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.

Special Meeting
Wednesday, February 13, 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. APPROVE MINUTES:
   a) Approval of the special meeting minutes from January 16, 2019

4. REPORTS:
   a) Executive Director Report
   b) AEG Monthly Report – December
   c) LATCB Monthly Report – December

5. DISCUSSION:
   a) Status Update on Tourism Master Plan
   b) Status Update on LACC Expansion

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.
LEADER OF THE 4th QUARTER

MICHELLE LEE
EVENT MANAGER
LACC DECEMBER 2018 EVENTS

DEC 1 - 9
LA AUTO SHOW 2018 PUBLIC DAYS
950,000

DEC 11 - 15
L.A. COUNTY DEPT. OF HR
1,500

DEC. 14
UEI COLLEGE GRADUATION
2,000

DEC 15
PATCHES & PINS EXPO
3,000

DEC 19
NATURALIZATION
16,000

TOTAL
972,500

*CITYWIDE
## LACC December 2018 Filming & Photo Events

<table>
<thead>
<tr>
<th>DATE</th>
<th>Name</th>
<th>Location</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec 5-6</td>
<td>This is Us</td>
<td>Venice Garage</td>
<td>$6,000</td>
</tr>
<tr>
<td>Dec 20</td>
<td>Lenovo</td>
<td>South Garage</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

**Total Filming:** $11,000
OPERATING SURPLUS:

- $2.7 million (before approved City Reimbursements, A & I and Capital Projects)
- $1.5 million below budget
- $427K above prior year

REVENUES:

- $10.5 million gross revenue (before discounts and service provider share)
- $5.1 million net revenue
- $1.4 million below budget and $0.6 million below prior year
OPERATING EXPENSES:

- $2.4 million (before approved A & I, Capital Projects, and City reimbursement)
- $59K above budget and $1.1 million below prior year
- Prior year utilities includes a one time $1.3 million utility user tax charge

CITY REIMBURSEMENT - $358K

Capital and Alterations & Improvements
Exhibit Hall Occupancy – (July - December)

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
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<tbody>
<tr>
<td>18/19</td>
<td>66%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>17/18</td>
<td>73%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16/17</td>
<td>69%</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>15/16</td>
<td>69%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Occupancy by Exhibit Hall – (July – December)

- **West Hall**
- **South Hall**
- **Petree**
- **Concourse**
LACC December 2018 ECONOMIC IMPACT

$30 million in Projected Economic Impact

- Economic Impact

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

<table>
<thead>
<tr>
<th>Lead Production</th>
<th>Leads Actual</th>
<th>Booked Room Nights Produced</th>
<th>RNs Actual</th>
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<tbody>
<tr>
<td>FY 18/19 Goal</td>
<td>220</td>
<td>FY 18/19 Goal</td>
<td>390,000</td>
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<tr>
<td>FY 18/19 YTD</td>
<td>134</td>
<td>FY 18/19 YTD</td>
<td>210,491</td>
</tr>
<tr>
<td>FY 17/18 STLY</td>
<td>122</td>
<td>FY 17/18 STLY</td>
<td>237,241</td>
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</tbody>
</table>

Dated February 6, 2019
RECENT BOOKINGS

International Association of Exhibition & Events
2022 Expo! Expo! Annual Meeting & Exhibition
December 6-8, 2022
4,162 Room Nights

American Association of Endodontists
2024 AAE Annual Session
April 17-20, 2024
6,050 Room Nights

American Society of Microbiology
ASM Microbe 2025
June 19-23, 2025
22,320 Room Nights

The American Institute of Architects
American Institute of Architects - AIA
2033 AIA Conference on Architecture
May 19-21, 2033
17,890 Room Nights
CITYWIDE CONVENTION BOOKED ROOM NIGHTS
2015-2025 CALENDAR YEAR ARRIVAL DATE

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Room Nights</th>
<th>Booked prior to FY 18/19</th>
<th>Booked in YTD FY 18/19</th>
</tr>
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<tbody>
<tr>
<td>2015</td>
<td>24</td>
<td></td>
<td></td>
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<tr>
<td>2016</td>
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<tr>
<td>2017</td>
<td>29</td>
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<tr>
<td>2018</td>
<td>25</td>
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<tr>
<td>2019</td>
<td>21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>1</td>
<td></td>
<td>20</td>
</tr>
<tr>
<td>2021</td>
<td>1</td>
<td></td>
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<td>9</td>
</tr>
<tr>
<td>2025</td>
<td>2</td>
<td></td>
<td>12</td>
</tr>
</tbody>
</table>

Dated February 6, 2019
RECENT SITES

Society of American Gastrointestinal Endoscopic Surgeons
2024 SAGES Postgraduate Course & Scientific Sessions
April 3-6, 2024
7,080 Room Nights

Canon USA, Incorporated
Canon Camera Convention 2021
September 23-25, 2021
8,881 Room Nights

Amazon
Boost
May 29 – April 2, 2020
18,600 Room Nights

National Association for College Admission Counseling
2024 NACAC National Conference
September 25-29, 2024
18,046 Room Nights

American Urological Association
AUA Annual Meeting
April 27-29, 2029
49,001 Room Nights

American Geophysical Union - AGU
AGU Fall Meeting 2028
December 11-15, 2028
48,224 Room Nights
SALES TRAVEL CALENDAR

Recent Events:

• **PCMA Convening Leaders** in Pittsburgh, PA, January 6\(^{\text{th}}\)-9\(^{\text{th}}\)
• **MPI Global Board of Trustees Meeting** in Dallas, TX, January 14\(^{\text{th}}\)-15\(^{\text{th}}\)
• **HSMAI Adrian Awards** in New York, NY, January 22\(^{\text{nd}}\) (D.Green top 25)
• **Super Bowl** in Atlanta, GA, February 3\(^{\text{rd}}\)
PCMA CONVENING LEADERS

- January 6-9, 2019
- Pittsburgh, PA
- Over 4,000 Attendees
- LATCB Client Event at Ace Hotel Pittsburgh
- Hosting PCMA Education Conference, June 25-28, 2019, Los Angeles
SALES TRAVEL CALENDAR

Upcoming Events:

- **GRAMMY’s** in Los Angeles, CA, January 6\textsuperscript{th}-8\textsuperscript{th}
- **AIME** in Melbourne, Australia, February 18\textsuperscript{th}-20\textsuperscript{th}
- **GSMA Mobile World Congress** in Barcelona, Spain, February 25\textsuperscript{th}-28\textsuperscript{th}
- **Experient Envision** in Las Vegas, NV, March 13\textsuperscript{t}-15\textsuperscript{th}
LACC TRANSFORMATION TASK FORCE

- Darren Green, SVP, Sales
- Kathy McAdams, VP, Citywide Convention Sales
- Wendy Kheel, VP, Tourism Insights
- Callan Koenig, Senior Digital Producer
- Shant Apelian, Director, Corporate Communications
- Bruce McGregor, Director, Sales Operations
- Mary Gallagher, Director, Mid-Atlantic Region Convention Sales
- Paige Cram, Marketing Director, Sales
- Patti MacJennett, SVP, Business Affairs
Necessity of the LACC Expansion

Number of citywide conventions

Citywides at the LACC continue to decrease.

- 29 in 2017
- 25 in 2018
- 22 in 2019

Number of conventions lost in 2018 because the LACC was "not suitable". Marks a 32% annual increase.

It is clear that the facility needs updating.

717,704 booked room nights at risk for cancellation beginning 2022 if expansion doesn’t take place.

Key west coast competitors have all renovated more recently than LA.

Exposure increases exponentially if plans do not move forward.
Brand Marketing
February 13, 2019
Campaign Evolution
LOS ANGELES: ONE CITY, ONE BRAND.

The messaging may change per audience, but not the brand.
The Research (2016-2019)

• **MINDSET & LIFESTYLE** Top appealing dimensions of L.A.
• **ETHOS OF L.A.** is what travelers believe make our City most unique
• Travelers give the **PEOPLE OF L.A.** a lot of credit
• Want to be immersed in the **DIVERSE & FORWARD-THINKING** environment
• Sense of **PHYSICAL & PERSONAL FREEDOM**, “open” culture without restriction
• Experiencing **NEW & DIFFERENT CULTURES** is a primary driver for travel
• Embrace **FREE-_SPIRITED SELF**, express and play out free-spirited self
Where We’ve Been

1. Research points to MINDSET & LIFESTYLE as a primary driver and differentiator
2. Strategic shift to a more emotional space – the “FEELING OF L.A.”
3. Travel Ban as a catalyst, focus on DIVERSITY & INCLUSIVITY adds more meaning
4. “EVERYONE IS WELCOME” Campaign continues
5. Research adds “SENSE OF FREEDOM” as important differentiator
6. HUMAN CENTERED BRAND PURPOSE & PILLARS: the strategic foundation for our future
This is our purpose

Los Angeles inspires people around the world to open their hearts and minds. We believe that welcoming all cultures, ideas, creative and personal pursuits creates a freedom that nourishes the spirit of our visitors, our city, and the world we share.
CONNECTING OUR PRODUCT TO OUR BRAND PURPOSE

Our brand pillars are the lenses through which we talk about our product, so that our messaging always ladders up to our brand purpose. If our messaging supports the vision of our purpose, then we’re communicating in a way that’s on brand and will make a stronger emotional impact on our audience.

BRAND PURPOSE

LOS ANGELES INSPIRES PEOPLE AROUND THE WORLD TO OPEN THEIR HEARTS AND MINDS. WE BELIEVE THAT WELCOMING ALL CULTURES, IDEAS, CREATIVE AND PERSONAL PURSUITs CREATES A FREEDOM THAT NOURISHES THE SPIRIT OF OUR VISITORS, OUR CITY, AND THE WORLD WE SHARE.

BRAND PILLARS

INDIVIDUALITY | IMAGINATION | OPTIMISM | DYNAMISM

BRAND PRODUCT PILLARS

ARTS & CULTURE | CULINARY | OUTDOORS & WELLNESS | SPORTS & ENTERTAINMENT
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BRAND PILLARS

INDIVIDUALITY | IMAGINATION | OPTIMISM | DYNAMISM

SALES PRODUCT PILLARS

WORLD-CLASS VENUES | LEADERSHIP & TALENT | DIVERSE DESTINATIONS | PERSONAL TOUCH
These are the values we celebrate...
Individuality

People here are celebrated for being different, for being themselves, for being whatever they want to be. We think creating an environment where everyone feels comfortable expressing their individuality just makes the collective stronger.
Imagination

We see imagination as a personal expression of freedom. Unbridled imagination is the source of our creativity, our entrepreneurship, our ideals, and our vision of the future.
Optimism

Our optimism is more than a sunny disposition. It’s seizing opportunities, fearless experimentation, and the belief that open hearts and minds create the best of all possible worlds.
Dynamism

Welcoming all people, ideas, cultures, and creativity creates a space that's always progressing toward a brighter future. Our city and our people are always evolving, experimenting and reinventing the brand new.
Logo

This is our primary logo and should be used in most cases.
Logo

Logo Family

This is the logo family

Los Angeles Tourism & Convention Board
Affiliate Logos

Los Angeles Tourism & Convention Board

Los Angeles Tourism Marketing District
Brand Colors

Our updated color palette.

Hero colors are pointed out and should be the main colors used with the remainder of the colors used as accents (including gradients).
Logo Colors

Brand logos may be used with the defined 3 “hero colors”
URL Usage

When used in print, collateral, etc. the url should appear in all lowercase.

When used for editorial, the url should appear in upper/lower case.

discoverlosangeles.com

www.DiscoverLosAngeles.com

meetlosangeles.com

www.MeetLosAngeles.com
Font Family

Fonts

The typography is clean and modern.

Headline font is **Mont LA Bold**.
Digital Body Copy is **Avenir**.
Long Form Print Body Copy is **Hoefler**.
Los Angeles Tourism Master Plan

Building Infrastructure and Capacity for LA’s Next Wave of Tourism
**PROJECT DEFINITION**

**Collaborate** with CTD leadership and consultants to help **develop** a long term strategic plan that will address the tourist experience needs and identify current and upcoming challenges related to tourism growth in Los Angeles.

**Success** is defined by...
- Administering the process for developing the Tourism Master Plan
- Ensuring cross sector (public and private) participation in all phases of the project
- Developing an actionable Implementation Roadmap that allows for meaningful discussion and builds coalitions to take on the prioritized recommendations from the Master Plan
- Soliciting buy in from project stakeholders whom act as project champions for the Implementation
PROJECT PROGRESS – RFP / VENDOR SELECTION

Over 30 Companies expressed interest in the project

Disseminate information to interested parties
Conducted 2 RFP pre-proposal conferences to share information with interested parties; followed up with 9 addendums that answered questions potential proposers sent in to the committee

Review and score proposals: assess each vendor(s) response against scoring criteria*
Used the written submitted proposals to draft initial rankings of the bids and determined what areas to investigate further via Oral presentations

Committee prepares final scoring and selects winning bid
Built upon the initial draft rankings, final score sheets were tabulated to arrive at a consensus winning bid

Resonance Consulting recommended as winning vendor

*scoring criteria

<table>
<thead>
<tr>
<th>Experience – Proposer</th>
<th>Personnel</th>
<th>Quality of Proposal</th>
<th>Price Quotation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience – Key References Methodology LBPP</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PROJECT SCOPE – LOS ANGELES TOURIST EXPERIENCE

Awareness
When the consumer is familiar with Los Angeles as a tourist destination

Consideration
When the consumer is actively thinking about, and investigating, Los Angeles as a tourist destination

Intent
When the consumer purchases and plans Los Angeles as a tourist destination

Experience
What the consumer visits, where the consumer stays, what the consumer encounters while in Los Angeles as a tourist destination

Advocacy
What the consumer says about Los Angeles as a tourist destination

LA Tourism Marketing Plans

LA Tourism Master Plan

Phase 1 / Situational Analysis Report
- Stakeholder, Visitor & Community Engagement
- Destination Analysis
- Hospitality Analysis

Phase 2 – Tourism Master Plan
- Visioning Sessions
- Master Plan Development
PROJECT TIMELINE

**Phase 1:**
Vendor Selection
Contracting

**Phase 2:**
Develop Tourism Master Plan

**Phase 3:**
Implement Tourism Master Plan Recommendations

**PROJECT TIMELINE**

<table>
<thead>
<tr>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
</tr>
</thead>
</table>

- **Phase 1: Current State Analysis**
  - Situational Analysis Report

- **Phase 2: Future State Visioning**
  - Tourism Master Plan

- **Phase 3: Implementation & Governance**

---

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