

TRADE, TRAVEL, AND TOURISM COMMITTEE REPORT relative to a Department of Convention and Tourism Development (DCTD) agreement with the Los Angeles Tourism and Convention Board (LATCB) to promote Los Angeles as a destination for conventions and leisure travel.

Recommendation for Council action:

AUTHORIZE the Executive Director, DCTD, to execute an agreement with the LATCB to promote Los Angeles as a destination for conventions and leisure travel, for the term July 1, 2020, through June 30, 2030, and for compensation in the amount of one-fourteenth of the annual amount of Transient Occupancy Tax collected by the City of Los Angeles.

Fiscal Impact Statement: The City Administrative Officer (CAO) reports that this action complies with City financial policies in that ongoing expenditures will be funded by ongoing revenues.

Community Impact Statement: None submitted.

## SUMMARY

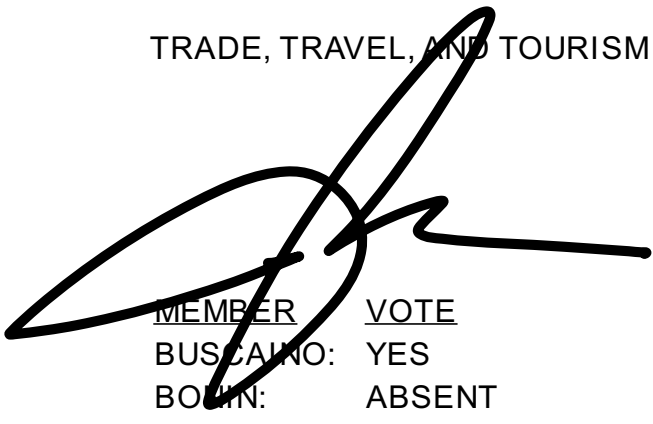
In a report to the Mayor dated June 12, 2020, the CAO states DCTD requests authority to execute a contract with LATCB to promote Los Angeles as a destination for conventions and leisure travel. According to the CAO, LATCB promotes and sells Los Angeles as a destination for conventions, meetings, and leisure travel from domestic and key international markets. LATCB solicits and books conventions for the LACC, generates leads and bookings for meetings and conferences in hotel venues across Los Angeles, and markets Los Angeles as a destination through paid advertising, on-line promotions, and social media. The City has contracted with LATCB since 1976 to provide these services and to generate economic benefit from direct visitor spending and the Transient Occupancy Tax. The current contract with LATCB expires on June 30, 2020.

The CAO goes on to discuss contract objectives and the important role LATCB will play in upcoming events such the 2028 Olympic and Paralympic Games as well as the Los Angeles Convention Center expansion project. It is anticipated that this contract will generate revenue for the City of Los Angeles. The CAO recommends approval of DCTD contract with LATCB.

At its special meeting held June 26, 2020, the Trade, Travel, and Tourism Committee discussed this matter with the Executive Director, DCTD, and with representatives of the LATCB. The DCTB Executive Director stated his belief that conventions will be even more important in the future after the COVID19 pandemic ends. There will be pent-up demand to meet and to attend citywide events like conventions. The DCTD is preparing to meet this demand by creatively altering existing space like rooftops and the Gilbert Lindsay Plaza to be used for meetings, and to incorporate the use of digital technology to bring virtual and physical guests together. The LATCB plans to continue its marketing efforts, initially focusing on local industry and organizations. Committee recommended that Council approve the proposed DCTD contract with LATCB.

Respectfully Submitted,

TRADE, TRAVEL, AND TOURISM COMMITTEE

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

jaw

**-NOT OFFICIAL UNTIL COUNCIL ACTS-**