

Los Angeles has made great strides to improve its tourism business over the past decade. The City has restructured the management of the Los Angeles Convention Center and Los Angeles Convention and Tourism Board has set a goal of attracting 50 million visitors to the City, a goal that we are well on our way to not only achieve but exceed.

Despite the progress to date, there is still a need for additional hotel rooms to serve the needs of all visitors to the City, especially in the Koreatown community. Koreatown is a rapidly developing section of the City, with significant investment and growth such as the Korean American National Museum. It is a dynamic community, attracting visitors from all over the world to its exceptional restaurants and exciting cultural and entertainment venues. But this community requires additional hotel rooms to serve these growing tourist demands.


A proposal to build a new hotel at 3240 Wilshire Boulevard provides the opportunity to meet this growing demand. This project will not only provide additional rooms to serve the immediate community, but is ideally situated near a Metro Purple Line station which connects tourists to the greater Los Angeles region and such destinations as Hollywood, Universal Studios, Downtown, and local beaches. The Developer of this project has indicated, however, that financial assistance is needed to help construct the project. The City has provided assistance to similar projects in the past, helping to meet the needs of visitors to Los Angeles Convention Center and other tourist destination in the region.

In order to prepare the City for the growing tourism sector and for such events as the 2028 Olympic and Paralympic Games, it is essential that we support the development of new hotel rooms if it is determined that the project does require assistance. As with previous projects, it is essential that the City conduct the necessary due diligence to determine whether a financing gap exists in this project and recommend options for the City to ensure that a quality project is able to move forward and provide the City with necessary hotel rooms and the quality jobs they generate.

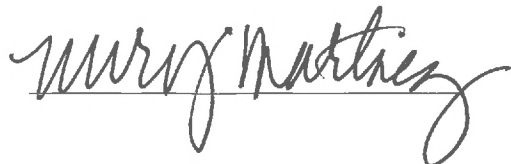
I THEREFORE MOVE that the City Council authorize and instruct the Chief Legislative Analyst (CLA) to hire consultants necessary to evaluate the proposed hotel project at 3240 Wilshire Boulevard. and make recommendations on economic development incentives that could help the project move forward, including, but not limited to, a potential site specific revenue agreement consistent with City policies; accept \$150,000 for consultant services from the developer to analyze the economics and financing associated with this instruction; request / authorize / instruct the City Controller to deposit / appropriate / expend all funds received as a result of this action in Fund 100, Department 28, Contractual Services Account 3040; and authorize the CLA to make any technical corrections, revisions, or clarifications to the above instructions in order to effectuate the intent of this action; and

I FURTHER MOVE that the developer pay the full cost for any financial and economic analysis, consultants and any other reviews associated with the economic evaluation of this project.

PRESENTED BY:

  
Herb Wesson, Jr.  
Councilmember, 10<sup>th</sup> District

SECONDED BY:





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