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MOTION

The Port of Los Angeles is home to the LA Waterfront, which is comprised of several attractions including the Battleship Iowa, SS Lane Victory, Wilmington Waterfront Park, Downtown San Pedro Harbor, Cabrillo Marina, and CRAFTED at the Port of Los Angeles. In the past several years, the LA Waterfront has also hosted many one-time and recurring events such as TOTEM by Cirque Du Soleil, the Tall Ships Festival LA, the Port of Los Angeles Lobster Festival, and the Red Bull Rallycross. These attractions and events bring thousands of visitors to the LA Waterfront, many of whom spent money at local restaurants, hotels, and other businesses.

The mission of the Los Angeles Tourism & Convention Board is to: *"advance the prosperity of L.A.'s visitor economy and the livelihoods that depend on it. This is achieved by sales and marketing to the principle segments of both the domestic and international travel trade and consumer. In particular, L.A. Tourism represents the L.A. destination to the meetings and convention industry nationwide; the international travel trade and traveler; the cruise passenger and cruise lines; the domestic leisure traveler; as well as the worldwide travel media."*

A strong, innovative marketing plan is needed in order to continue to boost economic development and promote the LA Waterfront as a viable tourist destination.

I THEREFORE MOVE that the Los Angeles Harbor Department and LA Tourism and Convention Board be requested to report to the Trade, Commerce and Tourism Committee with a marketing strategy to promote tourism at the LA Waterfront.

Presented by Joe Buscaino  
JOE BUSCAINO  
Councilmember, 15th District

Seconded by M. Buscaino

ORIGINAL

SEP 9 2014  
*[Signature]*