

TRADE, TRAVEL, AND TOURISM COMMITTEE REPORT relative to negotiating a new agreement with the Los Angeles Tourism Convention Board (LATCB) to continue marketing Los Angeles as a convention and leisure travel destination.

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

DIRECT the Los Angeles Convention and Tourism Development Department (LACTDD) to:

- a. Begin negotiations with the LATCB for an agreement for a term of ten years to continue marketing Los Angeles as a local, national, and international convention, meetings, and leisure travel destination.
- b. Report to Council with the proposed agreement for Council consideration.

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.

SUMMARY

On November 15, 2019, Council considered Motion (Buscaino – O'Farrell) directing LACTDD to negotiate an agreement with LATCB to continue marketing Los Angeles as a convention and leisure travel destination. Motion states LATCB has multi-lingual staff with offices in Los Angeles, and sales representation in Washington D.C., New York, Baltimore and Chicago, and international offices in the United Kingdom, Australia, China and India. Since 1976, LATCB has competed for and scheduled large-scale convention bookings at the Los Angeles Convention Center (LACC), arranges meetings and conventions in other locations around the City, markets, promotes and advertises Los Angeles and its attractions across the nation and the world through digital media, traditional paid advertising, earned media, trade shows, displays and activations, exhibits, and local visitor information centers; and, provides policy advice regarding conventions and professional meetings, tourism, and economic data. The City's current agreement with LATCB expires June 30, 2020.

Motion goes on to state that the City is anticipating significant events over the next ten years in which LATCB will play a key role, including the expansion of the LACC facility, the extension of the citywide Tourism Marketing District, and the 2028 Olympic and Paralympic Games. Motion recommends that Council direct the LACTDD to begin negotiations to extend the City's agreement with LATCB. Council referred Motion to the Trade, Travel, and Tourism Committee for consideration.

At its meeting held December 3, 2019, the Trade, Travel, and Tourism Committee recommended that Council approve Motion's recommendation.

Respectfully Submitted,

TRADE, TRAVEL, AND TOURISM COMMITTEE

A handwritten signature in black ink, appearing to read 'Luca', written in a cursive style.

<u>MEMBER</u>	<u>VOTE</u>
BUSCAINO:	YES
BONIN:	YES
KREKORIAN:	ABSENT

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-NOT OFFICIAL UNTIL COUNCIL ACTS-