

12-0692

MOTION

MAY 08 2012

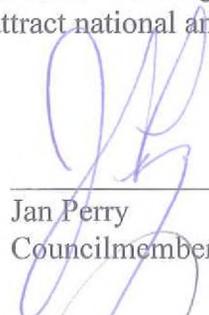
Los Angeles is the second most visited City in the United States for international travelers and the fifth most visited by U.S. residents. Nearly 27 million visitors in 2011 spent over \$15 billion on goods and services. The tourism and hospitality industry is a leading employer in Los Angeles County, with one in ten jobs serving the millions of visitors who come here each year.

One of the most important facilities serving visitors to the City is the Los Angeles Convention Center (LACC). The primary purpose for expanding the LACC in the late 1980s was to provide a world-class facility that would attract national and international conventions. Current efforts related to the Event Center and New Hall project continue the City's commitment to providing the best convention facility possible.

A significant factor in the effort to attract national and international conventions is the LACC Booking Policy. The City Council and Mayor have established policies that seek to improve the ability to attract these events and bolster tourism in the City. With pending changes in the LACC exhibit halls, as well as improvements in the greater LACC campus, South Park and Downtown, it is essential that the Council review these policies to ensure that they are focused on attracting national and international events. The LACC Booking Policy has not been reviewed or evaluated in several years and it is critical that such a review be conducted now.

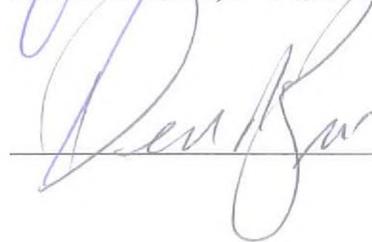
I THEREFORE MOVE that the City Council instruct the City Administrative Officer, with assistance of the Los Angeles Convention Center and the Los Angeles Tourism and Convention Board, to report on the status of the Convention Center booking policy, with recommendations as to how the City can more effectively attract national and international convention business.

PRESENTED BY:



Jan Perry
Councilmember, 9th District

SECONDED BY:



jw



MAY 8 2012

ORIGINAL