

ECONOMIC DEVELOPMENT COMMITTEE REPORT relative to a proposed contract with the Los Angeles Tourism and Convention Board (LATCB).

Recommendations for Council action:

AUTHORIZE the Executive Director, Los Angeles Department of Convention and Tourism Development (LADTCD), to execute a contract with the LATCB for a five and one half-year term, beginning January 1, 2015 through June 30, 2020 or an amount not to exceed an amount equivalent to one percent of the Transient Occupancy Tax (TOT).

Fiscal Impact Statement: The City Administrative Officer (CAO) reports that the 2014-15 Adopted Budget includes sufficient funds to pay the LATCB for the proposed services for the current fiscal year, which includes an amount equivalent to one percent of the TOT in Fund 429/10, LA Tourism and Convention Account No. 10L429. Funding for future years will be considered as part of the City's annual budget process. The proposed contract is in keeping with the financial policies of the City in that an ongoing source of funds has been identified to fund the ongoing expenditures.

Community Impact Statement: None submitted.

TIME LIMIT FILE - FEBRUARY 2, 2015

(LAST DAY FOR COUNCIL ACTION - JANUARY 30, 2015)

SUMMARY

At a regular meeting held on December 9, 2014, the Economic Development Committee considered a CAO transmittal dated December 3, 2014 relative to a proposed contract between the City and the LATCB for a five and one-half-year term, beginning January 1, 2015 through June 30, 2020, for the LATCB to provide marketing and tourism services for the City and sales and booking services for the Los Angeles Convention Center.

The Assistant General Manager of the LADTCD provided a brief overview of the proposed contract and reported that the Trade, Commerce and Tourism Committee considered this matter during a meeting earlier that day and had approved the CAO's recommendation as amended for a ten and one-half-year contract term. However, the LADTCD and CAO recommend a five and one-half year term. The LADTCD Assistant General Manager, along with the LATCB's Senior Vice President of Business Affairs, responded to additional questions from the Committee relative to expectations on the City's return on investment for the proposed contract and regional collaboration with other local Convention and Visitors Bureaus.

After providing an opportunity for public comment, the Committee approved the recommendation in the CAO transmittal for a five and one-half-year contract term. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

ECONOMIC DEVELOPMENT COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
PRICE:	YES
KREKORIAN:	YES
HUIZAR:	ABSENT
CEDILLO:	YES
MARTINEZ:	YES
WESSON:	ABSENT
KORETZ:	YES

REW
12/9/14
FILE NO. 14-1657

-NOT OFFICIAL UNTIL COUNCIL ACTS-