

MOTION

The Los Angeles Convention Center Department was renamed the Department of Convention and Tourism Development (CTD) on June 9, 2014 under Ordinance 183008 as part of the governance changes which transitioned the Los Angeles Convention Center (LACC) from public to private management. During the years that followed, the Los Angeles Convention and Tourism Development Department focused on the transition and improving the working relationship between the private operator of the LACC and the Los Angeles Tourism and Convention Board (LATCB).

CTD now needs to turn its focus toward its other mandate: to advise the Mayor and City Council on all policies related to tourism. Tourism is an important economic driver for the region, creates good-paying jobs and supports the City's General Fund. It is especially important for the City to focus on making Los Angeles a welcoming tourist destination as it prepares for an increase in global visitation in upcoming years with the 2022 NFL Super Bowl, 2022 MLB All-Star Game, 2026 FIFA World Cup and 2028 Olympic and Paralympic Games.

As part of fulfilling that mandate, CTD recently completed a comprehensive Tourism Master Plan that outlines the priorities, projects and programs that will improve the visitor experience, as well as the quality of life of our residents. As CTD focuses on implementing the 22 recommendations in this plan, it is important that the department's name reflect its responsibilities.

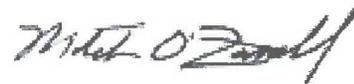
On April 7, 2021, the Board of Los Angeles Department of Convention and Tourism Development Commissioners voted unanimously to support the change of the department's name.

I THEREFORE MOVE that the City Attorney be requested to prepare and present an ordinance to change the name of the Department of Convention and Tourism Development to the Los Angeles City Tourism Department, to reflect a shift in focus, and to further distinguish CTD from its prime contractors.



PRESENTED BY: _____

JOE BUSCAINO
Councilmember, 15th District



SECONDED BY: _____

MAY 04 2021

