

MOTION

I MOVE that the matter of COMMUNICATION FROM THE DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT and JOINT COMMUNICATIONS FROM THE CITY ADMINISTRATIVE OFFICER AND CHIEF LEGISLATIVE ANALYST relative to resources needed to implement the Early Works Agreement (EWA) for the Los Angeles Convention Center (LACC) Expansion and Modernization Project; the status of the LACC Expansion and Modernization Project; and options for beginning construction on the LACC Expansion and Modernization Project; and related matters, Item No. 13 on today's Council Agenda (CF 15-1207-S1), BE AMENDED to add the following instructions:

- 10. Instruct the City Administrative Officer and Chief Legislative Analyst to report within 30 days on the feasibility and potential revenue generation opportunities of offering the sale of naming rights at the Los Angeles Convention Center. The report should consider:
  - o Sale of naming rights to the Los Angeles Convention Center as a whole;
  - o Sale of naming rights to particular portions or features of the facility;
  - o Estimated value of each potential naming rights instance;
  - o Timeline on which revenue from those sales could be received by the City;
  - o Potential offset of General Fund obligations possible from those sales.

11. Instruct the Los Angeles Tourism Department to report within 30 days on potential revenue-generation streams that could be generated by the Los Angeles Convention Center beyond venue rentals and digital signage. The report should consider revenue streams capitalized on by other convention centers as well as any other publicly-owned assets in other jurisdictions.

PRESENTED BY:

  
Ysabel Jugado  
Councilmember, 14<sup>th</sup> District

SECONDED BY:

  


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APR 09 2025