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, July 17, 2019
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. FY 19-20 ELECTION OF OFFICERS

4. APPROVE MINUTES:
   a) Approval of the regular meeting minutes from May 1, 2019

5. REPORTS:
   a) Executive Director Report
   b) AEG Monthly Update – May
   c) LATCB Monthly Update – May
   d) CIP Update

6. DISCUSSION:
   None

7. ACTION ITEMS:
   None

8. 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 Wednesday, May 1, 2019 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
Commissioner Noel Hyun
Commissioner David Stone

ABSENT:
Vice President, Otto Padron
Vacant Position

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

Item 1. Call to Order / Roll Call
President Vein called the meeting to order at 9:00 a.m.

Item 2a. Public Comment
None

Item 2b. Neighborhood Council
None

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

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with design working groups and AEG relative to expansion; with expansion working groups on legal documentation, design and construction, transportation and parking; with financial advisors relative to expansion; and clients regarding future events; presentations on expansion to the Construction Network; attended ED Committee with new Commissioner; the Mayor’s State of the City and Green New Deal; and the GLP Community Outreach meeting.
Item 4b. AEG Monthly Update – March

Ms. Ellen Schwartz introduced Marc Hamilton, the Leader of the Quarter. Ms. Schwartz reported that LACC had hosted 13 local events and two citywide event resulting in over 147,850 attendees. In addition, LACC hosted nine filmings. Mr. Ben Zarhoud presented the financial data for March, reporting $4.7M in gross revenue, which was $0.8M below prior year due to fewer citywide events. Mr. Zarhoud reported a 68% occupancy rate, a decreased from the previous year due to small citywide events. Mr. Zarhoud also reported $56M economic impact, $18M from short term business and $38M from citywide business.

Item 4c. LATCB Monthly Update – March

Mr. Darren Green reported that LATCB processed 172 leads YTD, resulting in 268,606 room nights, versus 271,960 this time last year, with a year-end goal of 220 leads and projected 390,000 room nights. Mr. Green noted that the decrease in room nights is due to customer’s reluctance to commit to future years without a firm construction timeline, noting that Cardio did not chose Los Angeles and IRSA left but will return once construction is completed. Mr. Green reported that the lack of booking due has resulted lost revenue of $200M in 3 months and that booking trends continue to be down due to concerns of construction. Mr. Green presented an overview of recent site visits and the Meet LA Exchange hosted by LATCB as well as a related video.

Item 5. Discussion

None

Item 6. Action Items

None

ADJOURNMENT

The meeting was adjourned at 9:33 a.m.
LACC MAY 2019 EVENTS

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Assoc. of Orthodontists</td>
<td>May 3-7</td>
<td>48,000</td>
</tr>
<tr>
<td>Mount Saint Mary’s University</td>
<td>May 6</td>
<td>7,000</td>
</tr>
<tr>
<td>L.A. County HR Testing</td>
<td>May 9-15</td>
<td>2,100</td>
</tr>
<tr>
<td>Mother’s Day Luncheon</td>
<td>May 13</td>
<td>1,100</td>
</tr>
<tr>
<td>Gov. Finance Officers Assoc.</td>
<td>May 17-22</td>
<td>20,000</td>
</tr>
<tr>
<td>Green Dot Public Schools</td>
<td>May 17</td>
<td>1,500</td>
</tr>
<tr>
<td>Naturalization Ceremony</td>
<td>May 22</td>
<td>12,000</td>
</tr>
<tr>
<td>RuPaul’s DragCon</td>
<td>May 24-26</td>
<td>50,000</td>
</tr>
<tr>
<td>Wireman Ratification Meeting</td>
<td>May 29</td>
<td>1,500</td>
</tr>
<tr>
<td>UEI Graduation</td>
<td>May 31</td>
<td>3,000</td>
</tr>
</tbody>
</table>

*Citywide

Total: 146,200
<table>
<thead>
<tr>
<th>DATE</th>
<th>Name</th>
<th>Location</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY 9 - 10</td>
<td>Good Trouble</td>
<td>Venice Garage</td>
<td>$3,750</td>
</tr>
<tr>
<td>MAY 22 - 23</td>
<td>Good Trouble</td>
<td>Venice Garage</td>
<td>$3,750</td>
</tr>
<tr>
<td>MAY 30</td>
<td>Good Trouble</td>
<td>Venice Garage</td>
<td>$1,875</td>
</tr>
</tbody>
</table>

**TOTAL FILMING:** $9,375

(Total for May 2019 - $77,215)
LACC MAY 2019 FINANCIALS

OPERATING SURPLUS (LOSS):

• ($40K) (before approved City Reimbursements, A & I and Capital Projects)
• $268K below budget
• $41K below prior year

REVENUES:

• $4.7 million gross revenue (before discounts and service provider share)
• $1.8 million net revenue
• $328K below budget and $142K below prior year

LACC Revenues
LACC MAY 2019 FINANCIALS

OPERATING EXPENSES:

- $18 million (before approved A & I, Capital Projects, and City reimbursement)
- $60K below budget and $0.1 million below prior year

CITY REIMBURSEMENT - $358K

Capital and Alterations & Improvements
LACC MAY 2019 OCCUPANCY

Exhibit Hall Occupancy

<table>
<thead>
<tr>
<th>Year</th>
<th>West Hall</th>
<th>South Hall</th>
<th>Petree</th>
<th>Concourse</th>
</tr>
</thead>
<tbody>
<tr>
<td>18/19</td>
<td>49%</td>
<td>42%</td>
<td>92%</td>
<td>44%</td>
</tr>
<tr>
<td>17/18</td>
<td>49%</td>
<td>42%</td>
<td>92%</td>
<td>44%</td>
</tr>
<tr>
<td>16/17</td>
<td>49%</td>
<td>42%</td>
<td>92%</td>
<td>44%</td>
</tr>
<tr>
<td>15/16</td>
<td>49%</td>
<td>42%</td>
<td>92%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Occupancy by Exhibit Hall

- West Hall
- South Hall
- Petree
- Concourse

Legend:
- 18/19
- 17/18
- 16/17
- 15/16
LACC YTD 2018/2019 OCCUPANCY

Exhibit Hall Occupancy - (July - May)

- 18/19: 61%
- 17/18: 70%
- 16/17: 72%
- 15/16: 70%

Occupancy by Exhibit Hall - (July - May)

- West Hall
- South Hall
- Petree
- Concourse

- 18/19
- 17/18
- 16/17
- 15/16
$78.9 million in Projected Economic Impact

Economic Impact

LATCB  LACC
## CITYWIDE CONVENTION SALES FY 18/19 PRODUCTION RESULTS

<table>
<thead>
<tr>
<th>Lead Production</th>
<th>FY 18/19 Goal</th>
<th>FY 18/19 YE</th>
<th>FY 17/18 YE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leads Actual</td>
<td>220</td>
<td>221</td>
<td>222</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Booked Room Nights Produced</th>
<th>RNs Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 18/19 Goal</td>
<td>390,000</td>
</tr>
<tr>
<td>FY 18/19 YE</td>
<td>428,374</td>
</tr>
<tr>
<td>FY 17/18 YE</td>
<td>440,812</td>
</tr>
</tbody>
</table>

Dated July 11, 2019
RECENT BOOKINGS

HONDA
The Power of Dreams

American Honda Motor Co., Inc.
Honda Dealer Meeting
August 5-7, 2020
5,583 Room Nights

Cetera Financial Group
Cetera Connect 2022
July 11-14, 2022
17,420 Room Nights

NECA
NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION

National Electrical Contractors Association
NECA 2030 Annual Convention
September 21-23, 2030
12,246 Room Nights

Canon USA, Incorporated
Canon EXPO 2021
September 9-11, 2021
8,881 Room Nights
RECENT BOOKINGS

International Health, Racquet and Sportsclub Association
IHRSA International Convention & Trade Show
March 6-9, 2024
March 4-7, 2026
14,508 Room Nights

Society of Nuclear Medicine and Molecular Imaging
SNMMI 2026 Annual Meeting
June 6-9, 2026
11,500 Room Nights

American Academy of Neurology
2028 Annual Meeting
April 22-26, 2028
40,650 Room Nights

Los Angeles Tourism & Convention Board
CITYWIDE CONVENTION BOOKED ROOM NIGHTS
2015-2025 CALENDAR YEAR ARRIVAL DATE

<table>
<thead>
<tr>
<th>Year</th>
<th>Room Nights Generated</th>
<th>Booked prior to FY 18/19</th>
<th>Booked in YTD FY 18/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>33</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>29</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>21</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>20</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>6</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>2022</td>
<td>2</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>12</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>2024</td>
<td>2</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>2025</td>
<td>2</td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>

Dated July 11, 2019

Los Angeles Tourism & Convention Board
RECENT SITES

Blizzard Entertainment
Blizzcon 2021
August 25-28, 2021
14,224 Room Nights

American Speech-Language-Hearing Association
ASHA 2031 Annual Convention
November 6-8, 2031
16,825 Room Nights

American Farm Bureau Federation
2024 AFBF Annual Convention & IDEAg Trade Show
January 5-10, 2024
9,350 Room Nights
PCMA EDUCON
Hits All the Right Notes

• 1,000 business events professionals from more than 15 counties gathered in Los Angeles, setting a record for the event.

• The four-day event began with reception at The Novo and featured R&B group En Vogue.

• Unveiled a new hologram of the Los Angeles Convention Center expansion plan.
• Closing reception at Universal Studios Hollywood
• Corporate Social Responsibility (CSR) activations included assembling toiletry kits for local homeless women and a 5K Fun Run with the Skid Row Running Club.
THANK YOU

Los Angeles

HOLLYWOOD

Los Angeles Tourism & Convention Board
## CIP UPDATE - SUMMARY

### PLANNING
- Security Surveillance System – Phase IV

### TO BE COORDINATED WITH LACC EXPANSION PROJECT
- West Hall Elevator
- Escalator Replacement
- Chiller Plant Modernization

### IN PROGRESS
- Escalator and Elevator Repair/Modernization
- Carbon Monoxide Sensors
- LED Reader Boards for Parking
- Fire Alarm System Peripheral Devices
- Fire Alarm Panel Upgrade
- Water Heater Replacement
- VFD Installation

### LIGHTING UPGRADE PROJECTS
- South Hall Parking Garage
# CIP UPDATE - SUMMARY

<table>
<thead>
<tr>
<th>COMPLETED</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Petree &amp; 500 Series Meeting Room Lighting Upgrade</td>
<td>Meeting Room Divider Wall Repair/Reconditioning</td>
</tr>
<tr>
<td>Carpet Replacement</td>
<td>New Security Command Center A/C</td>
</tr>
<tr>
<td>Painting of Exterior of West Hall</td>
<td><strong>Roof Replacement – Lower West Hall</strong>*</td>
</tr>
<tr>
<td></td>
<td><strong>Automatic Transfer Switch Replacement</strong>*</td>
</tr>
</tbody>
</table>

* Indicates a project that has been completed with a meeting scheduled to discuss the next steps.
Roof Replacement – Lower West Hall

BEFORE

AFTER
Roof Replacement – Lower West Hall

• Remainder of West Hall roof is now complete with “cool roof” system
• Over 144,000 square feet of roof replaced (shaded in green, above)
• Estimated annual savings of 13,000 kWh per year
Automatic Transfer Switch Replacement

- Replaced two of the oldest automatic transfer switches (ATS)
- New ATS have state-of-the-art microprocessor controls