



## **John Leonard**

### **Director of Economic Development City of West Hollywood**

John Leonard is the City of West Hollywood's Director of Economic Development, in this position he oversees the Business Development, Property Development, and Arts Divisions.

John works directly with the City's businesses to help them navigate City Hall, actively recruits new businesses to the City, leads the development of City owned property, and oversees the City's arts initiatives. He is also the lead staff

member for the implementation of the City's cannabis ordinance, and a key staff member for the City's efforts to extend Metro rail to West Hollywood.

John has been with the City since 2012, including three years as Revenue Manager and four years as Community and Legislative Affairs Manager. As Revenue Manager John oversaw the collection of all City revenues and led initiatives to enhance City revenues. As Community and Legislative Affairs Manager John was lead staff for the Mayor and Councilmembers, and also led the City's legislative platform, including oversight of City lobbyists and work with the City's state and federal representatives.

John has also led various initiatives while at the City, including, preparing the City's 2014-2016 \$225 million two-year budget and capital work plan, leading efforts to implement a city cannabis tax and sales tax increase, securing state legislation allowing the City to utilize \$15 million in redevelopment funding, and successfully dissolving the City's redevelopment agency.

Since 2018, John has been the City's lead staff member for the implementation of the City's award-winning cannabis ordinance, including,

drafting of the ordinance, overseeing review of 315 applications for 36 available licenses (retail sales and consumption lounges), and working with the selected applicants to open their businesses.

Previously, John worked at a consulting firm specializing in economic development, redevelopment, affordable housing, and public/private real estate development. John holds a bachelor's degree in Geography, from the University of California, Santa Barbara, and a master's degree in Urban Planning, from the University of Southern California.