

BB

TRADE, TRAVEL AND TOURISM

MOTION

The Los Angeles Tourism & Convention Board (LATCB) is a private, non-profit 501(c)(6) business association that the City of LA contracts with to market and promote Los Angeles as the premier destination for leisure travel, meetings and conventions. It is the City's official tourism marketing organization. LATCB reports directly to the City Tourism Department, which manages and oversees their contract. The LATCB budget consists of multiple funding sources, including dedicated funds from the City's Transient Occupancy Tax (TOT).

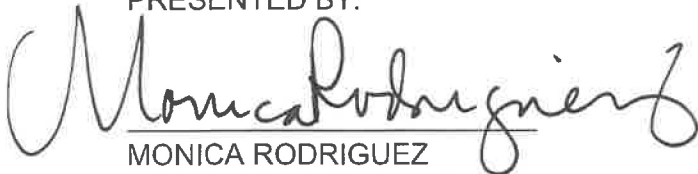
LATCB started Dine LA in 2008 to highlight restaurants across the City. It stretches across a two-week period, twice a year, showcasing Los Angeles as a global dining destination and highlighting the diversity of culinary experiences the City has to offer while promoting community engagement at restaurants from Sylmar to San Pedro.

Locals and visitors have the opportunity to enjoy a selection of specially priced prix fixe lunch and dinner menus from some of LA's best restaurants. The DineLA program has grown significantly in size and scope since its inception. In Summer 2025, Dine LA featured 480 restaurants across 88 neighborhoods and 33 global cuisines, including 80 brand-new participants.

As restaurants continue to struggle in the City of Los Angeles and we have seen the closure of many legacy restaurants, it is critical that we continue to promote and support the diverse dining scene throughout the City. The LATCB charges a fee to restaurants that participate in DineLA in order to help offset the costs of marketing the restaurants and program, making participation limited. This fee could limit participation to larger restaurants, leaving out many of the smaller family owned restaurants that are jewels of our culinary scene.

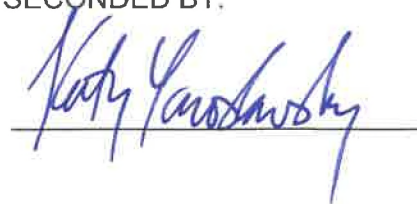
I THEREFORE MOVE that the Council DIRECT the City Tourism Department, to work with the Los Angeles Tourism & Convention Board, to waive the participation fee for restaurants.

PRESENTED BY:



MONICA RODRIGUEZ
Councilwoman, 7th District

SECONDED BY:



ORIGINAL

OCT 07 2025