



## BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;  
Ana Cubas; Stella T. Maloyan; Vacant

---

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, January 10, 2018  
9:30 a.m.

Samuel Greenberg Board Room 107  
Clifton A. Moore Administration Building  
Los Angeles International Airport  
1 World Way, Los Angeles, California 90045

### **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 November 1, 2017

### **4. REPORTS:**

- a. Executive Director Report
- b. Monthly Update – November – AEG
- c. Monthly Update – November – 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.**

**BOARD OF LOS ANGELES CONVENTION  
AND TOURISM DEVELOPMENT COMMISSION**

Regular Meeting Minutes

November 1, 2017

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, November 1, 2017 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 Jeremy Bernard  
Commissioner Ana Cubas  
Commissioner Stella T. Maloyan

**ABSENT:**

None

**PRESENTERS:**

Brad Gessner, AEG  
Keith Hilsgen, AEG  
Doane Liu, CTD  
John Boudouvas, LATCB  
Darren Green, LATCB

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

President Vein called the meeting to order at 9:03 a.m.

***Item 2. Public Comment***

None

***Item 3a. Approval of the regular meeting minutes from October 18, 2017***

UNANIMOUSLY APPROVED

**TAKEN OUT OF ORDER**

***Item 4a. Neighborhood Council***

None

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

Mr. Brad Gessner recognized Anthony Perez, Manager of the Quarter and Melissa Murrillo, Employee of the Month for September. Mr. Gessner reported that September had 11 events, with a total attendance of 48,500, one of which was a citywide event and four of which were filmings. Mr. Hilsgen presented the financial data for September. Mr. Hilsgen also reported that occupancy for August was 73%, and the Economic Interest was \$20.4 million, of which \$10.08 million was short term business.

**TAKEN OUT OF ORDER**

***Item 3b. Approval of the FY 2018-19 CTD Proposed Budget – Board Report #17-007***

**UNANIMOUSLY APPROVED**

\*Ms. Diana Mangioglu stated that CTD staff would report back to the Board with additional information on the 5-year Strategic Plan for long term tourism for the City which is part of the Contracted Services budget line item.

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

Ms. Patti MacJennett reported that year to date, LATCB has processed 58 leads, the year-end goal is 220 leads, resulting in 107,668 room nights while the year-end goal is 390,000 and that LATCB has a 20% conversion rate of lead to license which is in line with the industry. Ms. MacJennett noted that bookings are trending to short term business, including the multiyear booking of GSMA. Ms. MacJennett presented a lost business analysis which included data on leads choosing not to book in Los Angeles.

***Item 4dc Executive Director Report***

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: meetings with the Mayor to discuss expansion and modernization, the CLA to discuss the hotel room incentives, Cultural Affairs and South Park Bid to discuss future art programs, and AEG and LATCB for a demo of the IKE kiosks; a presentation to the EDC to report on the Reserve Policy; and a tour of the Emergency Operations Center.

**ADJOURNMENT**

The meeting was adjourned at 10:28 a.m.

Los Angeles Convention Center  
Monthly Update  
NOVEMBER 2017

Brad Gessner



# LACC NOVEMBER 2017 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
NOV. 2 – 4	Franchise Expo West 2017	9,000
NOV. 3 – 5	L.A. Christmas Cash & Carry Show	3,000
NOV. 4– 5	The Real Estate Wealth Expo	15,000
NOV. 8 - 11	American Speech-Language-Hearing Assoc.	38,000
NOV. 12-21	L.A. County HR Testing	3,500
NOV. 12	Equiovision	1,500
NOV. 16	Naturalization	20,000
NOV. 16 - 19	Rays of Light	1,000
Nov. 17 - 19	Ski Dazzle	5,000

\*Citywide

**TOTAL: 96,000**

# LACC NOVEMBER 2017 FILMING AND PHOTO EVENTS

<u>Name</u>	<u>Location</u>	<u>Amount</u>
Gloria	West Garage	\$1,500

**TOTAL FILMING: \$1,500**

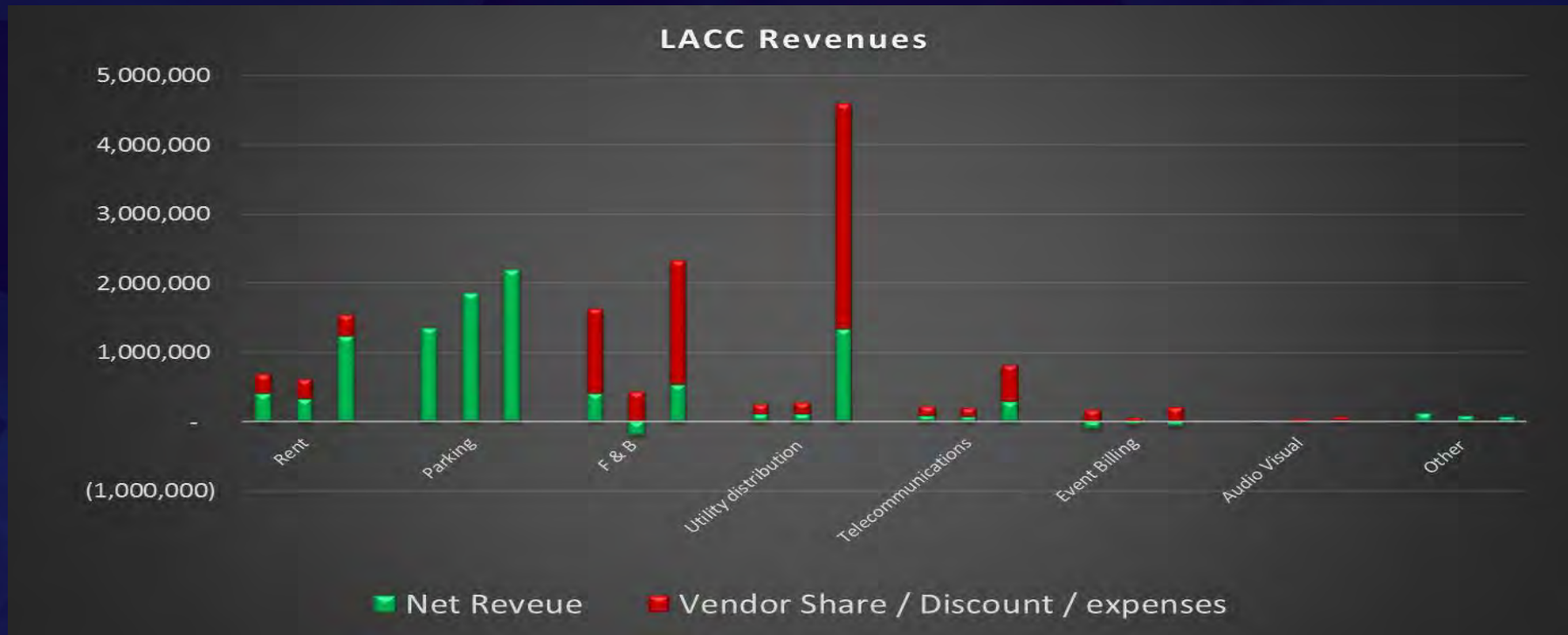
# FINANCIALS

## OPERATING SURPLUS:

- \$507K (before approved City Reimbursements, A & I and Capital Projects)
- \$424K above budget
- \$3.0 million below prior year

## REVENUES:

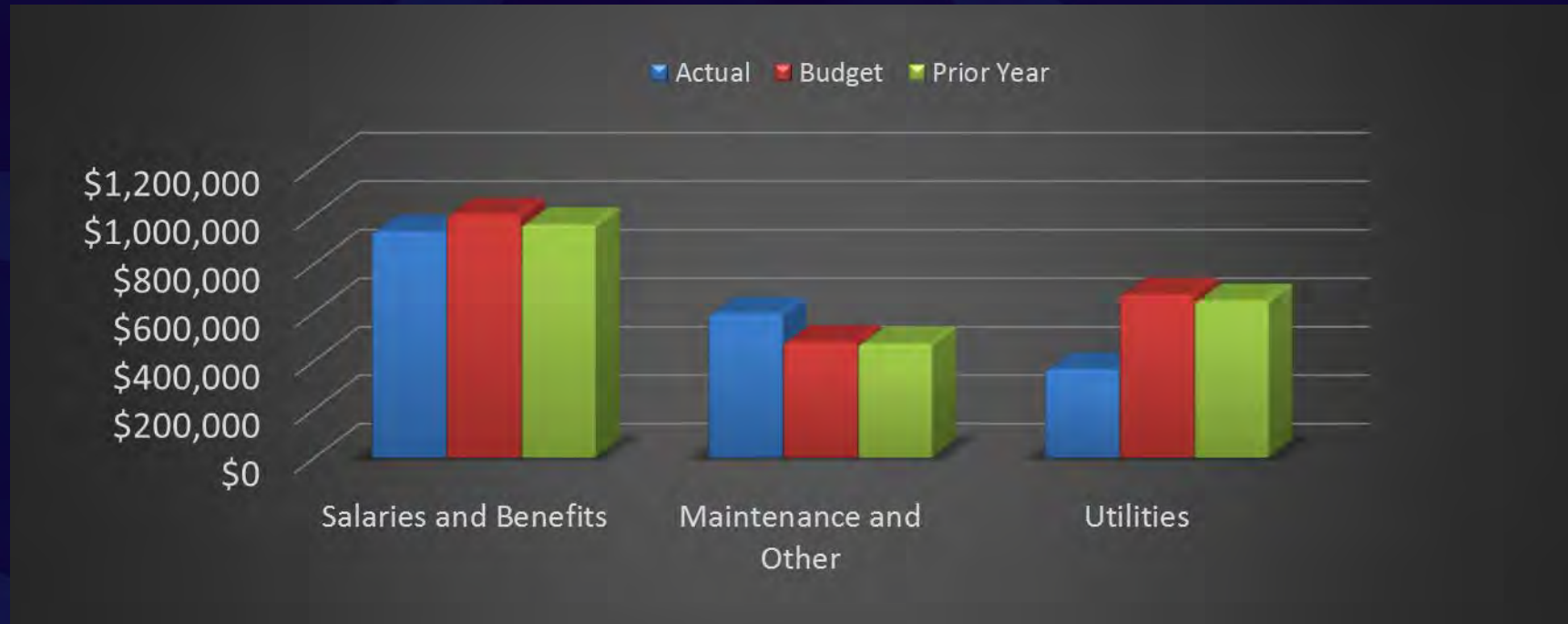
- \$4.3 million gross revenue (before discounts and service provider share)
- \$2.4 million net revenue
- \$163K above budget and \$3.2 million below prior year



# FINANCIALS

## OPERATING EXPENSES:

- \$1.9 million (before approved A & I, Capital Projects, and City reimbursement)
- \$260K below budget and \$190K below prior year



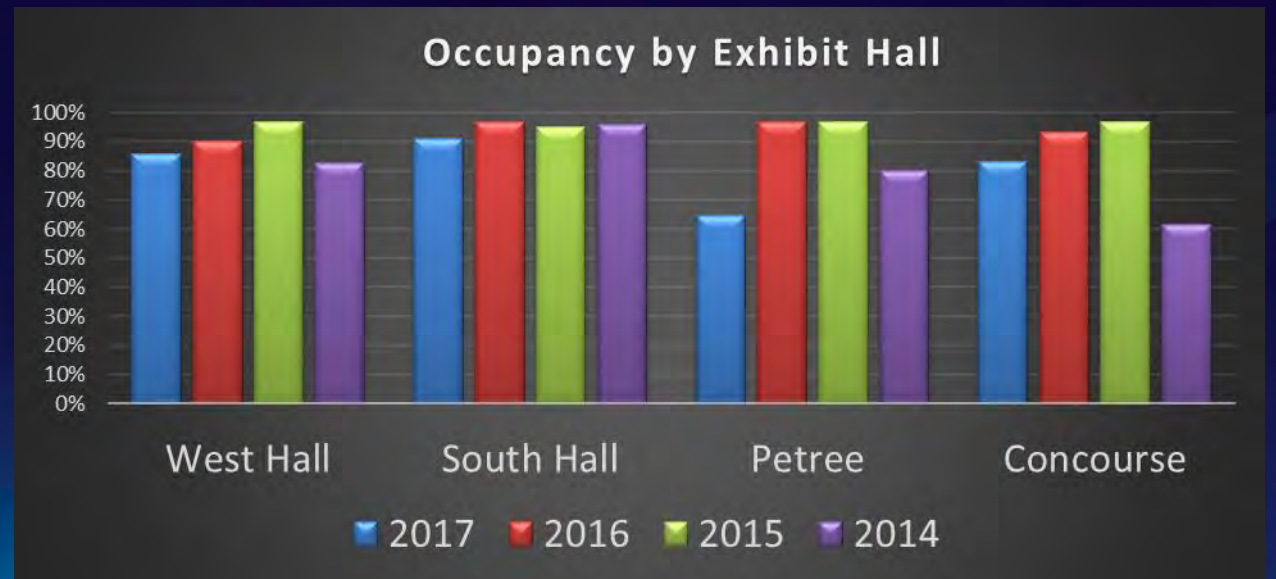
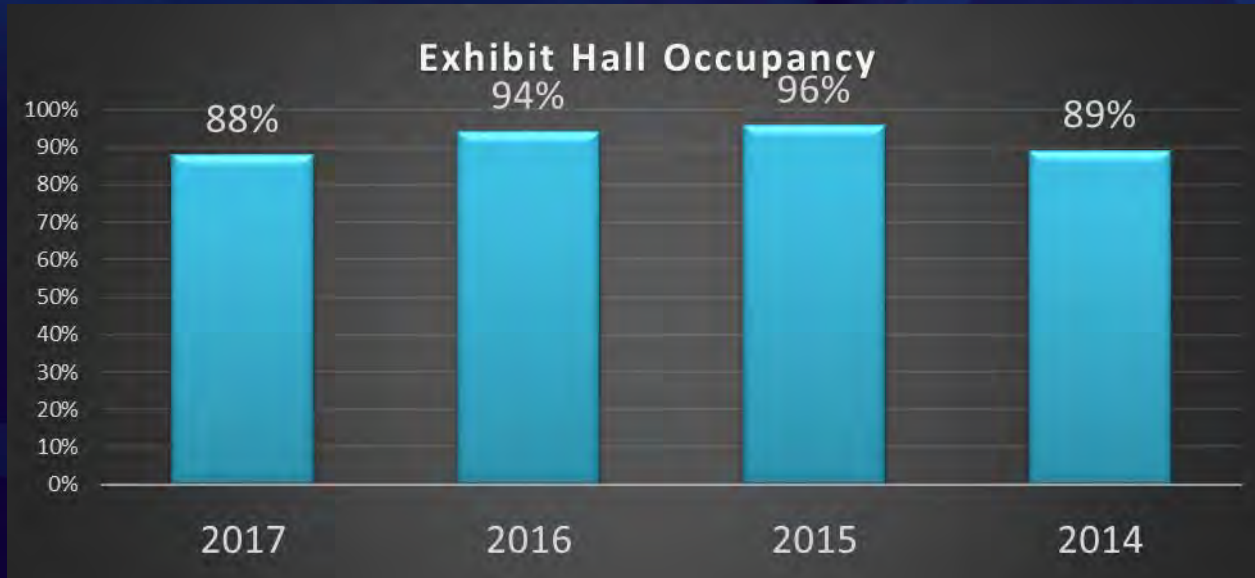
CITY REIMBURSEMENT - \$279K

## ALTERATION AND IMPROVEMENTS & CAPITAL PURCHASES:

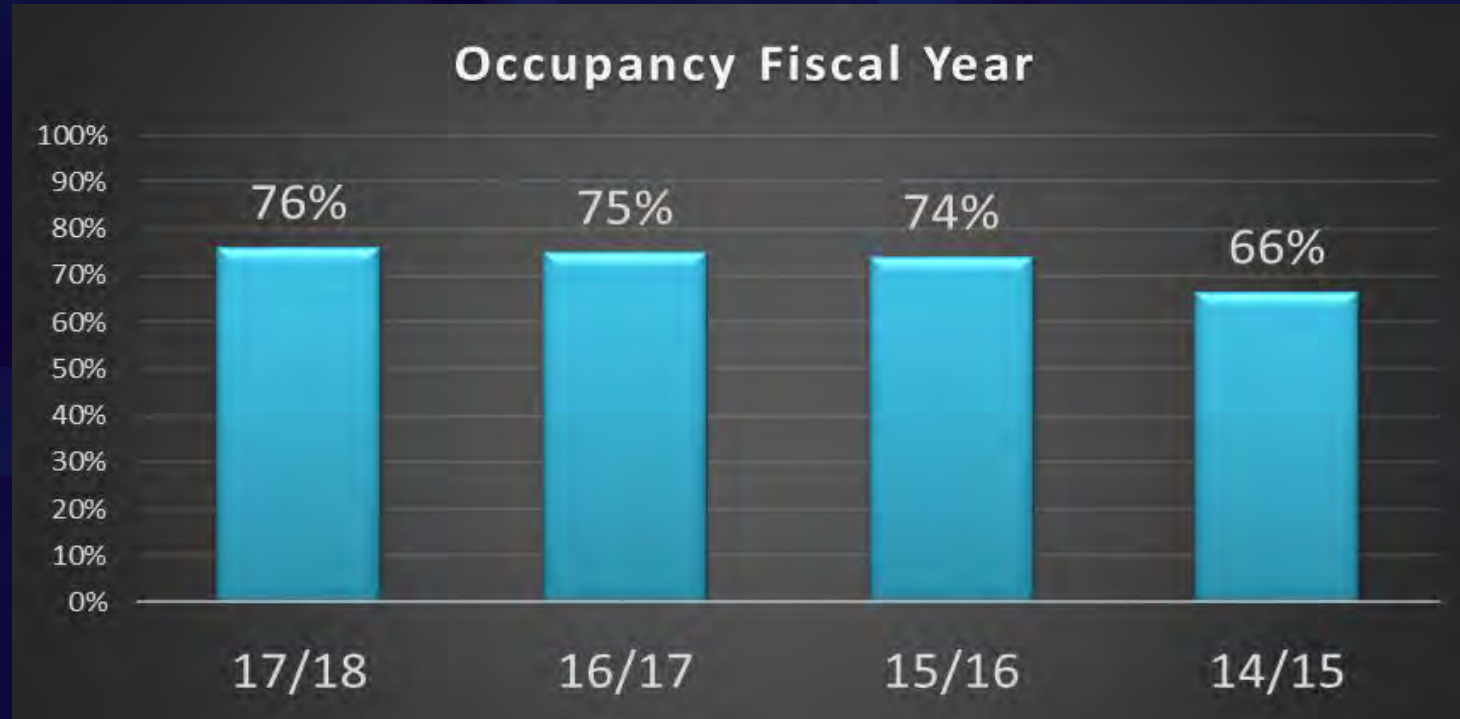
- Meeting room carpet
- Boomlift purchase



# OCCUPANCY



# OCCUPANCY

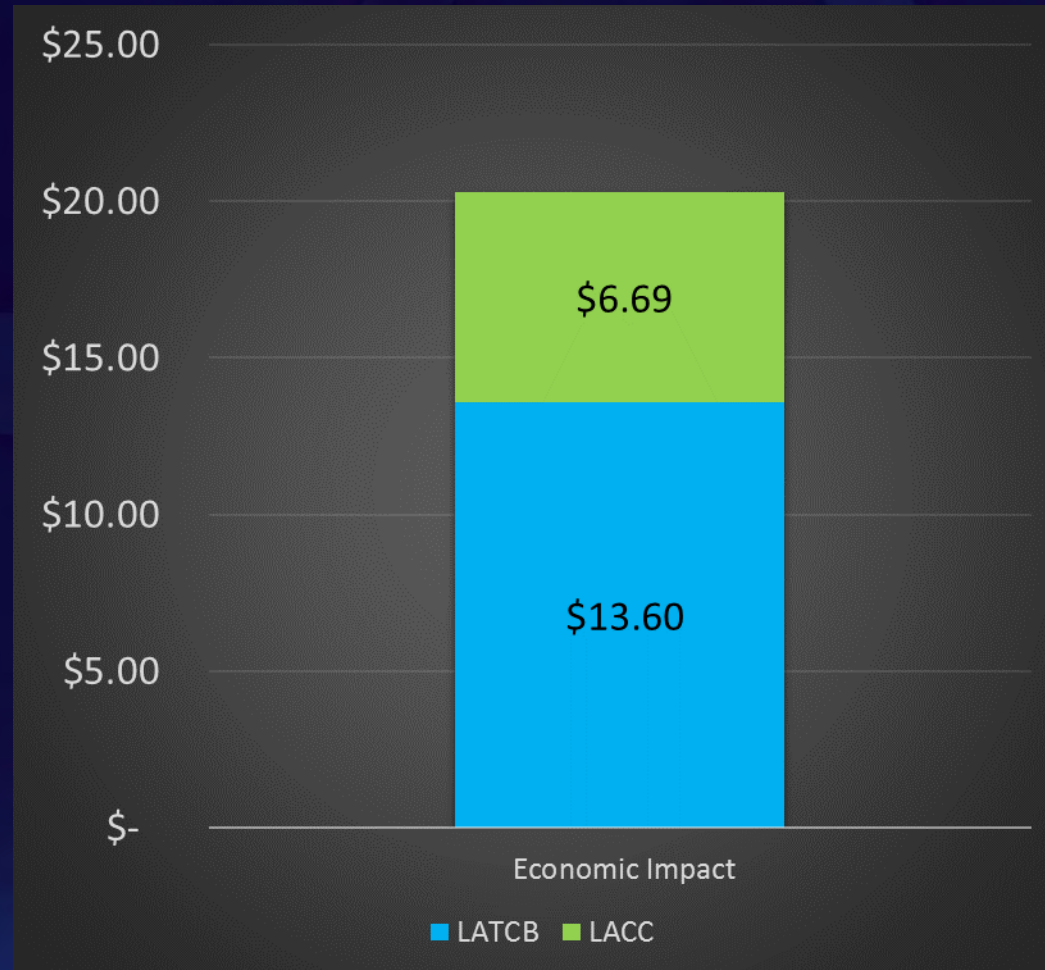


PricewaterhouseCoopers report on Convention Center occupancy states:

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.”

# ECONOMIC IMPACT

\$20.3 million in Projected Economic Impact



M E E T

*Los Angeles*

An aerial photograph of Los Angeles at sunset. The sky is a mix of orange, yellow, and purple. In the foreground, a large stadium with a green roof is illuminated with bright lights. The city skyline is visible in the background, with several tall buildings lit up. The foreground is filled with green trees and a parking lot.

**CTD Board of Commissioners Meeting**  
January 10, 2017

---

# CITYWIDE CONVENTION SALES YTD FY 17/18 PRODUCTION

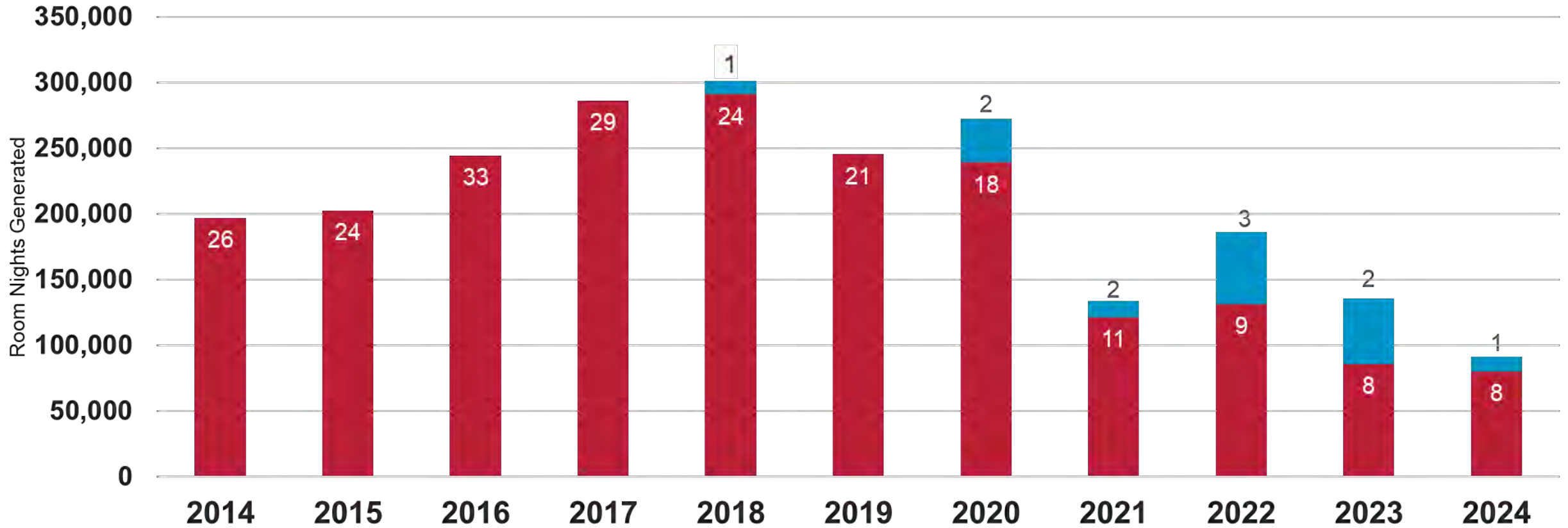
---

<b>Lead Production</b>	<b>Leads Actual</b>
FY 17/18 Goal	220
FY 17/18 YTD	<b>105</b>
FY 16/17 STLY	102

<b>Booked Room Nights Produced</b>	<b>RNs Actual</b>
FY 17/18 Goal	390,000
FY 17/18 YTD	<b>210,091</b>
FY 16/17 STLY	268,698

Dated December 31, 2017

# CITYWIDE CONVENTION SALES BOOKED ROOM NIGHTS 2014 TO 2024 CALENDAR YEAR ARRIVAL DATE



■ Booked prior to FY 17/18

■ 11 Events with 170,091 room nights booked during YTD FY 17/18 (July 1, 2017 – Dec 31, 2017)

---

## DECEMBER 2017 BOOKINGS

---



YouTube All Hands 2018  
May 2018  
10,174 Total Room Nights



Herbalife Honors  
March 2022  
10,152 Total Room Nights

---

# DECEMBER PROSPECT SITE INSPECTIONS

---



American Society for Mass Spectrometry  
Conference on Spectrometry & Allied Topics  
May 2024  
17,280 Total Room Nights



Singularity University  
**Global Summit**

Singularity University Global Summit  
April 2019  
3,220 Total Room Nights



Association for Molecular Pathology  
Annual Meeting  
November 2020 or 2022  
8,404 Total Room Nights



Oracle Corporation Suite World  
March 2019  
12,950 Total Room Nights

MEET  
*Los Angeles*



---

# MARRIOTT EXCHANGE - CPC RECEPTION

---



- **Marriott Corporate Partnership Conference  
November 30 – December 3, 2017  
JW Marriott Los Angeles L.A. LIVE**
- An annual event that delivers educational and appreciation experiences for 600 of Marriott's top Clients
- On the second night of the Conference, LATCB hosted an event at the architecturally stunning Vibiana, former home of the DTLA Cathedral for the Catholic Archdiocese.
- This gave customers a unique view of how DTLA is continuing to develop and emerge as an ideal option for their meetings and events.

# MARRIOTT EXCHANGE – 30 BRANDS



---

## 2017 HOTEL OPENINGS

---

3,000+ Rooms Added

- InterContinental Los Angeles Downtown (895 Rooms) DTLA
- Hotel Indigo Downtown Los Angeles (350 Rooms) DTLA
- NoMad Hotel (250 Rooms) DTLA
- Freehand Hotel and Hostel (226 Rooms) DTLA
- The Everly (216 Rooms) Hollywood
- Dream Hollywood (179 Rooms) Hollywood
- Cambria El Segundo LAX (152 Rooms) Beach Cities
- The Waldorf Astoria Beverly Hills (170 Rooms) Beverly Hills
- The Jeremy Hotel Los Angeles (286 Rooms) West Hollywood

MEET

*Los Angeles*



---

## FUTURE HOTEL OPENINGS

---

- Park Hyatt (Oceanwide Plaza (184 Rooms) 2018 DTLA
- The Downtown L.A. Proper (151 Rooms) 2018 DTLA
- Home2 Suites Los Angeles Downtown (143 Rooms) 2018 DTLA
- Cambria Hotel & Suites Historic Core (180 Rooms) 2019 DTLA
- Cambria Hotel & Suites at L.A. LIVE (247 Rooms) 2019 DTLA
- Hampton Inn & Suites Los Angeles Koreatown (172 Rooms) 2018 LA
- Fairmont Century Plaza Los Angeles (400 Rooms) 2019 LA
- AC Hotels by Marriott Miracle Mile (176 Rooms) 2019 LA
- One Beverly Hills (134 Rooms) 2019 Beverly Hills
- Thompson Hollywood Hotel (200 Rooms) 2019 Hollywood



MEET

Los Angeles

# THANK YOU



MEET  
*Los Angeles*