



CITY TOURISM DEPARTMENT

LOS ANGELES CONVENTION CENTER
1201 S. FIGUEROA STREET
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April 23, 2024

Budget, Finance and Innovation Committee
Office of the City Clerk
200 N. Spring Street, Room 395
Los Angeles, CA 90012

Honorable Councilmembers:

**SUBJECT: DEPARTMENT CORRESPONDENCE ON MAYOR'S PROPOSED
BUDGET FOR FISCAL YEAR 2024-25**

The Los Angeles City Tourism Department ("CTD") supports the Mayor's Proposed 2024-25 Budget for our department. The Mayor's Proposed Budget provides for the resources necessary for fulfilling our responsibilities related to tourism policy and to oversee our contractors, including the Los Angeles Tourism & Convention Board, the official destination marketing organization of the City of Los Angeles, and AEG Management LACC, LLC, operator and manager of the Los Angeles Convention Center ("LACC"). CTD's work supporting the tourism industry advances the City's goals toward a more equitable future by increasing leisure and hospitality sector employment, which provides over half a million well-paying, entry level jobs for Angelenos.

The Mayor's Proposed Budget also provides critical funding which will enable CTD to make progress toward realizing the following five goals:

1. Expansion and modernization of the Los Angeles Convention Center (LACC);
2. 8,000 hotel rooms within walking distance of the LACC;
3. 50 million annual visitors by CY 2024;
4. Increasing annual Transient Occupancy Tax receipts for the General Fund;
5. Update of the Tourism Master Plan.

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CTD's proposed budget includes \$1.7 million for continuing 12 full time-positions, and \$250,000 for advisory and consulting services related to updating the Tourism Master Plan. CTD's proposed budget also includes approximately \$22.5 million for capital improvements, for which funding would be issued through the Municipal Improvement Corporation of Los Angeles. **CTD is not requesting any changes to the Mayor's Proposed 2024-25 Budget.**

Of the 12 full time positions in the Fiscal Year 2024-25 budget, three are currently vacant and CTD will work with the Personnel Department to fill these positions as the need arises. The existing staff is currently managing the workload. Almost all of CTD's budget goes to pay for salaries for a very diverse and equitable workforce. **CTD's operating budget is fully funded by special funds, with no impact on the General Fund.**

We appreciate the support and are happy to address any questions.

Respectfully submitted,



Doane Liu
Executive Director

DL:TA

Exec. Ref.: 24-062

cc: Matt Hale, Deputy Mayor
Bernyce Hollins, Senior Budget Director, Office of the Mayor
Rachel Freeman, Deputy Mayor
Andrew Pennington, Executive Officer
Max Reyes, Senior Director of Economic Policy
Jenna Karic, Economic Policy Manager
Matthew Szabo, City Administrative Officer
Sharon Tso, Chief Legislative Analyst