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File No. 14-1227-S1

TRADE, COMMERCE, AND TECHNOLOGY COMMITTEE REPORT relative to a marketing strategy to promote tourism at the LA Waterfront.

Recommendation for Council action, pursuant to Motion (Buscaino - Bonin):

REQUEST 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.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

SUMMARY

At a special meeting held on November 17, 2015, the Trade, Commerce and Technology Committee considered a Motion (Buscaino - Bonin) relative to a marketing strategy to promote tourism at the LA Waterfront. An opportunity for public comment was provided. After discussing the matter, the Committee moved to approve the recommendation contained in the Motion. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

TRADE, COMMERCE, AND TECHNOLOGY COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
BLUMENFIELD:	YES
BONIN:	YES
KREKORIAN:	ABSENT
BUSCAINO:	YES
MARTINEZ:	ABSENT

ME

-NOT OFFICIAL UNTIL COUNCIL ACTS-