



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; 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.

Special Meeting
Wednesday, March 7, 2018
10:00 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 February 7, 2018

4. REPORTS:

- a. Executive Director Report
- b. Monthly Update – January – AEG
- c. Monthly Update – January – LATCB
- d. CIP Update – CTD

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

February 7, 2018

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, February 7, 2018 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 Ana Cubas
Commissioner Stella T. Maloyan
Commissioner David Stone

ABSENT:

Vice President, Otto Padron

PRESENTERS:

Keith Hilsgen, AEG
Ellen Schwartz, AEG
Doane Liu, CTD
Bryan Churchhill, LATCB
Darren Green, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:01 a.m.

Item 2. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from January 10, 2018

UNANIMOUSLY APPROVED.

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: a walk audit of the route delegates might take to/from the LACC to local hotels; meetings with both AEG and City staff regarding modernization, Gensler regarding the "Paper Plane" advertising campaign, and Council District 4's Griffith Park Mobility meeting; events attended which included a naturalization ceremony, Central City Association (CCA) reception for Martha Saucedo, LA County Federation of Labor's Martin Luther King breakfast; and presentations at the CCA Livability and Tourism Committee meeting, VerdeXchange, and the Trade, Travel, and Tourism Committee meeting.

Item 4b. AEG Monthly Update – December

Ms. Ellen Schwartz recognized Karla Gonzalez, Employee of the Month for November and Ms. Michelle Riehle-Ludtke, Employee of the Month for December. Ms. Schwartz reported that December had nine events, with a total attendance of over 1M, two of which were filmings. Ms. Schwartz noted that the LACC won the 2017 GEELA Award for sustainability. Mr. Hilsgen presented the financial data for December. Mr. Hilsgen also reported that occupancy for December was 56%, which was higher than previous years due to Auto Show moving to December. Mr. Hilsgen stated that the Economic Impact was \$67.3M, all from short term business, of which \$64.1M was due to Auto Show.

Item 4c. LATCB Monthly Update – December

Mr. Darren Green reported that year to date, LATCB has processed 118 leads, the year-end goal is 220 leads, resulting in 245,207 room nights while the year-end goal is 390,000. Mr. Green also reported that LATCB surveyed 44 hotels and noted hotel market mix as 35.9% leisure, 30.9% corporate, 24.1% group and that LACC's competition by city is (in order) San Diego, San Francisco, Anaheim, Phoenix, and New York. Mr. Green stated that hotels find Citywide conventions very important, 36%.

Item 4ci. Hotel Survey

Mr. Bryan Churchill reported on self-contained hotel business and that LATCB partners with 154 hotels, 41,129 rooms in all regions of the City. Mr. Churchill also reported that lead production has increased 75% since 2013 with a 30% conversion rate, resulting in 1M room nights. Mr. Churchill noted that LATCB has self-contained sales representatives internationally, in UK/Europe, China, and Australia.

Item 4d. CIP Update

Mr. Tom Fields provided a CIP update noting that seven marquees have been updated, with the last one in progress. Mr. Fields stated that the new carbon monoxide sensors in the garages save 1M kw hours per year. Mr. Fields also stated that the LACC's 6,228 individual solar panels is the largest for a convention center on the West Coast, producing 3.4M kw a year which is 17% of the overall load and enough energy to power 565 home.

Item 4e. Expansion & Modernization

Mr. Doane Liu reported that positive dialog continues and that all parties have positive feelings about a solution to the hotel expansion in the LACC campus, including an on-site hotel, the JW expansion, and a headquarter hotel that could be attached to the convention center. Mr. Liu noted that once AEG has finalized approval, the City would work on designs and that the best possible/responsible outcome is to have construction done for the 2022 NFL Super Bowl.

ADJOURNMENT

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

Los Angeles Convention Center
Monthly Update
JANUARY 2018

BRAD GESSNER



LEADER OF THE 4TH QUARTER 2017



**CHARLES CORDRAY
PROJECT MANAGER**

EMPLOYEE OF THE MONTH – JANUARY 2018



**DENISE BELL
EVENT MANAGER**

LACC JANUARY 2018 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
Jan. 6 - 7	The FitExpo Los Angeles 2018	65,000
Jan. 10 - 14	2018 L.A. Art Show	25,000
Jan. 12 - 18	Simulation Healthcare IMSH 2018	10,000
Jan. 13 - 14	Aloha Spirit Presents GSSA Championship	5,000
Jan. 18	Naturalization Ceremony	12,000
Jan. 20 – 27	American Heart Assoc. International Stroke Conference	5,500
Jan. 20	MLK Jr. Labor Breakfast	1,000
Jan. 21	Equipovision	5,000
Jan. 25 - 28	World GN American Convention	5,000
Jan. 27 - 28	Jurassic Tour	11,265
Jan. 28 – Feb. 1	County of L.A. HR Testing	1,750

*Citywide

TOTAL: 146,515

LACC JANUARY 2018 FILMING AND PHOTO EVENTS

<u>Name</u>	<u>Location</u>	<u>Amount</u>
Uber Commercial	Venice Garage	\$6,140
Brooklyn 99	West Lobby	\$17,390
This is Us	Bond St. / West	\$7,500

TOTAL FILMING: \$31,030

(January 2016: \$46,335)

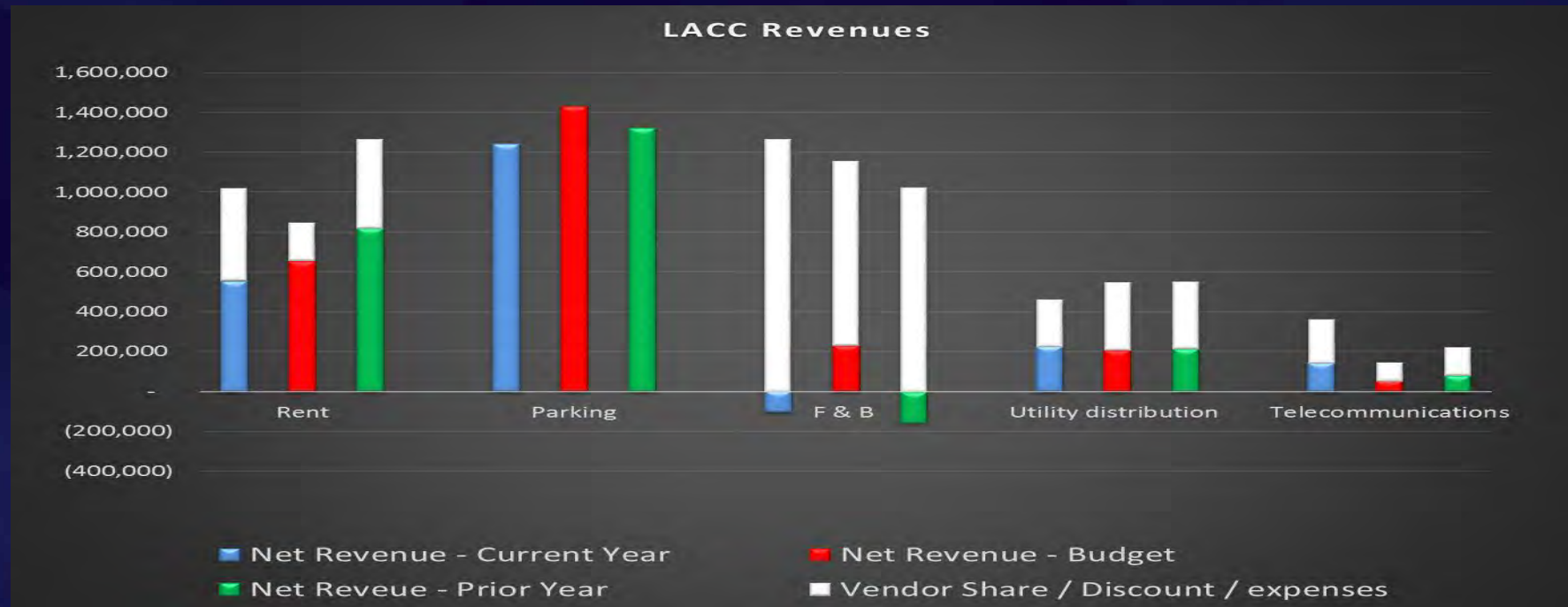
FINANCIALS

OPERATING SURPLUS:

- \$140K (before approved City Reimbursements, A & I and Capital Projects)
- \$717K below budget
- \$476K below prior year

REVENUES:

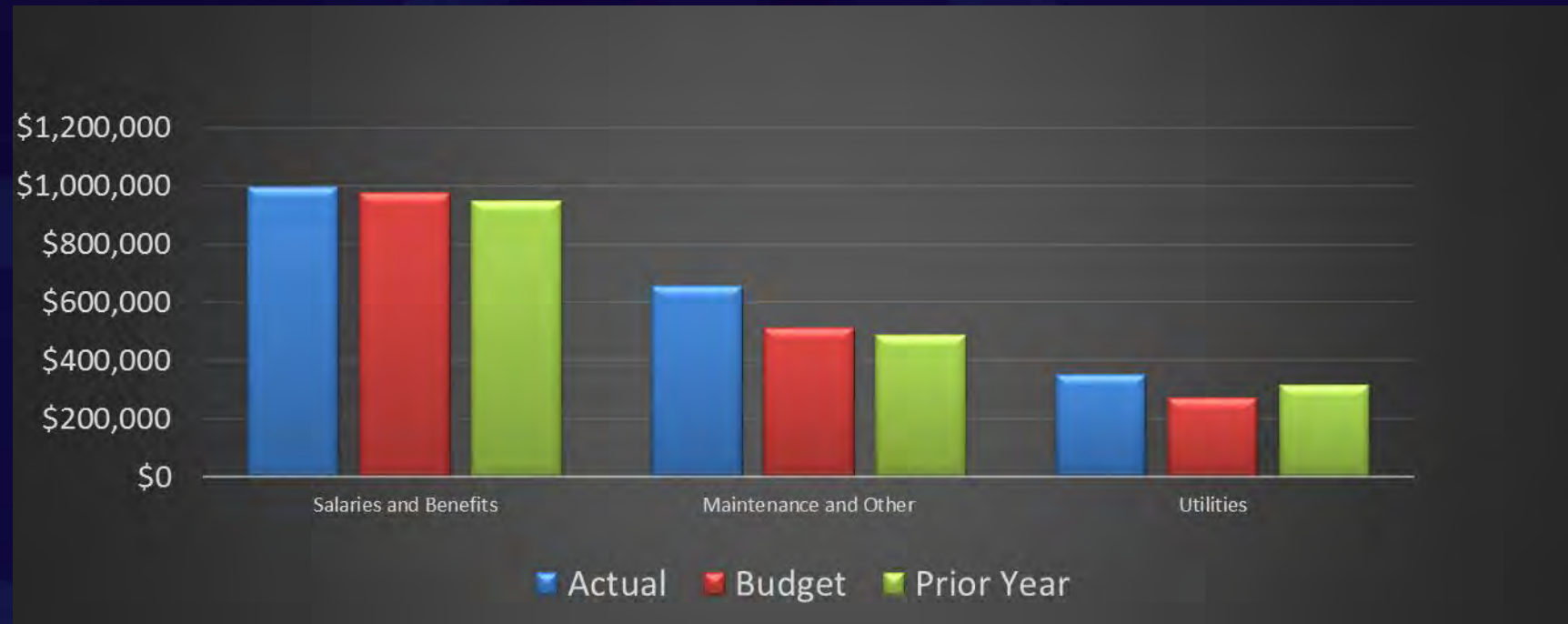
- \$4.6 million gross revenue (before discounts and service provider share)
- \$2.1 million net revenue
- \$478K below budget and \$228K below prior year



FINANCIALS

OPERATING EXPENSES:

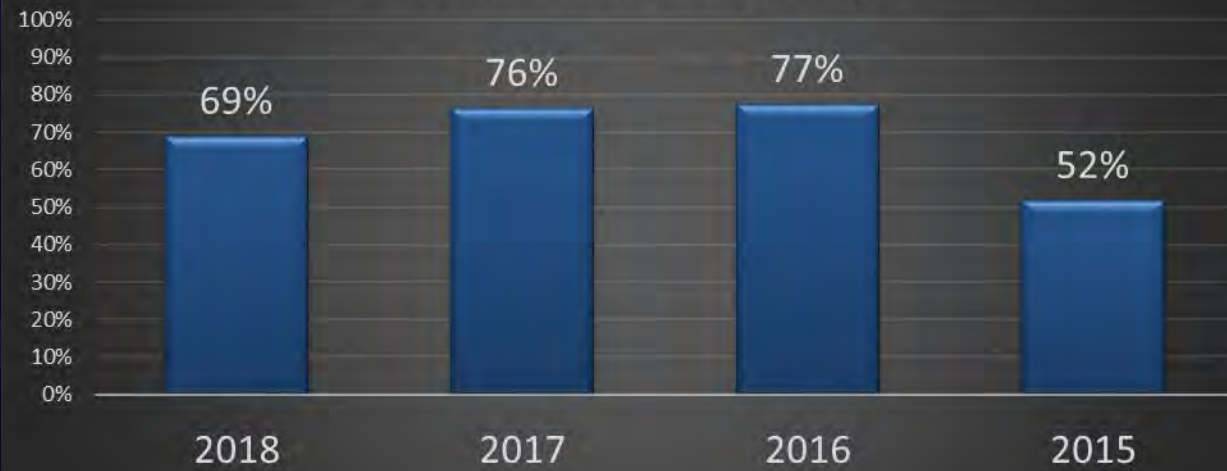
- \$2.0 million (before approved A & I, Capital Projects, and City reimbursement)
- \$239K above budget and \$248K above prior year



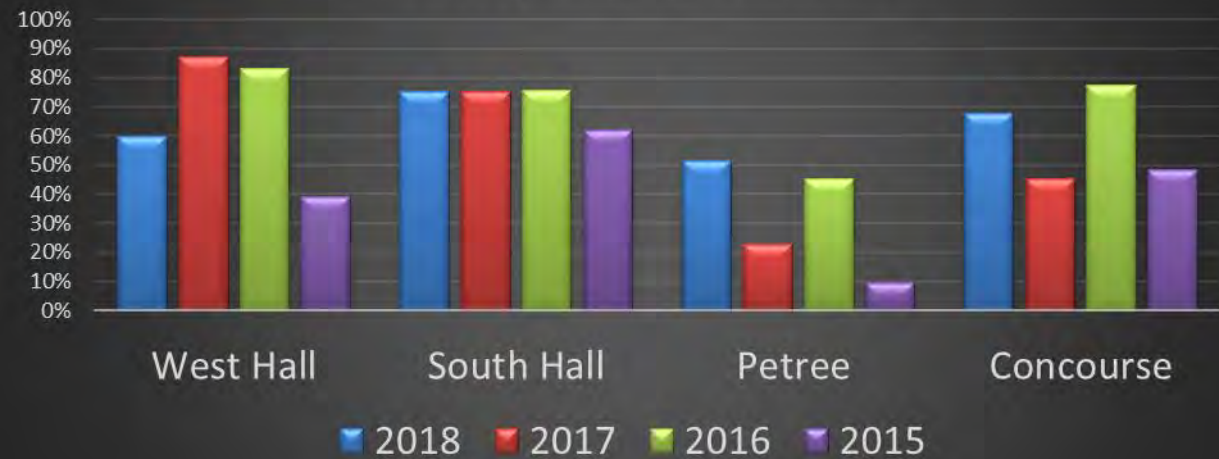
CITY REIMBURSEMENT - \$588K– Includes Utility user tax (estimate for August 2017 – January 2018)

OCCUPANCY

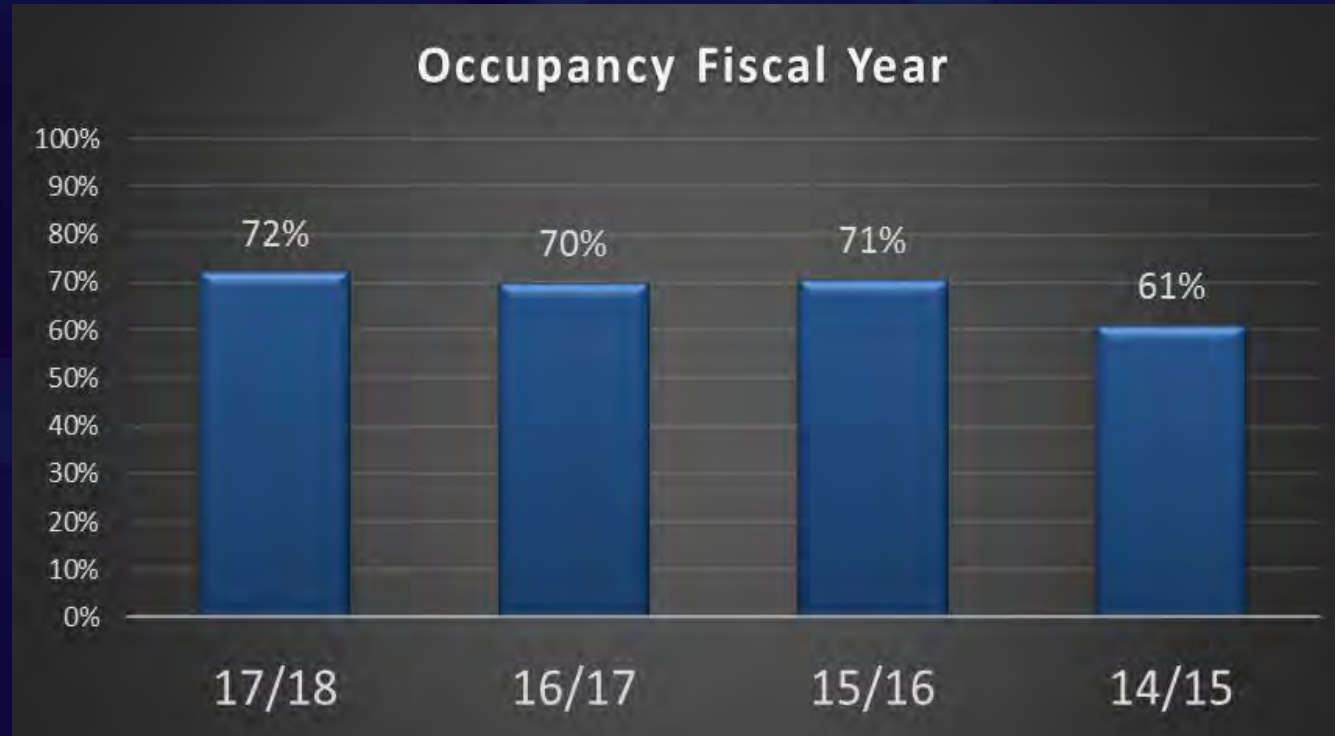
Exhibit Hall Occupancy



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

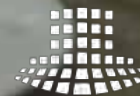
\$30.1 million in Projected Economic Impact



TASTE OF LA

Partnership Presentation

Levy
CONVENTION CENTERS



Los Angeles Convention Center®
Managed By AEG

TASTE OF LA

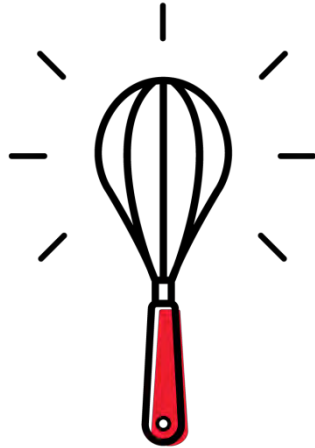
We are hospitality people.
We are listeners, we are learners, we are thinkers
and we are doers.



CONVENTION CENTER GUIDING PRINCIPLES



Passionate



Innovative

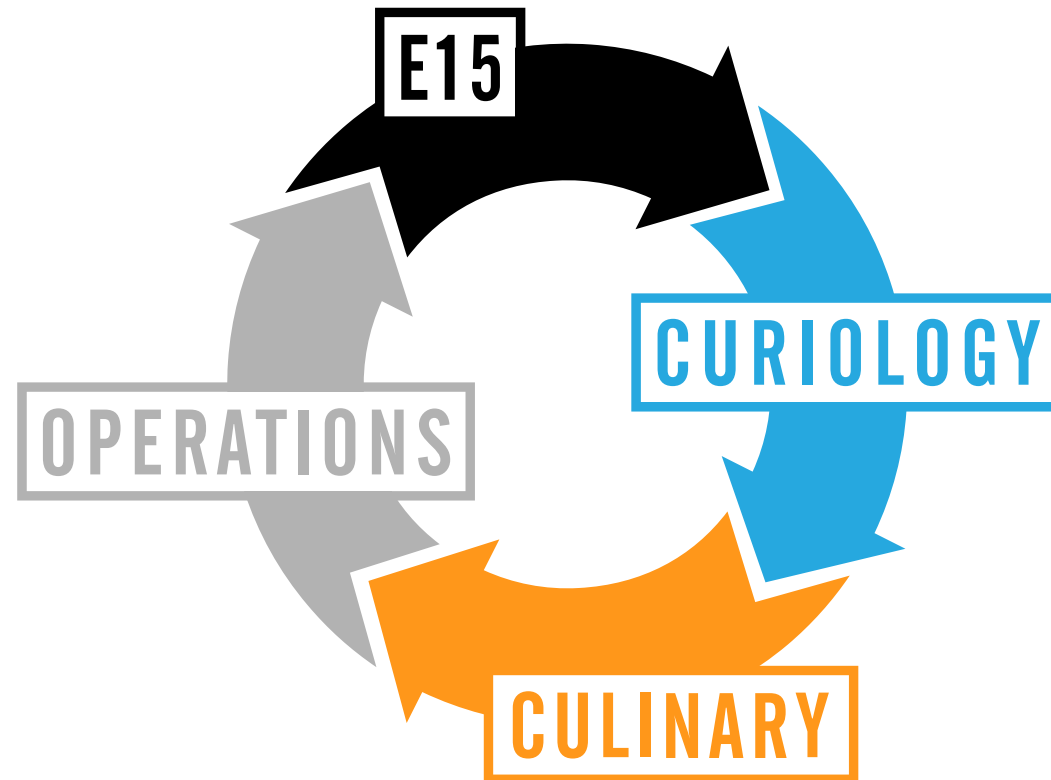


Experiential



Nice

HOW WE WORK





Cindy van Rensburg

Convention Center
Division President

**Katherine
Putnam**

Regional Vice
President of
Operations

Matt Dicker

Manager of
Content Strategy
and
Communications

Stacy Callighan

Senior Experience
Lead, Curiology

Adam Borders

Senior Regional
Director of
Purchasing

Paul Meyer

Regional Director
of Human
Resources

Dan Eccles

Regional Director
of Finance

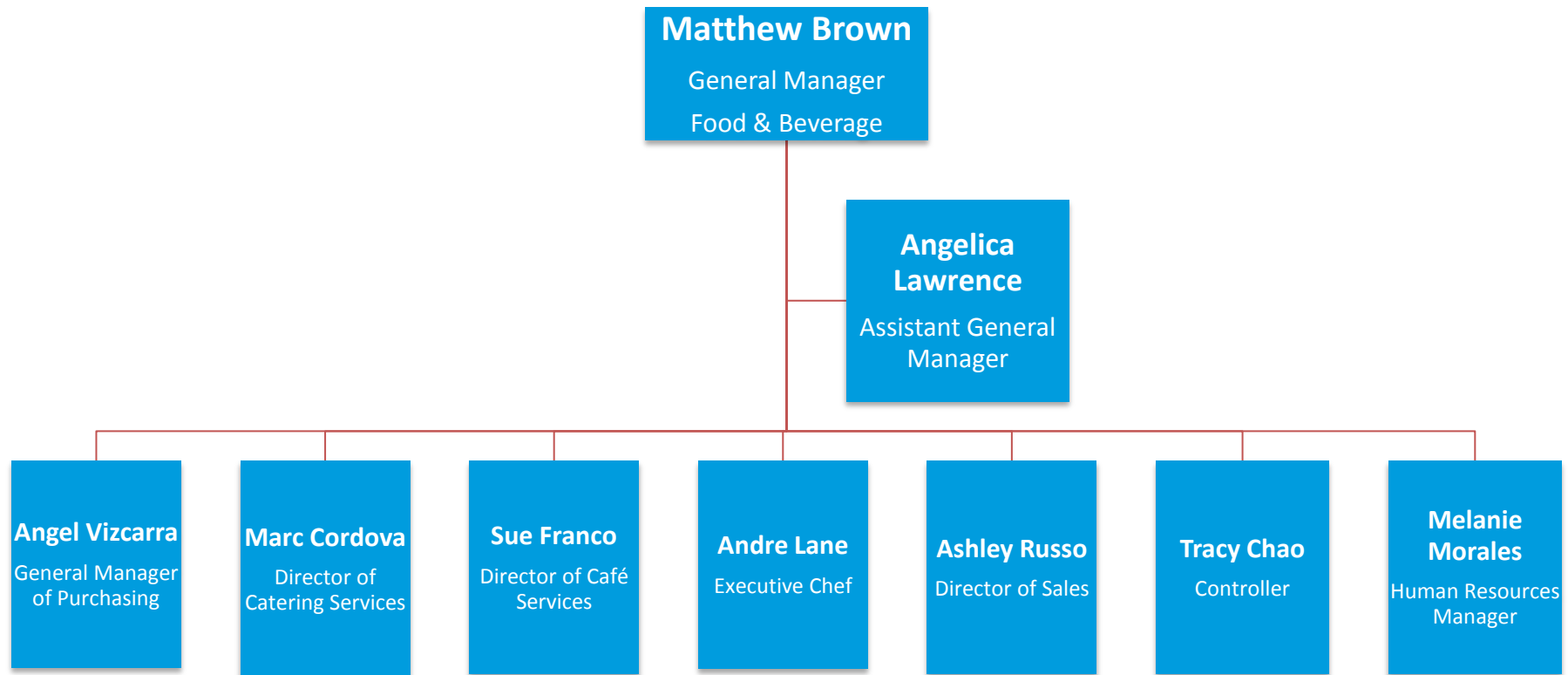
Frank Abbinanti

Vice President of
Culinary



Los Angeles
CONVENTION
CENTER

TASTE OF LA DREAM TEAM



**TASTE
OF
LA**

**PARTNERSHIP
ACCOMPLISHMENTS**

STRATEGIC SALES & PROFITABILITY GROWTH

SALES

	<u>CONCESSIONS</u>	<u>CATERING</u>	<u>TOTAL</u>	<u>YOY GROWTH</u>
2014:	\$ 3,503,666.68	\$ 5,990,853.51	\$ 9,494,520.19	-
2015:	\$ 3,478,263.50	\$ 8,621,449.20	\$ 12,099,712.70	27%
2016:	\$ 4,412,580.19	\$ 10,037,717.25	\$ 14,450,297.44	19%
2017:	\$ 4,257,295.37	\$ 11,217,929.39	\$ 15,475,224.76	7%

PROFIT

	<u>PROFIT</u>	<u>INCREASE</u>	<u>YOY GROWTH</u>
2014:	\$ 1,145,698.01	-	-
2015:	\$ 2,067,373.74	\$ 921,675.73	80%
2016:	\$ 4,195,120.36	\$ 2,127,746.62	103%
2017:	\$ 4,299,320.96	\$ 104,200.60	2%

TOTAL PARTNERSHIP GROWTH:

SALES: 63%

PROFIT: 275%

IN HOUSE PASTRY & BAKING

- ROLLS
- PASTRIES
- CINNAMON ROLLS
- BREAKFAST BREADS
- PRETZELS
- CRUMBLES
- CAKES
- PIES
- CANOLLIS
- STRUDELS
- DONUTS
- SAVORY DESSERTS
- PUFF PASTRIES





- TASTE OF LA PARTNER
- LOCAL GRASSROOTS COMPANY
- REGIONAL SPECIFIC BRAND
- CERTIFIED ORGANIC
 - COFFEE
 - TEA
- FAIR TRADE ORGANIZATION
 - FARMLAND STRUCTURE
- COMMUNITY ORIENTED
- QUALITY STANDARDS
 - HOUSE ROASTED
- MORE PROFITABLE LICENSE
- SUSTAINABLE COMPANY





FOOD FLEET

Some ideas fly. Ours Roll.

CASE STUDY

ANIME EXPO

FOOD TRUCK/SUB SALES 2016:

\$293,803.24

FOOD TRUCK/SUB SALES 2017:

\$448,782.73

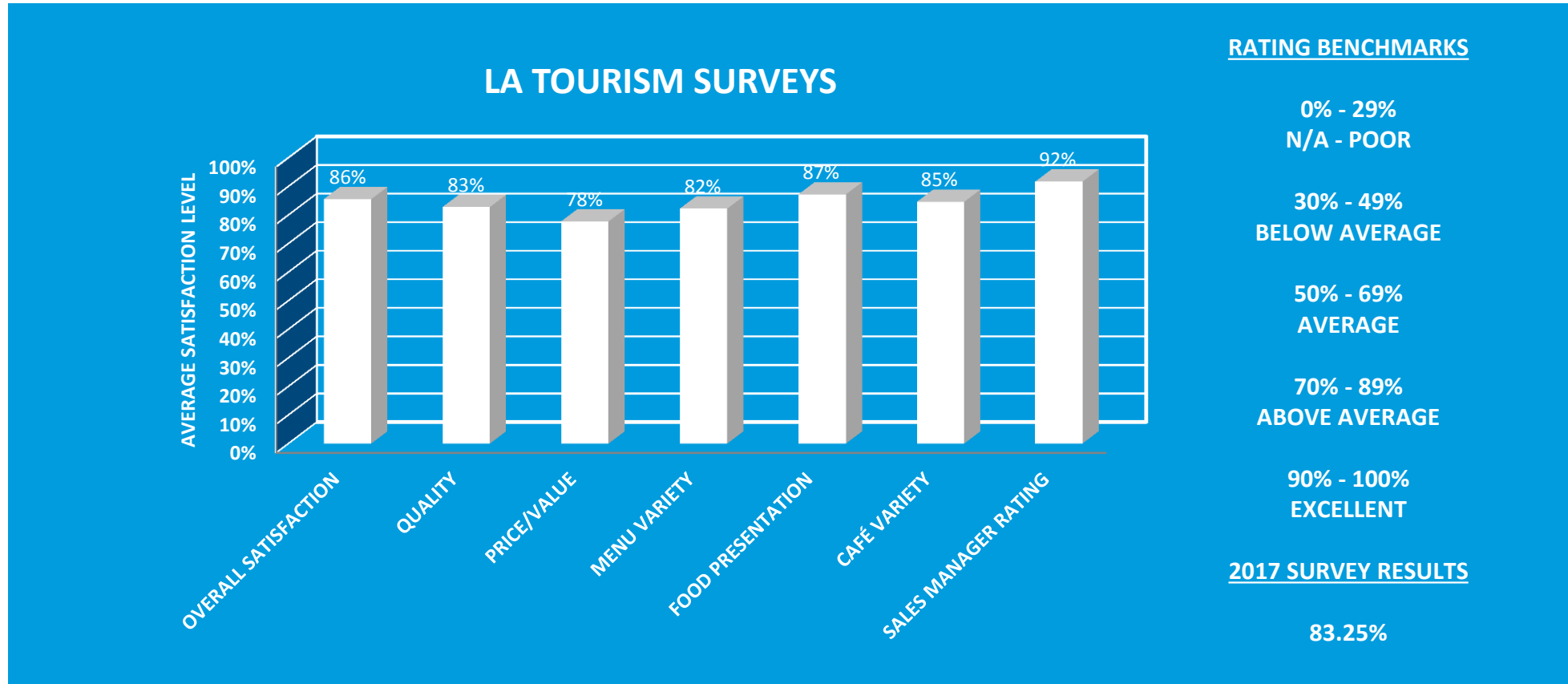
YEAR OVER YEAR INCREASE:

+\$154,979.49

53% GROWTH!!



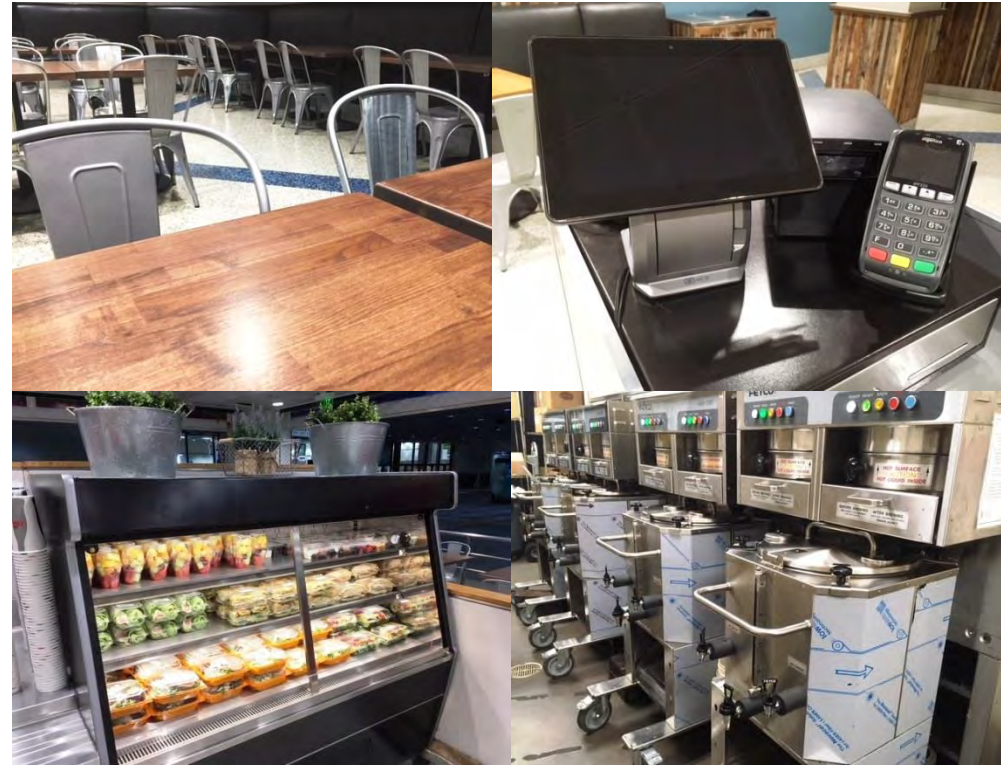
CLIENT SURVEY RESULTS



RE-INVESTING IN THE BUSINESS

- GALAXY CAFÉ FURNITURE
 - MODERN TABLES
 - INDUSTRIAL CHAIRS
 - RE-UPHOLSTERY
- CAFÉ EQUIPMENT UPDATE
 - COMPASS
 - GALAXY
 - COMMISSARY
- QUEST POINT OF SALE SYSTEM
 - 72 NEW REGISTERS
 - TOUCH SCREEN
 - UPDATED SALES REPORTS
 - WIFI CAPABLE
- COFFEE BREWER EQUIPMENT
 - DOUBLE BREWING CAPACITY

750K+ RE-INVESTED IN 2017



EVENT HIGHLIGHTS





- **MAKE A WISH FOUNDATION**
 - RAISED MONEY, PROVIDED SNACKS AND BEVERAGES, AND DONATED AUCTION ITEMS FOR THE WALK FOR WISHES EVENT
- **TURKEY BASKET BRIGADE**
 - DONATED AND HANDED OUT 500 THANKSGIVING DINNER PACKAGES TO DOWNTOWN L.A. FAMILIES IN NEED
- **DOWNTOWN WOMENS SHELTER**
 - DONATED FOOD AND VOLUNTEERED TIME TO FEED 150 MEALS TO THOSE IN NEED



**TASTE
OF
LA**

THANK YOU

MEET

Los Angeles



CITYWIDE CONVENTION SALES FY 17/18 PRODUCTION

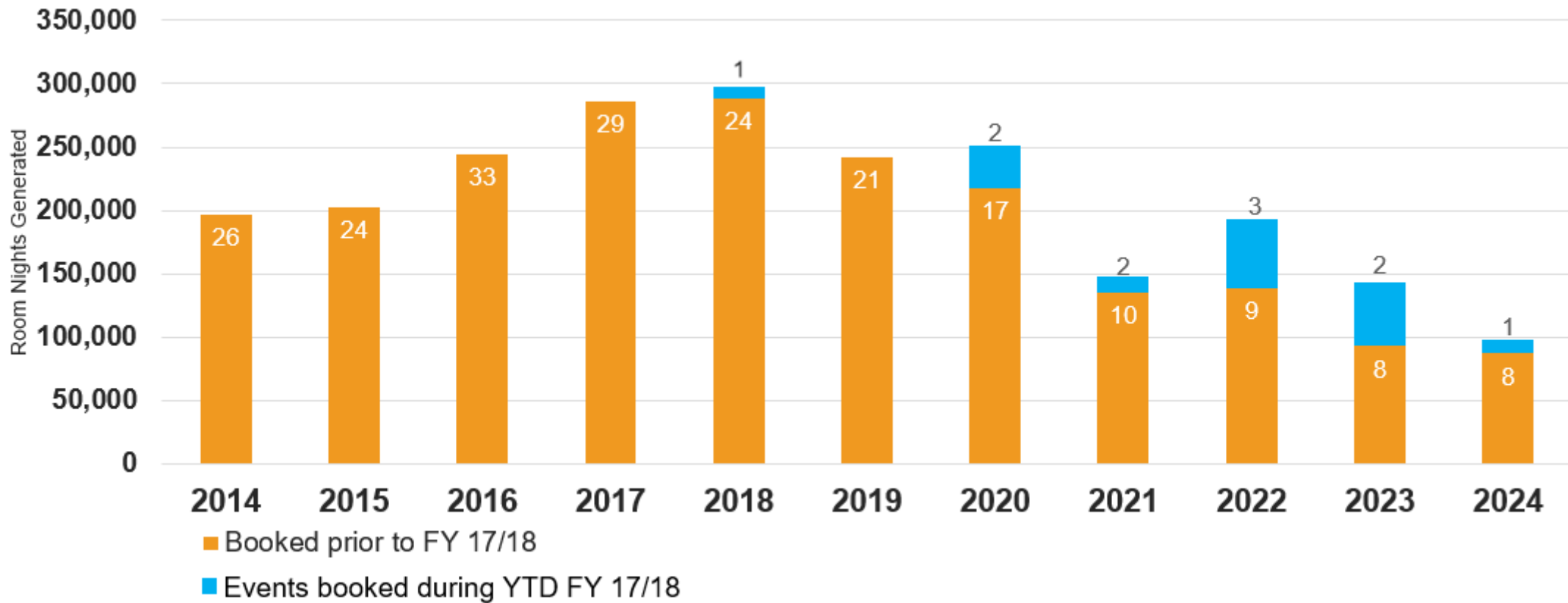
Lead Production	Leads Actual
FY 17/18 Goal	220
FY 17/18 YTD	136
FY 16/17 STLY	134

Booked Room Nights Produced	RNs Actual
FY 17/18 Goal	390,000
FY 17/18 YTD	245,207
FY 16/17 STLY	269,563

Dated February 28, 2018

CITYWIDE CONVENTION BOOKED ROOM NIGHTS

2014-2014 CALENDAR YEAR ARRIVAL DATE



FEBRUARY PROSPECT SITE INSPECTIONS



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

M E E T

Los Angeles

MARCH PROSPECT SITE INSPECTION



FIRST Robotics Competition 2021
April 2021
33,925 Total Room Nights

NEWSLETTER

MEET

Los Angeles

Q1 2018



2018 MPG Now Available

Our annual *Meeting Planner Guide* is now available in both print and digital formats. Packed with information on the newest attractions and spaces, group-friendly dining, and a detailed inventory of hotels and venues, this comprehensive guide will guarantee that planning your event in Los Angeles is seamless. Contact us to request a printed guide, view the online version, or download your own copy.

[Download the Guide →](#)



Meet Your Director

Kathy McAdams is the Vice President of Citywide, Convention Sales. She has worked with L.A. Tourism for over 20 years. While she is currently based in the Washington, D.C. area, she travels to Los Angeles regularly.

[Contact Me →](#)

UPCOMING EVENTS

Feb 16-18, 2018

NBA All-Star Weekend
STAPLES CENTER, DOWNTOWN

2019

The Academy Museum
Opens
MIRACLE MILE, LOS ANGELES

2020

Los Angeles Stadium at
Hollywood Park Opens
INGLEWOOD, CA

2022

Superbowl LVI
INGLEWOOD, CA

2028

Summer Olympics
LOS ANGELES, CA



Why Los Angeles Is the Most Exciting Food City of 2017

THE CITY OF ANGELS IS FINALLY TAKEN SERIOUS AS A TOP FOOD TOWN

Did You Know?

January marked the 10th anniversary of Dine L.A. which has helped put Los Angeles on the map as a food city. In fact, Los Angeles was just rated the No. 1 Most Exciting Food City by Zagat, thanks, in part, to a handful of amazing new restaurants.

[Read Zagat Article →](#)



PCMA Kickoff Brunch

At PCMA Convening Leaders in Nashville last month, Client Services put on a lively brunch event for over 90 customers, including a build-your-own Bloody Mary bar, massages and live music. It was such a success that we created a recap video so you can share in the fun.

[Watch Video Recap →](#)

MEET

Los Angeles

CREATIVE EVOLUTION

Jeremy Bacharach, Group Creative Director
Los Angeles Tourism & Convention Board

A warm, orange-toned sunset over a beach. In the foreground, the silhouettes of palm trees and a lifeguard stand are visible against the bright sky. The text is centered in the upper half of the image.

Building on the success of our [#EveryoneIsWelcome](#) campaign, our new films continue to celebrate the diverse **faces and places** that make Los Angeles special.





These films allow us to build the larger, emotional story of our campaign in longer form.

We're also extending our story in new, impactful ways across media that rely on a quicker read.

LA 

LA 

It's our way of welcoming everyone to experience (and love) all the diverse faces and places we care about. It's our fun, ownable way of talking about all things L.A.



#EVERYONEISWELCOME

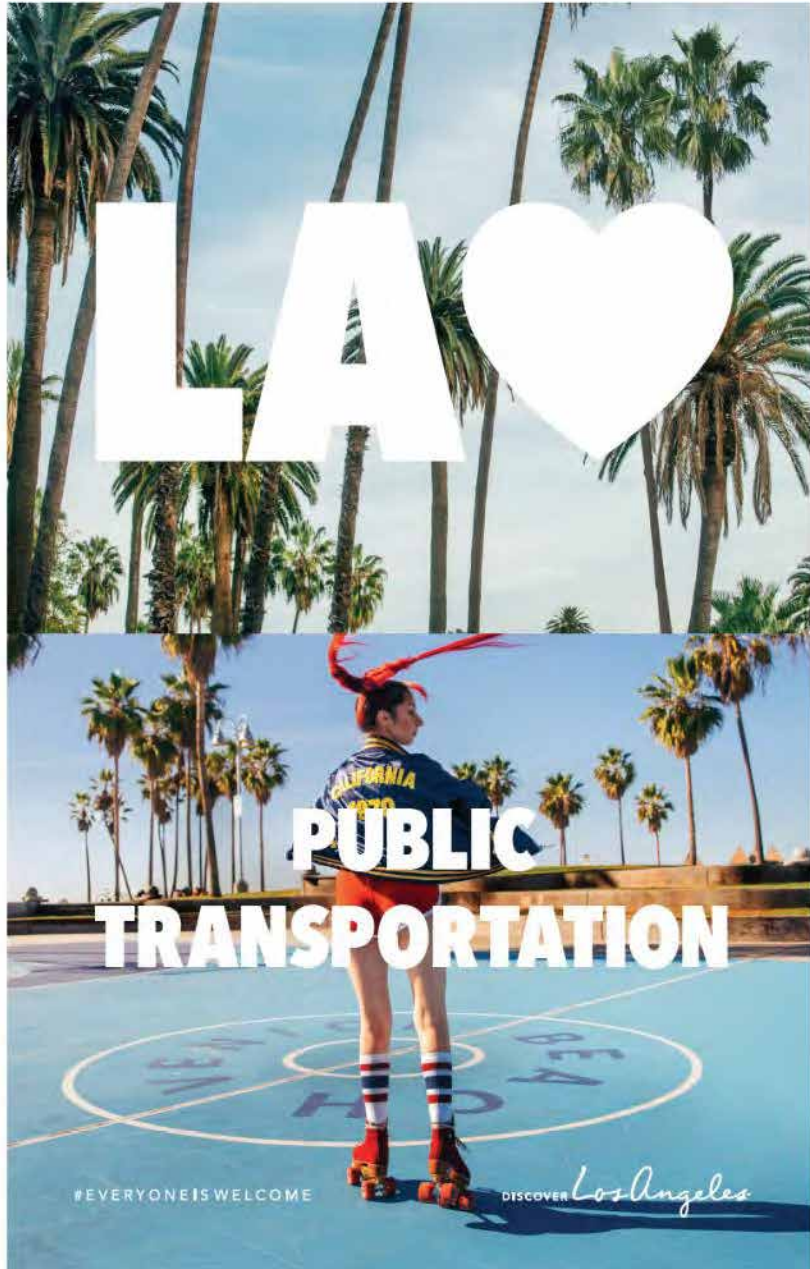
DISCOVER *Los Angeles*

LOS ANGELES



#EVERYONEISWELCOME

DISCOVER *Los Angeles*



LOS ANGELES

ADVERTISING UPDATE

John Boudouvas, Vice President, Marketing
Los Angeles Tourism & Convention Board

FY18 MEDIA PLAN - DOMESTIC

Market	Funnel Location	Tactic	Flight Dates	1/1	1/8	1/15	1/22	1/29	2/5	2/12	2/19	2/26	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25			
National	Upper	Hulu	1/1-3/25																													
New York		OOH	2/12-3/18																													
Long Haul		ConnectedTV	2/14-4/8																													
		Vevo	2/14-4/8																													
		Glassview	2/14-4/8																													
		Social Video	2/14-4/8																													
		Atlas Obscura	1/1-4/1																													
		INSIDER	1/1-4/1																													
		Thrillist	2/19-4/15																													
		Social Posts	2/14-4/8																													
		Native	2/14-4/8																													
		Expedia	2/14-4/8																													
Sojern		2/14-4/8																														
Trip Advisor		2/14-4/8																														
National		Remarketing	1/1-6/30																													
Short Haul	Content	1/1-5/31																														

FY18 MEDIA PLAN - INTERNATIONAL

Market	Funnel Location	Tactic	Flight Dates	1/1	1/8	1/15	1/22	1/29	2/5	2/12	2/19	2/26	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	4/30	5/7	5/14	5/21	5/28	6/4	6/11	6/18	6/25		
Mexico City & Guadalajara	Upper	ConnectedTV	2/22-4/8																												
		Social Video	2/22-4/22																												
	Middle	Social Posts	2/22-6/1																												
		Audience	1/1-1/15																												
		Native	2/22-6/1																												
	Lower	Kayak	2/22-4/8																												
		Remarketing	1/1-6/30																												
	OVERALL MEXICO PLAN																														
Seoul, South Korea	Upper	ConnectedTV	2/26-4/22																												
	Middle	Social Posts	2/26-6/1																												
		Native	2/26-6/1																												
	Lower	Remarketing	1/1-6/30																												
OVERALL SOUTH KOREA PLAN																															
Shanghai	Upper	OOH	5/6-6/10																												
		Premium Video	5/6-6/10																												
		Online Video	4/9-6/10																												
Shanghai & Beijing	Middle	Native	1/12-6/30																												
		Yitiao																													
		Banner Ads	1/1-6/30																												
	Qyer	1/1-1/5, 4/9-6/3																													
	Lower	Tuniu	3/12-6/30																												
		C-Trip	3/12-6/30																												

MEDIA PLACEMENT EXAMPLES

Roku TV

YouTube

hulu

Apple TV

sling
TELEVISION

Bravo

food
network

HGTV

BUSINESS
INSIDER

THRILLIST

Expedia

tripadvisor

TRAVEL+
LEISURE

bon appétit

The

The New York Times

NYC OUTDOOR EXAMPLES

TIME
BTN
BASKETBALL

A large billboard on the left side of the street. At the top, it says "TIME" and "BTN" in a stylized font. Below that, there's a graphic of three basketball players in action. The background is blue with orange and white accents.

Subway

The Subway logo, featuring the word "Subway" in its characteristic red and yellow font, with the "1 2 3" slogan below it.

MACYS

The facade of the MACYS building, with the name "MACYS" written vertically in large letters. The building is a classic multi-story structure with many windows.

DAMN

A billboard for "DAMN" featuring a white background with the word "DAMN" in a bold, black, serif font. There's some smaller text below it.

LA ♥ EVERYBODY

A large billboard on the right side of the street. It features a black background with a white heart symbol. To the left of the heart is "LA" and to the right is "EVERYBODY". The background image shows a couple embracing.

HOOTERS

The sign for Hooters restaurant, with the word "HOOTERS" in a bright orange, stylized font. There are some smaller signs and logos around it.

Apple MUSIC

A billboard for Apple Music, featuring the Apple logo and the word "MUSIC" in white. Below it, it says "Today's Hits Playlist".



LOS ANGELES













SOCIAL MEDIA EXAMPLES








FACEBOOK




Discover Los Angeles
Sponsored ·  


Find what you love in L.A. Where everyone is welcome.




discoverlosangeles.com
LA♥Everybody [LEARN MORE](#)

  8

 Like  Comment  Share




Discover Los Angeles
Sponsored · 

You do you in L.A. Where everyone is welcome.



LA♥Everybody
DISCOVERLOSANGELES.COM [Learn More](#)

3 Reactions

 Like  Comment  Share

Discover Los Angeles
Sponsored · 

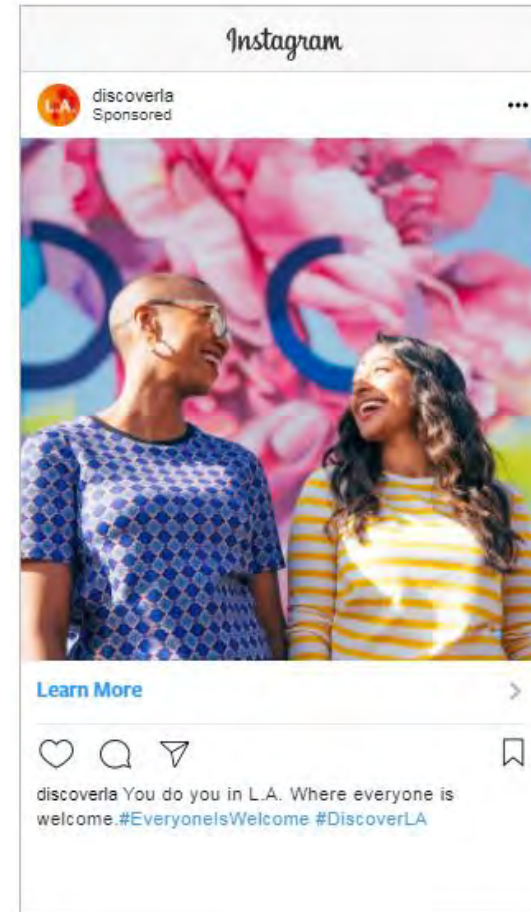
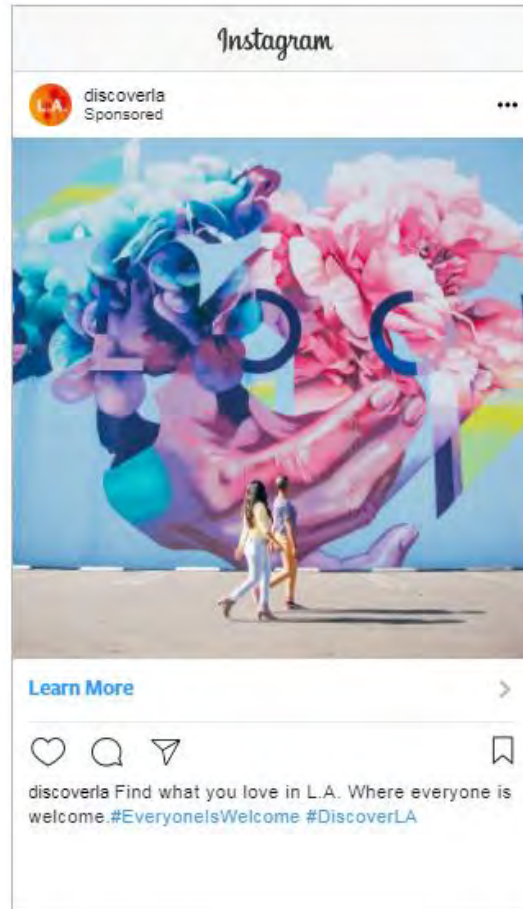
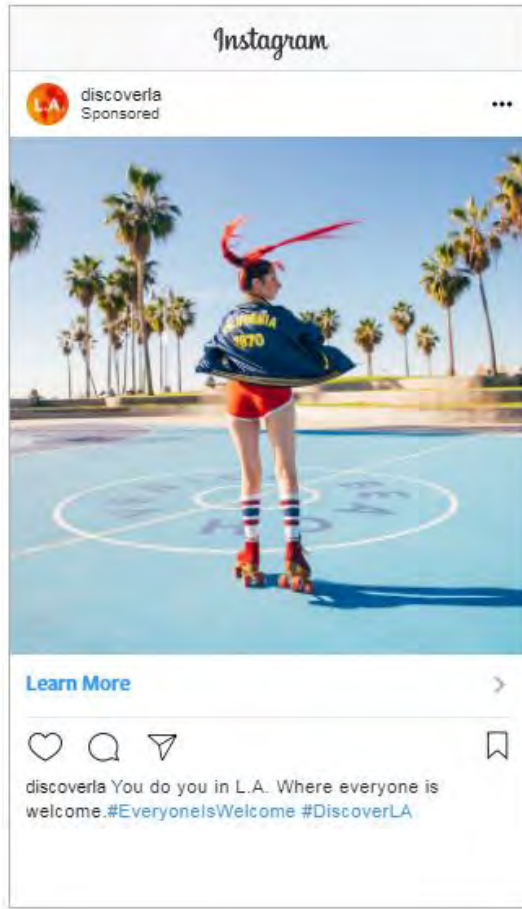
Find what you love in L.A. Where everyone is welcome.



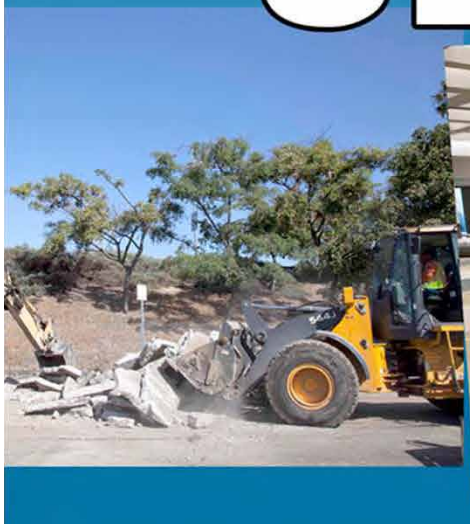
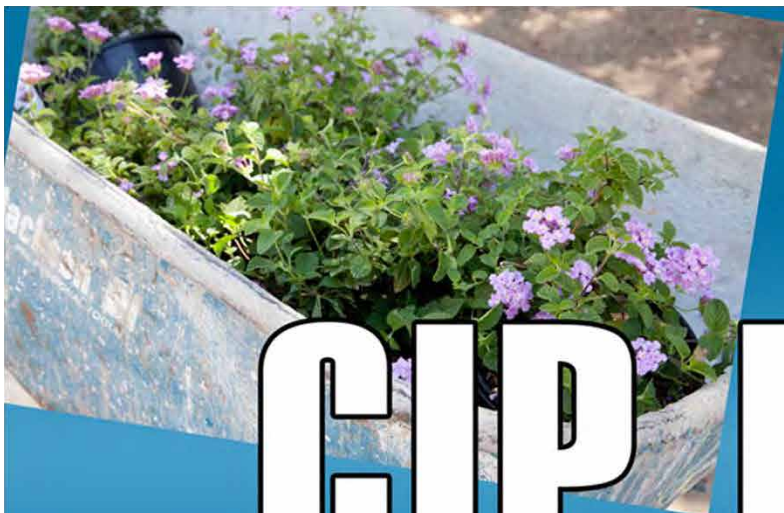
LA♥Everybody
DISCOVERLOSANGELES.COM [Learn More](#)

 Like  Comment  Share

INSTAGRAM



CIP UPDATE



CIP UPDATE - SUMMARY

PLANNING AND CONTRACTING STAGE

Fire Alarm Panel Upgrade

Fire Alarm System Peripheral Devices

New Security Command Center A/C

IN PROGRESS

Security Surveillance System Upgrades

Water Heater Replacement

Escalator and Elevator Repair/Modernization

Meeting Room Divider Wall Repair/Reconditioning

Solar

Carbon Monoxide Sensors

Cooling Towers Motors & VFD Replacement – South Plant

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
Marquee Signage Upgrade: Final Phase*	

MARQUEE SIGNAGE UPGRADE

COMPLETED



- Final phase of marquee signage upgrade completed
- Empty marquee now features front and back digital signs

SOLAR: IN PROGRESS

