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JUN 0 8 2011
TRADE, COMMERCE & TOURISM

# MOTION

Review of competing convention markets in California indicates that Los Angeles has an extremely limited supply of hotel rooms adjacent to the Los Angeles Convention Center. San Diego has over 8,000 hotel rooms within one-half mile of their convention center and San Francisco has over 12,000 hotel rooms within one-half mile of their convention center. Los Angeles has fewer than 2,000 hotel rooms within one-half mile of our convention center.

The Convention Center is burdened by this extreme lack of hotel rooms within easy walking distance. Attendees at convention events are required to stay at hotel rooms spread across the City and use buses for transportation. This creates significant logistical and cost issues for conventions that are not present at other convention centers in California and across the nation.

To be more competitive, the City needs more hotel rooms in the vicinity of the Convention Center. LA Inc., the Convention and Visitors Bureau reports that at least 5,000 hotel rooms are needed. The recent opening of the Headquarters Hotel at LA Live was an important step in that direction, adding 1,000 hotel rooms to the inventory available for conventions. But there is a long way to go.

A proposal was recently announced to construct a 377-room hotel on Olympic Boulevard at Georgia Street known as the Olympic North site, adjacent to the LA Live campus. The Developer has requested that the City assist with the completion of this project, as it has with similar projects. This proposal is the next opportunity to provide an adequate number of hotel rooms to serve the Convention Center and Downtown Los Angeles, and ensure that Los Angeles is competitive in the convention business.

I THEREFORE MOVE that the City Council instruct the Chief Legislative Analyst to evaluate the proposed Olympic North hotel project and recommend appropriate forms of economic development support.

PRESENTED BY: _____
Jan Perry
Councilmember, 9th District

SECONDED BY: _____

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