

TRADE, TRAVEL AND TOURISM COMMITTEE REPORT relative to requesting a report on the feasibility of establishing a centralized structure to manage the City’s civic brand assets, including governance, licensing, revenue generation, and implementation strategies.

Recommendation for Council action, pursuant to Motion (Yaroslavsky – Harris-Dawson, Jurado, Padilla, Park):

INSTRUCT the City Administrative Officer (CAO), with the assistance of the City Attorney, Los Angeles City Tourism Department, any other relevant departments, the Mayor’s Office of Strategic Partnerships, and outside consultant expertise as appropriate, to report back within 60 days on the feasibility and potential benefits of establishing a centralized structure to manage the City’s civic brand assets, including:

1. An inventory of existing brand-related assets and intellectual property currently held or managed by the City, including registered and unregistered trademarks;
2. Identification of assets the City should consider registering or protecting, and any gaps in current trademark coverage;
3. An overview of the current governance structure for managing, approving, enforcing, and licensing these assets, including which departments are involved and where responsibilities sit;
4. A review of current and past revenue generated through the use or licensing of City-owned marks, including how that revenue is tracked and where it is allocated;
5. Recommendations on potential revenue streams, including licensing, merchandising, and partnerships, and how they could support the long-term sustainability of the program;
6. Identification of funding sources that could be used to support program development, including but not limited to the City’s Intellectual Property Special Fund; and
7. A proposed roadmap for establishing a coordinated marketing, licensing, and brand governance program, including options for structure, staffing, and phased implementation.

Fiscal Impact Statement: Neither the CAO nor the CLA has completed a financial analysis of this report.

Community Impact Statement: None submitted

SUMMARY

At the regular meeting held on April 14, 2026, your Trade, Travel and Tourism Committee considered a Motion (Yaroslavsky – Harris-Dawson, Jurado, Padilla, Park) relative to requesting a report on the feasibility of establishing a centralized structure to manage the City’s civic brand assets, including governance, licensing, revenue generation, and implementation strategies.

After an opportunity for public comment was held, the Committee moved to approve the recommendation contained in the motion, as listed above.

This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

TRADE, TRAVEL, AND TOURISM COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
PARK	YES
McOSKER	YES
RODRIGUEZ	ABSENT