



## 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

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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 7, 2018  
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 10, 2018

### **4. REPORTS:**

- a. Executive Director Report
- b. Monthly Update – December – AEG
- c. Monthly Update – December – LATCB
  - i. Hotel Survey - LACTB
- d. CIP Update – CTD
- e. Expansion & Modernization Update

### **5. ACTION ITEMS:**

None

### **6. ADJOURNMENT**

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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.

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

Special Meeting Minutes

January 10, 2018

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a special meeting on Wednesday, January 10, 2018 at 9:30 a.m. at the Samuel Greenberg Board Room 107, Clifton A. Moore Administration Building, Los Angeles International Airport, 1 World Way, Los Angeles, California 90045.

**PRESENT:**

President, Jon F. Vein  
Vice President, Otto Padron  
Commissioner Ana Cubas

**ABSENT:**

Commissioner Stella T. Maloyan  
VACANT

**PRESENTERS:**

Brad Gessner, AEG  
Keith Hilsgen, AEG  
Doane Liu, CTD  
Patti MacJennett, LATCB  
Bruce McGregor, LATCB

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

President Vein called the meeting to order at 9:56 a.m.

***Item 2a. Public Comment – General Comments***

None

***Item 2b. Public Comment - Neighborhood Council***

None

***Item 3a. Approval of the regular meeting minutes from November 1, 2017***

UNANIMOUSLY APPROVED

## **TAKEN OUT OF ORDER**

### ***Item 4b. AEG Monthly Update – November***

Mr. Brad Gessner reported that November had 10 events, with a total attendance of 96,000, one of which was a citywide event and one of which was filming. Mr. Hilsgen presented the financial data for November, noting an operating surplus of \$507 thousand with gross revenues of \$4.3 million and net revenues of \$2.4 million. Mr. Hilsgen also reported that occupancy for November was 88%, and the Economic Impact was \$20.3 million, of which \$6.69 million was short term business.

### ***Item 4c. LATCB Monthly Update – November***

Mr. Bruce McGregor reported that year to date, LATCB has processed 105 leads, the year-end goal is 220 leads, resulting in 210,091 room nights while the year-end goal is 390,000. Mr. McGregor also reported that in 2017 over 3,000 hotel rooms were added and that over 1,900 are expected. Mr. McGregor noted that 25 events are currently booked for 2018.

## **TAKEN OUT OF ORDER**

### ***Item 4a. Executive Director Report***

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: attending the LAANE awards dinner, meeting with the CEO's of Stan Lee's Comic Con and E3 as well as Terri Toennies of LA Auto Show, Michael Lockwood of Populous, and several hotel developers interested in the area. Mr. Liu also noted that he visited the Visitor's Center site with DOT and the Hollywood Chamber, and attended PCMA in Nashville where he met with several potential clients.

## **ADJOURNMENT**

The meeting was adjourned at 10:19 a.m.

Los Angeles Convention Center  
Monthly Update  
DECEMBER 2017

ELLEN SCHWARTZ



# EMPLOYEE OF THE MONTH – NOVEMBER 2017



**KARLA GONZALEZ**  
**Assistant Parking Manager**

# EMPLOYEE OF THE MONTH – DECEMBER 2017



**MICHELLE REIHL-LUDTKE  
SALES COORDINATOR**

# LACC DECEMBER 2017 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
DEC. 1 – 10	L.A. Auto Show 2017	950,000
Dec. 15	UEI Graduation Ceremony	1,200
Dec. 16 - 17	LA Promise Fund	9,800
Dec. 16 – 17	Taekwondo Hanmadang	2,000
Dec. 17	Equipovision	1,200
Dec. 21	Naturalization	20,000
Dec. 29 – 30	Exchange L.A. Above & Beyond in Concert	16,700

\*Citywide

**TOTAL: 1,000,900**

## LACC DECEMBER 2017 FILMING AND PHOTO EVENTS

<u>Name</u>	<u>Location</u>	<u>Amount</u>
SWAT	Venice Garage	\$4,050
West World	Kentia/South Garage	\$95,795

**TOTAL FILMING: \$99,845**

(December 2016: \$114,257)



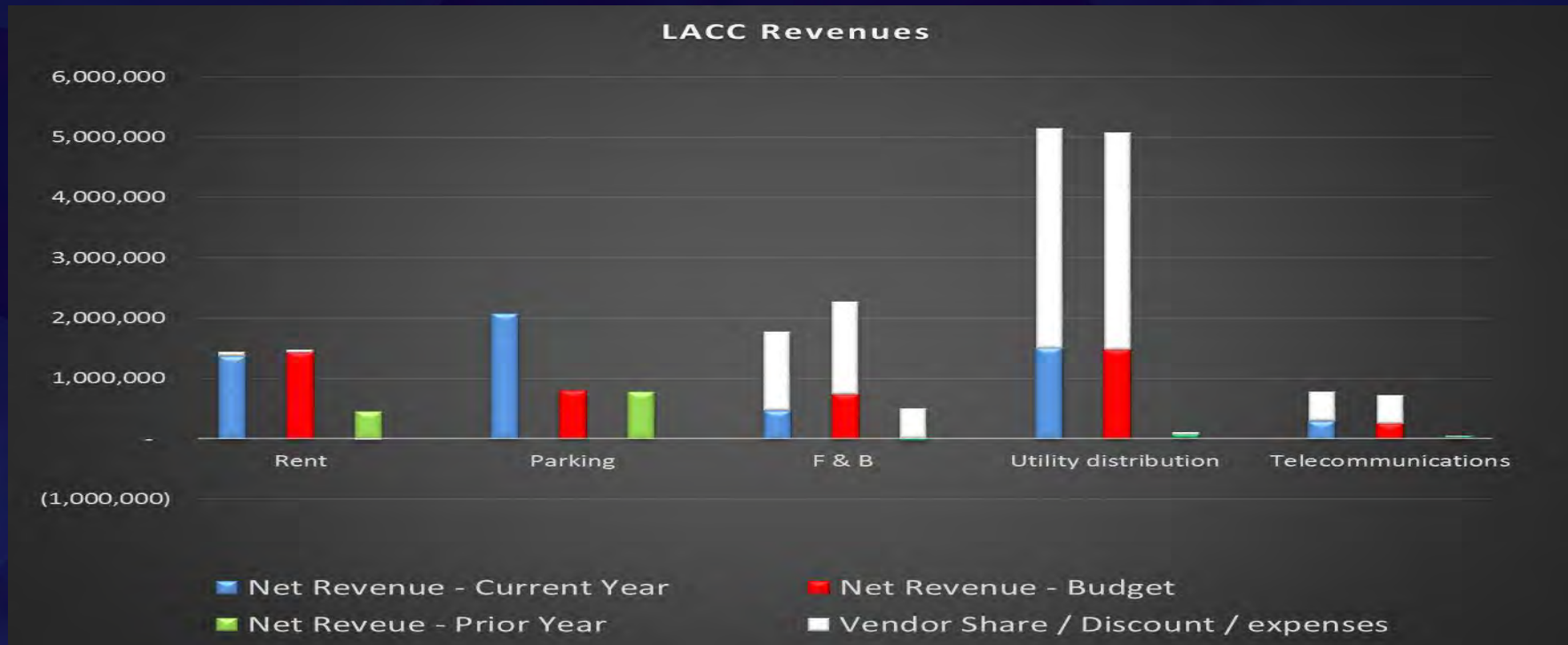
# FINANCIALS – December 2017

## OPERATING SURPLUS:

- \$3.5 million (before approved City Reimbursements, A & I and Capital Projects)
- \$553K above budget
- \$3.9 million above prior year

## REVENUES:

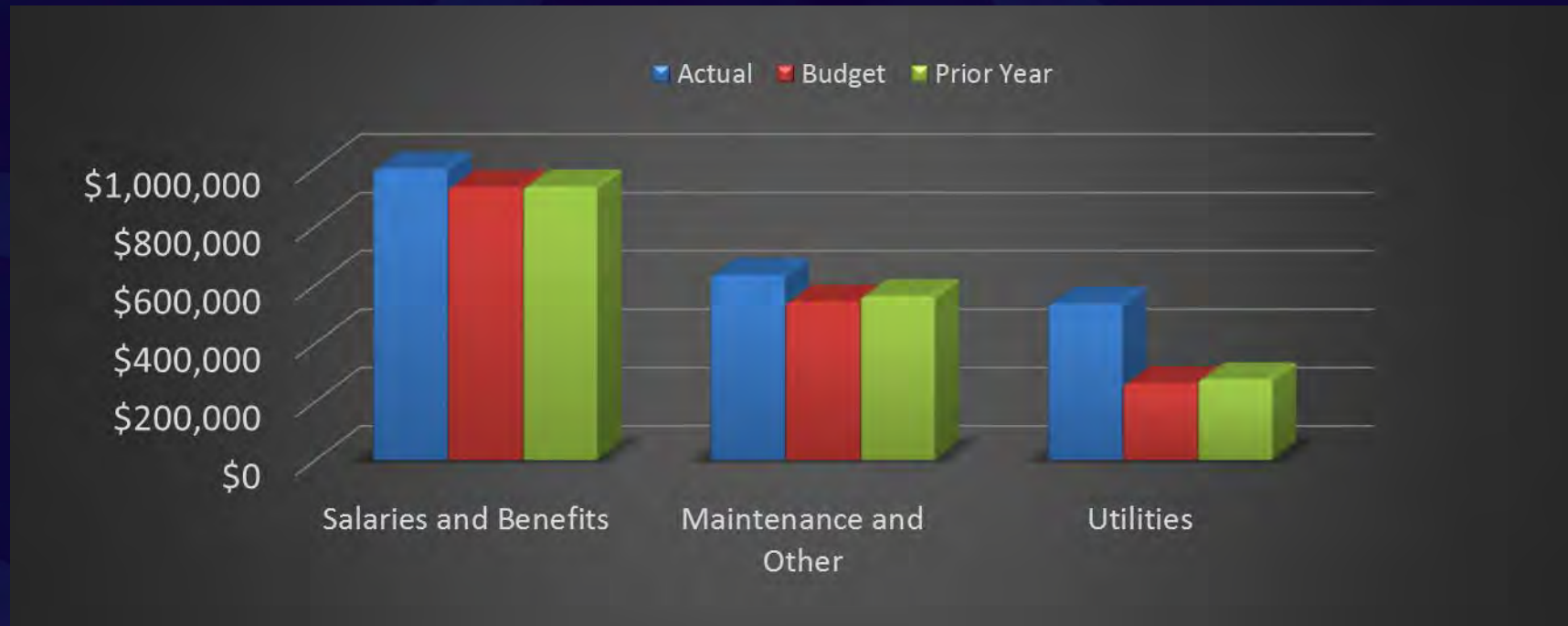
- \$11.7 million gross revenue (before discounts and service provider share)
- \$5.7 million net revenue
- \$1.0 million above budget and \$4.3 million above prior year



# FINANCIALS – December 2017

## OPERATING EXPENSES:

- \$2.1 million (before approved A & I, Capital Projects, and City reimbursement)
- \$428K above budget and \$391K above prior year



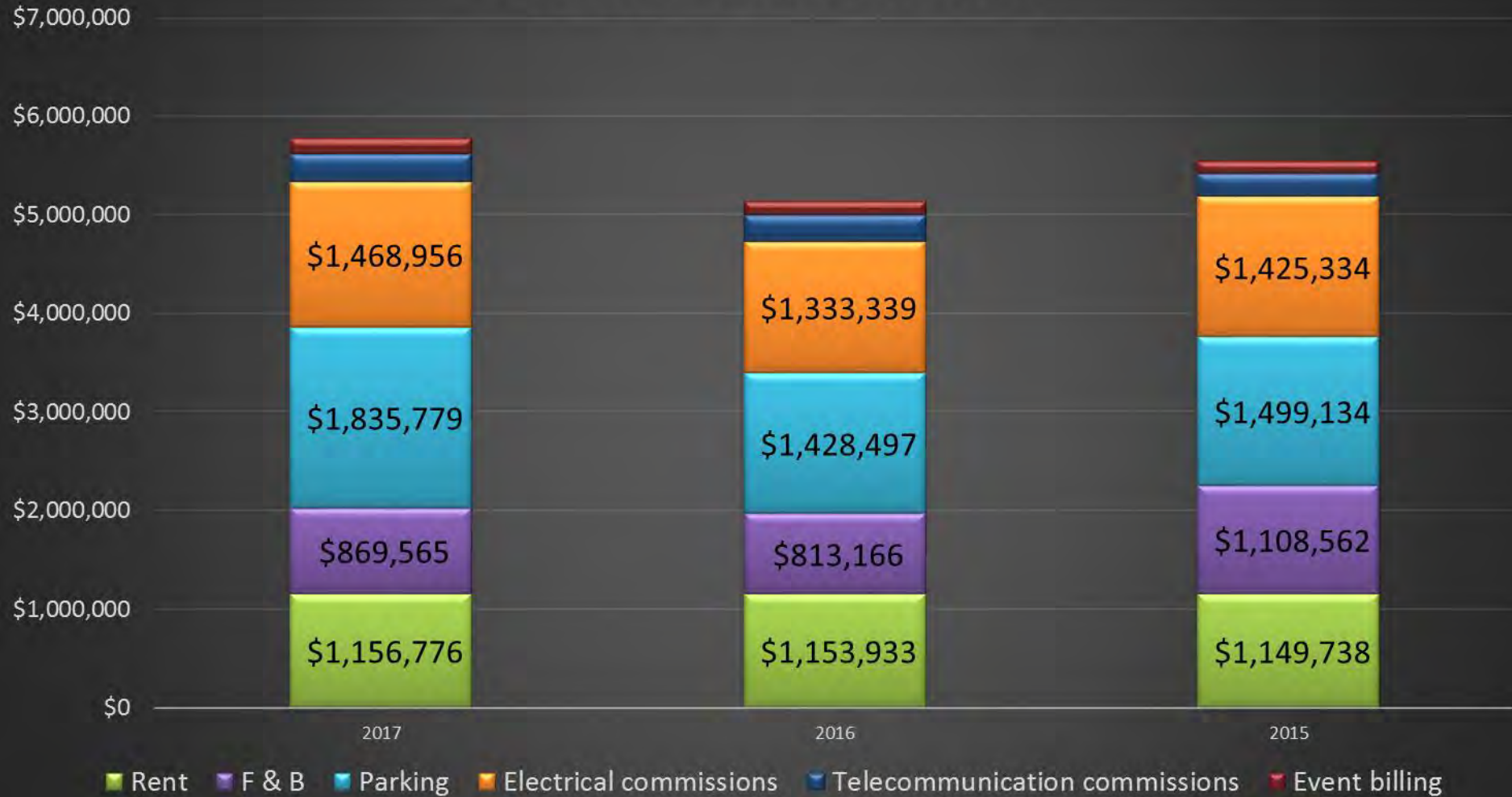
CITY REIMBURSEMENT - \$1.6 million – Addition of Utility User tax retroactive to November 2015

## ALTERATION AND IMPROVEMENTS & CAPITAL PURCHASES:

- Meeting room carpet
- Boomlift purchase

# AUTO SHOW

## LA Auto Show - Three year results



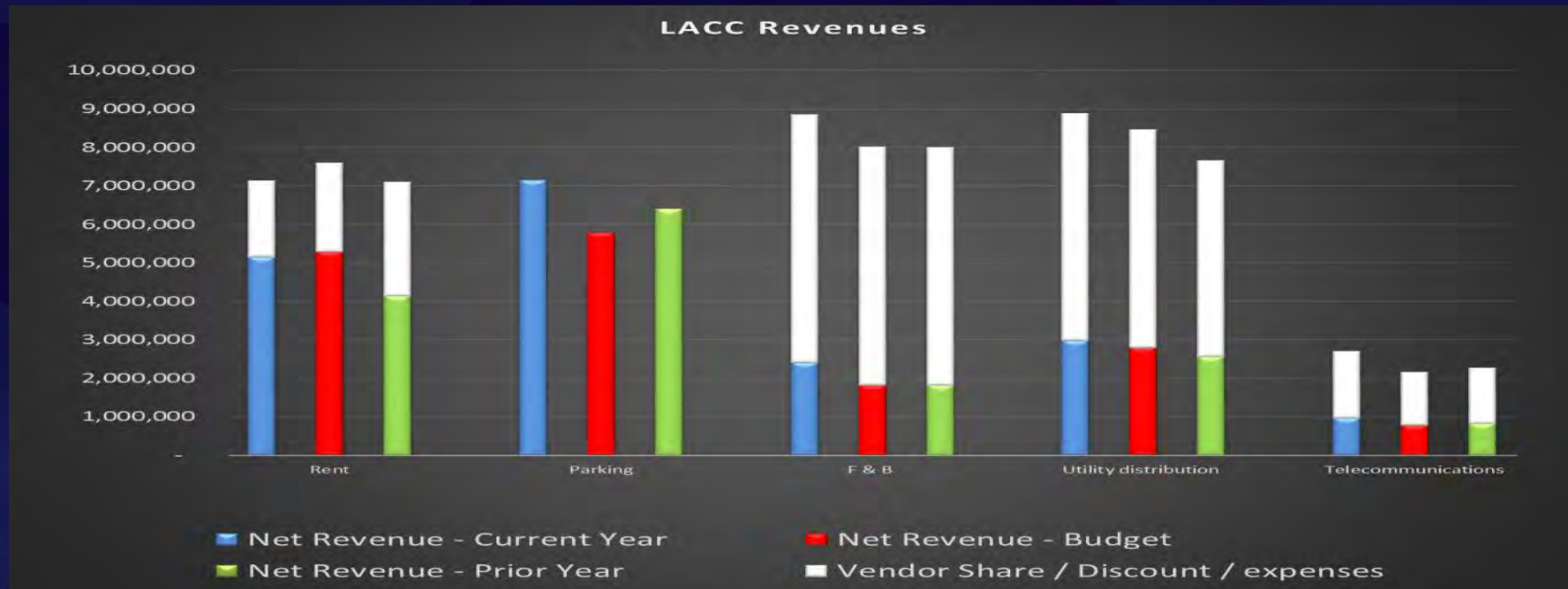
# FINANCIALS – YTD

## OPERATING SURPLUS:

- \$6.9 million (before approved City Reimbursements, A & I and Capital Projects)
- \$2.1 above budget
- \$2.1 million above prior year

## REVENUES:

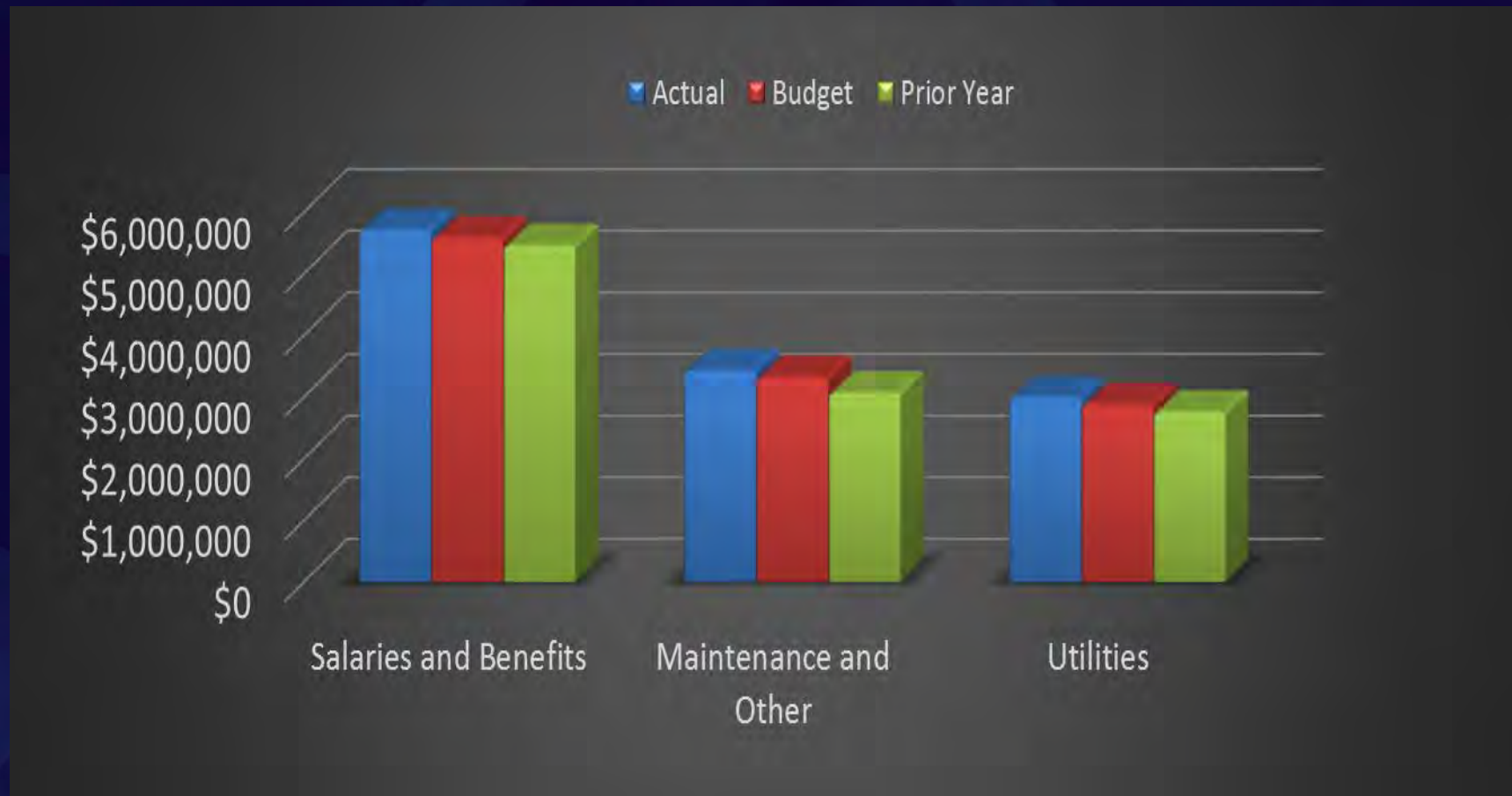
- \$37.0 million gross revenue (before discounts and service provider share)
- \$19.0 million net revenue
- \$2.4 million above budget and \$2.9 million above prior year



# FINANCIALS – December 2017

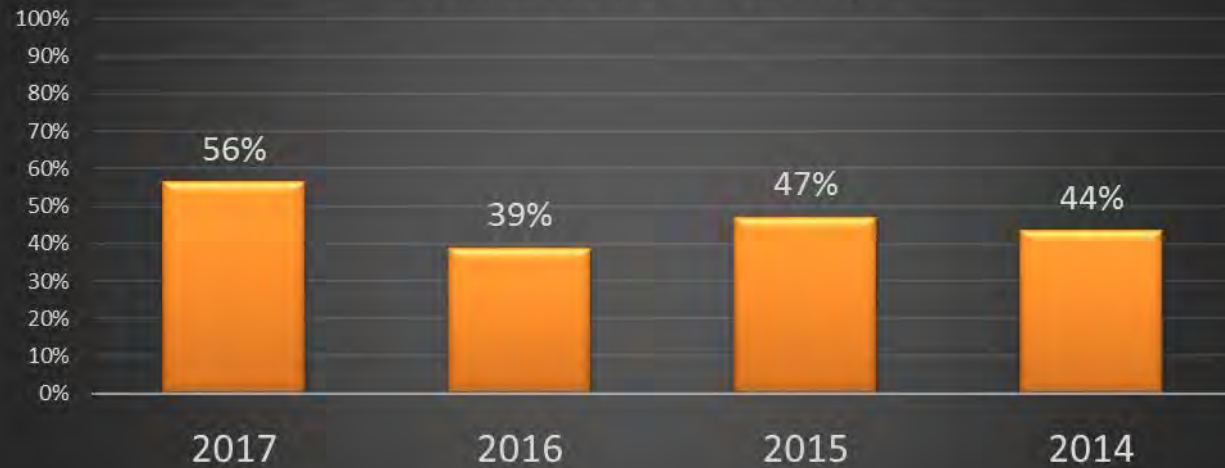
## OPERATING EXPENSES:

- \$12.1 million (before approved A & I, Capital Projects, and City reimbursement)
- \$336K above budget and \$828K above prior year

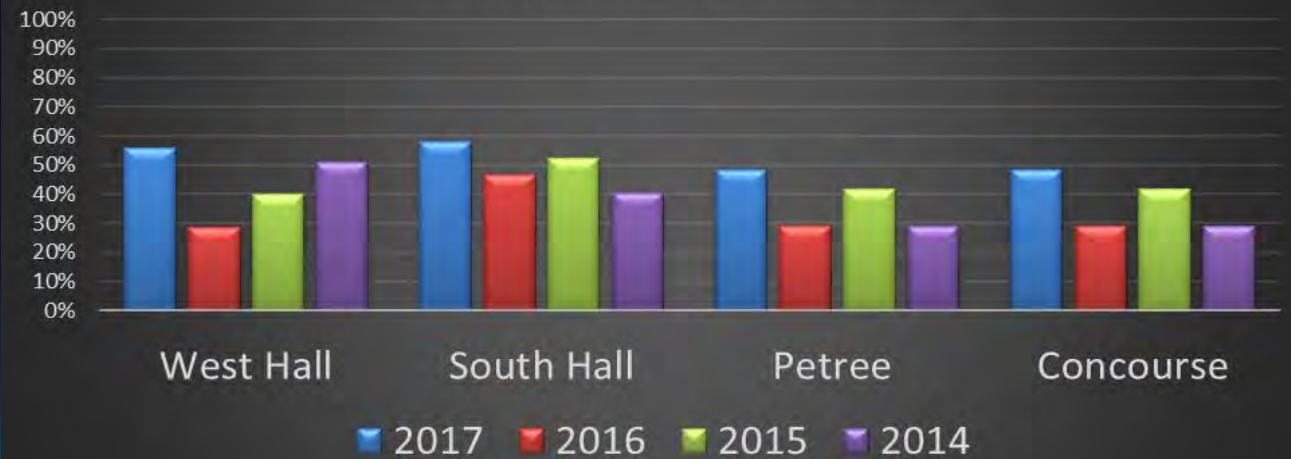


# OCCUPANCY

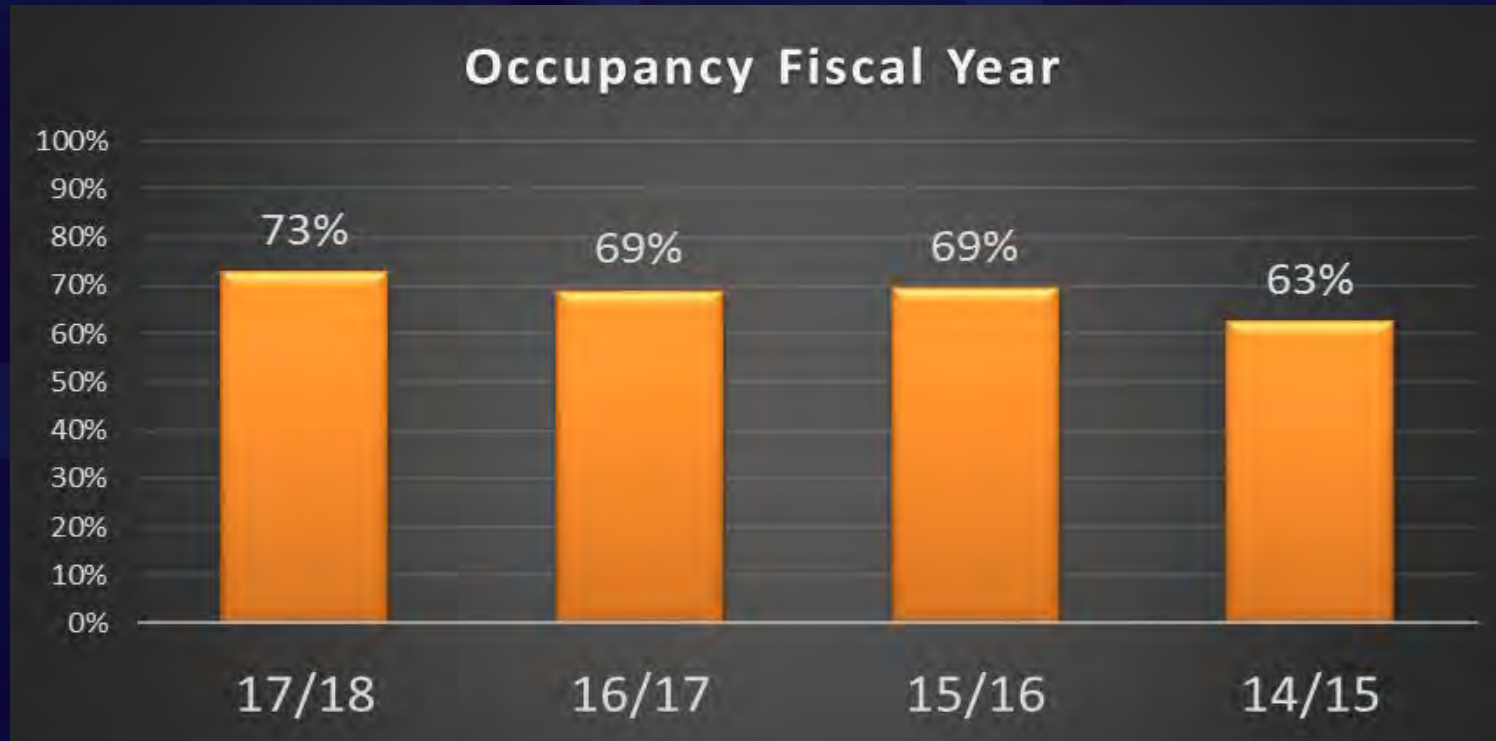
## Exhibit Hall Occupancy



## Occupancy by Exhibit Hall



# OCCUPANCY

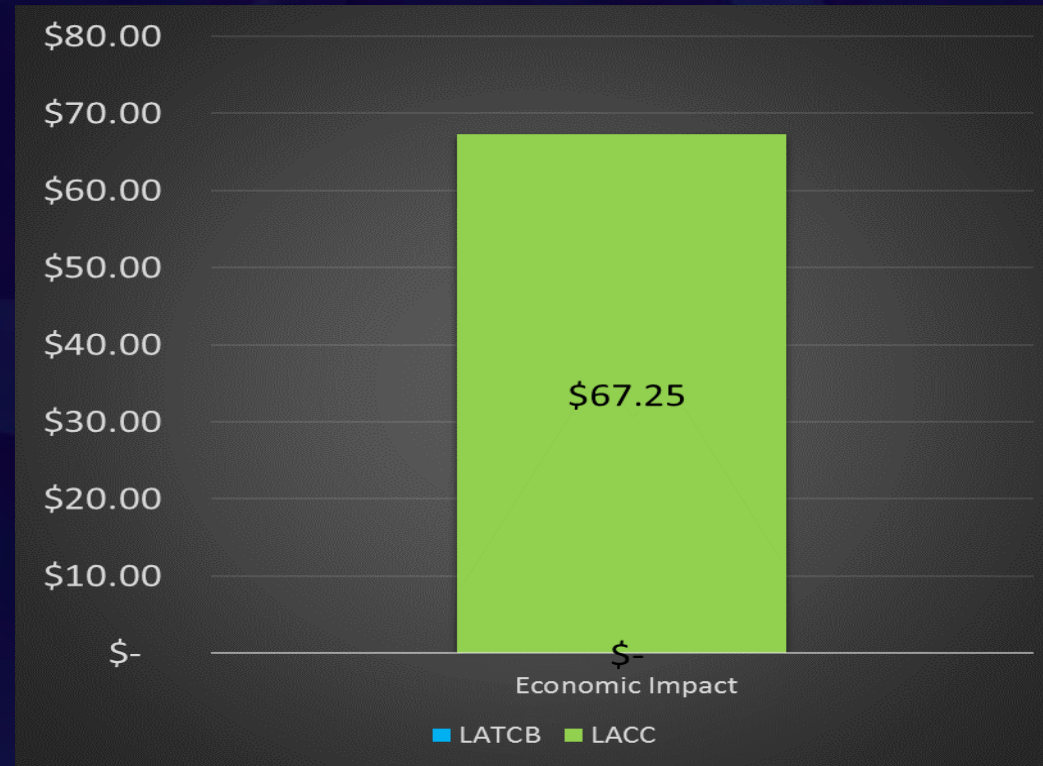


PricewaterhouseCoopers report on Convention Center occupancy states:

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

\$67.3 million in Projected Economic Impact



\$64.1 million from LA Auto Show



# 2017 GEELA AWARD RECIPIENTS



MEET

*Los Angeles*

**CTD Board of Commissioners Meeting**  
February 7, 2018

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# CITYWIDE CONVENTION SALES YTD FY 17/18 PRODUCTION

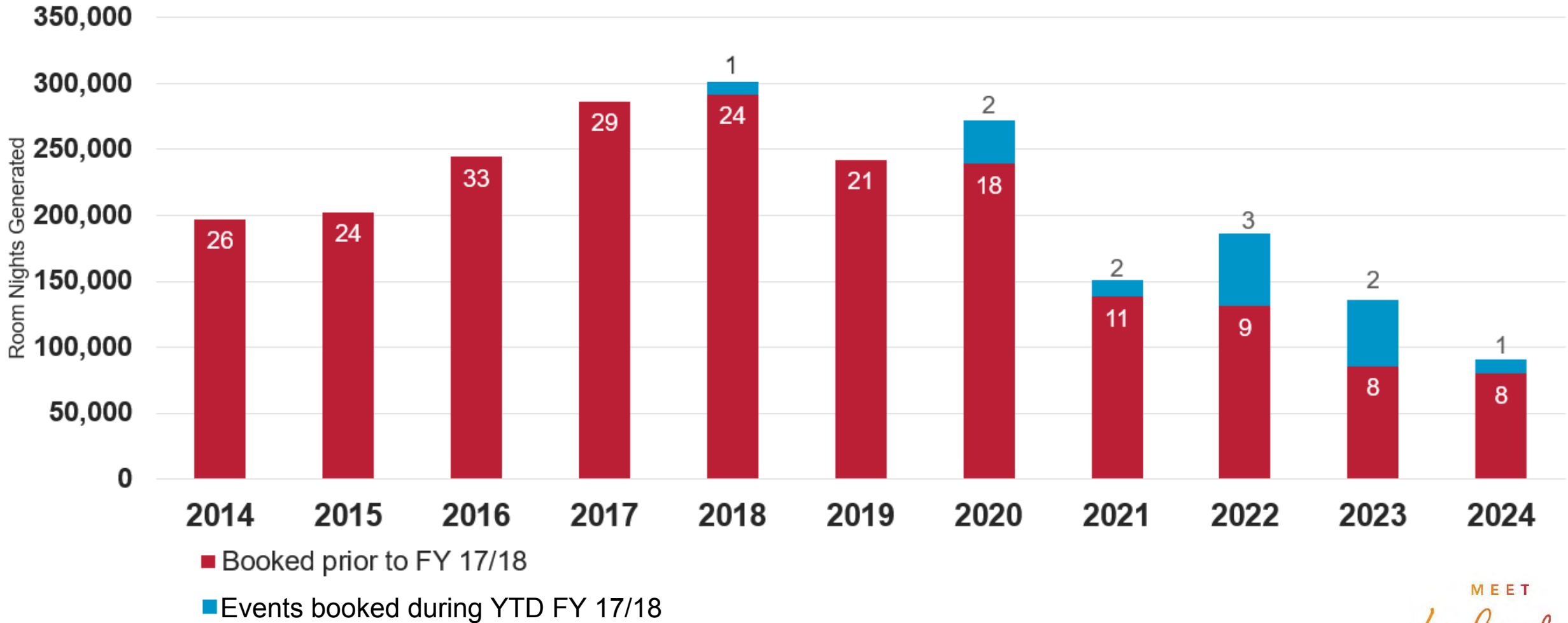
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Lead Production	Leads Actual
FY 17/18 Goal	220
FY 17/18 YTD	<b>118</b>
FY 16/17 STLY	112

Booked Room Nights Produced	RNs Actual
FY 17/18 Goal	390,000
FY 17/18 YTD	<b>245,207</b>
FY 16/17 STLY	265,623

Dated January 31, 2018

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





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# JANUARY 2018 BOOKING

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American Society of  
**Anesthesiologists**<sup>®</sup> ™

October 2032  
7,800 Peak Room Nights  
**36,202 Total Room Nights**

MEET  
*Los Angeles*

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# JANUARY PROSPECT SITE INSPECTIONS

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International Association of Venue Managers  
VenueConnect  
August 2022  
**2,100 Total Room Nights**



National Society of Black Engineers  
Annual Convention  
May-April 2022  
**10,750 Total Room Nights**



Society of American Military Engineers  
2021 JETC & Expo  
**3,477 Total Room Nights**



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

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# FEBRUARY PROSPECT SITE INSPECTIONS

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Shell Oil Company  
Shell Convention & Trade Show  
April 2019  
**3,740 Total Room Nights**



Cisco Systems Incorporated  
Cisco-Partner Summit  
November 2024  
**12,540 Total Room Nights**

MEET

*Los Angeles*

**Hotel Survey**  
December 2017

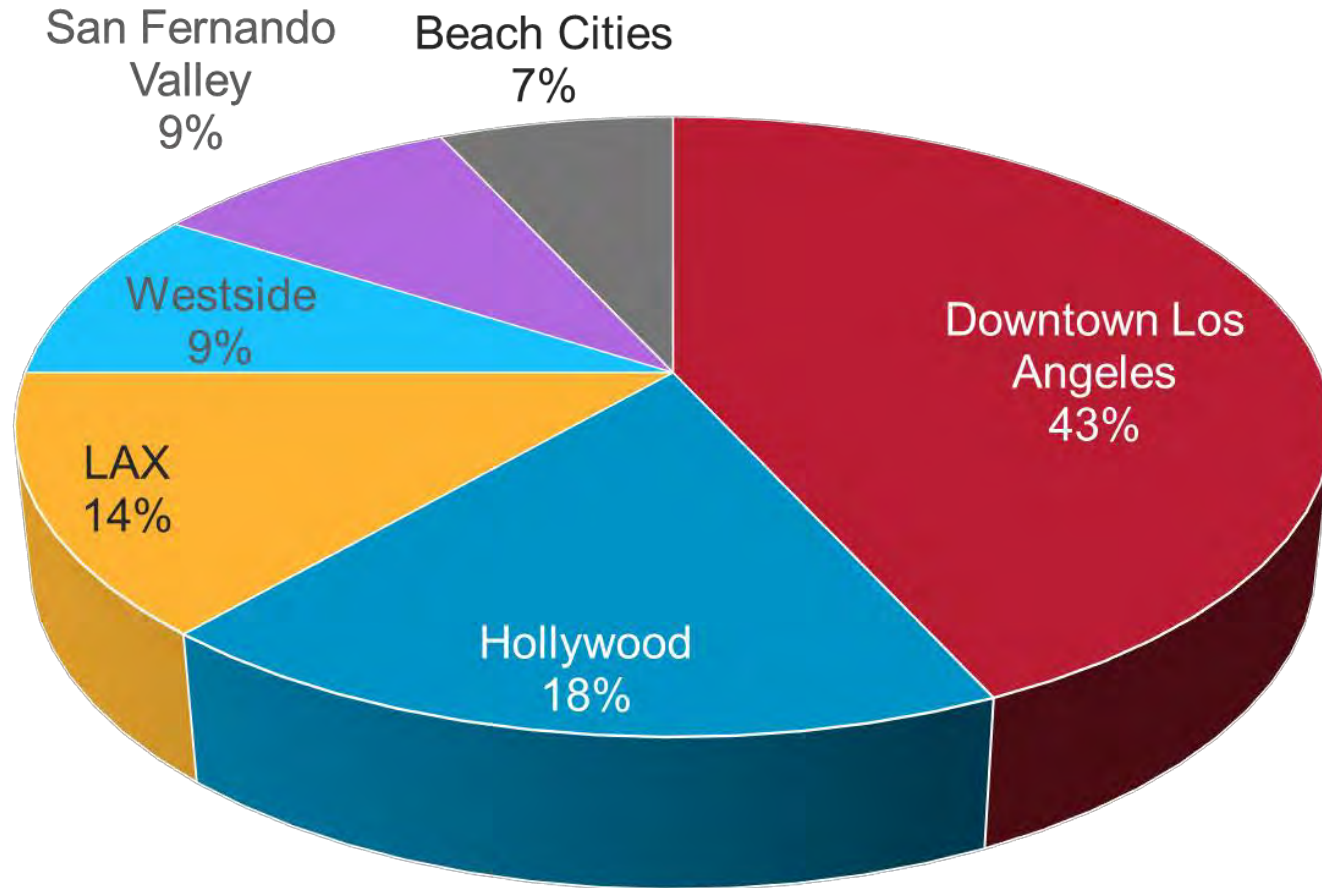




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# HOTELS SURVEYED BY REGION

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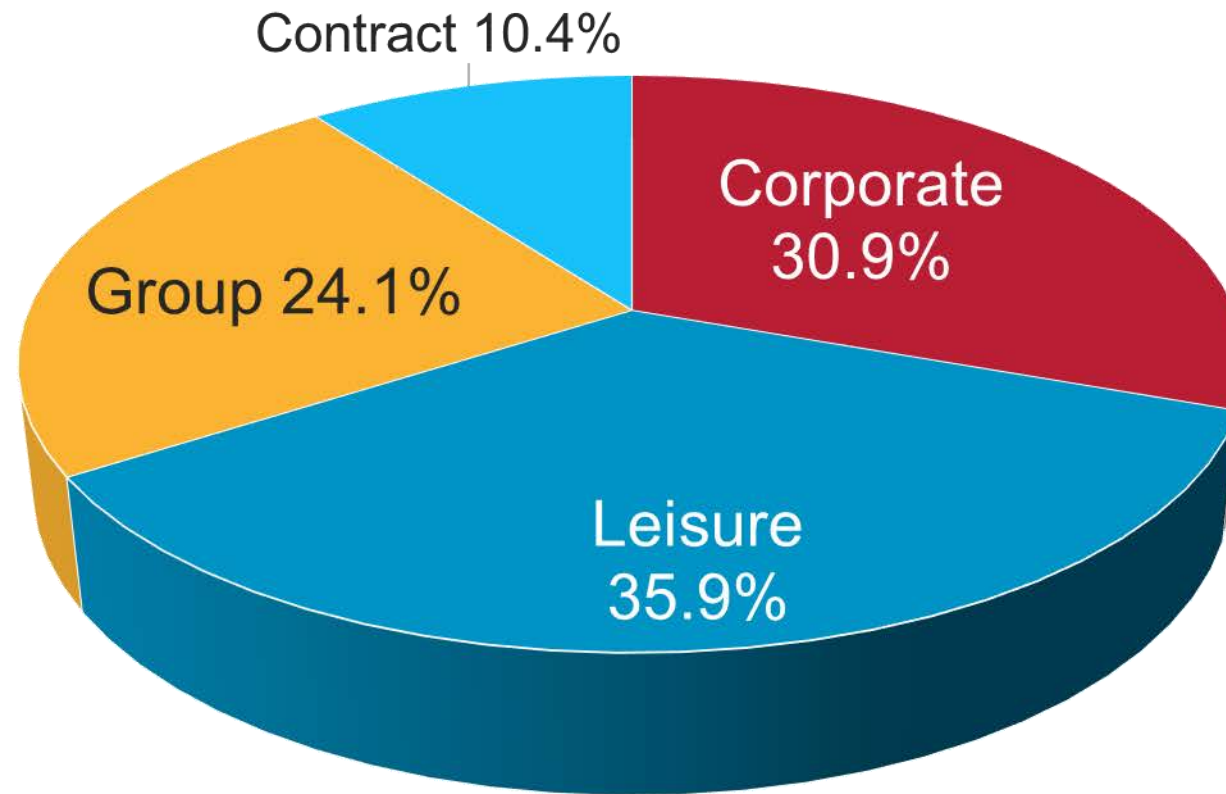


- Director of Sales & Marketing
- 44 TMD Hotels Participated

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# HOTELS FORECASTED 2018 MARKET MIX

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# RANKINGS OF MARKETS BY IMPORTANCE

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## Industry Verticals

1. Entertainment
2. High Tech
3. Association
4. Social
5. Medical
6. Bio Tech/ Pharma
7. Fashion
8. Manufacturing
9. Transportation
10. Religious

## Domestic Geography

1. Southern California
2. Northern California
3. Northeast
4. West
5. Midwest
6. Southwest
7. Southeast

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# RANKINGS OF INTERNATIONAL MARKETS BY IMPORTANCE

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## Country

1. China
2. Australia
3. United Kingdom
4. European Countries
5. Japan
6. Middle Eastern Countries
7. Brazil
8. South Korea



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## COMPETITION RANKED BY CITY

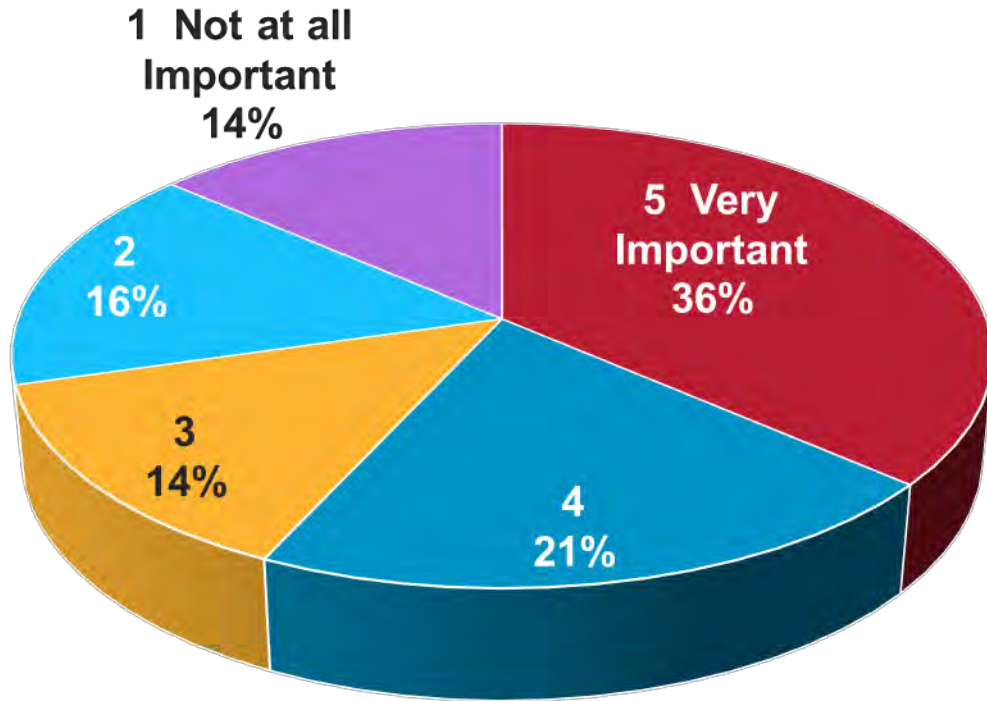
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- |                        |            |
|------------------------|------------|
| 1. San Diego           | 6. Chicago |
| 2. San Francisco       | 7. Orlando |
| 3. Anaheim             | 8. Denver  |
| 4. Phoenix/ Scottsdale | 9. Austin  |
| 5. New York            | 10. Boston |

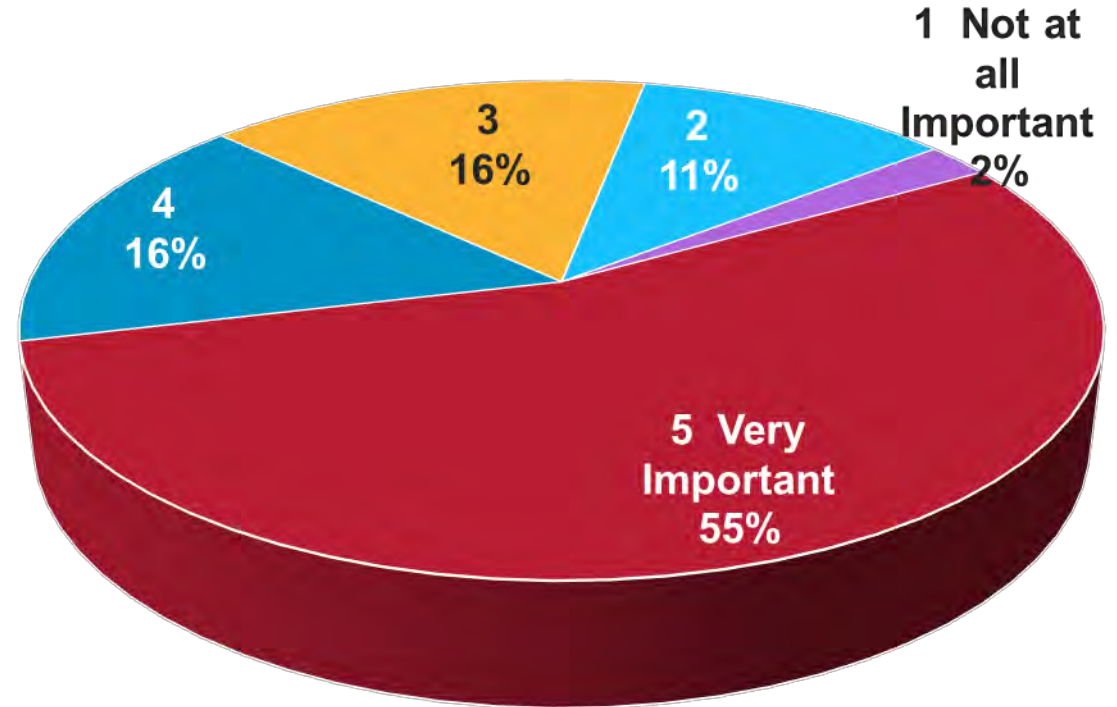
Notable Write-ins: Las Vegas and Long Beach



# IMPORTANCE OF CITYWIDE CONVENTIONS

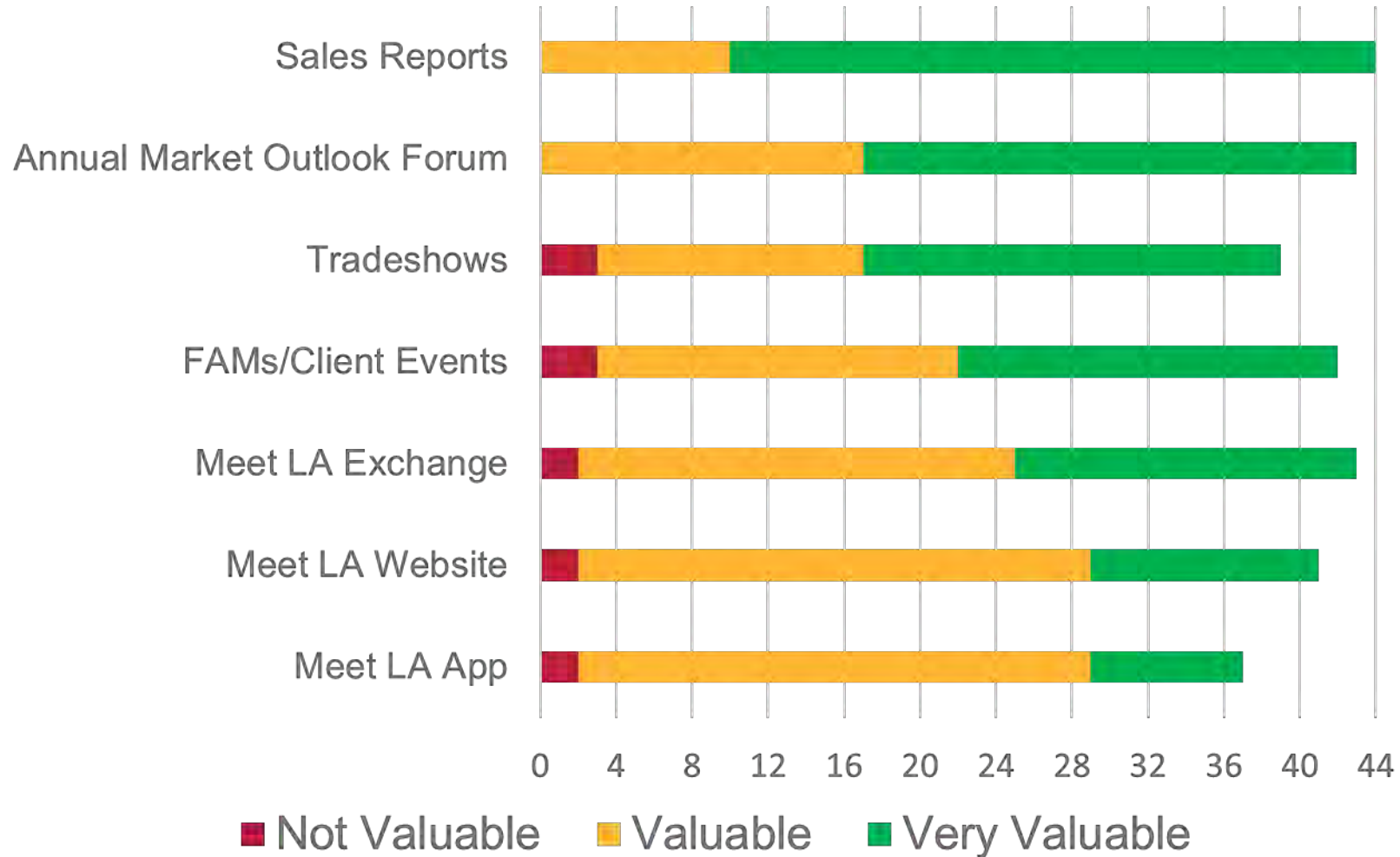


Citywide Room Blocks to Overall Revenue Strategies



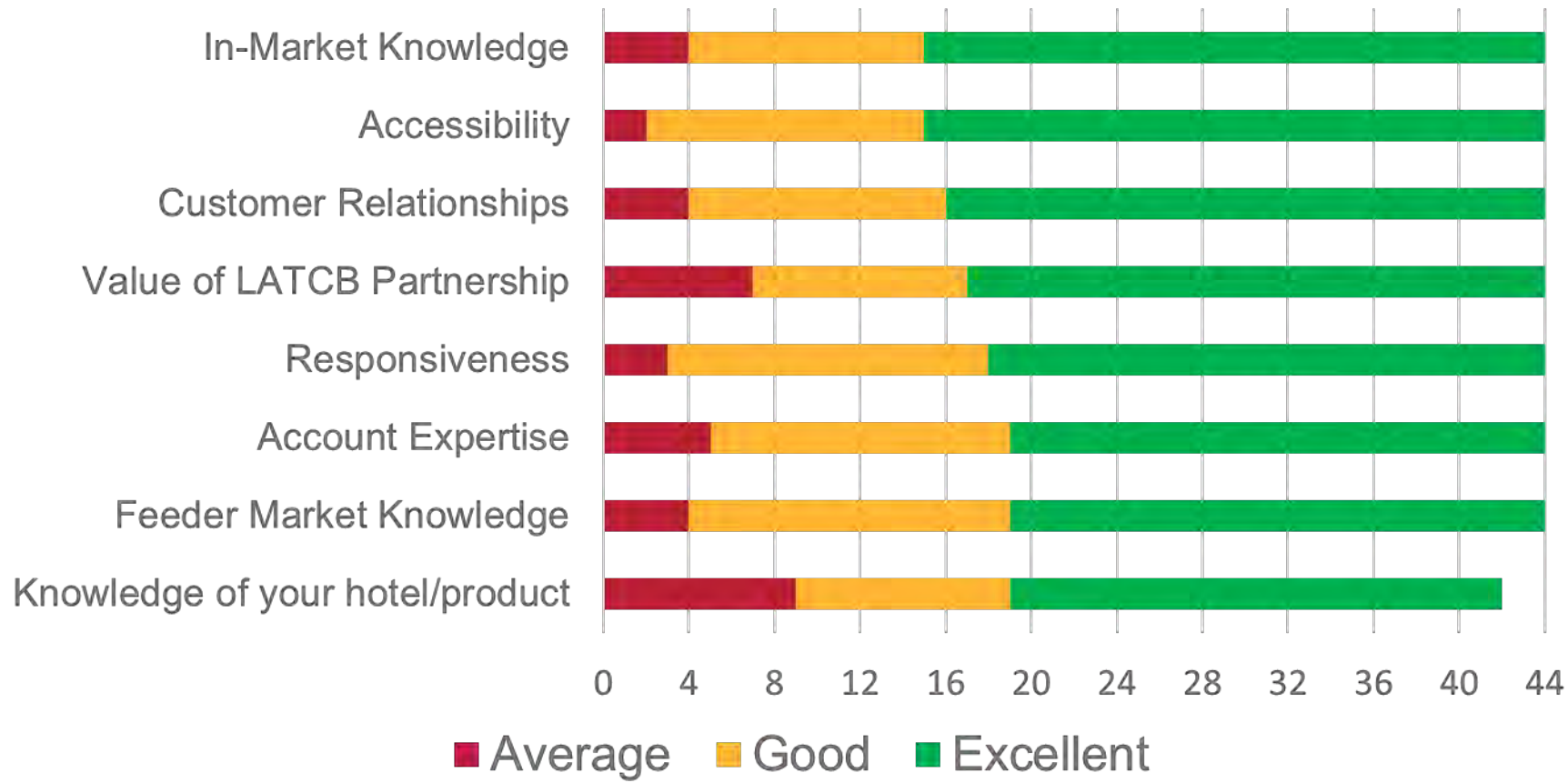
Compression Created by Citywide Conventions

# VALUE OF LA TOURISM SALES ACTIVITIES & TOOLS



- 77% of hotels found **Sales Reports** (TAP, Citywide Calendar, Convention Event Calendar, Member Portal) Very Valuable
- 61% of hotels found **Market Outlook Forum** Very Valuable
- Over 47% of hotels found **FAMs & Tradeshows** Very Valuable

# LA TOURISM SALES AND SERVICES TEAM RATINGS



Over 60% of hotels gave an Excellent Rating for

1. **In-Market Knowledge**
2. **Accessibility**
3. **Customer Relationships**
4. **Value of LATCB Partnership**



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# SELF CONTAINED HOTEL SALES TEAM

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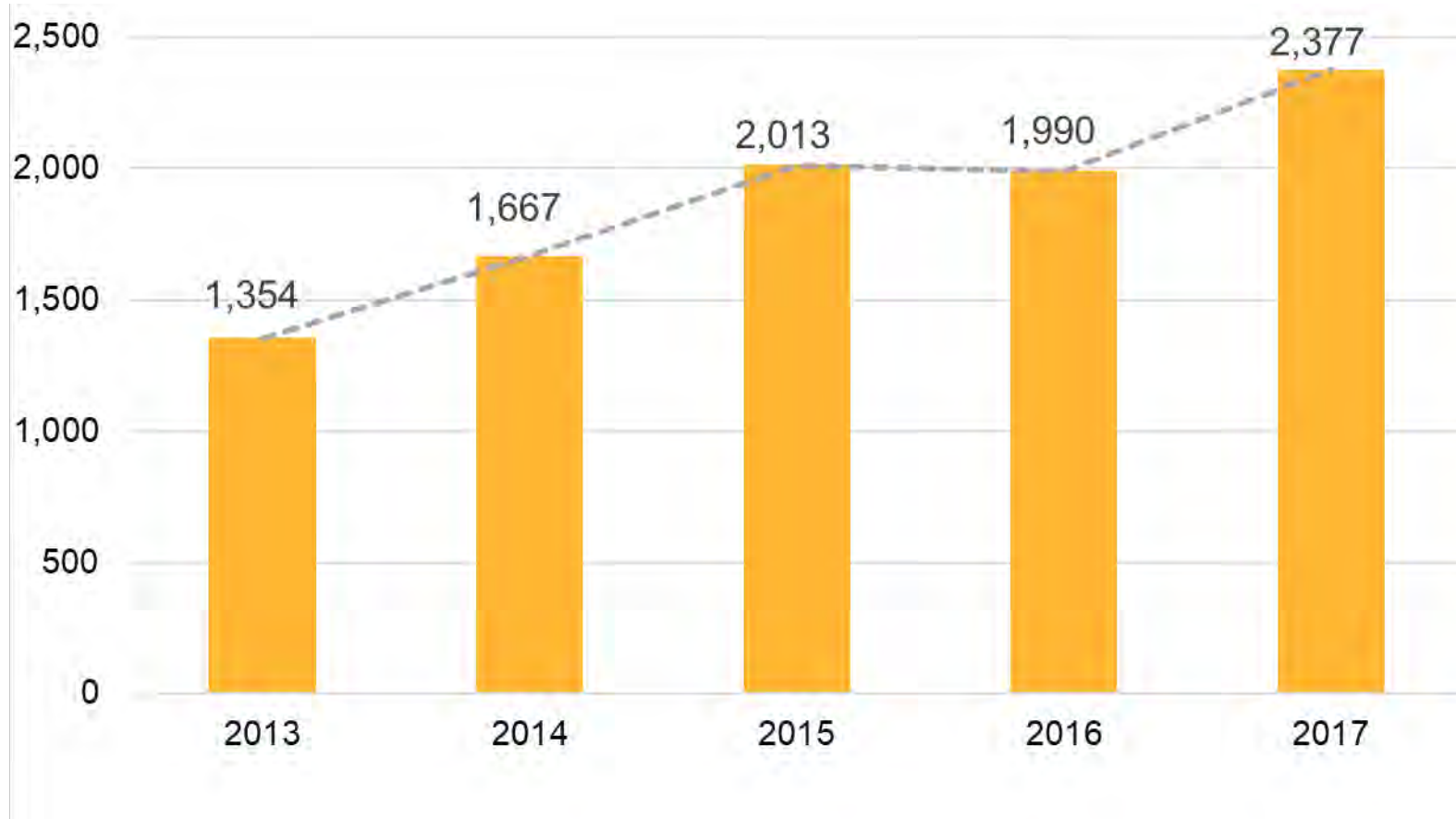
## Bryan Churchill, Vice President Hotel Sales

- Sells 154 hotels with a total room inventory of 41,129 rooms
- Average hotel size – 267 rooms; 84% of inventory, 400 rooms or less
- Representing all regions of the City of Los Angeles: Downtown, Hollywood, LAX/Beach Cities, Westside, and The Valley
- Targeting Domestic and International Clients
- Programming focus - Tradeshows, FAMs, Missions & Events

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# HOTELS SALES LEAD PRODUCTION

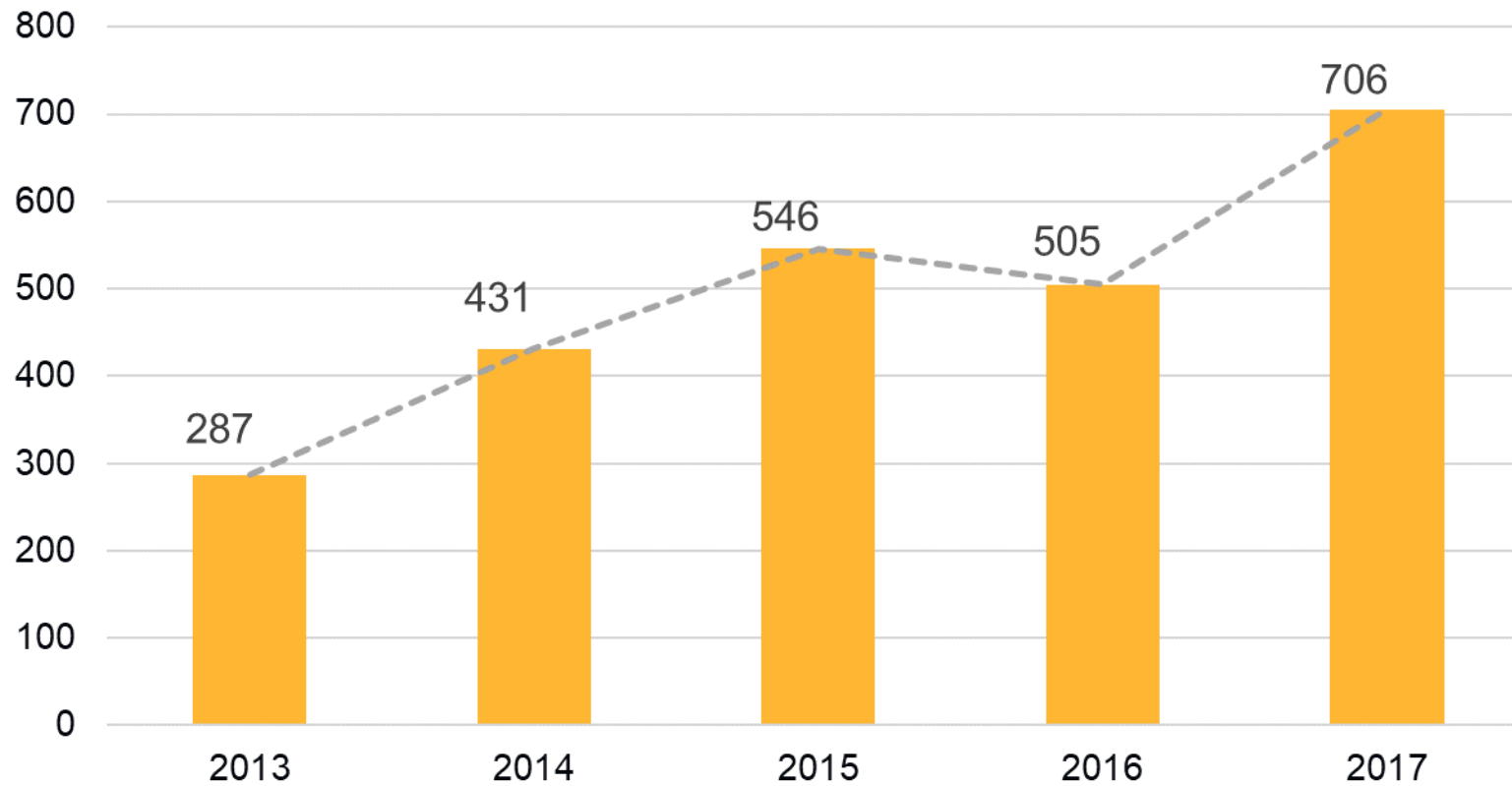
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# HOTELS SALES BOOKING PRODUCTION

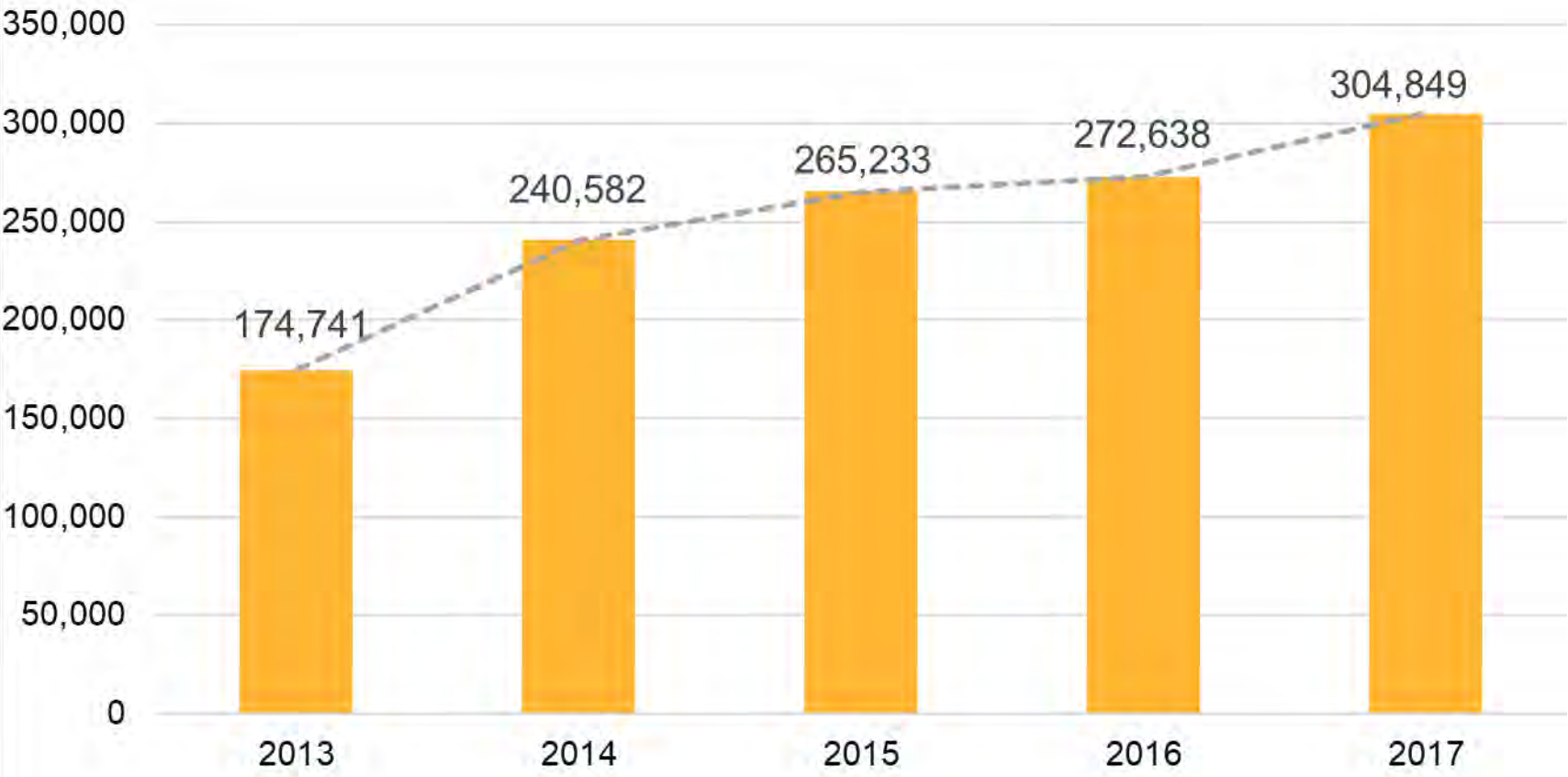
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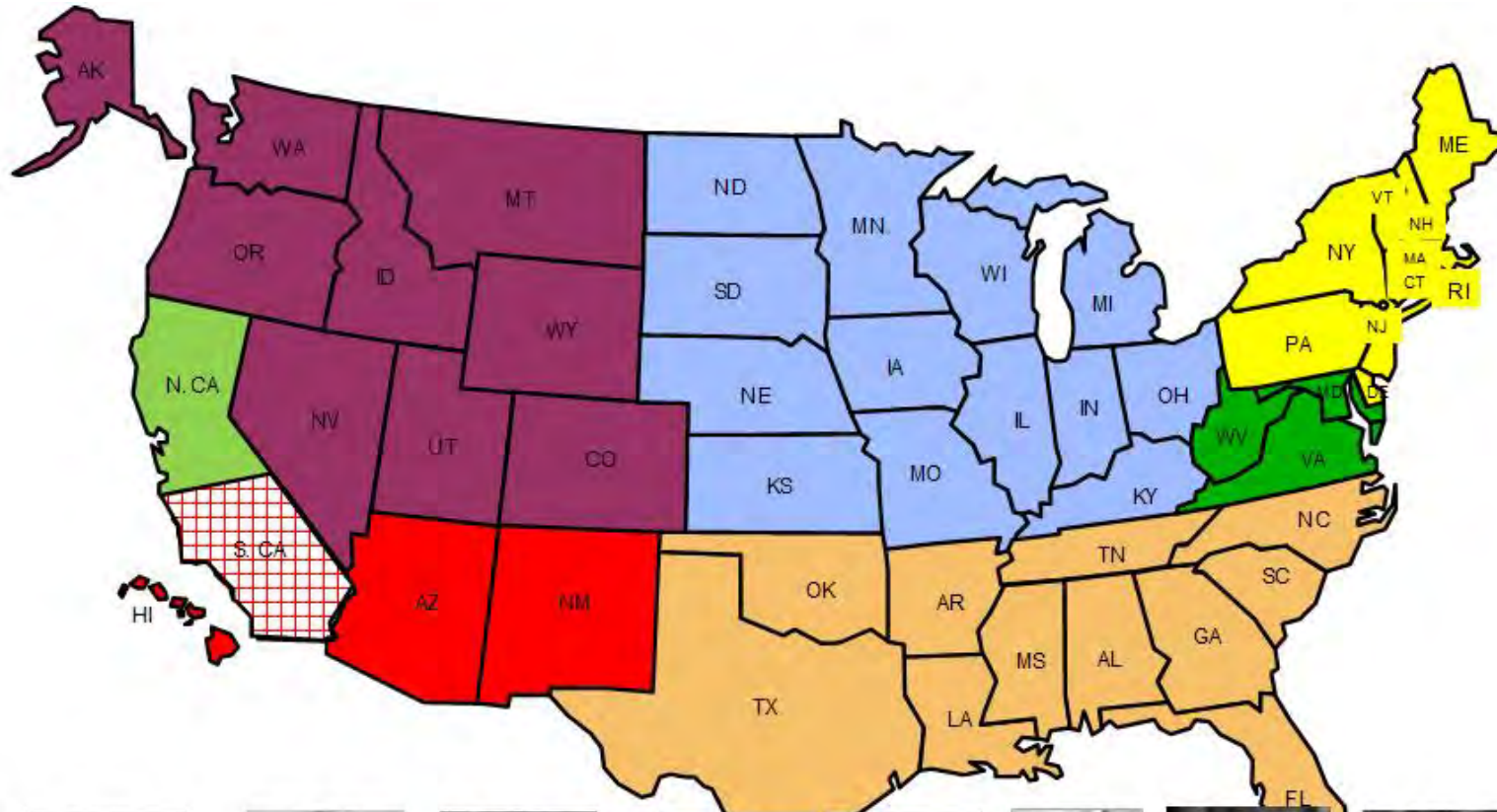
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# HOTELS SALES BOOKING RN PRODUCTION



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# NATIONAL SALES TEAM




 **Brown**


 **Rodriguez**  **Abke**

 **Strgacich**

 **McFadyen**

 **Shepherd**

 **Martin**

 **Janes-Quinn**

MEET  
*Los Angeles*

# DESTINATION SALES TEAM



Oifstad

Valley



Deang

Westside/Luxury



Kim

Downtown/Hollywood



Jabourian

LAX/Beach Cities

MEET  
Los Angeles

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# MICE DEPLOYMENT

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Sara Hoke, Destination Sales Director, International MICE

5 MICE Representatives:

- **UK/Europe-** Lisa Stewart & Emma Waycot
- **China-** Shenna Yu & Liliana Wu
- **Australia-** Deanna Verga



# MICE TRADE SHOW PARTICIPATION

Tier	Show	Location	Dates
Tier 1	CIBTM	Beijing	August 23 - 24
	IMEX America	Las Vegas	October 10 - 12
	IBTM	Barcelona	November 28 - 30
	AIME	Melbourne	February 20 -21
	IMEX International	Frankfurt	May 15 - 17
Tier 2	Get Global	Sydney	28-Jul-17
	M&I Transatlantic	Banff	December 10 - 14
	SITE Global	Rome	January 12 - 14
	Meetings Show	London	June 2018
Tier 3	M&I Europe	Seville	June 27 - July 1
	M&I Roadshow	Amsterdam, Brussels, Chantilly	July 17 - 20
	M&I Emerging Markets	Helsinki (Finland)	July 9 - 13
	IT&CM China	Shanghai	March 20 – 22
	CONNECT China	Beijing	April 16-18



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# INCENTIVE INITIATIVE

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Create a menu of incentive experiences, restaurants, venues, and hotels to use as an internal resource.

Target Regions:

- Downtown
- Westside
- Beaches
- Hollywood
- Valley
- Resorts

By Sector:

- Auto - Westside
- Tech - “Silicon Beach”
- Finance - Downtown
- Entertainment - Hollywood/Studios



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# PLANNERS BECOME PRODUCERS VIDEO

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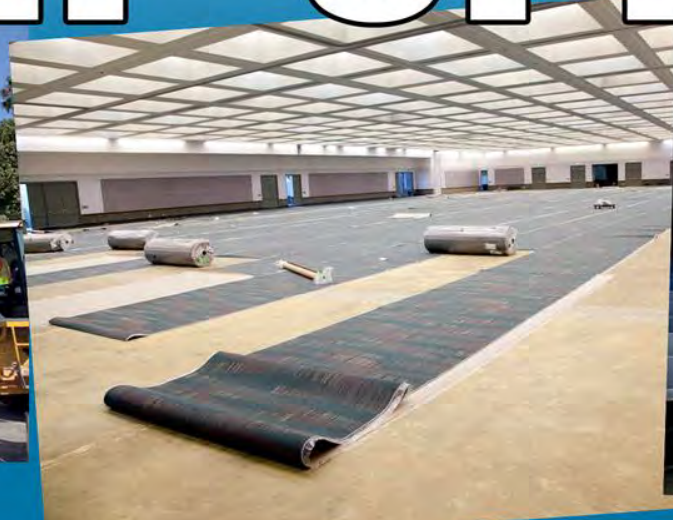
**THANK YOU**

MEET

*Los Angeles*



# CIP UPDATE



# CIP UPDATE - SUMMARY

## PLANNING AND CONTRACTING STAGE

New Security Command Center A/C	Carpet Replacement
Escalator & Elevator Repair/Modernization	Cooling Towers Motors & VFD Replacement
Fire Alarm System Peripheral Devices	Fire Alarm Panel Upgrade
Security Surveillance System Upgrades	

## IN PROGRESS

Marquee Signage Upgrade (Final Phase)	Water Heater Replacement
Escalator and Elevator Repair/Modernization	Meeting Room Divider Wall Repair/Reconditioning
Solar	Carbon Monoxide Sensors

# CIP UPDATE - SUMMARY

## COMPLETED

Fiber Optic Cable Infrastructure Upgrade

LAN Core Switch Upgrade

Dimming Control System: Phase II

Security Surveillance System: Phase II

Marquee Signage Upgrade: Phase I

Carpet Replacement: Phase I

Parking Emergency Call Boxes

South Hall Entry and Dock Lighting

Carpet Replacement: 300s MR Corridor

Carpet Replacement: Kentia

Compactor Replacement

Marquee Signage Upgrade: Phase II

Exhibit Hall Lighting Retrofit: Phase I

Fire Suppression System for IDF 2.0

Carpet Replacement: 500s + Petree\*

Exhibit Hall Lighting Retrofit: Phase II & III

Compactor Replacement: Final Phase\*

South Hall Floor Remediation

# CARPET REPLACEMENT: 500s and PETREE HALL

**COMPLETED**



- 67,000 sf of carpet replaced in 500-series meeting rooms and Petree Hall

# COMPACTOR REPLACEMENT: FINAL PHASE

**COMPLETED**



- Last two compactors servicing South Hall replaced
- Spare container also replaced to reduce downtime when containers are emptied



# SOLAR: IN PROGRESS

