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, June 6, 2018
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 special meeting minutes from May 4, 2018

4. REPORTS:
   a. Executive Director Report
   b. AEG Proposal regarding the LACC and expansion of the JW Marriott Hotel – AEG
   c. Monthly Update – April – AEG Facilities
   d. Monthly Update – April – LATCB
      i. Digital Trends - LATCB

5. ACTION ITEMS:
   None

6. 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 special meeting on Friday, May 4, 2018 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:**
- President, Jon F. Vein
- Vice President, Otto Padron
- Commissioner Ana Cubas
- Commissioner David Stone

**ABSENT:**
- Commissioner Stella T. Maloyan

**PRESENTERS:**
- Brad Gessner, AEG
- Keith Hilsgen, AEG
- Ellen Schwartz, AEG
- Doane Liu, CTD
- Bruce McGregor, LATCB

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**Item 1. Call to Order / Roll Call**

President Vein called the meeting to order at 9:01 a.m.

**Item 2. Public Comment**

None

**Item 2b. Neighborhood Council**

None

**Item 3a. Approval of the special meeting minutes from April 4, 2018**

UNANIMOUSLY APPROVED.

**Item 4a. Executive Director Report**

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: a tour of Anaheim Convention Center, hard hat tour of Circa residential project, attending Mayor’s State of the City Address, General Managers reception at Getty House, LAFC ribbon cutting ceremony, LA Sports and Entertainment Commission, unveiling of MyVoiceLA, sales mission to Detroit and the CTD Budget
Hearing; and meetings with various City departments and other agencies to discuss issues such as the LACC expansion, transit upgrades of Pico Station, business partnerships, 2018-19 CTD budget, future LACC bookings, City’s new policies on sexual harassment in the workplace, and the AEG management contract.

**Item 4b. AEG Monthly Update – March**

Mr. Brad Gessner, assisted by Ms. Karina Garza, Ms. Estella Flores, and Mr. Matthew Brown, recognized February’s Employee of the Month, Ms. Valeria Montano; March’s Employee of the Month, Mr. Ervin Brewer; and Leader of the Quarter, Ms. Angelica Lawrence. Mr. Gessner reported that LACC had hosted 12 events that included three citywides and over 150 thousand attendees. Ms. Ellen Schwartz reported three film shoots. Mr. Keith Hilsgen presented the financial data for March reporting $6.8M gross revenue, $1.6M above budget and $733K above prior year. Mr. Hilsgen also reported 78% occupancy and $42M economic impact.

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

Mr. Bruce McGregor reported that year to date LATCB has processed 175 leads, resulting in 281,891 room nights with a year-end goal of 220 leads and projected 390,000 room nights. Mr. McGregor reported on bookings and two recently licensed events: Shell Oil in 2019 with 5K room nights and Major League Baseball in 2020 with over 12K room nights. Mr. McGregor also reported on prospect site inspections for Institute for Educational Leadership, National Collegiate Athletic Association, Cisco Systems Incorporated, and Links, Inc.

**ADJOURNMENT**

The meeting was adjourned at 9:32 a.m.
Los Angeles Convention Center
Monthly Update
APRIL 2018

BRAD GESSNER
EMPLOYEE OF THE MONTH – APRIL 2018

DANIEL MARQUIS
LEYV – CATERING COORDINATOR
<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
<th>ATTENDANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr. 4 - 5</td>
<td>Boutique Design West</td>
<td>6,000</td>
</tr>
<tr>
<td>Apr. 5 - 7</td>
<td>Dwell on Design Conference &amp; Expo</td>
<td>8,000</td>
</tr>
<tr>
<td>Apr. 6</td>
<td>Cedars Sinai Medical Network</td>
<td>2,000</td>
</tr>
<tr>
<td>Apr. 8</td>
<td>Baisakhi Celebration 2018</td>
<td>4,000</td>
</tr>
<tr>
<td>Apr. 14 - 15</td>
<td>El Sembrador Metanoia de Parejas</td>
<td>6,500</td>
</tr>
<tr>
<td>Apr. 14</td>
<td>World of Dance Tour</td>
<td>4,000</td>
</tr>
<tr>
<td>Apr. 14 - 16</td>
<td>Minefaire: A Minecraft Fan Experience</td>
<td>18,000</td>
</tr>
<tr>
<td>Apr. 15</td>
<td>The Model Experience Fashion Show</td>
<td>1,000</td>
</tr>
<tr>
<td>Apr. 17</td>
<td>Naturalization</td>
<td>15,000</td>
</tr>
<tr>
<td>Apr. 21 - 27</td>
<td>American Academy of Neurology Annual Conf.</td>
<td>14,100</td>
</tr>
<tr>
<td>Apr. 29</td>
<td>AutoCon 2018</td>
<td>7,500</td>
</tr>
</tbody>
</table>

*Citywide

**TOTAL:** 86,100
## LACC APRIL 2018 FILMING AND PHOTO EVENTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>Name</th>
<th>Location</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRIL 8 - 12</td>
<td>UNTITLED LED DAN GILROY</td>
<td>HALL K / FIGUEROA</td>
<td>$139,473</td>
</tr>
<tr>
<td>ARIL 9 AND 11</td>
<td>PUMA</td>
<td>VENICE GARAGE / GIL LINDSEY/ PICO</td>
<td>$12,600</td>
</tr>
<tr>
<td>APRIL 14 AND 15</td>
<td>SWAT</td>
<td>BOND LOT</td>
<td>$12,500</td>
</tr>
<tr>
<td>APRIL 16</td>
<td>SAMSUNG</td>
<td>WEST LOBBY/GIL LINDSEY</td>
<td>$24,560</td>
</tr>
</tbody>
</table>

**TOTAL FILMING:** $189,133  
(APRIL 2017: $35,460)
FINANCIALS

OPERATING SURPLUS:

- $852K (before approved City Reimbursements, A & I and Capital Projects)
- $998 above budget
- $147K below prior year

REVENUES:

- $6.0 million gross revenue (before discounts and service provider share)
- $2.6 million net revenue
- $1.1 million above budget and $35K below prior year
FINANCIALS

OPERATING EXPENSES:
- $1.8 million (before approved A & I, Capital Projects, and City reimbursement)
- $88K above budget and $111K above prior year

CITY REIMBURSEMENT - $322K

CAPITAL and ALTERATION * IMPROVEMENTS
- Door Closure part II repairs, Table replacement, dishwasher installation
PricewaterhouseCoopers report on Convention Center occupancy states:

It has been recognized industry-wide that the “practical” maximum exhibit hall occupancy rate is approximately 70 percent and the “efficient” range is considered to be approximately 50 to 60 percent. Occupancy levels less than 50 percent generally suggest the existence of marketable opportunities or open dates, while an occupancy rate above 60 percent increases the potential for lost business or “turn-aways.”
$39.5 million in Projected Economic Impact
## Citywide Convention Sales
### FY 17/18 Production

<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 17/18 Goal</td>
<td>220</td>
<td>FY 17/18 Goal</td>
<td>390,000</td>
</tr>
<tr>
<td>FY 17/18 YTD</td>
<td>195</td>
<td>FY 17/18 YTD</td>
<td>369,631</td>
</tr>
<tr>
<td>FY 16/17 STLY</td>
<td>204</td>
<td>FY 16/17 STLY</td>
<td>329,779</td>
</tr>
</tbody>
</table>

Dated May 31, 2018
Recent Bookings

**Institute for Educational Leadership**
Community Schools and Family Engagement Conf.
May 26 – 29, 2020
3,770 Room Nights

**American Society of Human Genetics**
2030 Annual Meeting
October 22 – 26, 2030
12,320 Room Nights

**ANIME EXPO**
July 2026, 2027, 2029 & 2030
17,845 Room Nights
CITYWIDE CONVENTION BOOKED ROOM NIGHTS
2014-2024 CALENDAR YEAR ARRIVAL DATE

Dated May 31, 2018

Events booked during YTD FY 17/18

Room Nights Generated

- Booked prior to FY 17/18
- Events booked during YTD FY 17/18
PROSPECT SITE INSPECTIONS

NCAA Men's Final Four
April 2024 or 2025
52,000 Room Nights

American Association for Thoracic Surgery
Annual Meeting
May 2023
8,034 Room Nights

Check Point Software Technologies
CPX 360 Event
February 2019
4,900 Room Nights
NEW SALES COLLATERAL- TECH SEGMENT

LOS ANGELES COUNTY has more high-tech jobs than Boston-Cambridge, Santa Clara County or New York City, thanks to the many intensive "Silicon Beach." Google opened its Venice campus in 2011, while Playa Vista has attracted high-profile tech tenants such as Microsoft and Facebook. Snapchat has grown exponentially since its Venice branch in 2012. All of this growth has created a nurturing environment for tech startups and visiting tech companies alike.

TECH COMPANIES WHO ARE MEETING IN LOS ANGELES:

- Adobe MAX
- SIGGRAPH
- Linkedin
- SOULWORKS
- DrupalCon
- E3
- YouTube
- Citrix
- Society for Information Display

"This city has a rich legacy of industries like entertainment and aerospace, and now we're seeing our tech sector take off. That’s because we made it easier for tech companies to open and expand in L.A."

-Mayor Eric Garcetti

THE WHO'S WHO OF LOS ANGELES TECH

- SpaceX
- Electronic Arts
- Blizzard Entertainment
- HBO
- Riot Games
- YouTube
- Netflix
- Vivendi
- GameStop
- Google
- Reuters
- Syosset
- Ticketmaster
- Qualcomm
- BustFeed Inc.
- Hulu
- OpenX Technologies, Inc.
- Salesforce
- Fandango
- Plantsketch
- Facebook
- "And growing..."

Los Angeles, I Might Surprise You

Los Angeles. 54 BILLION

GROWTH OF HIGH-TECH COMPANIES IN 2017

24% GROWTH OF HIGH-TECH COMPANIES IN 2017

USC Caltech UCL

3 WORLD-CLASS MEETING INFORMATION

LEARN MORE AT MEETLA.COM

M E E T

Los Angeles

LOS ANGELES TOURISM & CONVENTION BOARD
NEW SALES COLLATERAL - MEDICAL SEGMENT

LOS ANGELES is the second largest healthcare market in the country and is at the forefront of major changes taking place in the healthcare industry. The local medical industry in L.A. County includes 150 biopharmaceutical companies, 430 medical device and diagnostic companies, and 762 research and lab support institutions. Together, local establishments received over $190 million in NIH research awards in 2016.

TOP LOS ANGELES MEDICAL INSTITUTIONS:
- Cedars-Sinai Medical Center
- L.A. County Unv. of Southern California Medical Center
- Ronald Reagan Univ. of California-Los Angeles Medical Center
- Children’s Hospital Los Angeles (pictured left)
- City of Hope

ECONOMIC IMPACTS OF THE LIFE SCIENCES IN LOS ANGELES:
- Generates $40.3 billion in county economic activity (output)
- Adds $20.5 billion to gross county product
- Supports 162,000 jobs
- Increases labor income by $11.9 billion/year

RECENT AND UPCOMING MEDICAL MEETINGS IN LOS ANGELES:
- Alzheimer’s Association
- American Academy of Allergy, Asthma and Immunology
- American Academy of Neurology
- American Academy of Ophthalmology
- American Association of Neurological Surgeons
- American Association of Orthodontists
- American College of Chest Physicians
- American College of Physicians
- American Health Information Management Association
- American Heart Association-International Stroke Conference
- American Heart Association-Scientific Session
- American Society for Cataract and Refractive Surgery
- American Society of Colon & Rectal Surgery
- American Society of Human Genetics
- American Society of Plastic Surgeons
- American Speech-Language Hearing Association
- International Association for Dental Research
- International Society for Stem Cell Research
- North American Spine Society
- Society of Interventional Radiology
- Society of Simulation in Healthcare
- Society of Thoracic Surgeons

LEARN MORE AT MeetLA.com
Recent Events:

• HelmsBriscoe ABC
  April 30th – May 2nd

• LA Tourism Pacific Northwest Sales Mission
  May 8th – 11th

• IMEX Frankfurt
  May 15th – 17th

• C2 Montreal
  May 23rd – 28th
Upcoming Events:

• MPI WEC
  June 2\textsuperscript{nd} - 5\textsuperscript{th}

• PCMA Education Conference
  June 10\textsuperscript{th} - 13\textsuperscript{th}

• PCMA Partnership Summit
  June 21\textsuperscript{st} - 24\textsuperscript{th}

• Destination International
  July 10\textsuperscript{th} - 13\textsuperscript{th}
SPEAKER NETWORK

• Developing a Speaker Network to provide Meeting Planners access to L.A. based talent in vertical markets

• Building and strengthening relationships with various agencies:
  - William Morris Endeavor (WME) Speakers
  - Creative Artists Agency (CAA) Speakers
  - Greater Talent Network (and sub-bureaus)
  - Speakers on Healthcare

• Existing Partnerships (USH, WB, AEG) and Institutional Relationships (USC, UCLA, Cal Tech, Cedars Sinai, City of Hope)

• Talent segmented by subject matter and pricing tiers.

• Range of categories and topics including:
  - Lifestyle & Entertainment, Sports, Business, Motivational Inspirational, Tech, Medical, Leadership etc.
AGENDA

- Digital Overview
- Voice Search
- Social API Changes
- GDPR
- Discover Los Angeles
- Immersive Tech
- Influencer Marketing
DIGITAL OVERVIEW

DIGITAL AROUND THE WORLD IN 2018
KEY STATISTICAL INDICATORS FOR THE WORLD’S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

- **Total Population**: 7.593 Billion
- **Internet Users**: 4.021 Billion
- **Active Social Media Users**: 3.196 Billion
- **Unique Mobile Users**: 5.135 Billion
- **Active Mobile Social Users**: 2.958 Billion

**Urbanisation**: 55%
**Penetration**:
- Internet Users: 53%
- Active Social Media Users: 42%
- Unique Mobile Users: 68%
- Active Mobile Social Users: 39%
## DIGITAL OVERVIEW

### ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

Based on the most recently published monthly active user accounts for each platform, in millions.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Users 2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2.167</td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>1.500</td>
<td></td>
</tr>
<tr>
<td>WhatsApp</td>
<td>1.300</td>
<td></td>
</tr>
<tr>
<td>FB Messenger</td>
<td>910</td>
<td></td>
</tr>
<tr>
<td>WeChat</td>
<td>870</td>
<td></td>
</tr>
<tr>
<td>GO</td>
<td>704</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>662</td>
<td></td>
</tr>
<tr>
<td>Tumblr</td>
<td>548</td>
<td></td>
</tr>
<tr>
<td>Ozone</td>
<td>516</td>
<td></td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>475</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>397</td>
<td></td>
</tr>
<tr>
<td>Baidu Tieba*</td>
<td>320</td>
<td></td>
</tr>
<tr>
<td>Skype*</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>LinkedIn**</td>
<td>270</td>
<td></td>
</tr>
<tr>
<td>Viber*</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Snapchat**</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Reddit</td>
<td>130</td>
<td></td>
</tr>
<tr>
<td>Line</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>YY</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Telegram**</td>
<td>110</td>
<td></td>
</tr>
<tr>
<td>VKontakte</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>BBM*</td>
<td>63</td>
<td></td>
</tr>
<tr>
<td>KakaoTalk</td>
<td>49</td>
<td></td>
</tr>
</tbody>
</table>

Data correct to: 27 January 2019

- **SOCIAL NETWORK**
- **MESSENGER / CHAT APP / VOIP**
DIGITAL OVERVIEW

• There’s a desire for content personalization but at what cost?

• Companies are spending quite a bit on personalization, but will have to ensure they’re not jeopardizing user privacy.

• Building an authentic voice is extremely important when people are visiting 30+ websites in the customer journey.

• The booking window is tightening. Travel-related searches for “today” and “tonight” on mobile have increased by 150% over the past two years.

• More than 60% of U.S. Travelers would consider an impulse trip based on a good hotel or flight deal. They also want immediate gratification and plan on taking more short getaways.
VOICE SEARCH

• 50% of all searches will be voice searches by 2020.

• About 30% of all searches will be done without a screen by 2020.

• 13% of all households in the U.S. owned a smart speaker in 2017. That number is predicted to rise to 55% by 2022.

• As of January 2018, there were an estimated one billion voice searches per month.

• 52% of people keep their voice-activated speakers in their living rooms.
OPTIMIZING FOR VOICE SEARCH

• Ensure rich snippet status with Google (position Zero)

• Provide context to your site information (store hours and location) in order to meet customer demand immediately – “near me”

• Develop a rich snippet FAQ section that could be picked up by Voice Search (conversational tone)

• Create page titles that are also conversational and provide the answer through your content in a fact driven fashion
  • What is …
  • How to …
  • Who is …

• Monitor the future of voice search advertising
SOCIAL API CHANGES

• The changes to the Instagram/Facebook API affect all developers and platforms, regardless of their level of partnership with Instagram and Facebook. These changes were made to protect user privacy and prevent bad actors from abusing the API.

• Evaluate all your 3rd party connections that may have hooks to Facebook and/or Instagram.

• It’s now ever more important to focus on quality over quantity.
GENERAL DATA PROTECTION REGULATION (GDPR)

- Went into effect on May 25, 2018
- Designed to "harmonize" data privacy laws across Europe as well as give greater protection and rights to individuals.
- Identify your data collection practices.
- Give customers more access to their information.
- Learn more: WWW.EUGDPR.ORG
DISCOVER LOS ANGELES: NOW

• We will soon reach 15 million users across all digital platforms
• We’re approaching 4.5 million social media followers globally
• Winner of two Webby Awards in 2018
• #1 Instagram account amongst all DMOs in the country
Shifting DISCOVERLOSANGELES.COM from a traditional product led website to an influential **publishing** destination, motivating travelers to visit Los Angeles.
DISCOVERLOSANGELES.COM OBJECTIVES

**PRIMARY:**

**INCREASE VISITOR INTENT TO LOS ANGELES**

By improving the overall user experience and interface, we will build brand trust. Converting website users into physical Los Angeles visitors and evangelists.

**SECONDARY:**

**BRAND CONNECTION**

DISCOVERLOSANGELES.COM is the digital home for Los Angeles, a seamless experience evoking the brand’s essence creatively and functionally.

**TERTIARY:**

**INCREASE AD REVENUE**

We will improve the advertising experience for both the advertisers and the website visitors. The new architecture will allow for a larger breadth of advertising offerings without intruding in the visitors’ experience.
<table>
<thead>
<tr>
<th>L.A. Loyal</th>
<th>The Whole Family</th>
<th>Inspired Travelers</th>
<th>Trendy Travelers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay up to date with evolving L.A.</td>
<td>Inspired</td>
<td>Inspired</td>
<td>Inspired</td>
</tr>
<tr>
<td>Authentic storytelling</td>
<td>Family attractions</td>
<td>Live like a local - ethos</td>
<td>Shopping</td>
</tr>
<tr>
<td>Influencer Content</td>
<td>Planning - accommodations - restaurants</td>
<td>- nightlife</td>
<td>Iconic L.A.</td>
</tr>
<tr>
<td></td>
<td>Live like a local - ethos</td>
<td>- local culture (incl beach)</td>
<td>Live like a local - ethos</td>
</tr>
<tr>
<td></td>
<td>Iconic L.A.</td>
<td>- health and fitness</td>
<td>- nightlife</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- local culture (incl beach)</td>
</tr>
</tbody>
</table>
IMMERSIVE TECH

DISCOVERY (FEB 2018)

WIREFRAMES

DESIGN (SUMMER 2018)

DEVELOPMENT

QA

LAUNCH (JAN/FEB 2019)
IMMERSIVE TECH

• Immersive Tech is not a substitute for travel, it complements the traveler’s journey.

• Although creative companies are rapidly leveraging Immersive Tech, we must adapt emerging platforms that are relevant to our business objectives.

• L.A. Tourism has the opportunity to establish itself as a trailblazer in this field.
100 Influencers
160 Million Followers
$2 Million in Value
INFLUENCER MARKETING

TIER 1
Celebrities

TIER 2
Ambassadors & Tastemakers

TIER 3
Social Media Influencers

TIER 4
Social Media Content Creators
INFLUENCER MARKETING
Thank You