THE CITY OF LOS ANGELES

CIVIL SERVICE COMMISSION

CLASS SPECIFICATION

09/24/2026 **Executive Director, City Tourism Department, 9695**

Summary of Duties:
Plans, organizes and directs the activities of the City Tourism Department; establishes all organizational and operating procedures, policies and regulations for the operation, promotion, expansion and use of the Convention Center and does related work.

Class Characteristics:
The Executive Director, City Tourism Department has full authority and responsibility for the management of the City Tourism Department and the Los Angeles Convention Center. In addition to the administrative and supervisory responsibilities associated with the management of a City department, the Executive Director directs the Convention Center marketing and sales activities, fiscal activities, public relations, the center expansion program and all related facility operations, maintenance and capital development programs.

The facility is operated as a "business enterprise" on a private sector model with major objectives being to maximize revenues, control costs, and produce an operating surplus. The operation is characterized by aggressive efforts to achieve maximum utilization, improve service, generate repeat business from clients and increase sources of revenue.

Example of Duties:

- Plans, coordinates and directs the activities of the City Tourism Department;
- Establishes Department policies, defines and interprets policies for subordinates;
- Plans the long-range work programs and personnel utilization program of the Department;
- Directs the preparation of and administers the Department budget;
- Fulfills equal opportunity responsibilities as set forth in the City's Equal Opportunity Program;
- Serves as Management Officer to the Los Angeles Convention and Exhibition Center Authority (Joint Power--City and County of Los Angeles) and is responsible to the Authority Commission to assure that bond indenture and other legal and accounting requirements of the Authority are fulfilled under the lease. lease-back and revenue bond arrangements with the City;
- Directs the preparation and marketing of revenue bonds with assistance of the City Administrative Officer, for major capital expansion programs at the center;
- Recommends, establishes and modifies rate structures for facilities and services;
- Negotiates and executes facility use contracts, may require extensive travel to close certain contracts as well as an ongoing need to be highly visible within the industry and attend numerous meetings and trade shops in major cities;
- Directs the Convention Center expansion and improvement project;

- Directs a wide variety of construction, concession and consultant programs, including planning, review of bids and proposals, selection of architects, project managers, contractors, concessionaires and consultants in the Department's independent building modifications and improvements, contractual services and personal service contracts areas;
- Through subordinate staff, supervises all contract administration, inspections and related audit activities for these functions;
- Supervises the procurement and administration of a complete liability and property insurance program, including a client-paid added certificate program, business interruption and other coverages as required by the bond indenture;
- Provides for operating policies, practices and procedures to assure adequate programs for maintenance, parking, client services, special exhibitor support services and overall event coordination through the Assistant General Manager and division heads;
- Establishes policies and requirements for service contractors who provide services to clients utilizing the facilities; supervises the planning and direction of major events;
- Provides for a full range accounting program;
- Establishes policies and procedures to maximize cash flow, cash control, collections from accounts;
- Directs the timely enforcement of contract provisions and collections for services rendered, including referral to the City Attorney for legal action;
- Authorizes disbursements of City and Authority funds for expenses, payroll, bond fund construction activities;
- Develops and maintains a continuing public information and public relations program, through staff and consultants, to enhance marketability, operating procedures, client support activities and other special programs of the Center;
- Participates in meetings and activities of local, regional, national and international organizations to support and promote the convention, exhibition, consumer show and tourism industries;
- Determine facility modifications, refurbishment and equipment requirements to maintain and improve the building complex and its operations;
- Recommends annual funding program to accomplish priority improvements; and directs planning and completion of projects within funds provided;
- And may occasionally be assigned other duties for training purposes or to meet technological changes or emergencies.

REQUIREMENTS:

Five years of full-time paid managerial experience which is in a convention center or similar organization at a policy-making level is required for Executive Director, City Tourism Department.

Appointment to this position is subject to a one-year probationary period as provided by Section 108 of the Los Angeles City Charter.

License: A valid California driver's license and a good driving record may be required.

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Such accommodation will be evaluated on a case by case basis and depend, in part, on the specific requirements for the job, the limitations related to the disability, and the ability of the hiring department to reasonably accommodate the limitations.

As indicated in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare what all of the duties and responsibilities of any position shall be.