

TRADE, TRAVEL, AND TOURISM COMMITTEE REPORT relative to changing the name of the Department of Convention and Tourism Development to the Los Angeles City Tourism Department.

Recommendation for Council action, pursuant to Motion (Buscaino – O'Farrell):

REQUEST that the City Attorney prepare and present an ordinance to change the name of the Department of Convention and Tourism Development to the Los Angeles City Tourism Department.

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.

**(Budget and Finance Committee waived consideration of the above matter)**

#### SUMMARY

On May 4, 2021, Council considered Motion (Buscaino – O'Farrell) relative to changing the name of the Department of Convention and Tourism Development to the Los Angeles City Tourism Department. Motion states The Los Angeles Convention Center Department was renamed the Department of Convention and Tourism Development in 2014 as part of the governance changes which transitioned the Los Angeles Convention Center 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 Los Angeles Convention Center and the Los Angeles Tourism and Convention Board.

Motion goes on to state that the Department of Convention and Tourism Development now needs to turn its focus toward its other mandate: to advise the Mayor and Council on all policies related to tourism. As part of fulfilling that mandate, the Department recently completed a comprehensive Tourism Master Plan that outlines the priorities, projects, and programs that will improve visitor experience, as well as the quality of life of City residents. Motion movers believe that it is important that the Department's name reflect its responsibilities. Furthermore, 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.

Motion recommends that Council request the City Attorney to prepare an ordinance to effect the name change. Council referred Motion to the Budget and Finance Committee for consideration. Subsequently, the Trade, Travel, and Tourism Committee was added to the referral of this Motion.

At its meeting held May 11, 2021, the Trade, Travel, and Tourism Committee recommended that Council approve Motion's recommendation, as recommended by the Board of Los Angeles Department of Convention and Tourism Development Commissioners.

<u>MEMBER</u>	<u>VOTE</u>
BUSCAINO:	YES
BONIN:	YES
LEE:	YES

jaw

Respectfully Submitted,

TRADE, TRAVEL, AND TOURISM COMMITTEE



**- NOT OFFICIAL UNTIL COUNCIL ACTS -**