

MOTION


The Convention and Tourism Department is responsible for policy and strategic planning for tourism for the City. The Department contracts with the Tourism and Convention Board to market Los Angeles to visitors and attract conventions to the Convention Center. The Convention Center has been in operation for over fifty years, and has served as a vital revenue source for City projects and operations.

In 2025, the City committed to an expansion and modernization of the Convention Center that will add 190,000 square feet of contiguous exhibit space to connect the existing halls, as well as a 98,000 square foot rooftop ballroom. The reimagined space is expected to attract premier trade shows, conventions, and exhibitors to the City and strengthen Los Angeles' competitive position relative to the industry. With an estimated construction cost of \$2.6 billion, this major investment in City infrastructure requires careful management to maximize potential public benefit for the near and distant future.

It is imperative that the City prepare a robust and proactive strategy for increasing the number and scale of events hosted in Los Angeles. The work plan should outline how the City intends to attract top-tier exhibitors and industry leaders, strengthen its competitiveness as a convention destination, and capitalize on the expanded Convention Center's capacity. Emphasis should be placed on maximizing the City's return on its commitment to the Center.

I THEREFORE MOVE that the City Council direct the Department of City Tourism, in coordination with the Tourism and Convention Board and other relevant departments and stakeholders, to develop a comprehensive work plan that includes a marketing and outreach strategy for attracting premier trade shows, conventions, and exhibitors to the City.

PRESENTED BY:



IMELDA PADILLA
Councilmember, 6th District

SECONDED BY:



ORIGINAL


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