


CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

DATE: June 23, 2026

TO: Trade, Travel and Tourism Committee
Los Angeles City Council

FROM: Doane Liu, Executive Director 
Los Angeles City Tourism Department

**SUBJECT: ADDENDUM REPORT TO DINE LA PARTICIPATION FEE, COUNCIL
FILE NO. 25-1178**

On February 11, 2026, the City Tourism Department (CTD) submitted a report in response to a motion to examine the fee structure of Dine LA Restaurant Week and explore how the program can support smaller, family-owned restaurants. Dine LA Restaurant Week is a bi-annual event led by CTD's contractor, the Los Angeles Tourism & Convention Board, that highlights restaurants in Los Angeles and provides the opportunity for locals and visitors to enjoy a selection of lunch and dinner menus from some of LA's best restaurants. It is a vital economic lifeline for the City's restaurant community – it increases restaurant sales and visibility, supports local jobs and enhances Los Angeles's reputation as a top culinary destination.

Since that report was submitted in February, CTD and the Los Angeles Tourism & Convention Board worked with Councilmember Monica Rodriguez's Office to develop a program that spotlights small, locally-owned and operated restaurants. It serves both Angelenos looking to explore their city and visitors seeking authentic local experiences. The pilot phase of this new program will focus on Council District 7, highlighting 30 restaurants on a dedicated landing page, with newsletter and social media promotion. After the initial phase, the program will roll out city-wide with Council Districts reaching out to their respective communities to promote this program.

The development of this new program in parallel to Dine LA ensures that the financial viability of Dine LA is preserved, while tailoring a new category of culinary outreach that is designed to best support the City's small, locally-owned and operated restaurants. By leveraging the Los Angeles Tourism & Convention Board's already well-established channels and engaged audience, the City will be able to encourage year-round visitation and exploration across all of Los Angeles, including lesser-known neighborhoods.

PILOT PROGRAM

Neighborhood Tables

Discover Los Angeles

A Los Angeles Tourism Initiative · In Partnership with CD7

Program Overview

Los Angeles is a city of neighborhoods — each one home to flavors, families, and stories you won't find anywhere else. Neighborhood Tables is a free initiative by Los Angeles Tourism, in partnership with CD7, that spotlights the small, locally owned and operated restaurants at the heart of those communities. With 50 seats or fewer, these are the intimate dining rooms where LA's culinary soul lives. The pilot launches with City Council District 7, highlighting 30 restaurants on a dedicated landing page, with newsletters, and social media promotion on DiscoverLosAngeles.com.

30 Pilot Restaurants in CD7	50 Seats or Fewer	\$0 Cost to Restaurants
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Program Name

FULL PROGRAM NAME

Discover LA's Neighborhood Tables

Key Messages

- The pilot launches in City Council District 7 with 30 participating restaurants.
- Only small, locally owned restaurants qualify — 50 seats or fewer, owner-operated.
- Each restaurant gets a dedicated listing on DiscoverLosAngeles.com.
- The program serves both Angelenos looking to explore their city and visitors seeking authentic local experiences.
- Neighborhood Tables is about discovery — finding the hidden gems that define LA's true dining culture.

Pilot Plan

PHASE 1 (JULY 2026) — RECRUIT: RESTAURANT SIGN-UP

- Online sign-up form on DiscoverLosAngeles.com
- Eligibility: owner-operated, fewer than 50 seats, CD7 location
- Collect restaurant name, contact info, story, photos, logo
- Outreach via CD7 council office
- Target: 30 restaurants

PHASE 2 (AUGUST 2026) — BUILD: LISTINGS & CONTENT

- Build Neighborhood Tables landing page on DiscoverLosAngeles.com
- Write editorial for newsletter feature
- Develop social media content

PHASE 3 (SEPTEMBER 2026) — LAUNCH

- LA Tourism + CD7 promotion on own channels
- Launch email to Discover LA newsletter subscribers
- Social media post on @Discover LA

Full Program Rollout Plan

PHASE 4 (MARCH 2027) — RECRUIT: RESTAURANT SIGN-UP

- Online sign-up form on DiscoverLosAngeles.com
- Eligibility: owner-operated, fewer than 50 seats
- Collect restaurant name, contact info, story, photos, logo
- Outreach via council offices
- Target: 30 restaurants

PHASE 5 (APRIL 2027) — LAUNCH

- LA Tourism + council offices promotion on own channels
 - Launch email to Discover LA newsletter subscribers
 - Social media post on @Discover LA
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Restaurant Eligibility & Sign-Up Process

ELIGIBILITY REQUIREMENTS

- Independently owned and operated (no franchises, no chains)
- 50 seats or fewer (indoor dining capacity)
- Located within City Council District 7 (pilot phase)
- Must be an active, operating restaurant open to the public
- Must be properly permitted and meet Los Angeles County Health Department operating protocols

WHAT PARTICIPATING RESTAURANTS RECEIVE

- Exposure on the Neighborhood Tables page at DiscoverLosAngeles.com
- Program featured in the Discover LA newsletter (sent to thousands of subscribers)
- Exposure to both local Angelenos and visitors

SIGN-UP LINK

https://lainc.formstack.com/forms/neighborhood_tables

KPIs

- Number of participating restaurants
 - Visits to the landing page
 - Newsletter click-throughs
 - Social engagement
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