Members of the public who wish to speak during the meeting must submit a “Request to Speak” form to the Board Secretary prior to the commencement of the public comments for each agenda item of interest. Comments by the public on matters not identified on the agenda, but within the subject matter jurisdiction of the Commission, will be heard only during the item designated as “Public Comment.” Public speaking will be limited to two minutes per speaker, unless the presiding officer grants some other amount of time before the commencement of the public comment.

Regular Meeting
Wednesday, February 5, 2020
9:00 a.m.
Los Angeles Convention Center
1201 S. Figueroa Street, L.A., CA 90015
Executive Board Room

1. CALL TO ORDER / ROLL CALL

2. COMMENTS FROM THE PUBLIC
   a) General Public Comments
   b) Neighborhood Council representatives on any Neighborhood Council Resolution or Community Impact Statement filed with the City Clerk which relate to any agenda item listed or being considered on this agenda for Board of Los Angeles Department of Convention and Tourism Development Commissioners

3. APPROVE MINUTES:
   a) Approval of the regular meeting minutes from January 15, 2020

4. REPORTS:
   a) Executive Director Report
   b) ASM Monthly Update – December
   c) LATCB Monthly Update – December
   d) Tourism Master Plan Update

5. DISCUSSION:
   None

6. ACTION ITEMS:
   None

7. ADJOURNMENT

Materials related to an item on this agenda submitted to the Board of Los Angeles Convention and Tourism development after distribution of the agenda packet are available for public inspection in the Executive Office of the Los Angeles Convention Center, 1201 S. Figueroa Street, Los Angeles, CA 90015, during normal business hours.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.
The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, January 15, 2020 at 9:00 a.m. at the Los Angeles Convention Center (LACC), located at 1201 S. Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

PRESENT:
Vice President Otto Padron - Presiding
Commissioner Bricia Lopez
Commissioner David Stone

ABSENT:
President Jon F. Vein
Commissioner Noel Hyun Minor

PRESENTERS:
Ellen Schwartz, AEG
Ben Zarhoud, AEG
Doane Liu, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call
Vice President Padron called the meeting to order at 9:02 a.m.

Item 2a. Public Comment
None

Item 2b. Neighborhood Council
None

Item 3a. Approval of the regular meeting minutes from December 4, 2019
UNANIMOUSLY APPROVED

Item 4a. Executive Director Report
Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: attending LACC design kick-off meetings, LATCB Customer Advisory Board
meetings, the Mayor’s monthly press conference on homelessness, and PCMA, which is a convention for conventions; the marketing trip to UAE and India with LATCB, including the opening of a new LATCB office; and the LATCB contract and LACC Pricing Policy which are in the City Council review and approval process.

**Item 4b. ASM Monthly Update – November**

Ms. Ellen Schwartz introduced the employee of the quarter, John-Isacc Jeffries. Ms. Schwartz reported that LACC had hosted 2 events, one of which was a citywide event, resulting in over 1,000,000 attendees, most attending the LA Auto Show. In addition, LACC hosted three filmings. Mr. Ben Zarhoud presented the financial data for November, reporting an operating surplus of $5.7M for the month, $5.6M above prior, which was driven by LA Auto Show. Mr. Zarhoud also reported $16.6M in gross revenue, and $8.2M in net revenue, 66% of which was realized from F&B and utilities. Mr. Zarhoud reported $2.5M in operating expenses, which was above prior year and driven by utilities due to the two large events. Mr. Zarhoud reported a 99% occupancy rate for November, the highest is past years, and a 69% occupancy year-to-date, lower than prior year, noting that the 2020 occupancy is expected to be lower due to the cancellation of two large citywide events. Mr. Zarhoud also reported $71.7M in economic impact, $37.1 of which was generated from the LA Auto Show event booked by LACC.

**Item 4c. LATCB Monthly Update – November**

Mr. Darren Green reported that LATCB processed 86 leads YTD and have booked 189,784 room nights, with year-end goals of 220 leads and projected 390,000 room nights, noting that while leads are behind last year the room nights are still ahead of last year. Mr. Green reported on recent site visits, including ASAE which is an industry association and provided an overview of the Client Advisory Board meetings as well as the PCMA convention, where LATCB gathered data from industry planners to drive targeted marketing strategies and bid opportunities.

**Item 5. Discussion**

None

**Item 6. Action Items**

None

**ADJOURNMENT**

The meeting was adjourned at 9:39 a.m.
LOS ANGELES CONVENTION CENTER
MONTHLY UPDATE

DECEMBER 2019

BEN ZARHOUD
LACC DECEMBER 2019 EVENTS

- **Dec 07**: SoCal Herbalife Meeting
  - 1,000

- **Dec 06 - 08**: Int’l Gem and Jewelry Shows
  - 2,400

- **Dec 04 - 09**: SIK DAZZLE
  - 13,000

- **Dec 10 - 13**: 2019 BROWNSFIELD TRAINING CONF.
  - 8,000

- **Dec 14 - 15**: THE MODEL EXPERIENCE
  - 2,000

- **Dec 15**: THRIFTCON
  - 4,300

- **Dec 19**: NATURALIZATION
  - 10,000

- **Dec 16 - 19**: L.A. COUNTY HR TESTING
  - 1,050

- **Dec 20**: UEI COLLEGE GRADUATION
  - 2,000

**Total**: 43,750

*Citywide*
DECEMBER 2019 EVENTS
# LACC December 2019 Filming & Photo Events

<table>
<thead>
<tr>
<th>DATE</th>
<th>Name</th>
<th>Location</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 3</td>
<td>Insecure</td>
<td>Venice Garage</td>
<td>$5,250</td>
</tr>
<tr>
<td>Dec 4 - 5</td>
<td>Perry Mason</td>
<td>Venice Garage</td>
<td>$4,500</td>
</tr>
<tr>
<td>Dec 5 - 6</td>
<td>Perry Mason</td>
<td>Venice Garage</td>
<td>$4,500</td>
</tr>
<tr>
<td>Dec 10</td>
<td>Perry Mason</td>
<td>Venice Garage</td>
<td>$5,250</td>
</tr>
</tbody>
</table>

**Total Filming:** $19,500
OPERATING SURPLUS (LOSS):

- ($0.9) million (before approved City Reimbursements, A & I and Capital Projects)
- $3.6 million below budget
- $3.5 million below prior year

REVENUES:

- $2.0 million gross revenue (before discounts and service provider share)
- $1.1 million net revenue
- $3.9 million below budget and $3.9 million below prior year

![LACC Revenues Chart](chart.png)
LACC DECEMBER 2019 FINANCIALS

OPERATING EXPENSES:

- $2.0 million (before approved A & I, Capital Projects, and City reimbursement)
- $0.4 million below budget and $0.4 million below prior year

CITY REIMBURSEMENT - $0.3M (excluding Utility User Tax)

Capital and Alterations & Improvements
LACC DECEMBER 2019 OCCUPANCY

Exhibit Hall Occupancy

19/20: 23%
18/19: 45%
17/18: 56%
16/17: 39%

Occupancy by Exhibit Hall

West Hall
South Hall
Petree
Concourse

19/20
18/19
17/18
16/17
LACC YTD 2019/2020 OCCUPANCY

Exhibit Hall Occupancy - (July-December)

<table>
<thead>
<tr>
<th></th>
<th>19/20</th>
<th>18/19</th>
<th>17/18</th>
<th>16/17</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Hall</td>
<td>61%</td>
<td>66%</td>
<td>73%</td>
<td>69%</td>
</tr>
<tr>
<td>South Hall</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Concourse</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Occupancy by Exhibit Hall - (July - December)

- West Hall
- South Hall
- Petree
- Concourse

Legend:
- 19/20
- 18/19
- 17/18
- 16/17
LACC December 2019 ECONOMIC IMPACT

$6.9 million in Projected Economic Impact

$10.00

$2.6

$4.3

Economic Impact

LATCB  LACC
CTD BOARD OF COMMISSIONERS MEETING

February 5, 2020

Los Angeles
# Citywide Convention Sales

## YTD FY19/20 Production Results

<table>
<thead>
<tr>
<th>Lead Production</th>
<th>Leads Actual</th>
<th>Booked Room Nights Produced</th>
<th>RNs Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 19/20 Goal</td>
<td>220</td>
<td>FY 19/20 Goal</td>
<td>390,000</td>
</tr>
<tr>
<td>FY 19/20 YTD</td>
<td>101</td>
<td>FY 19/20 YTD</td>
<td>270,204</td>
</tr>
<tr>
<td>FY 18/19 STLY</td>
<td>125</td>
<td>FY 18/19 STLY</td>
<td>212,231</td>
</tr>
</tbody>
</table>

Dated January 28, 2020
RECENT BOOKINGS – 20,420 TRNs

Linux Foundation
KubeCon + CloudNativeCon NA 2021
October 13-15, 2021
13,020 Room Nights

American Alliance of Museums - AAM
2025 AAM Annual Meeting & Museum Expo
May 5-6, 2025
7,400 Room Nights
RECENT SITES

American Society for Nutrition - ASN  
Nutrition 2022  
May 21-24, 2022  
5,201 Room Nights

Association of periOperative Registered Nurses  
AORN Global Surgical Conference & Expo  
April 5-10, 2024  
18,000 Room Nights

American Association of Immunologists  
2025 IAA Annual Meeting  
May 5-9, 2025  
7,072 Room Nights
PCMA SURVEY RESULTS

- Netted **481** Responses from Meeting Planners
- Represented **25%** of total Meeting Planners attended

**Top Strengths / Attributes of L.A.**
1. Accessibility
2. Weather
3. Appeal / Reputation
4. Activities / Attractions
5. Location

**Top Drawbacks of L.A.**
1. Traffic
2. Costs
3. Location
4. Crowded / Congestion
5. Too Spread Out
CLIENT NEWSLETTER

- Quarterly Newsletter to Account Clients
- Personalized from each Sales Director
- Sent out earlier this week
The Standard, Downtown L.A.
February 12, 2020

Members Include: Hotel & Venue Partners

Sub-Committees:
• Citywide
• Hotel Sales / International
• Marketing / Luxury

Topics:
• LACC Updates
• Citywide Groups at Risk
• Sales Travel Calendar
• Deployment
• Industry Events
• New Inventory

Special Guest Speaker: Marissa Pettys with LA 2028
## Recent Events

<table>
<thead>
<tr>
<th>Dates</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 5 - 8, 2020</td>
<td>PCMA Convening Leaders</td>
<td>San Francisco, CA</td>
</tr>
<tr>
<td>Jan 10 - 12, 2020</td>
<td>ESPA Conference</td>
<td>Denver, CO</td>
</tr>
<tr>
<td>Jan 24 - 27, 2020</td>
<td>Grammys Familiarization: Citywide, Self Contained &amp; International Groups</td>
<td>Los Angeles, CA</td>
</tr>
<tr>
<td>Jan 30 - Feb 2, 2020</td>
<td>Super Bowl LIV</td>
<td>Miami, FL</td>
</tr>
<tr>
<td>Feb 3 - 5, 2020</td>
<td>Prestige National Partner Conference</td>
<td>Atlanta, GA</td>
</tr>
<tr>
<td>Feb 17 - 19, 2020</td>
<td>AIME 2020 Tradeshow</td>
<td>Melbourne, VIC</td>
</tr>
</tbody>
</table>
CONVENTION CENTERS EXPANDING

Memphis
Expected Date of Completion:
Fall 2020

Las Vegas
Expected Date of Completion:
December 2020

Oklahoma City
Expected Date of Completion:
Late 2020 or Early 2021
**CONVENTION CENTERS EXPANDING**

- **New York Javits**
  Expected Date of Completion: March 2021

- **Charlotte**
  Expected Date of Completion: Later Summer 2021

- **Arlington**
  Expected Date of Completion: 2023
THANK YOU

Los Angeles

Los Angeles Tourism & Convention Board