



BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Bricia Lopez; Noel Hyun Minor; David Stone

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, January 15, 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 December 4, 2019

4. REPORTS:

- a) Executive Director Report
- b) ASM Monthly Update – November
- c) LATCB Monthly Update – November

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.

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

Regular Meeting Minutes
December 4, 2019

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, December 4, 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 Bricia Lopez
Commissioner Noel Hyun Minor

ABSENT:

Vice President, Otto Padron
Commissioner David Stone

PRESENTERS:

Ben Zarhoud, AEG
Tom Fields, CTD
Diana Mangioglu, CTD
Kathy McAdams, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:06 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Taken out of Order

Item 4a. Executive Director Report

Ms. Diana Mangioglu provided an update on the Safe Parking pilot program which will provide safe overnight parking to 30 cars in the Venice Garage beginning January 20, 2020. Mr. Tom Fields provided an update on the LACC Expansion.

Item 4b. AEG Monthly Update – October

Mr. Ben Zarhoud introduced the Leader of the Quarter, Ms. Danielle Jones. Mr. Zarhoud reported that LACC had hosted 10 local events and one citywide event, resulting in over 170,000 attendees, noting that 123,400 of the attendees were attending L.A. Comic Con which continues to grow year over year and will use the entire building in 2020. In addition, LACC hosted nine filmings. Mr. Ben Zarhoud presented the financial data for October, reporting an operating surplus of \$.08M for the month, below prior year due to fewer citywide events. Mr. Zarhoud also reported \$5.7M in gross revenue, 66% of which was from utilities, parking, and F&B, and \$2.1M in operating expenses, which was also below prior year. Mr. Zarhoud reported a 72% occupancy rate for October, again lower than past years. Mr. Zarhoud also reported \$54M in economic impact, \$43.4 of which was generated from the events booked by LATCB.

Item 4c. LATCB Monthly Update – October

Ms. Kathy McAdams reported that LATCB processed 68 leads YTD, and have booked 127,703 room nights, with year-end goals of 220 leads and projected 390,000 room nights, noting that while leads are behind prior year, the room nights are ahead, and the addition of Andrea Rodriguez, Director - Western Region Convention Sales will continue to boost sales. Ms. McAdams provided an overview of recent site visits and bookings, noting that the team is continuing to book short term business Ms. McAdams introduced sales collateral which will focus on technology business and reviewed the LATCB Rental Discounting Policy.

Taken Out of Order

Item 3a. Approval of the regular meeting minutes from November 6, 2019

UNANIMOUSLY APPROVED

Item 5a. Discussion

None

Item 6a. Action Items:

None

ADJOURNMENT

The meeting was adjourned at 9:30 a.m.

LOS ANGELES CONVENTION CENTER MONTHLY UPDATE

NOVEMBER 2019

ELLEN SCHWARTZ



EMPLOYEE OF THE QUARTER



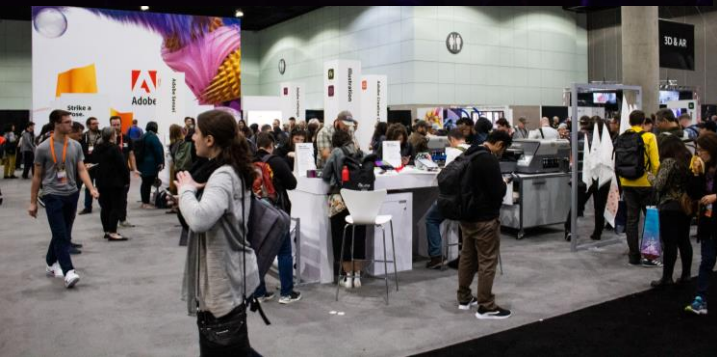
JOHN-ISAAC JEFFRIES
SECURITY SUPERVISOR

LACC NOVEMBER 2019 EVENTS



*CITYWIDE

NOVEMBER 2019 EVENTS



LACC NOVEMBER 2019 FILMING & PHOTO EVENTS

<u>DATE</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
NOV 5 - 7	Good Trouble	Venice Garage	\$5,625
NOV 13	Covenant	Venice Garage	\$2,400
NOV 25	All American	Venice Garage	\$3,800

TOTAL FILMING: \$11,025

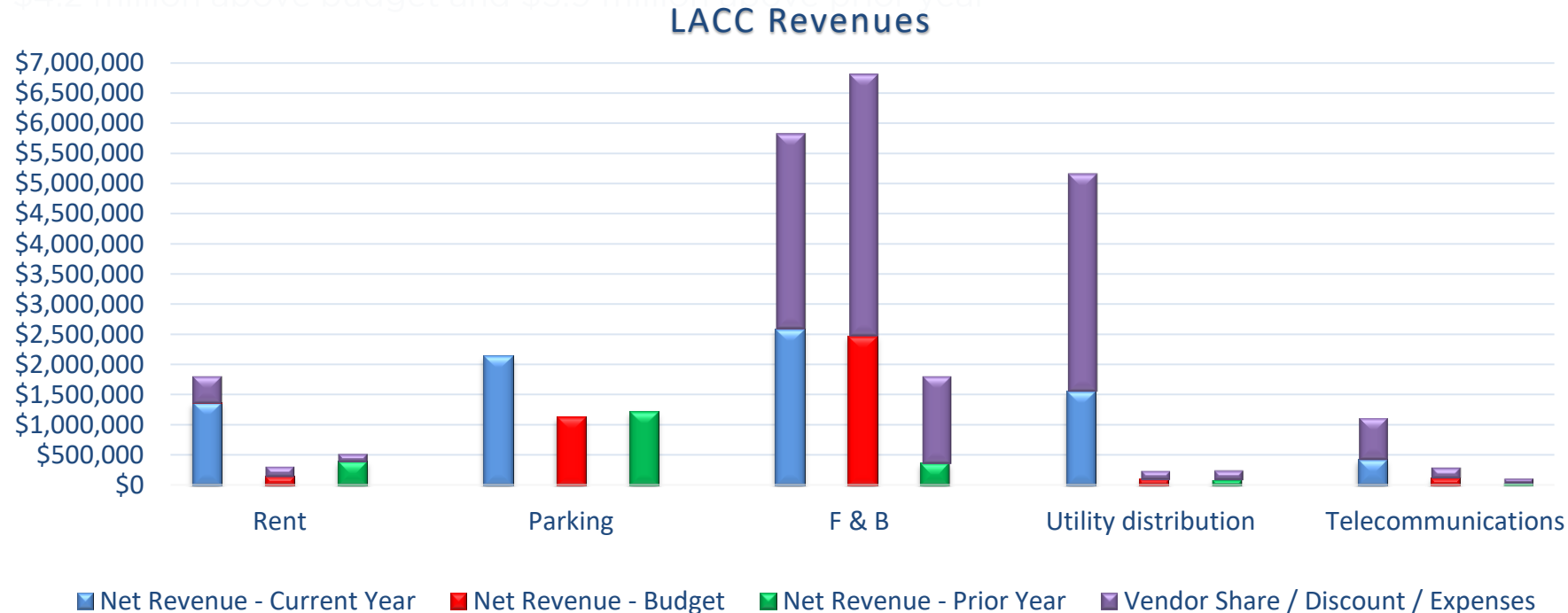
LACC NOVEMBER 2019 FINANCIALS

OPERATING SURPLUS (LOSS):

- \$5.7 million (before approved City Reimbursements, A & I and Capital Projects)
- \$3.8 million above budget
- \$5.6 million above prior year

REVENUES:

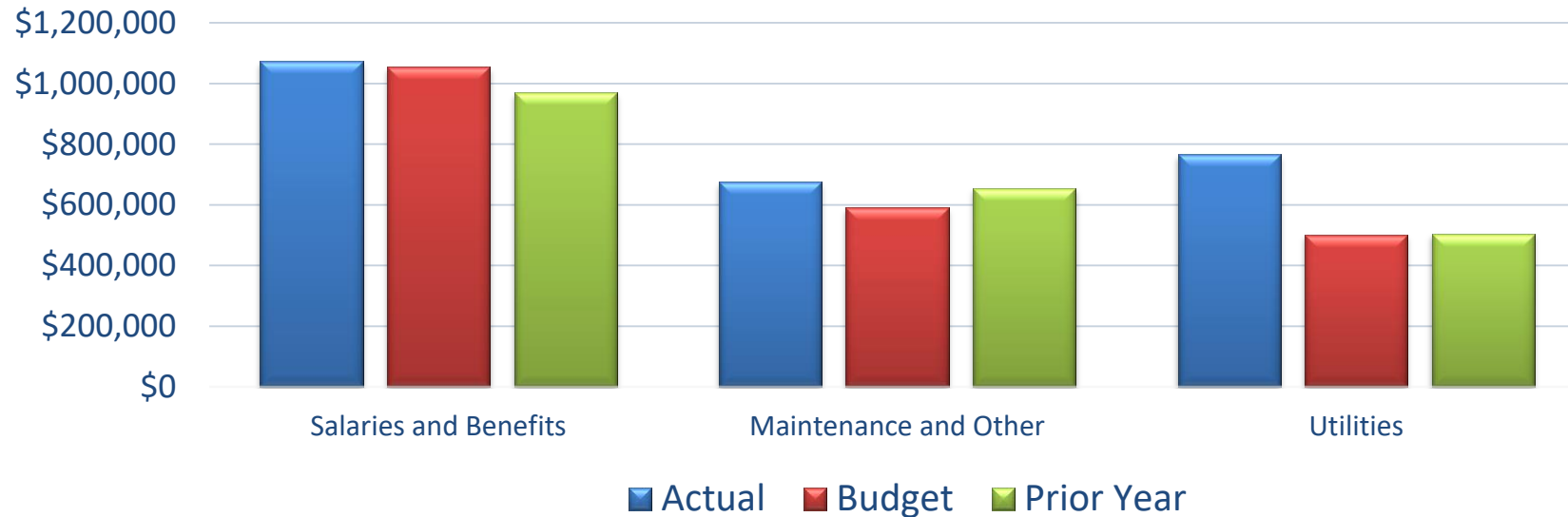
- \$16.6 million gross revenue (before discounts and service provider share)
- \$8.2 million net revenue
- \$4.2 million above budget and \$5.9 million above prior year



LACC NOVEMBER 2019 FINANCIALS

OPERATING EXPENSES:

- \$2.5 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.4 million above budget and \$0.4 million above prior year

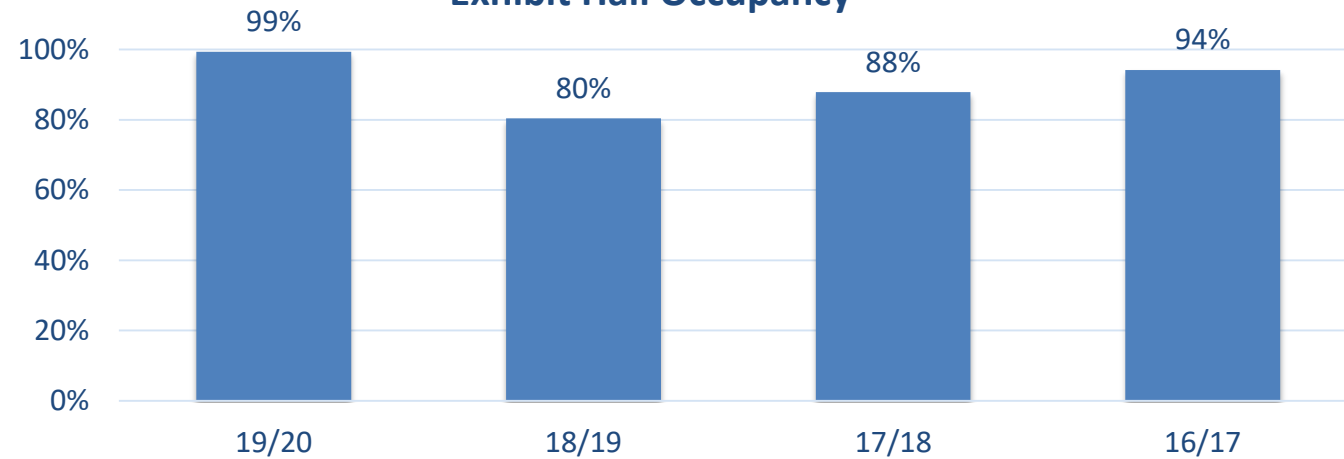


CITY REIMBURSEMENT - \$0.3M (excluding Utility User Tax)

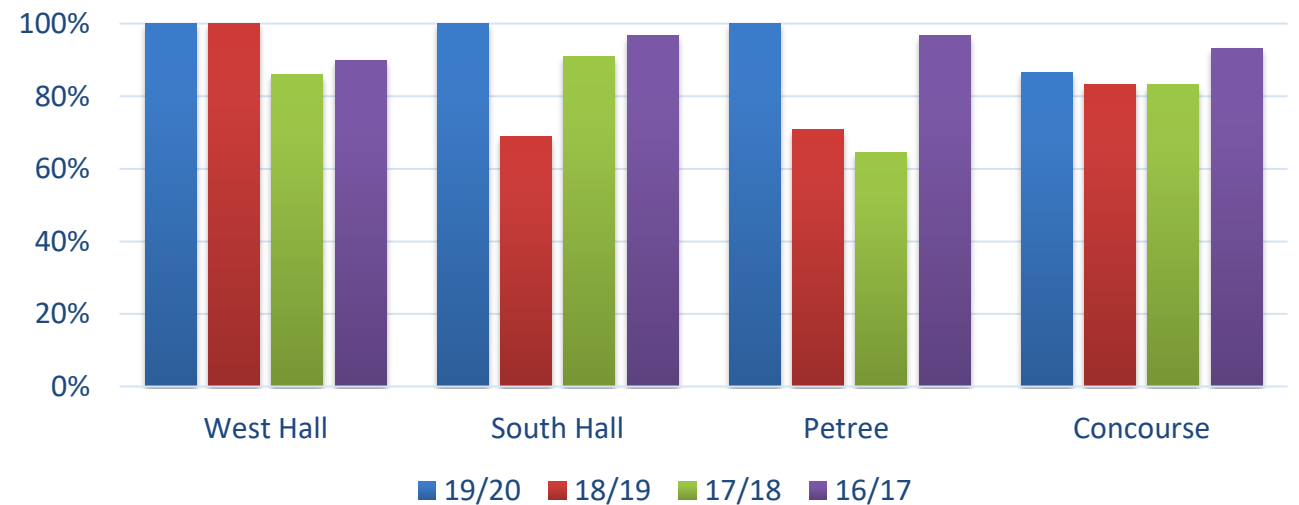
Capital and Alterations & Improvements

LACC NOVEMBER 2019 OCCUPANCY

Exhibit Hall Occupancy

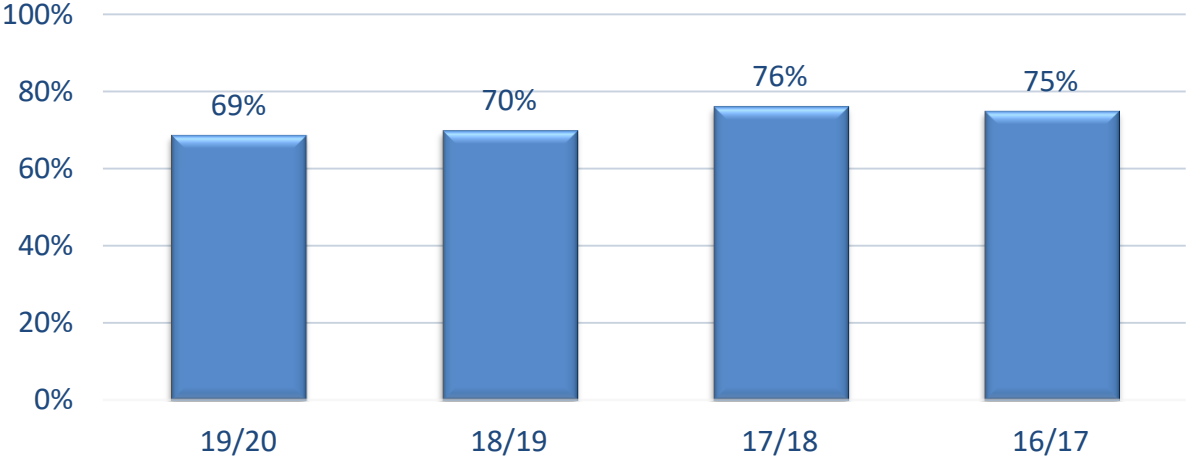


Occupancy by Exhibit Hall

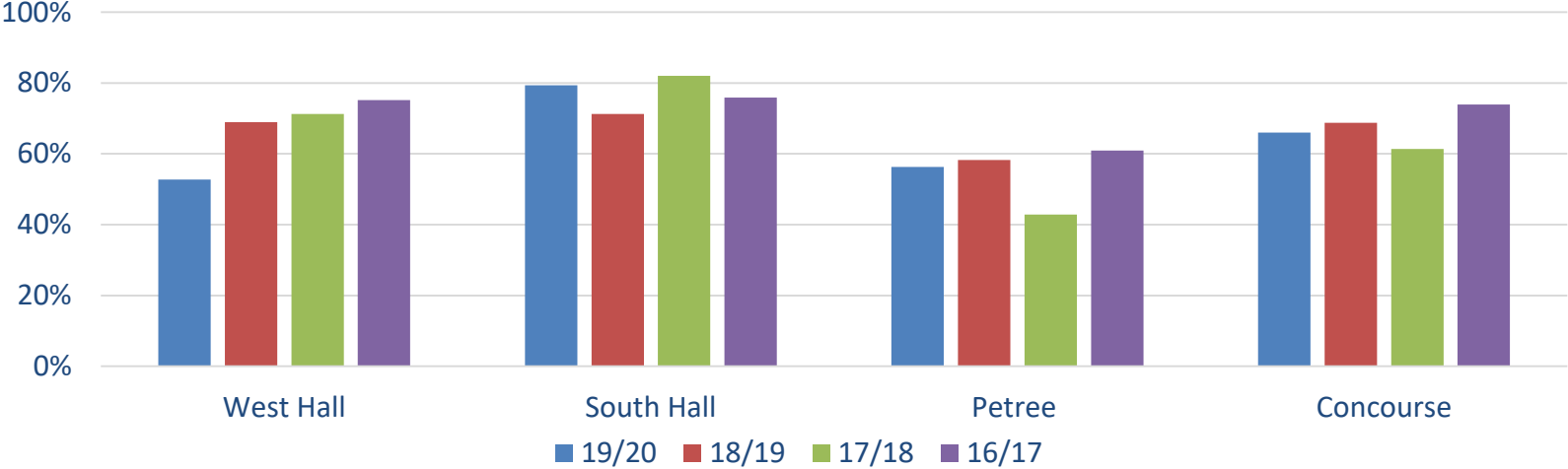


LACC YTD 2019/2020 OCCUPANCY

Exhibit Hall Occupancy - (July-November)

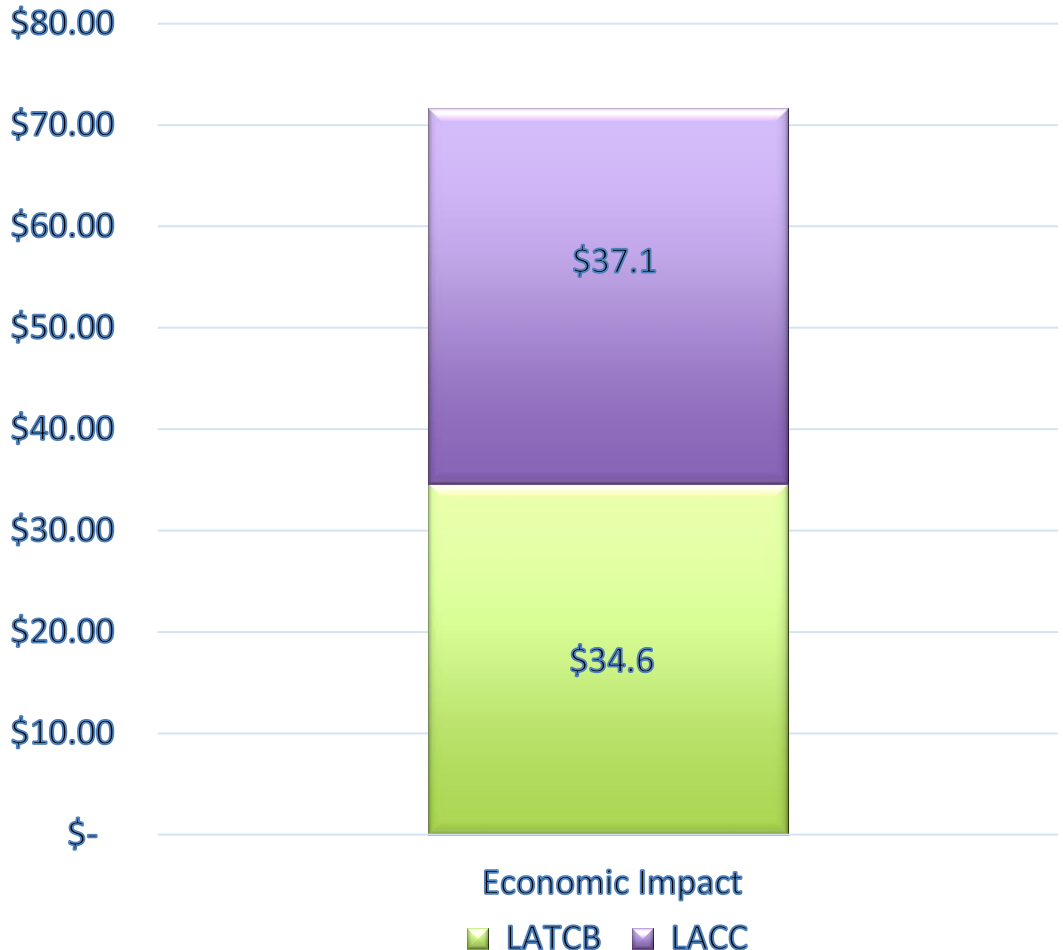


Occupancy by Exhibit Hall - (July - November)



LACC NOVEMBER 2019 ECONOMIC IMPACT

\$71.7 million in Projected Economic Impact



CTD BOARD OF COMMISSIONERS MEETING

January 15, 2020

Los Angeles™

Los Angeles Tourism & Convention Board

CITYWIDE CONVENTION SALES YTD FY19/20 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 19/20 Goal	220
FY 19/20 YTD	86
FY 18/19 STLY	111

Booked Room Nights Produced	RNs Actual
FY 19/20 Goal	390,000
FY 19/20 YTD	189,784
FY 18/19 STLY	152,231

Dated January 7, 2020

RECENT BOOKINGS – 62,081 TRNs



**American College of
Foot and Ankle Surgeons®**

Proven leaders. Lifelong learners. Changing lives.

American College of Food and Ankle Surgeons
2023 Annual Meeting & Exhibition
February 8-11, 2023
6,575 Room Nights



Infectious Disease Society of America
IDWeek 2024
October 16-20, 2024
22,110 Room Nights

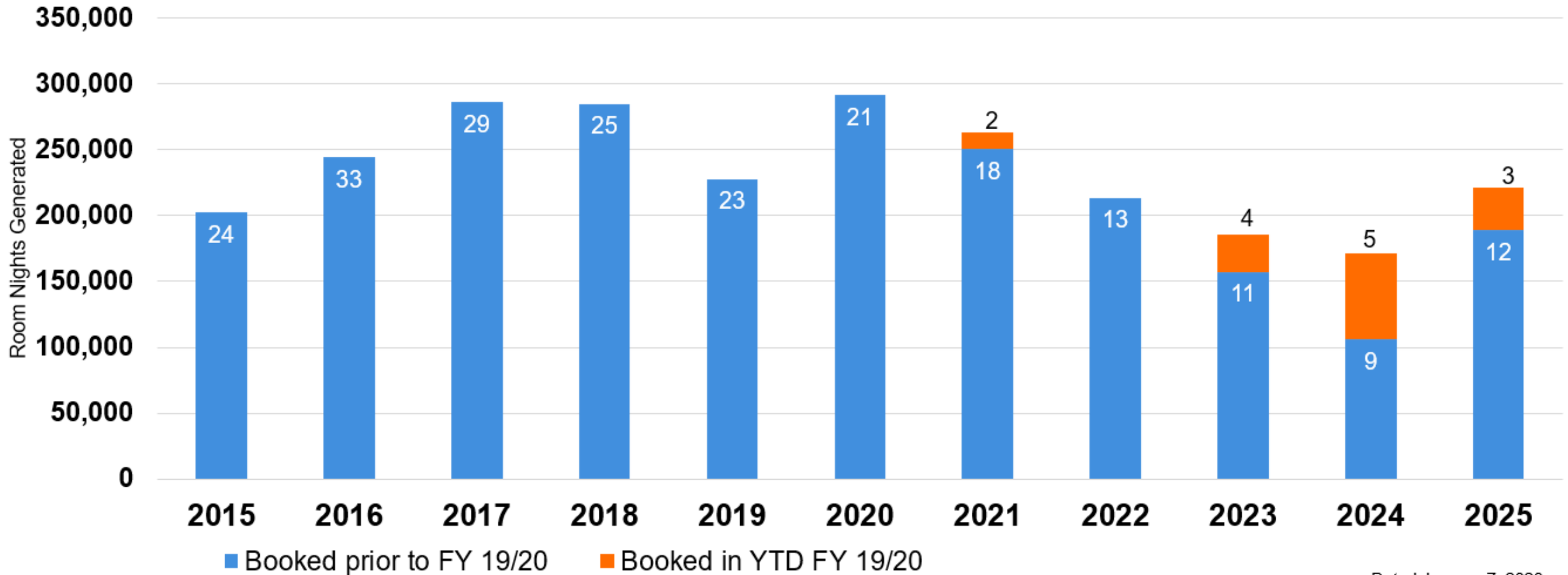


ASAE & The Center for Association Leadership
2025 Annual Meeting and Expo
August 9-12, 2025
14,516 Room Nights



National Association of Letter Carriers
2026 NALC 75th Biennial Convention
August 3-7, 2026
18,880 Room Nights

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2015-2025 CALENDAR YEAR ARRIVAL DATE



Dated January 7, 2020

RECENT SITES



**American
Alliance of
Museums**

American Alliance of Museums - AAM
2024 AAM Annual Meeting & Museum Expo
May 19-21, 2024
7,400 Room Nights

DTLA CITYWIDE SALES MEETING

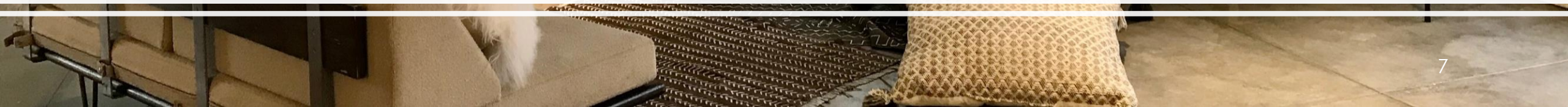
1st Quarterly DTLA Citywide Sales Meeting December 4th @ Hudson Loft

- Purpose is to improve communication among the hotel stakeholders and increase opportunities to book CW events.
- Give timely updates on LACC expansion and potential risk to booked CW events
- Review CW group pick-up to identify any trends
- Review future prospects, especially in years where we can improve booking pace
- Discuss importance of every hotel's room block commitment to secure larger CW events





CUSTOMER ADVISORY BOARD 2019





CUSTOMER ADVISORY BOARD

December 4 – 6, 2019

The Ritz-Carlton, Marina del Rey

- Annual Gathering of Our Top Customers and Industry Leaders
- Focus on Current Trends and Issues within the Meeting Industry
- Update on What is New in Los Angeles and Enhanced Value Proposition
- Ensure Value to Planners

CAB AGENDA

December 4, 2019:

- Breakfast w/ Evelyn Taylor Carrion @ Cast & Plow Restaurant
- Meetings @ Hudson Loft (S. Hope Street & W. 12th Street)
 - **CEO Welcome:** Ernie Wooden, Jr.
 - **DTLA Development:** Patti MacJennett & Ellen Riotto, Exec. Director at South Park Business Improvement
 - **Update on California Law and LA Tourism Core Values:** Adam Burke
 - **Inclusion & Diversity:** Dr. Brandi Baldwin, CEO at Millennial Ventures Holdings
- Reception @ Hudson Loft

December 5, 2019:

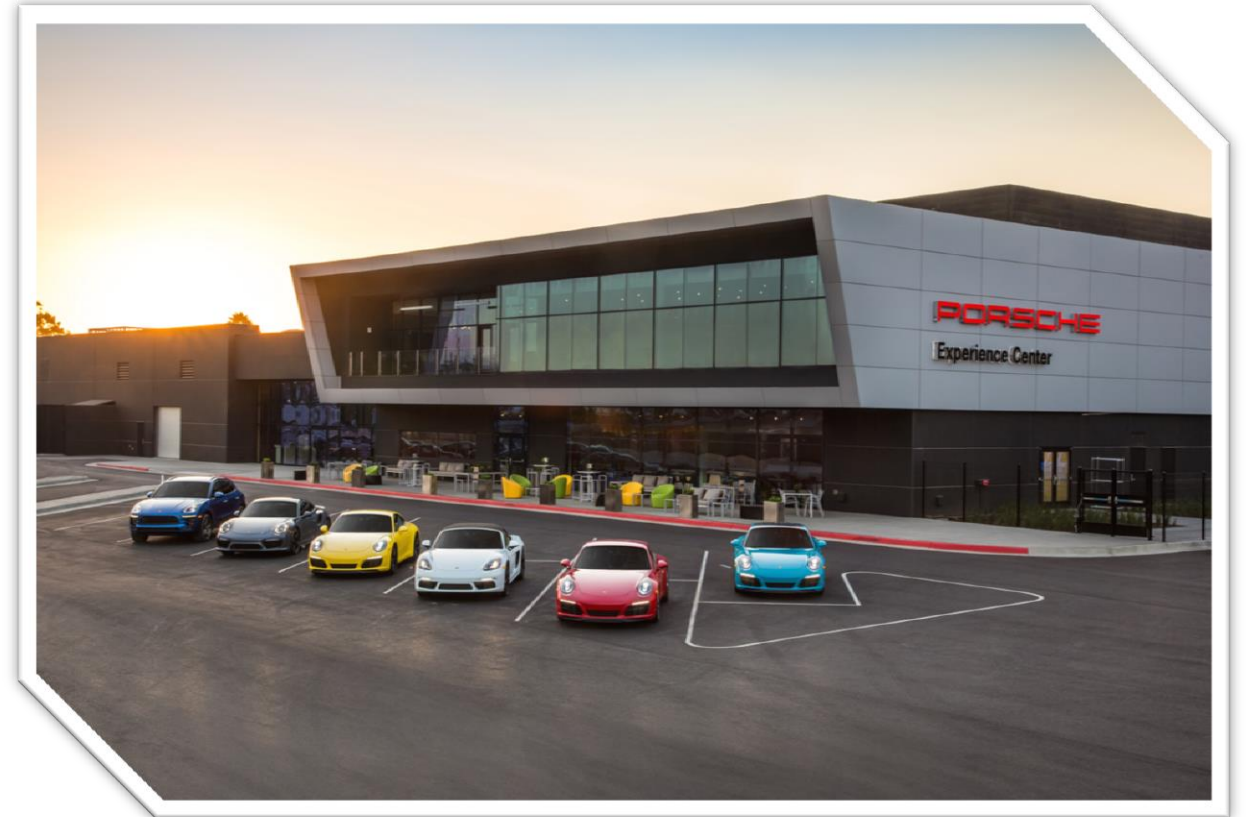
- Group Breakout Discussions
 - Citywide
 - Self-Contained
- Site of SoFi Stadium
- Panel Discussion: Doane Liu & Ellen Schwartz
- **Event Planning:** Annette Gregg, SVP of Experience at MPI
- **Update on Los Angeles World Airports:** Stephanie Sampson, Director of Communications at LAX Landside Access Modernization Program



CAB AGENDA continued...

December 6, 2019:

- Meetings @ Porsche Experience Center
 - **Changing Media Consumption Habits:** Don Skeoch
 - **Future Technology:** Robert Hernandez, Associate Professor at USC Annenberg School for Communication and Journalism
- Porsche Driving Experience
- Conclusion





THANK YOU

Los AngelesTM

HOLLYWOOD

Los Angeles Tourism & Convention Board