District 6
Councilmember Heather Hutt, Council District 10
Councilmember Kevin de Leon, Council District 14