

12-0493

TRADE, COMMERCE & TOURISM  
HOUSING, COMM & ECON. DEVELOP.

**MOTION**

In Los Angeles County, tourism is a thriving industry, having surpassed trade as the number one employer with over a half million jobs. Tourism, international trade and entertainment are expected to be the primary economic drivers leading Los Angeles out of the recession.

But the City of Los Angeles is lagging behind where it can be and where it needs to be as a Mecca for domestic and international tourism. By national standards, a city with an economy the size of Los Angeles's should have 50,000 more hotel rooms. Our existing hotel inventory is aging, and falling behind in energy efficiency standards. Meanwhile, hotel workers remain largely underpaid and overworked.


More should be done to provide support to the hotel industry in Los Angeles to encourage investment in these hotels and lift their workers out of poverty. We must ensure that our hotels meet the needs of visitors and in the process create good jobs that improve our economy and benefit the residents of the City.

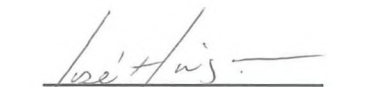
The City of Los Angeles, the tourism industry, and the regional economy would benefit from a program that incentivizes hotel modernization, energy efficiency, better pay for hotel workers, increased job training programs, and equal benefits.


The time is now to create a stronger, greener tourism industry that attracts high-end tourists and business travelers. A stronger tourism industry is a win-win for the city, the industry and thousands of working families in Los Angeles.

**I THEREFORE MOVE** that the City Administrative Officer in consultation with the Office of Finance, the Community Development Department and the Chief Legislative Analyst be directed to report with recommendations for creating economic incentives, including public benefits, to help strengthen the tourism industry in Los Angeles by investing in both workforce as well as facilities including providing existing hotels with funds to renovate their facilities, identifying sources of funds for this purpose, and mechanisms for accessing such incentives.

Presented by:

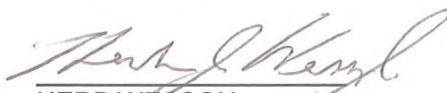
  
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