



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
Friday, May 4, 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 April 4, 2018

4. REPORTS:

- a. Executive Director Report
- b. Monthly Update – March – AEG
- c. Monthly Update – March – LATCB

5. 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**

Special Meeting Minutes

April 4, 2018

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a special meeting on Wednesday, April 4, 2018 at 10:00 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 Ana Cubas
Commissioner Stella T. Maloyan
Commissioner David Stone

ABSENT:

None

PRESENTERS:

Brad Gessner, AEG
Keith Hilsgen, AEG
Ellen Schwartz, AEG
Doane Liu, CTD
Diana Mangioglu, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 10:02 a.m.

Item 2. Public Comment

Ms. Terri Toennies, Executive Vice President and General Manager of the LA Auto Show, appeared before the Board to report on the 2017 LA Auto Show. Ms. Toennies impressed upon the Board that in the last ten years Automobility LA has had strong attendance and has filled up the hotels in the surrounding area. Ms. Toennies hopes that this information will be taken into consideration as negotiations for the 2019 and 2020 events move forward.

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from March 7, 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 tour of the Bank of California stadium, Mayor's press conference on the King Tut exhibit; meetings with various City departments and other agencies to discuss issues such as the Downtown LA branding efforts, support of Fig + Pico Hotel Project, expansion and modernization of the LACC, Mayor's Asia, Mexico, and Middle East trade missions, long term tourism strategy, installation of 5G telecommunications network at LACC, event planning for National League of Cities, and interactive kiosks.

Item 4b. AEG Monthly Update – February

Mr. Brad Gessner reported that LACC had hosted 11 events that included three citywides and close to 103 thousand attendees. Ms. Ellen Schwartz reported three film shoots. Mr. Keith Hilsgen presented the financial data for February and also reported 84% occupancy and \$61M economic impact.

Item 4c. LATCB Monthly Update – February

Mr. Darren Green reported that year to date LATCB has processed 150 leads, resulting in 264,694 room nights with a year-end goal of 220 leads and projected 390,000 room nights. Mr. Green also reported on bookings with 2018 being a strong year and prospect site inspections for First Robotics Competition, Citrix Summit and The Links.

Item 4d. CIP Update

Mr. Tom Fields reported on the completion of the solar project and provided a CIP update regarding fire alarm panels, air conditioning unit in Security Command Center, and the modernization of the elevators/escalators.

Item 5. Approval of LATCB FY 2018-19 Proposed Budget – Board Report #18-001

Recommend that the Board of Commissioners for the Department of Convention and Tourism Development approve the proposed budget for the Los Angeles Tourism and Convention Board for inclusion in the Mayor's 2018-19 Budget Proposal to the City Council.

UNANIMOUSLY APPROVED.

ADJOURNMENT

The meeting was adjourned at 11:14 a.m.

Los Angeles Convention Center
Monthly Update

MARCH 2018

BRAD GESSNER



EMPLOYEE OF THE MONTH – FEBRUARY 2018



VALERIA MONTANO
SECURITY COORDINATOR

EMPLOYEE OF THE MONTH – MARCH 2018



ERVIN BREWER
SET-UP CREW

LEADER OF THE 1ST QUARTER 2018



ANGELICAL LAWRENCE
ASSISTANT GENERAL MANAGER, LEVY

LACC MARCH 2018 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
Mar. 3 - 8	American Physical Society 2018	11,500
Mar. 10	The Model Experience Fashion Show	1,250
Mar. 11	Telemundo Health Fair 2018	30,000
Mar. 11	DUB Magazine Custom Auto Show 2018	17,500
Mar. 14 - 15	Build Expo 2018	1,200
Mar. 16 - 22	Society of Interventional Radiology Annual Mtg.	15,000
Mar. 16 - 17	2018 LA Marathon Expo	34,482
Mar. 20	Naturalization Ceremony	16,000
Mar. 22 - 26	Herbalife Honors	2,700
Mar. 23	Your Turn Intern Expo & Celebrity Fest	1,000
Mar. 24 - 25	ipsy Gen Beauty 2018	6,500
Mar. 31	Exchange LA Presents Marshmello in Concert	21,915

*Citywide

TOTAL: 159,047

LACC MARCH 2018 FILMING AND PHOTO EVENTS

<u>Name</u>	<u>Location</u>	<u>Amount</u>
Toyota	Kentia	\$8,300
Untitled BBTv	Bond/South Parking	\$7,250
Ballers	South Lobby	\$18,750

TOTAL FILMING: \$34,300

(MARCH 2017: \$79,750)

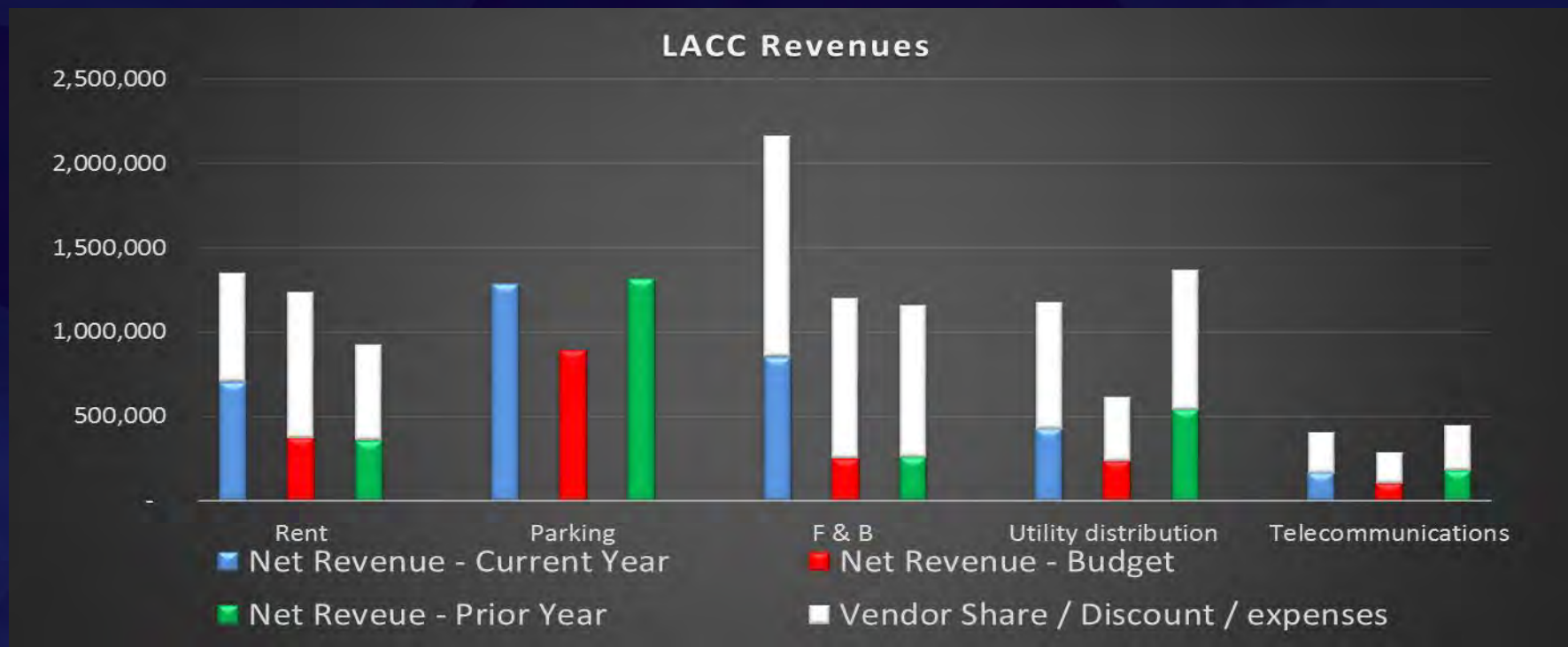
FINANCIALS

OPERATING SURPLUS:

- \$1.6 million (before approved City Reimbursements, A & I and Capital Projects)
- \$1.4 million above budget
- \$530K above prior year

REVENUES:

- \$6.8 million gross revenue (before discounts and service provider share)
- \$3.5 million net revenue
- \$1.6 million above budget and \$733K above prior year



FINANCIALS

OPERATING EXPENSES:

- \$1.9 million (before approved A & I, Capital Projects, and City reimbursement)
- \$160K above budget and \$203K above prior year

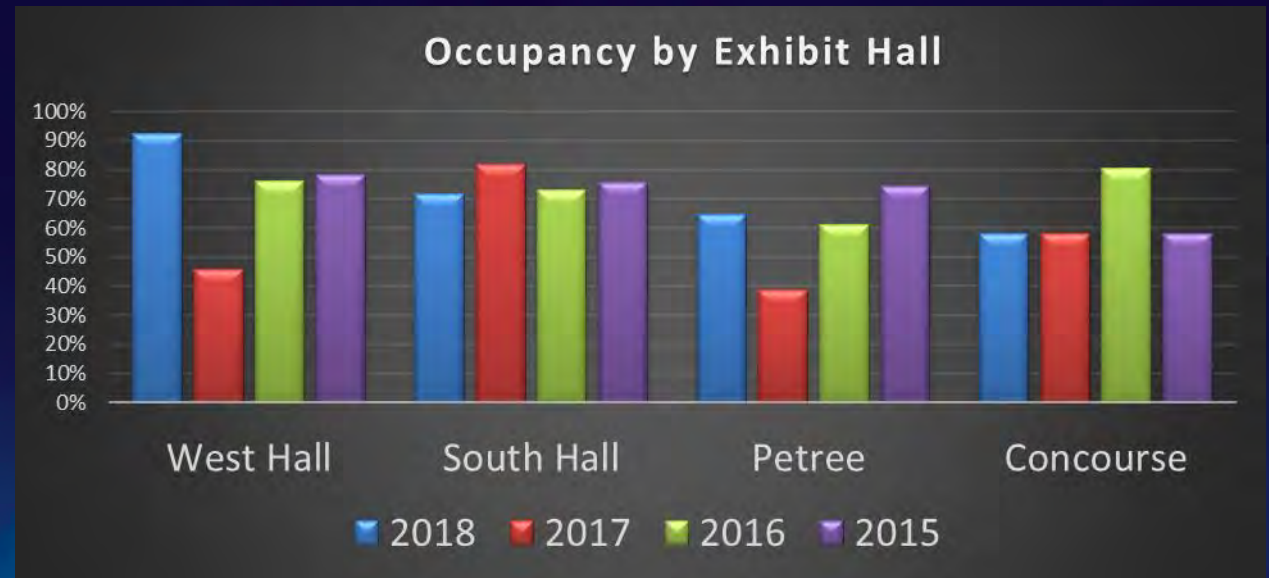
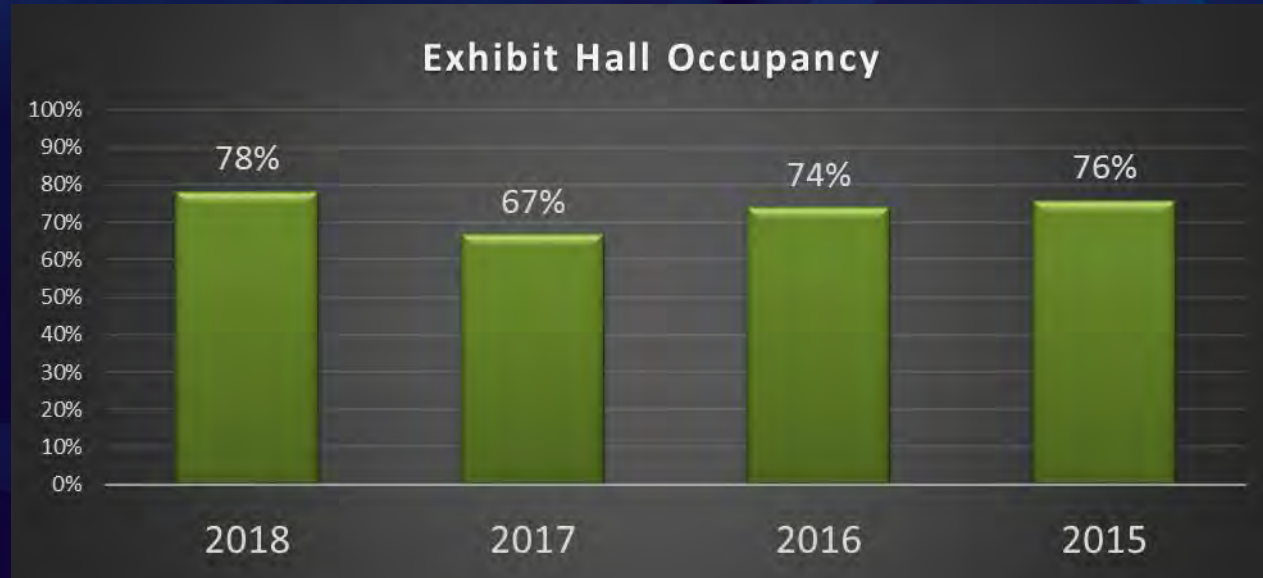


CITY REIMBURSEMENT - \$326K

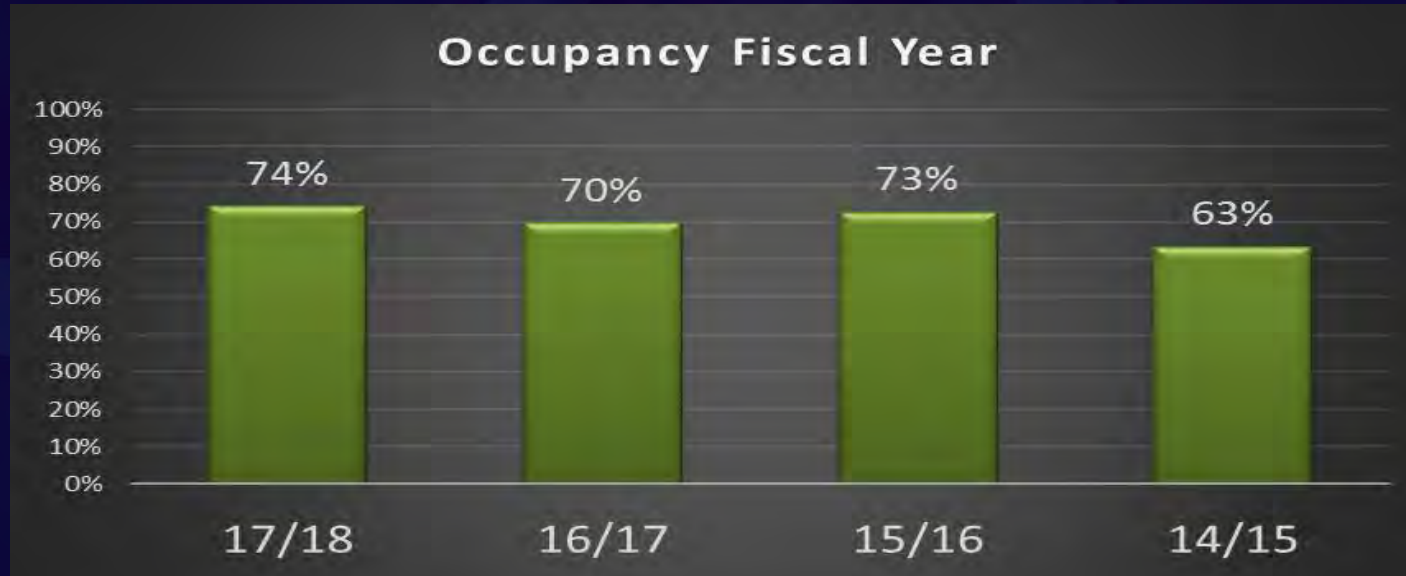
CAPITAL and ALTERATION * IMPROVEMENTS

Operable wall repair, dock concrete repairs, and tables for catering

OCCUPANCY



OCCUPANCY

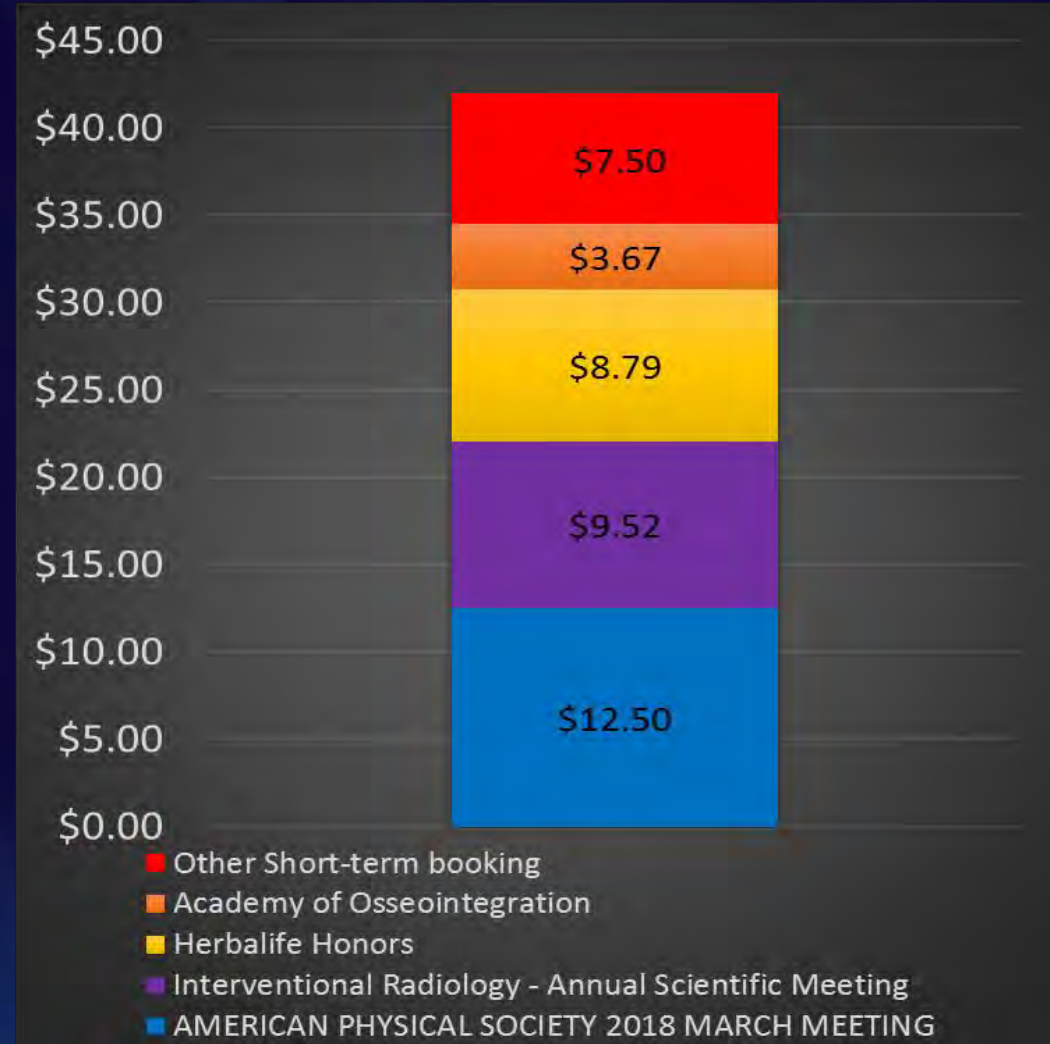


PricewaterhouseCoopers report on Convention Center occupancy states:

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

\$42.0 million in Projected Economic Impact



MEET

*Los Angeles*TM

CTD Board of Commissioners Meeting

May 4, 2018



CITYWIDE CONVENTION SALES FY 17/18 PRODUCTION

Lead Production	Leads Actual
FY 17/18 Goal	220
FY 17/18 YTD	175
FY 16/17 STLY	188

Booked Room Nights Produced	RNs Actual
FY 17/18 Goal	390,000
FY 17/18 YTD	281,891
FY 16/17 STLY	316,033

Dated April 30, 2018

RECENT BOOKINGS



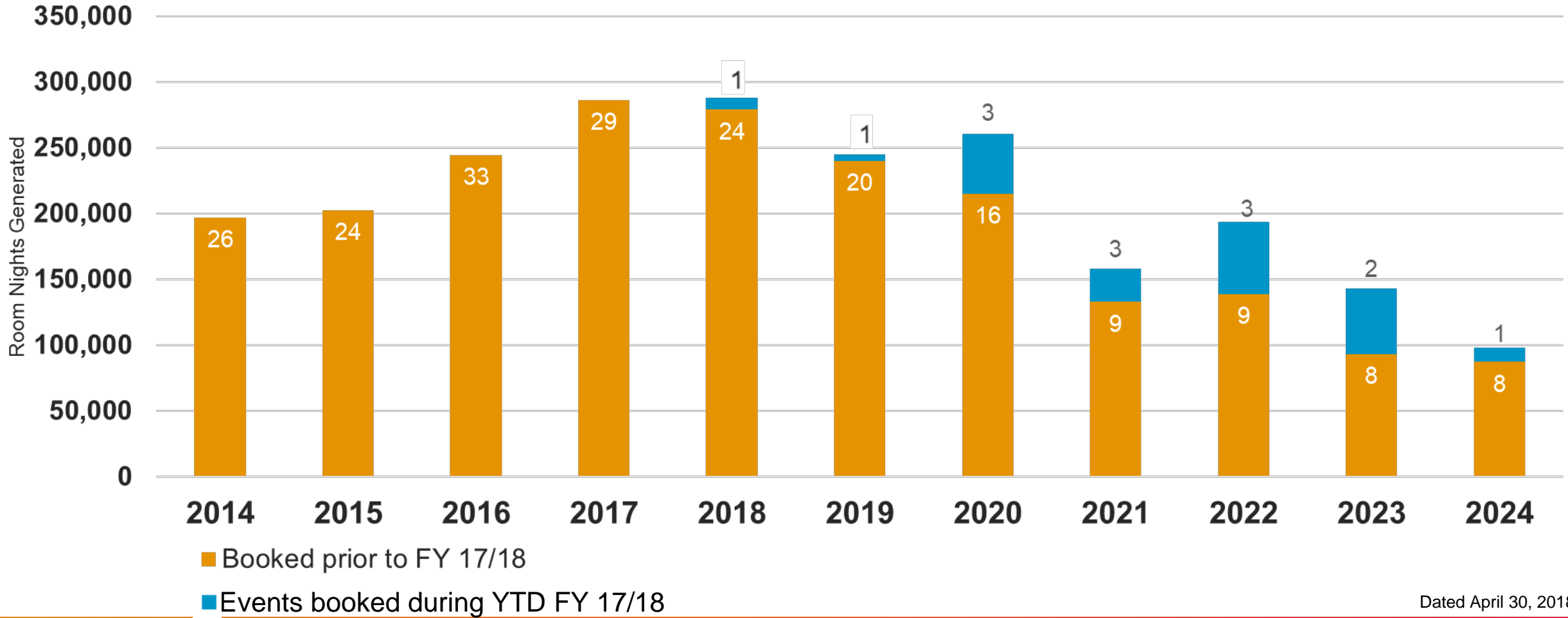
Shell Oil Company
Shell Convention & Trade Show
April 15-17, 2019
5,012 Total Room Nights



Major League Baseball
MLB 2020 All-Star Game
July 9-14, 2020
12,185 Total Room Nights

CITYWIDE CONVENTION BOOKED ROOM NIGHTS

2014-2024 CALENDAR YEAR ARRIVAL DATE



Dated April 30, 2018

PROSPECT SITE INSPECTIONS



Institute for Educational Leadership
IEL National Community Schools & Family
Engagement Conference
May 2020
3,471 Total Room Nights



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



National Collegiate Athletic Association
NCAA Men's Final Four
April 2024-2025
52,000 Total Room Nights



Linked in Friendship. Connected in Service

The Links Inc. 2024 National Assembly
June 2024
6,206 Total Room Nights

MEET

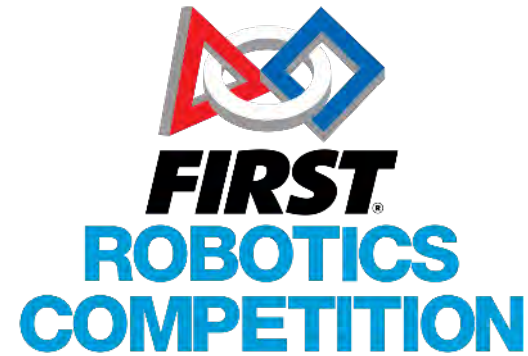
Los Angeles

TARGETED ACCOUNTS TO REACH GOAL



FOUNDATION

9,500 Peak Room Nights



7,500 Peak Room Nights



4,000 Peak Room Nights

M E E T

Los Angeles

GM SALES MISSION MAY 2018

Pacific Northwest Travel Agenda

- May 8-9th **Seattle**
- May 10-11th **Bay Area:** Palo Alto, San Francisco & Oakland



MEET

Los Angeles

GM SALES MISSION MAY

Objective:

- Target new business opportunities in key feeder markets
- Connect with existing customers, identify new business opportunities
- Incorporates a series of sales calls along with hosting various events
- Put them face to face with key partners

Attending Partners:

- Banc of California Stadium
- Los Angeles Convention Center
- Omni Los Angeles at California Plaza
- Sheraton Grand
- Universal Studios Hollywood
- Warner Bros. Studios
- The Garland
- Wolfgang Puck Catering

M E E T

Los Angeles



THANK YOU

MEET

Los Angeles