



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, February 5, 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 January 15, 2020

4. REPORTS:

- a) Executive Director Report
- b) ASM Monthly Update – December
- c) LATCB Monthly Update – December
- d) Tourism Master Plan Update

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
January 15, 2020

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, January 15, 2020 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:

Vice President Otto Padron - Presiding
Commissioner Bricia Lopez
Commissioner David Stone

ABSENT:

President Jon F. Vein
Commissioner Noel Hyun Minor

PRESENTERS:

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

Item 1. Call to Order / Roll Call

Vice President Padron called the meeting to order at 9:02 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from December 4, 2019

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: attending LACC design kick-off meetings, LATCB Customer Advisory Board

meetings, the Mayor's monthly press conference on homelessness, and PCMA, which is a convention for conventions; the marketing trip to UAE and India with LATCB, including the opening of a new LATCB office; and the LATCB contract and LACC Pricing Policy which are in the City Council review and approval process.

Item 4b. ASM Monthly Update – November

Ms. Ellen Schwartz introduced the employee of the quarter, John-Isacc Jeffries. Ms. Schwartz reported that LACC had hosted 2 events, one of which was a citywide event, resulting in over 1,000,000 attendees, most attending the LA Auto Show. In addition, LACC hosted three filmings. Mr. Ben Zarhoud presented the financial data for November, reporting an operating surplus of \$5.7M for the month, \$5.6M above prior, which was driven by LA Auto Show. Mr. Zarhoud also reported \$16.6M in gross revenue, and \$8.2M in net revenue, 66% of which was realized from F&B and utilities. Mr. Zarhoud reported \$2.5M in operating expenses, which was above prior year and driven by utilities due to the two large events. Mr. Zarhoud reported a 99% occupancy rate for November, the highest is past years, and a 69% occupancy year-to-date, lower than prior year, noting that the 2020 occupancy is expected to be lower due to the cancellation of two large citywide events. Mr. Zarhoud also reported \$71.7M in economic impact, \$37.1 of which was generated from the LA Auto Show event booked by LACC.

Item 4c. LATCB Monthly Update – November

Mr. Darren Green reported that LATCB processed 86 leads YTD and have booked 189,784 room nights, with year-end goals of 220 leads and projected 390,000 room nights, noting that while leads are behind last year the room nights are still ahead of last year. Mr. Green reported on recent site visits, including ASAE which is an industry association and provided an overview of the Client Advisory Board meetings as well as the PCMA convention, where LATCB gathered data from industry planners to drive targeted marketing strategies and bid opportunities.

Item 5. Discussion

None

Item 6. Action Items

None

ADJOURNMENT

The meeting was adjourned at 9:39 a.m.

LOS ANGELES CONVENTION CENTER MONTHLY UPDATE

DECEMBER 2019

BEN ZARHOUD



LACC DECEMBER 2019 EVENTS

DEC 07 SoCal Herbalife Meeting
1,000

DEC 06 - 08 Int'l Gem and Jewelry Shows
2,400

DEC 04 - 09 SKI DAZZLE
13,000

DEC 10 - 13 2019 BROWNSFIELD TRAINING CONF.
2,000

DEC 14 - 15 THE MODEL EXPERIENCE
2,000

DEC 15 THRIFTCON
4,300

DEC 19 NATURALIZATION
10,000

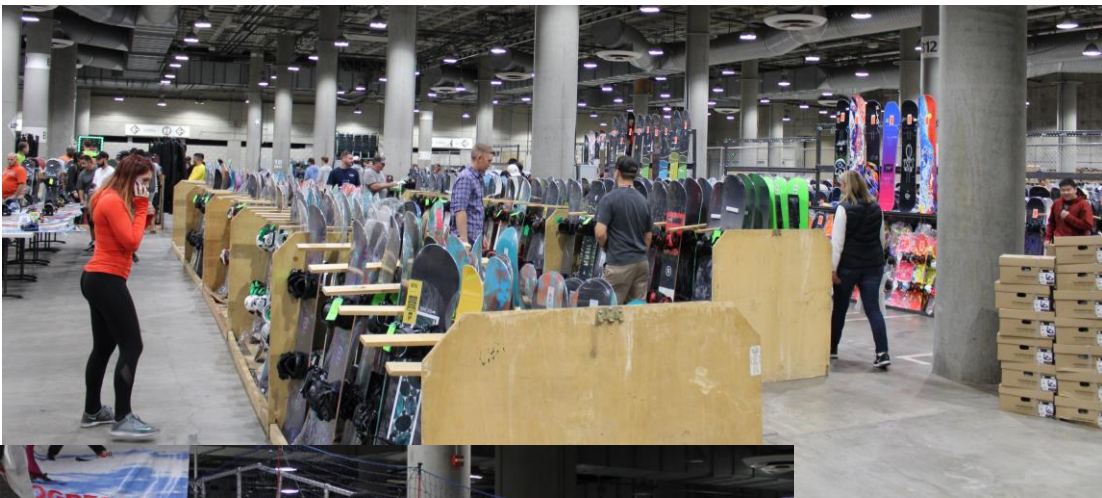
DEC 16 - 19 L.A. COUNTY HR TESTING
1,050

DEC 20 UEI COLLEGE GRADUATION
2,000

TOTAL 43,750

*CITYWIDE

DECEMBER 2019 EVENTS



LACC DECEMBER 2019 FILMING & PHOTO EVENTS

<u>DATE</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
Dec 3	Insecure	Venice Garage	\$5,250
Dec 4 - 5	Perry Mason	Venice Garage	\$4,500
Dec 5 - 6	Perry Mason	Venice Garage	\$4,500
Dec 10	Perry Mason	Venice Garage	\$5,250

TOTAL FILMING: \$19,500

LACC DECEMBER 2019 FINANCIALS

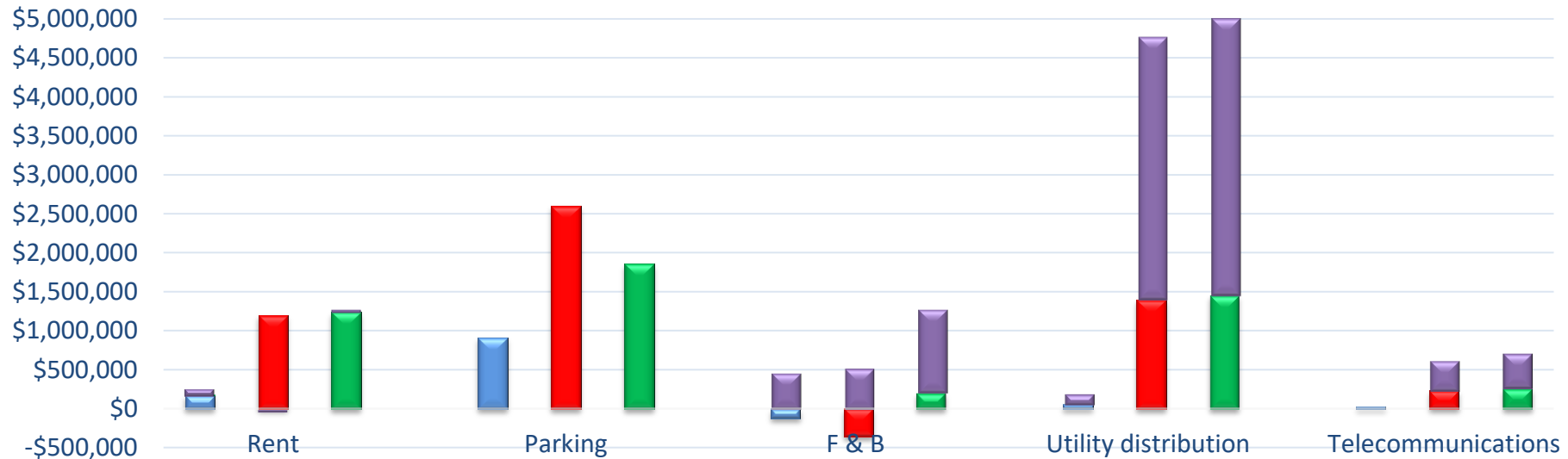
OPERATING SURPLUS (LOSS):

- (\$0.9) million (before approved City Reimbursements, A & I and Capital Projects)
- \$3.6 million below budget
- \$3.5 million below prior year

REVENUES:

- \$2.0 million gross revenue (before discounts and service provider share)
- \$1.1 million net revenue
- \$3.9 million below budget and \$3.9 million below prior year

LACC Revenues

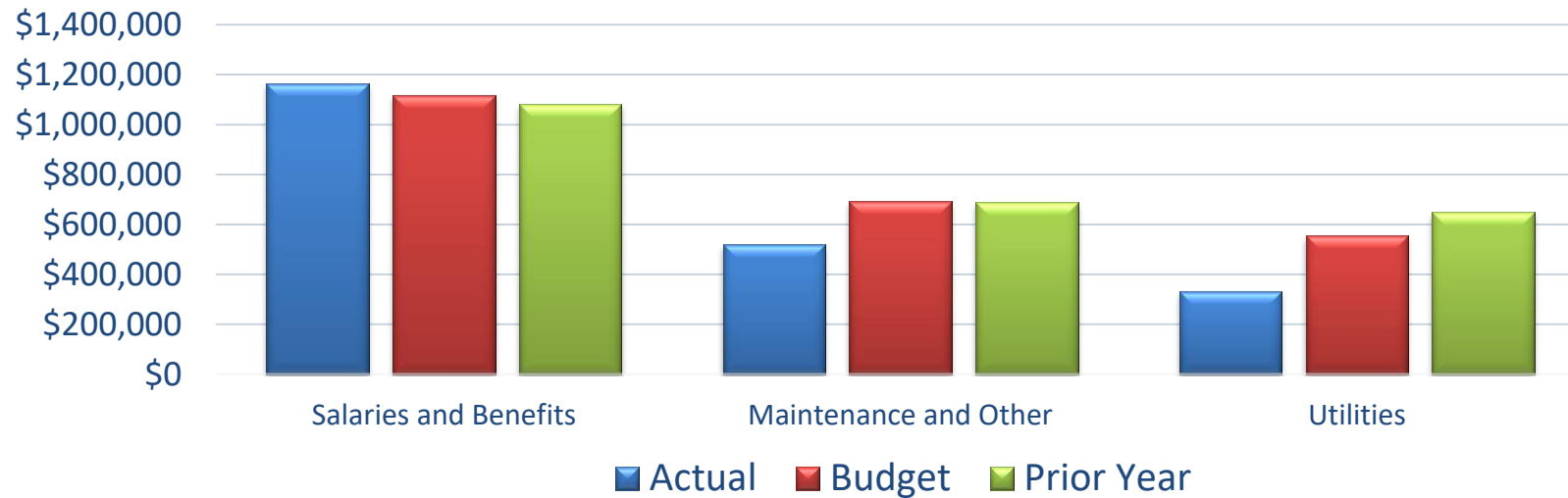


■ Net Revenue - Current Year
 ■ Net Revenue - Budget
 ■ Net Revenue - Prior Year
 ■ Vendor Share / Discount / Expenses

LACC DECEMBER 2019 FINANCIALS

OPERATING EXPENSES:

- \$2.0 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.4 million below budget and \$0.4 million below prior year

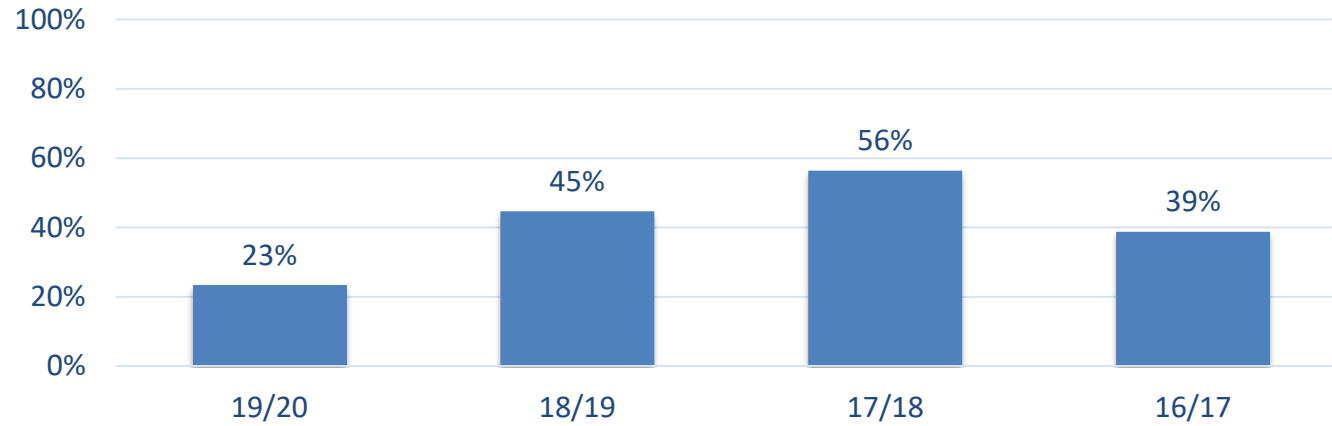


CITY REIMBURSEMENT - \$0.3M (excluding Utility User Tax)

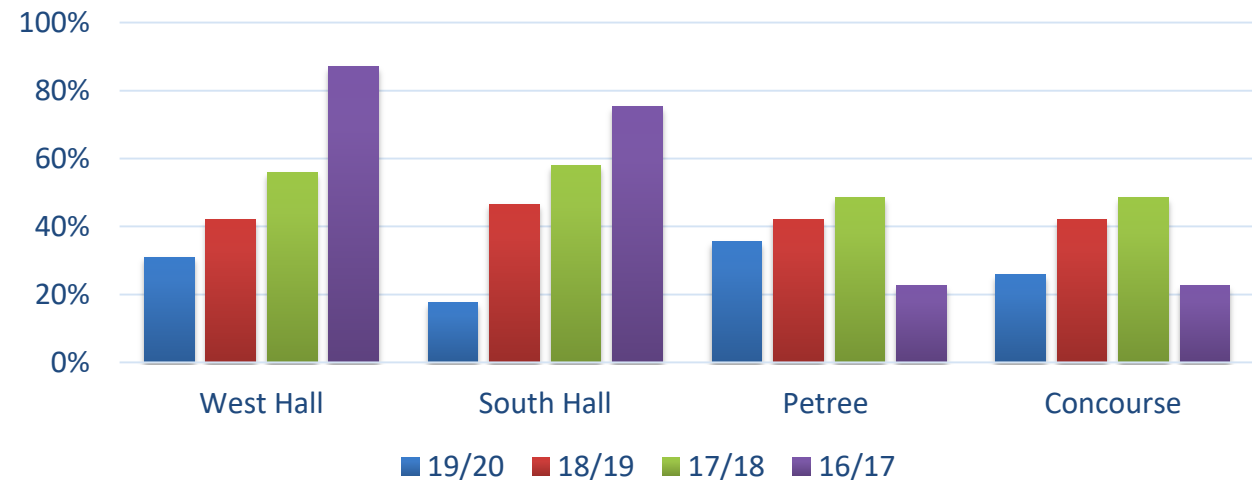
Capital and Alterations & Improvements

LACC DECEMBER 2019 OCCUPANCY

Exhibit Hall Occupancy

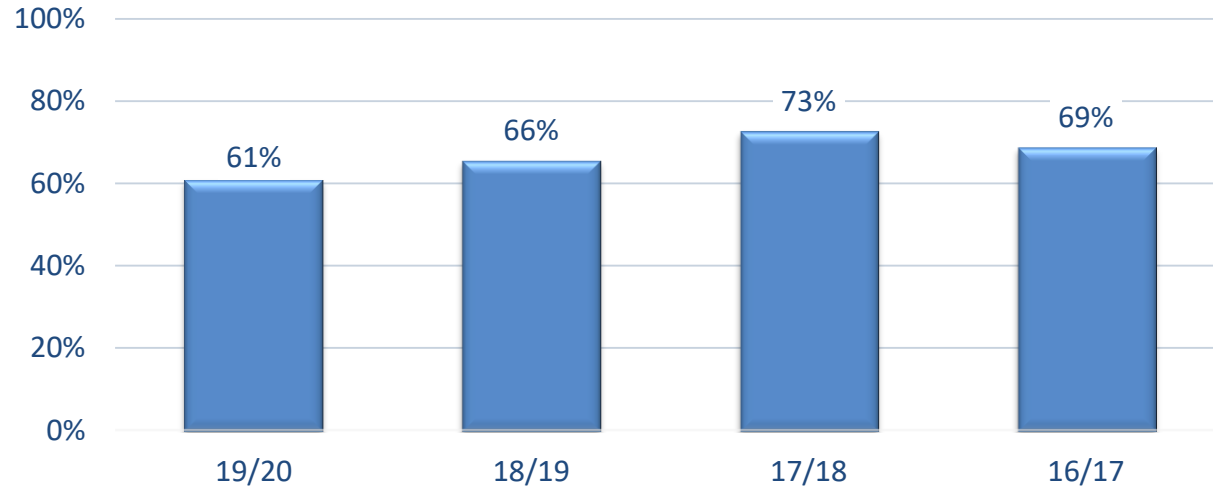


Occupancy by Exhibit Hall

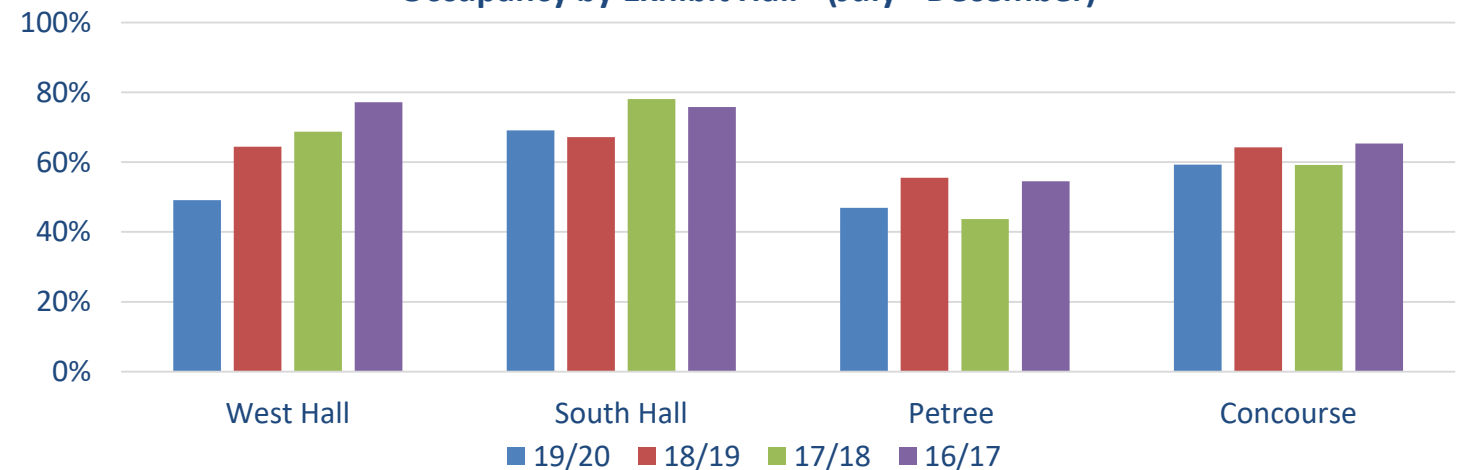


LACC YTD 2019/2020 OCCUPANCY

Exhibit Hall Occupancy - (July-December)

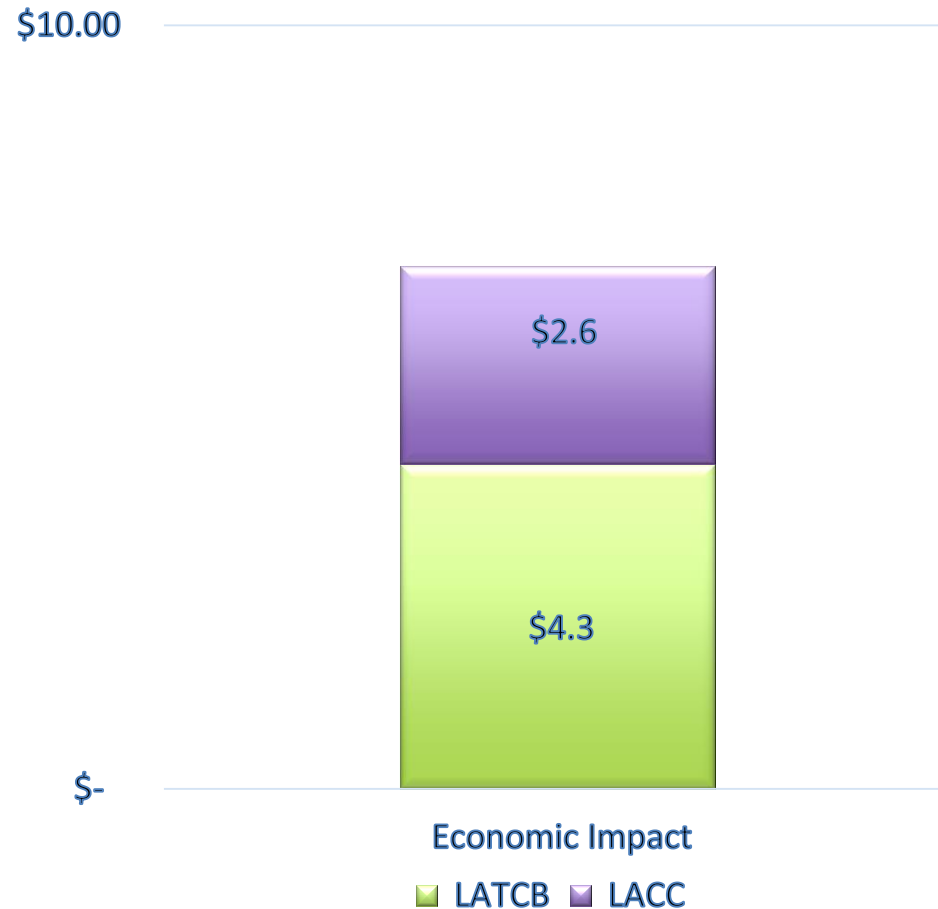


Occupancy by Exhibit Hall - (July - December)



LACC December 2019 ECONOMIC IMPACT

\$6.9 million in Projected Economic Impact



CTD BOARD OF COMMISSIONERS MEETING

February 5, 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	101
FY 18/19 STLY	125

Booked Room Nights Produced	RNs Actual
FY 19/20 Goal	390,000
FY 19/20 YTD	270,204
FY 18/19 STLY	212,231

Dated January 28, 2020

RECENT BOOKINGS – 20,420 TRNs

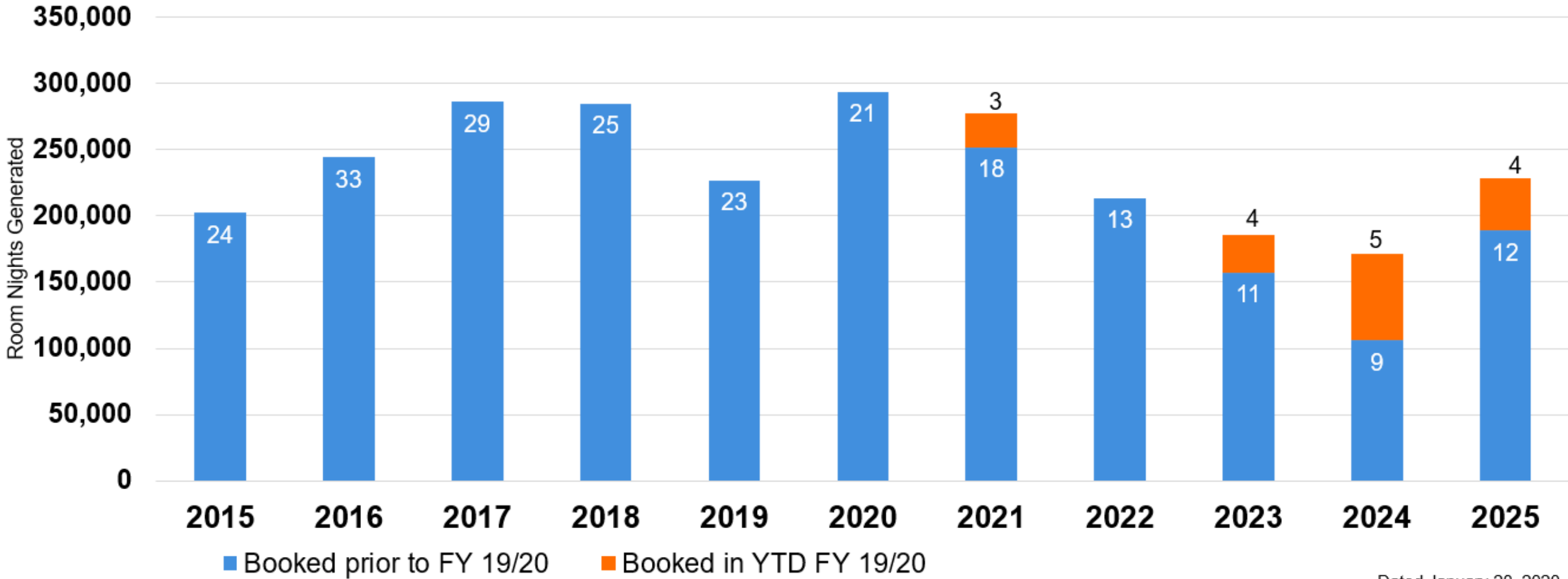


Linux Foundation
KubeCon + CloudNativeCon NA 2021
October 13-15, 2021
13,020 Room Nights



American Alliance of Museums - AAM
2025 AAM Annual Meeting & Museum Expo
May 5-6, 2025
7,400 Room Nights

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



Dated January 28, 2020

RECENT SITES



American Society for Nutrition - ASN
Nutrition 2022
May 21-24, 2022
5,201 Room Nights

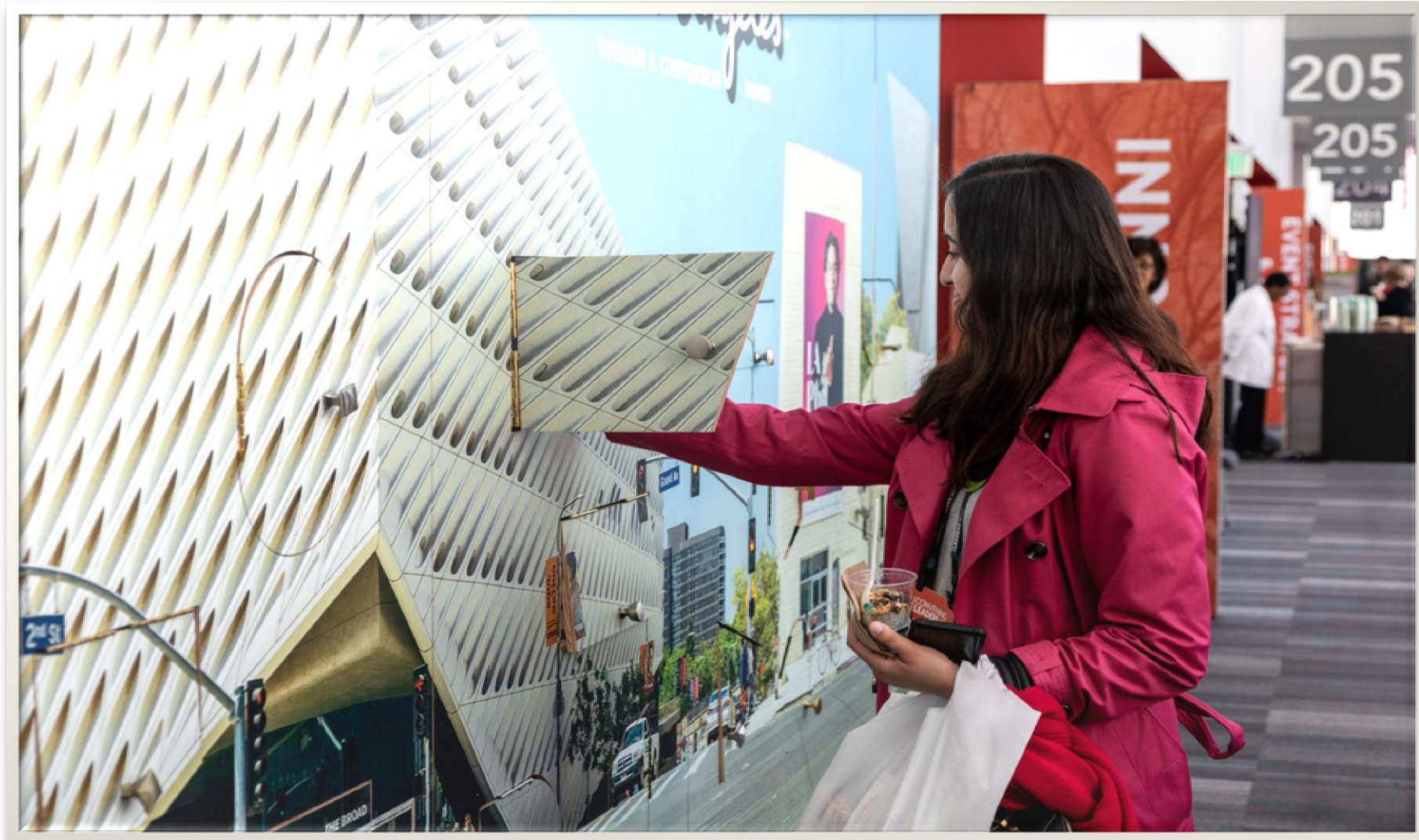


Association of periOperative Registered Nurses
AORN Global Surgical Conference & Expo
April 5-10, 2024
18,000 Room Nights



American Association of Immunologists
2025 IAA Annual Meeting
May 5-9, 2025
7,072 Room Nights

PCMA GIFTING WALL



Los Angeles Tourism & Convention Board

PCMA SURVEY RESULTS



- Netted **481** Responses from Meeting Planners
- Represented **25%** of total Meeting Planners attended

Top Strengths / Attributes of L.A.

1. Accessibility
2. Weather
3. Appeal / Reputation
4. Activities / Attractions
5. Location

Top Draw Backs of L.A.

1. Traffic
2. Costs
3. Location
4. Crowded / Congestion
5. Too Spread Out



Darren K. Green

SENIOR VICE PRESIDENT, SALES
LOS ANGELES, CA

213.238.2359

Since 2014, Darren had led the Citywide Convention Sales team, the Hotel Sales team and the Client and Destination Services team. In 2018, he was selected as one of HSMA's Top 25 Most Extraordinary Minds in Sales, Marketing & Revenue Optimization.



TECHNOLOGY

Enhanced Virtual Tours

We've enhanced our virtual tour experience of Los Angeles! Now you can easily navigate through some of our most popular venues—from movie studios to L.A. LIVE to Marina del Rey—and explore our latest video content within the tour too. If you can't make it to L.A., we'll bring the experience to you!

[GO VIRTUAL](#)



FREE RESOURCE

Hot Off the Presses!

Our comprehensive annual directory, **The Meeting & Travel Professionals Guide**, is now available in print and digital formats. Everything you need to know about the neighborhoods of L.A. and the newest properties available in each can be yours with the click of a button. (For printed copies, reach out to me directly!)

[DOWNLOAD GUIDE](#)



VENUE SPOTLIGHT

Meet Cast Iron Partners

Cast Iron Partners is a next generation restaurant company with a unique approach: creating original restaurant concepts around the chefs who inspire them. The result is culinary creativity come to life, and three locations in L.A.—**Otlum**, **The Fields LA** and **Freeplay DTLA**—are ready to host your event.

[READ MORE](#)



SPONSORED

Dive Into Aquaman

Relive your favorite scenes from the film.

[READ MORE](#)



ICYMI: Convening Leaders Activation

Our gift wall at the Moscone Center during PCMA. Convening Leaders was a hit! Over 500 planners took our survey for a chance pick from a wall of prizes. [Check this out](#) from AAA Flag & Banner.



OUTDOOR

Rolling Greens

Amidst the trendy downtown Arts District neighborhood, this unique home + garden company has transformed an entire industrial city block into an indoor/outdoor oasis. The 81,000 square ft property includes 22,000 square feet of outdoor space as well as its own parking and gated entrances.



INDUSTRIAL

Wanderlust Hollywood

Wanderlust is in the events business, so it's no surprise that their Hollywood location is thoughtfully-designed. Three levels of flexible space complete with a stage, break out rooms and state-of-the-art A/V, all in the heart of Hollywood. The largest room holds up to 400.



HISTORIC

NeueHouse

Known for cutting-edge space in historic settings, **NeueHouse** now has two locations in L.A. The **Hollywood** location, in the original CBS Studio building, includes a rooftop terrace and space for up to 600. Their DTLA location is bringing new life to the city's oldest landmark, **The Bradbury Building**.

VIRTUAL TOUR PLANNER GUIDE VENUE FINDER

Partners

American Airlines USA LAX Delta Warner Bros Studio Tour

Facebook Twitter Instagram LinkedIn

For advertising inquiries, please contact Nikki Joseph: njoseph@latourism.org

My Preferences

SEND TO A FRIEND

UNSUBSCRIBE

UPDATE EMAIL PREFERENCES

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Our address is [803 Wood Row Street, Suite 1600, Los Angeles, CA 90071, USA](#)

If you do not wish to receive future email, please [click here](#).

CLIENT NEWSLETTER

- Quarterly Newsletter to Account Clients
- Personalized from each Sales Director
- Sent out earlier this week



SALES COMMITTEE MEETING

**The Standard, Downtown L.A.
February 12, 2020**

Members Include: Hotel & Venue Partners

Sub-Committees:

- Citywide
- Hotel Sales / International
- Marketing / Luxury

Topics:

- LACC Updates
- Citywide Groups at Risk
- Sales Travel Calendar
- Deployment
- Industry Events
- New Inventory

Special Guest Speaker: Marissa Pettys with LA 2028

RECENT EVENTS

DATES	EVENT	LOCATION
Jan 5 - 8, 2020	PCMA Convening Leaders	San Francisco, CA
Jan 10 - 12, 2020	ESPA Conference	Denver, CO
Jan 24 - 27, 2020	Grammys Familiarization: Citywide, Self Contained & International Groups	Los Angeles, CA
Jan 30 - Feb 2, 2020	Super Bowl LIV	Miami, FL
Feb 3 - 5, 2020	Prestige National Partner Conference	Atlanta, GA
Feb 17 - 19, 2020	AIME 2020 Tradeshow	Melbourne, VIC

CONVENTION CENTERS EXPANDING



Memphis

Expected Date of Completion:

Fall 2020



Las Vegas

Expected Date of Completion:

December 2020



Oklahoma City

Expected Date of Completion:

Late 2020 or Early 2021

CONVENTION CENTERS EXPANDING



New York Javits

Expected Date of Completion:
March 2021



Charlotte

Expected Date of Completion:
Later Summer 2021



Arlington

Expected Date of Completion:
2023

An aerial photograph of Los Angeles, California, showing a dense urban landscape with numerous buildings and green spaces. In the foreground, a large, curved stone wall encloses a garden area with various plants and trees. The sky is clear and blue.

THANK YOU

Los Angeles

Los Angeles Tourism & Convention Board