



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

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 three minutes per speaker.

Regular Meeting
Wednesday, May 5, 2021
9:00 a.m.

Dial in number:
1-669-254-5252
Meeting ID: 160 661 2026

1. CALL TO ORDER / ROLL CALL

2. COMMENTS FROM THE PUBLIC

- a. General and Agenda Item Public Comments
To make a public comment, dial the number again, enter the meeting ID#, then press *9. Limit is one minute per speaker, per item.
- 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 April 7, 2021

4. REPORTS:

- a. Executive Director Report
- b. ASM Update
- c. LATCB Update

5. ACTION ITEMS:

None

6. ADJOURNMENT

NOTICE TO PAID REPRESENTATIVES

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 987-1960 or ethics.commission@lacity.org.

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.

Item 3a

Approval of the minutes



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

Regular Meeting Minutes
April 7, 2021

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, April 7, 2021 at 9:00 a.m. via Zoom.

PRESENT:

Vice President Otto Padron, Presiding
Commissioner Noel Hyun Minor
Commissioner David Stone

ABSENT:

President Jon F. Vein
Commissioner Bricia Lopez

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Darren Green, LATCB
Patti MacJennett, LATCB

Item 1. Call to Order / Roll Call

Vice President Padron called the meeting to order at 9:03 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from March 3, 2021

UNANIMOUSLY APPROVED BY ROLL CALL VOTE

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with the Tourism Master Plan Steering Committee, GSMA regarding October event in LA, City of Inglewood City Manager regarding Super Bowl, LASEC kickoff meeting regarding Super Bowl, CD 14 staff regarding EV Shuttle grant, IBM regarding Digital Health Pass; attending Cal Travel's California Comeback conference, US Travel webinar regarding Super Bowl LV in Tampa Bay, LA Tourism Industry Update, Biz Fed Business Resiliency Forum featuring LACTB's Adam Burke.

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz reported three filmings for the month of February. Mr. Ben Zarhoud presented the financial data for February, reporting an operating loss of \$0.04M which is \$0.6 million above the revised budget projection and a \$1.4M in gross revenue, which is below the revised budget projection due to lower than expected salaries and lower utilities, and \$1.1M in operating expenses. Mr. Zarhoud reported the February Exhibit Hall occupancy was 12% and the YTD Exhibit Hall occupancy was 15% noting that the remainder of the fiscal year is expected to have low occupancy. Ms. Schwartz noted that FY 21-22 Q2 is expected to have more “normal” events and that staff is in conversations with clients and reviewing staffing needs.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 51 leads YTD and booked 224,339 room nights, with year-end goals of 176 leads and 362,725 projected room nights. Mr. Green reviewed the 2015-2025 arrival date numbers noting that while 12 2021 events cancelled, 8 events still remain on calendar. Mr. Green reviewed the remaining calendar year 2021 conventions, noting that the events represent 60,000 room nights. Ms. Patti MacJennett provided updates on LAX including the impacts of COVID-19, noting that while travel traffic is down 95% since the same time last year it is currently on the uptick. Ms. MacJennett also reviewed LAX’s innovative response to the crisis, highlighting travel safety. Ms. MacJennett updated the Board on the many modernization projects at LAX.

Item 5a: Department Name Change - Board Report #21-003

Mr. Doane Liu presented the recommendation to change the Department name to the Los Angeles City Tourism Department, noting this change will distinguish the Department from its prime contractors and will better align the Department with the broadened focus on overall mission to the City. Mr. Liu noted that there will be no change to the governing function of the Board.

ADJOURNMENT

The meeting was adjourned at 09:47 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

MARCH 2021

ELLEN SCHWARTZ



Celebrating Women's History Month

March 1- March 31

#ChooseToChallenge



Why do we need more women in leadership?

"Diversity breeds creativity, productivity and ultimately success." - Ellen Schwartz

"Helps pave the way from our future. Delete the stereotypes." - Scott Banks

"Representation. It is difficult for a group of people to achieve things or break through barriers when nobody like them has ever done it before. Young women have to see other women in positions of leadership to feel empowered to reach for those same positions. Once women know that positions of leadership are attainable, then more women will strive for them and ultimately more will succeed in obtaining those roles." - Alex Soltero

"We need more women in leadership as all too often decisions that affect women, their families and society are made without women having a voice. Simply having female leaders changes the norms about who can lead and what qualities are necessary in leadership." - Estella Flores



What women-related myths or taboos need to be broken?

"Men are more effective at making deals: It has been well documented that women are often more effective at making deals than men, in fact, women in the Senate are better at [working with people of different viewpoints and opinions to get things done](#) than their male counterparts. These women leaders drive bipartisan collaboration and cooperation and help move things along in a governing body that is notorious for deadlock and infighting." - Kitty Silbereich

What challenges (or privileges) do women stereotypically face, based on gender?

"Women are typically seen as more "emotional" which can have both positive and negative connotations. It's important to channel this into a positive - being empathic, genuine and authentic are traits that inspire confidence." - Ellen Schwartz



How can men contribute more to women's empowerment? (In the home or society)

"Stop mansplaining and listen instead." - Alex Soltero

"I am blessed to have a partner in life that has always supported and encouraged my goals, dreams and aspirations whether it is career wise or family decisions. He understands that we are a team that need to work together and sometimes our roles and priorities reverse in order to support each other. We are parenting our son and daughter with the understanding that women and men are equal and deserve the same chances in life, that each gender needs to collaborate together and show respect to one another, and that women need to speak their minds and be heard." - Estella Flores



#ChooseToChallenge

LACC Celebrates Women's History Month and International Women's Day

#ChooseToChallenge

What are the most effective ways to counteract the negative stereotypes of feminism, especially in the workplace?

"Much like implicit race bias, one of the most positive ways to make progress against the negative stereotypes of feminism is to recognize that the problem exists. If the stereotypes are perpetuated as "facts" rather than acknowledged as false misrepresentations of feminism, then progress cannot be made toward tearing the stereotypes down. So there should be training that discusses feminism and its goals to make clear what is, and what is NOT, true about feminism."

- Alex Soltero

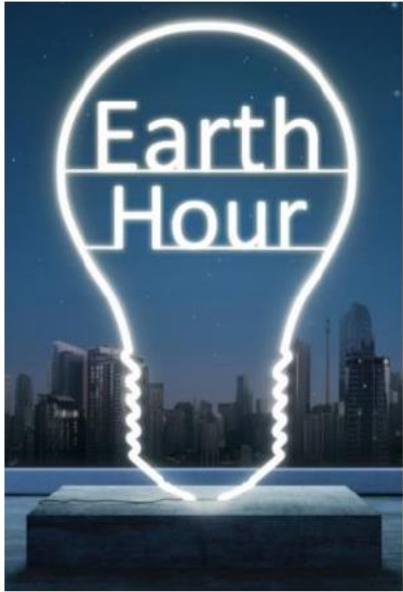


"In my opinion, the most effective way to counteract the negative stereotypes of feminism is to exhibit a strong work ethic. A job, done well, is unquestionable and will always gain the respect of coworkers regardless of gender." - Mina Hurtado



"Everyone should be treated equally. There should be opportunity /growth and leadership in our corporate world. Should not be about your gender, who is best suited for the job and what do they bring to the table" - Scott Banks

#ChooseToChallenge



MARCH 27
8:30pm – 9:30pm



LACC MARCH 2021 FILMING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
Feb 22 – Mar 17	Grammys	West Hall Lobby, Petree Hall, Petree Plaza	\$304,370
Feb 22 – Mar 17	Grammys	West Hall A&B, North Plaza, South Plaza	\$474,293
Feb 26 – Mar 5	Truth Be Told	Bond Lot	\$27,625
Feb 27 – Mar 16	Herbalife Virtual Event	South Hall JK	\$409,535
Mar 5	MJZ	Kentia Hall Loading, Bond Lot	\$9,820
Mar 9 – 15	Grammys	Gilbert Lindsay Plaza	\$17,500
Mar 17 - 18	Netflix	West Lobby, Gilbert Lindsay Plaza	\$20,940
Mar 24 – Apr 8	Project Orange	South Hall G	\$109,655
		TOTAL:	\$1,373,738

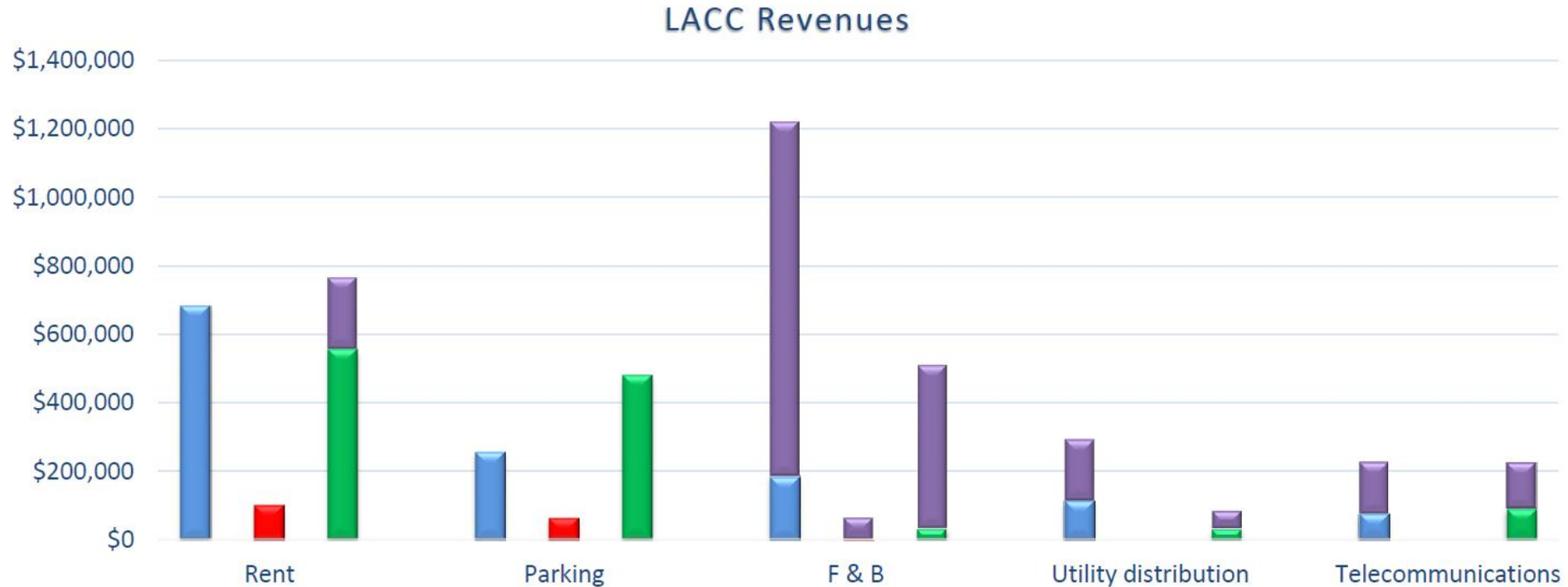
LACC March 2021 FINANCIALS

OPERATING SURPLUS (LOSS):

- \$0.7 million (before approved City Reimbursements, A & I and Capital Projects)
- \$1.6 million above revised budget
- \$1.2 million above prior year

REVENUES:

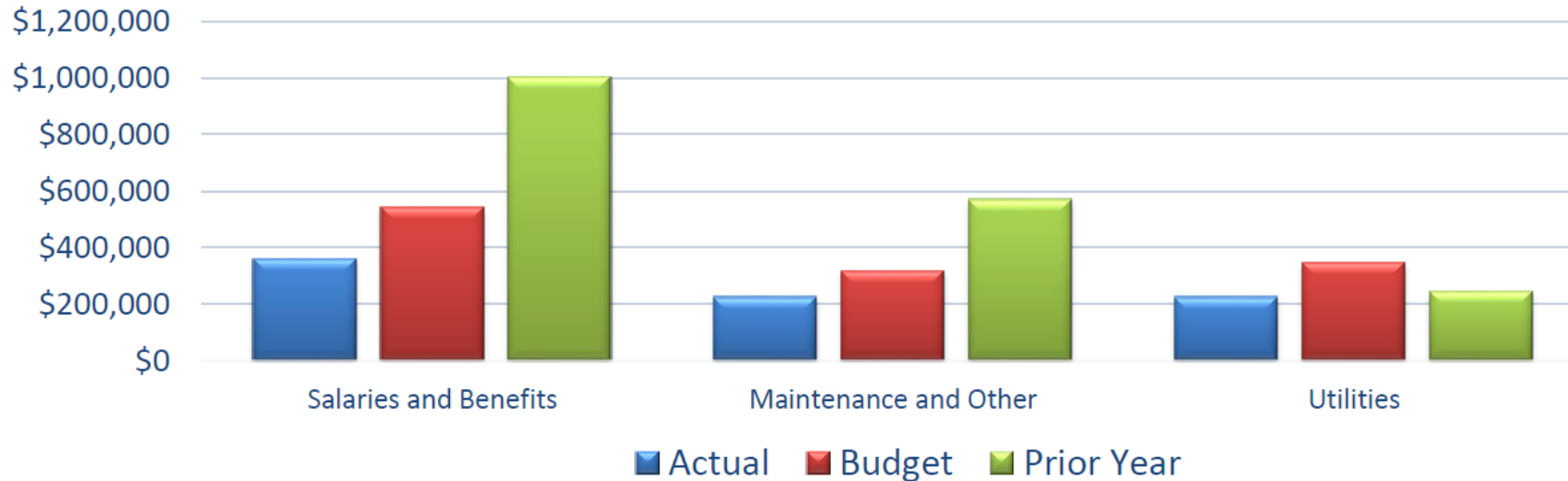
- \$2.9 million gross revenue (before discounts and service provider share)
- \$1.5 million net revenue
- \$1.2 million above revised budget and \$0.2 million above prior year



LACC March 2021 FINANCIALS

OPERATING EXPENSES:

- \$0.8 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.4 million below revised budget and \$1.0 million below prior year



CITY REIMBURSEMENT - \$0.5 million credit

Capital and Alterations & Improvements

LACC March 2021 OCCUPANCY

Exhibit Hall Occupancy

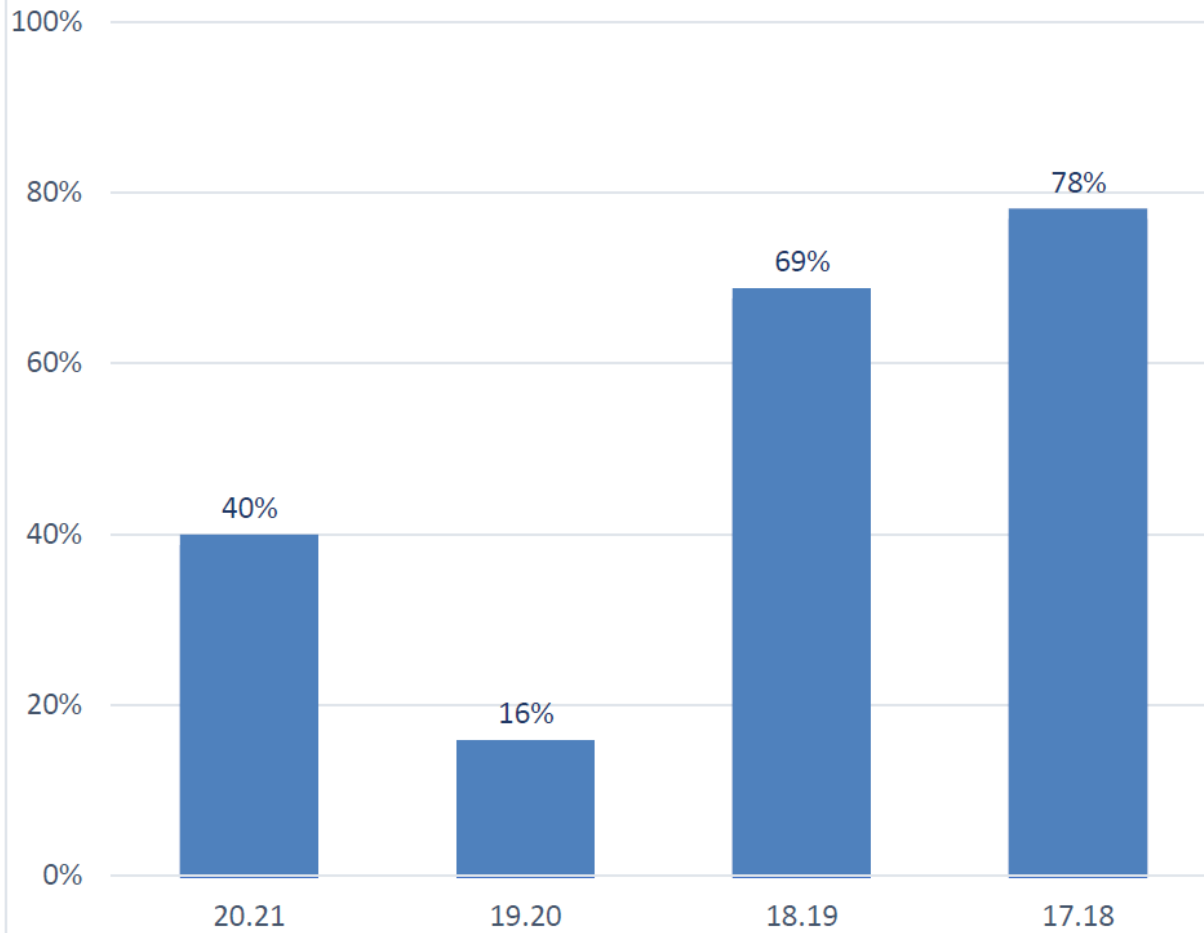
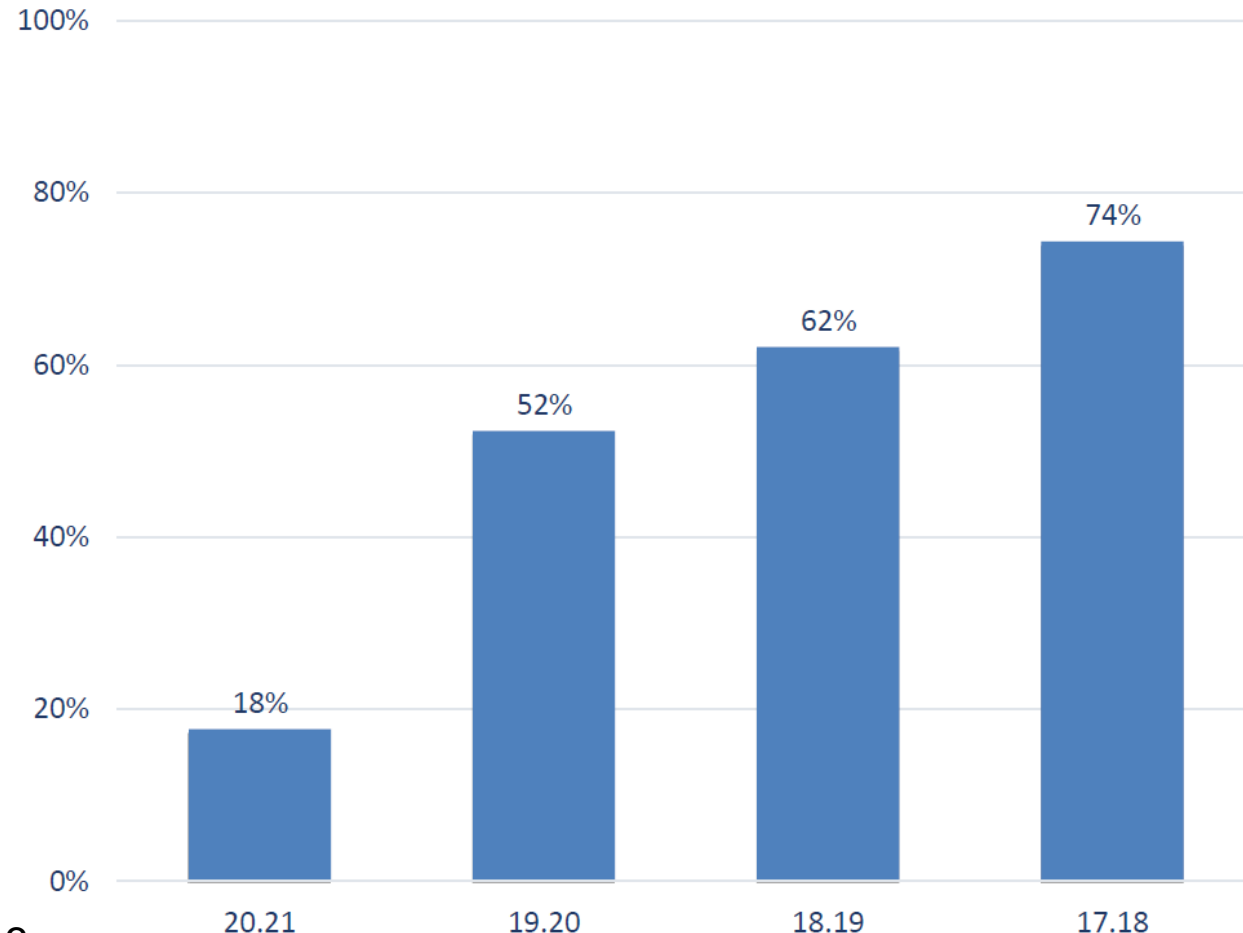


Exhibit Hall Occupancy - (July-March)



Item 4c

LATCB Update



CTD Board of Commissioners

May 5, 2021

*Los Angeles*TM

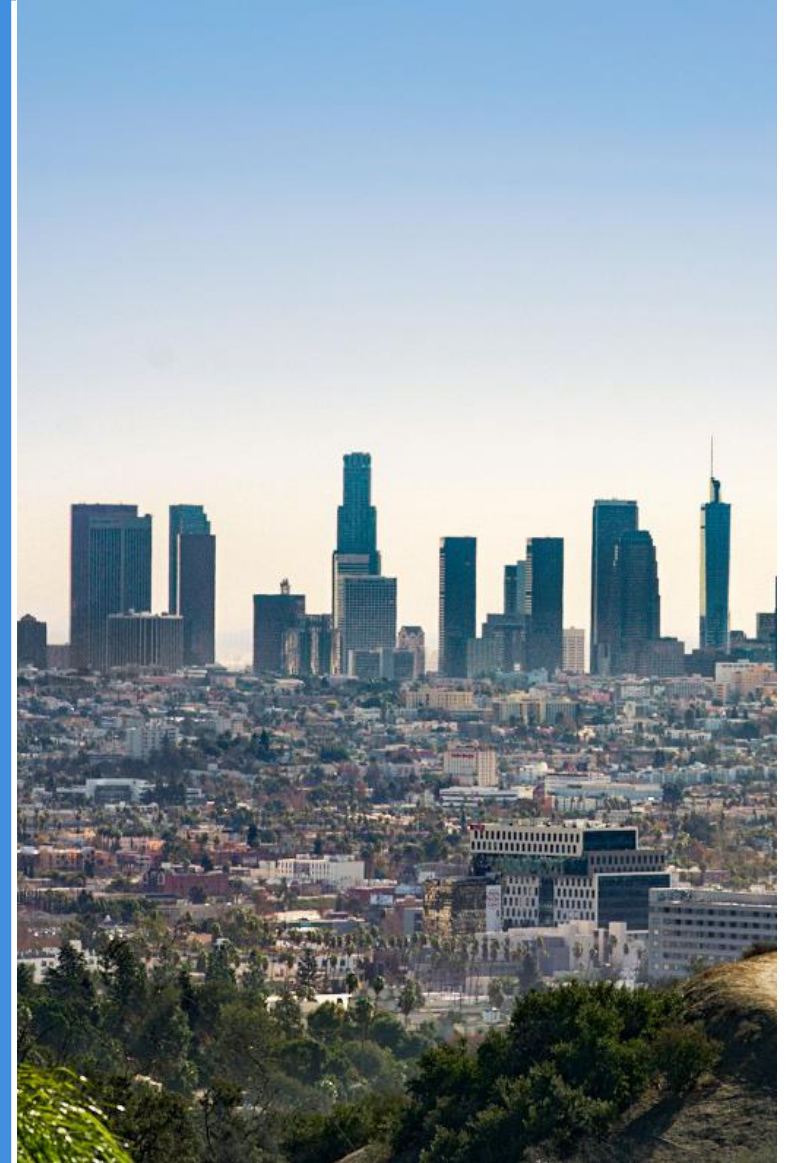
Los Angeles Tourism & Convention Board



SALES UPDATE

Darren K. Green

Senior Vice President,
Sales & Services



CITYWIDE CONVENTION SALES

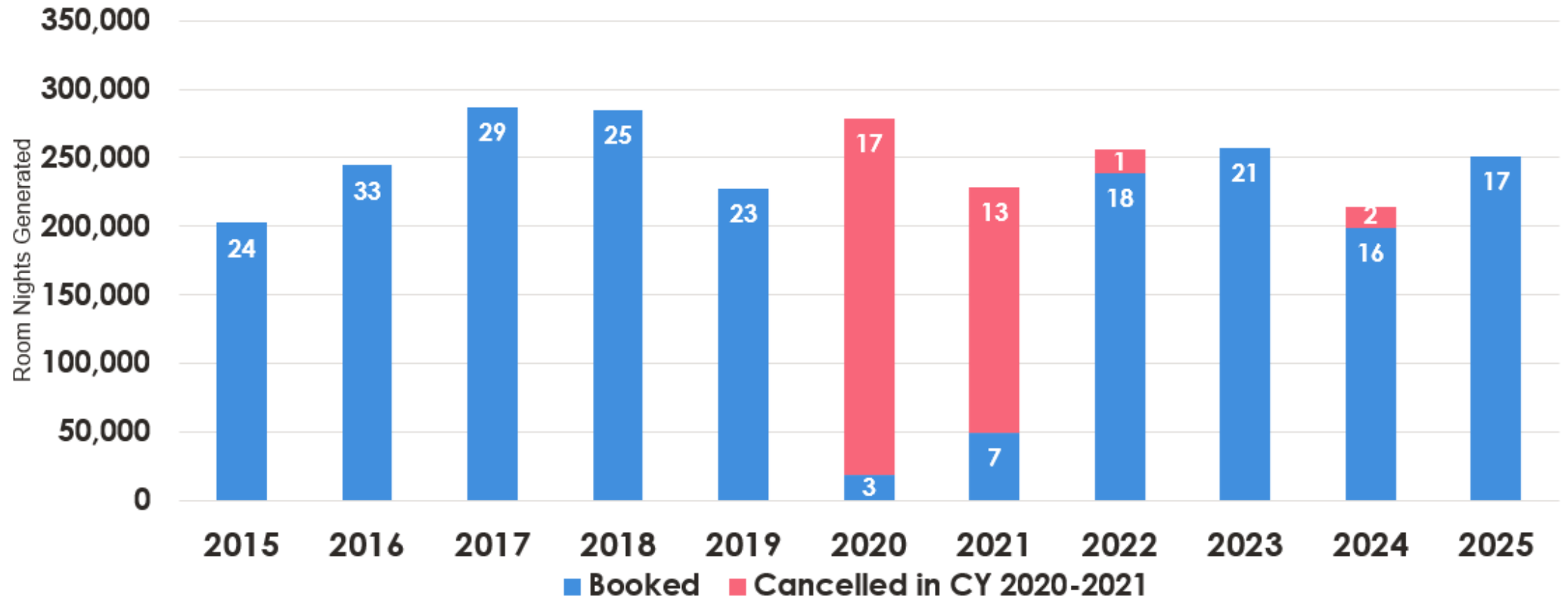
YTD FY20/21 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 20/21 Goal	176
FY 20/21 YTD	61
FY 19/20 STLY	144

Booked Room Nights Produced	RNs Actual
FY 20/21 Goal	362,725
FY 20/21 YTD	253,242
FY 19/20 STLY	305,823

Dated March 25, 2021

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



Dated April 26, 2021

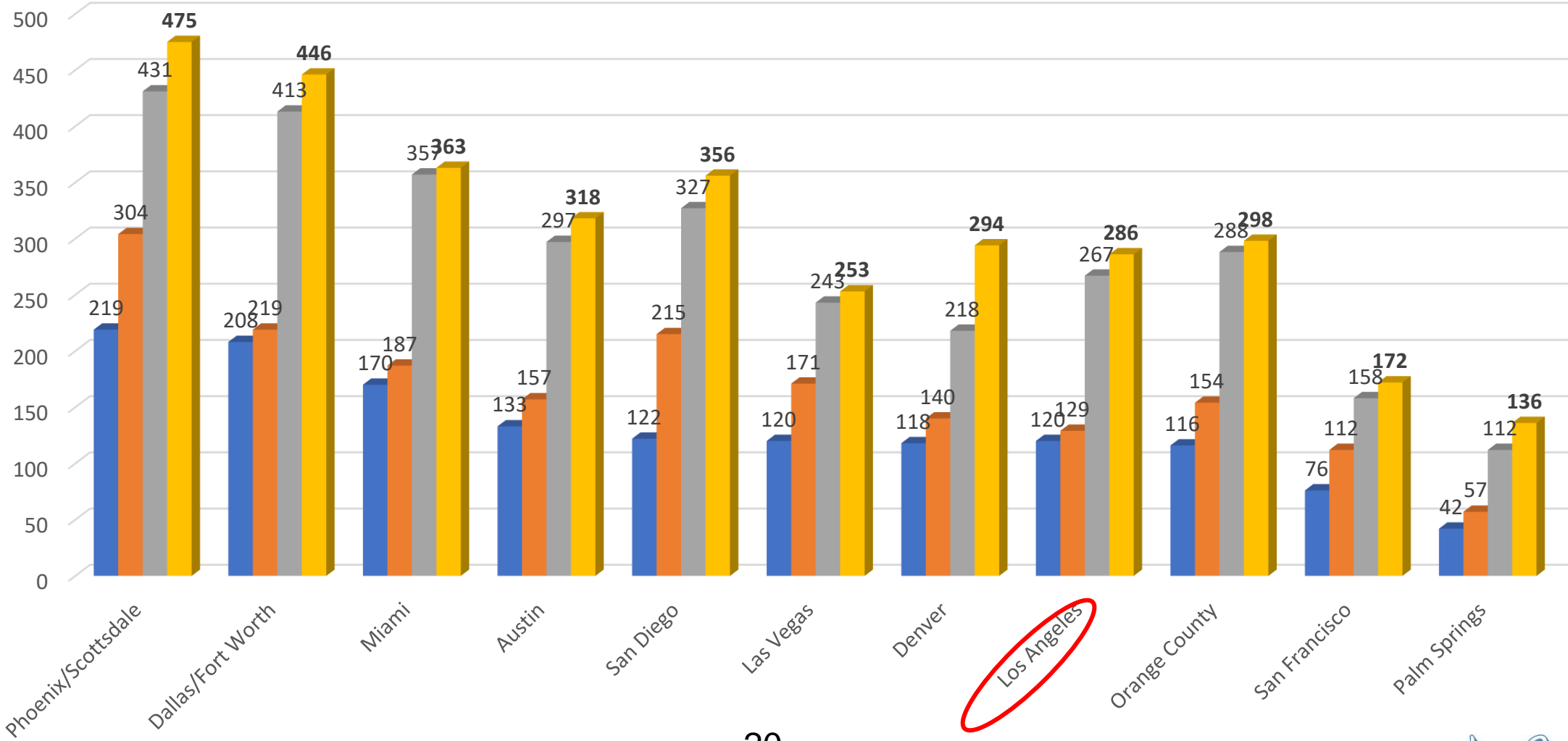
CITYWIDE YTD PRODUCTION

- With 15 CW cancellations YTD this fiscal Year, we have re-booked 11 for future year - 73% retention rate YTD
- 18 LOI's YTD, 8 of which represents new business - 44%
- Anticipate 3 additional LOI's by year end bringing our new CW bookings to 52%

CVENT RFP 3 Month Trends

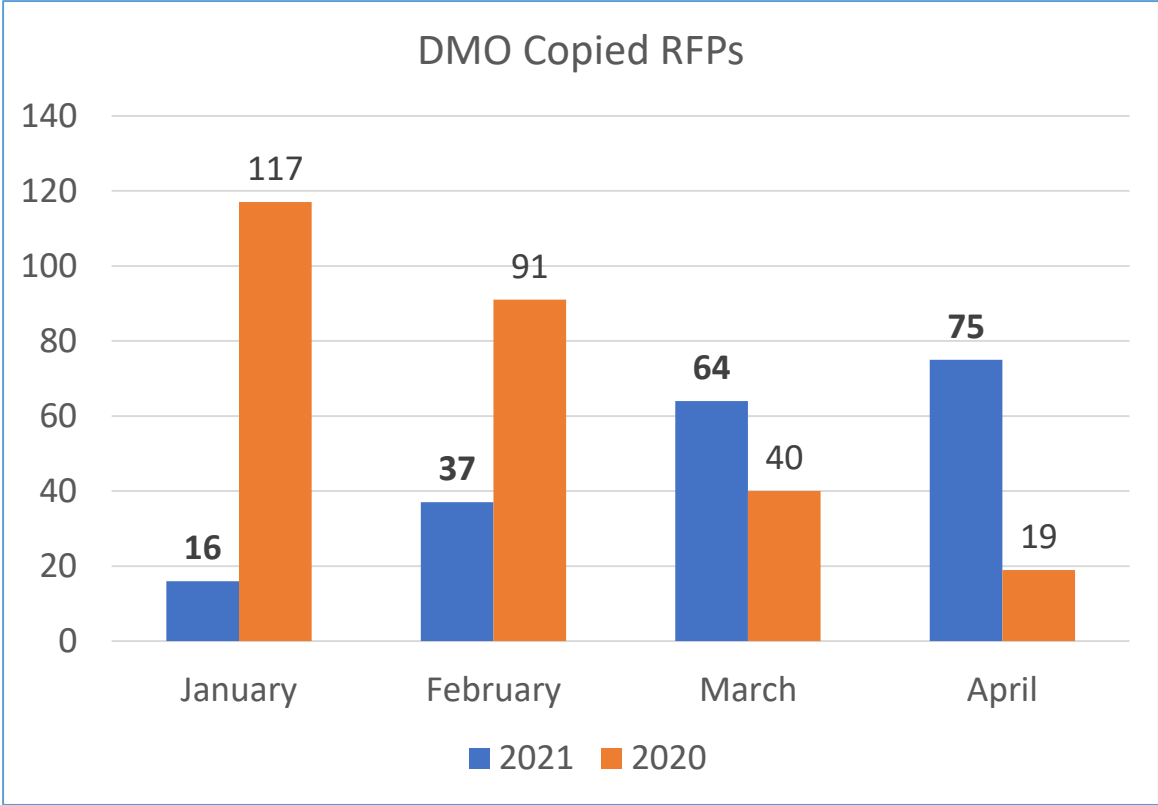
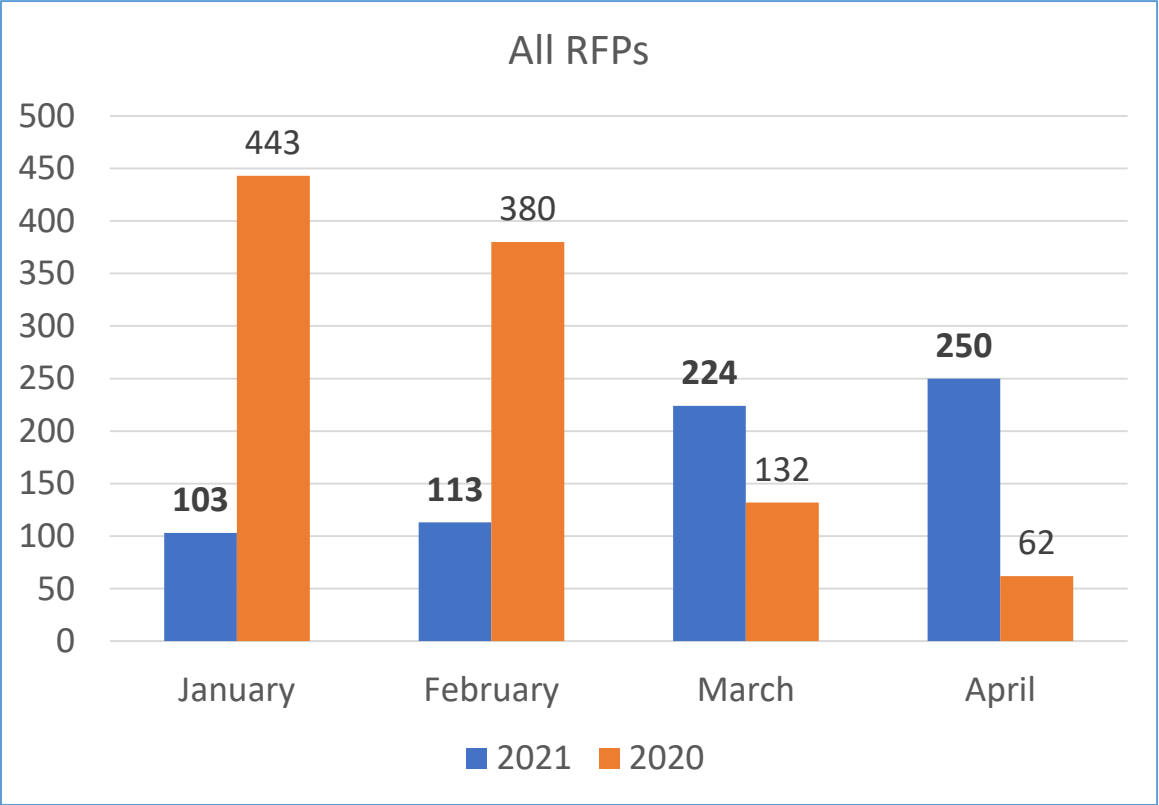
Top Competitive Destinations

■ January ■ February ■ March ■ April



CVENT RFP Trends

Greater Los Angeles Market



LA COUNTY UPDATES



- Aligned with State's Guidelines released April 15
- Recognized State's Beyond the Blue Print – June 15, but waiting on detailed State Guidelines
- Will continue to monitor rates of vaccination, hospitalizations & new cases
- Last week, County optimistically announced potential move to Yellow on May 5
- Revising County Health Order to align with last week's CDC announcement regarding masking recommendations.
- Continued collaboration with County Public Health

POTENTIAL LARGER CAPACITIES



POTENTIAL INCREASED CAPACITIES

- **Private Events (Receptions, Meetings, Conferences)**
 - Outdoor - Expands from 100 to 200 max. If vaccinated/tested, expands from 300 to 400 max
 - Indoor - If vaccinated/tested, expands from 150 to 200 max
- **Live Events & Performances – INDOOR**
 - 1-1,500 Venues: Expands to 25% or 300 max. If vaccinated/tested expands to 50%
 - 1,500+ Venues: Remains at 10%. If vaccinated expands to 50%

LA COUNTY PROTOCOLS - RESOURCES

Private Events (Meetings, Receptions, Conferences)

- Appendix BB - Updated 4-15-21
http://publichealth.lacounty.gov/media/coronavirus/docs/protocols/Reopening_PrivateEvents.pdf

Indoor Seated - Live Events & Performances

- Appendix Z1 - Updated 4-15-21
http://publichealth.lacounty.gov/media/coronavirus/docs/protocols/Reopening_LiveIndoorEvents.pdf

Outdoor Seated - Live Events & Performances

- Appendix Z - Updated 4-15-21
http://publichealth.lacounty.gov/media/Coronavirus/docs/protocols/Reopening_LiveOutdoorEvents.pdf

Restaurants

- Appendix I - updated 4-21-21
http://www.ph.lacounty.gov/media/coronavirus/docs/protocols/Reopening_Restaurants.pdf

Cleaning & Disinfection Matrix

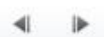
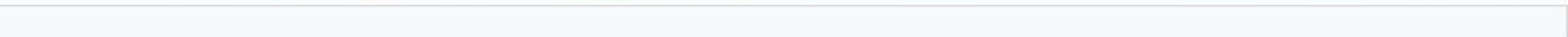
- (Routine & Someone Sick) - Updated 4-21-21
<http://www.publichealth.lacounty.gov/media/Coronavirus/docs/protection/CleaningMatrix.pdf>

Travel Advisory & Guidance

- Updated 4-11-21
<http://publichealth.lacounty.gov/media/Coronavirus/traveladvisory.htm>

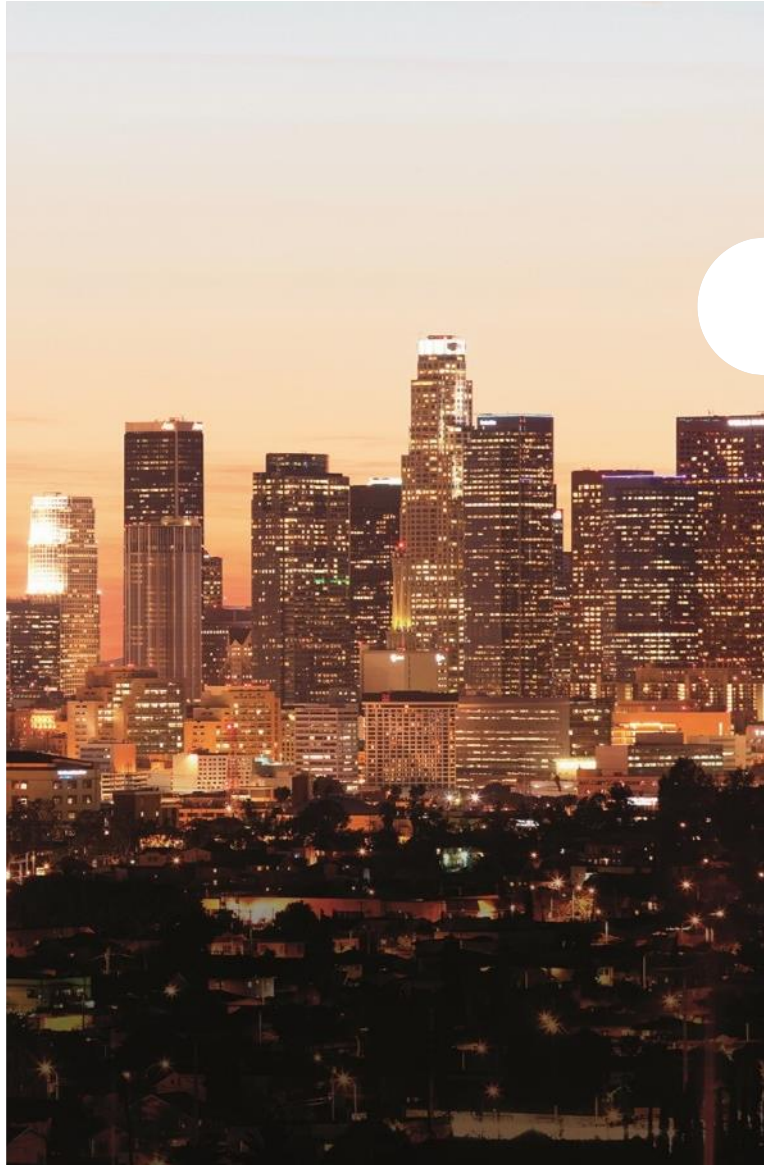


MEET LOS ANGELES



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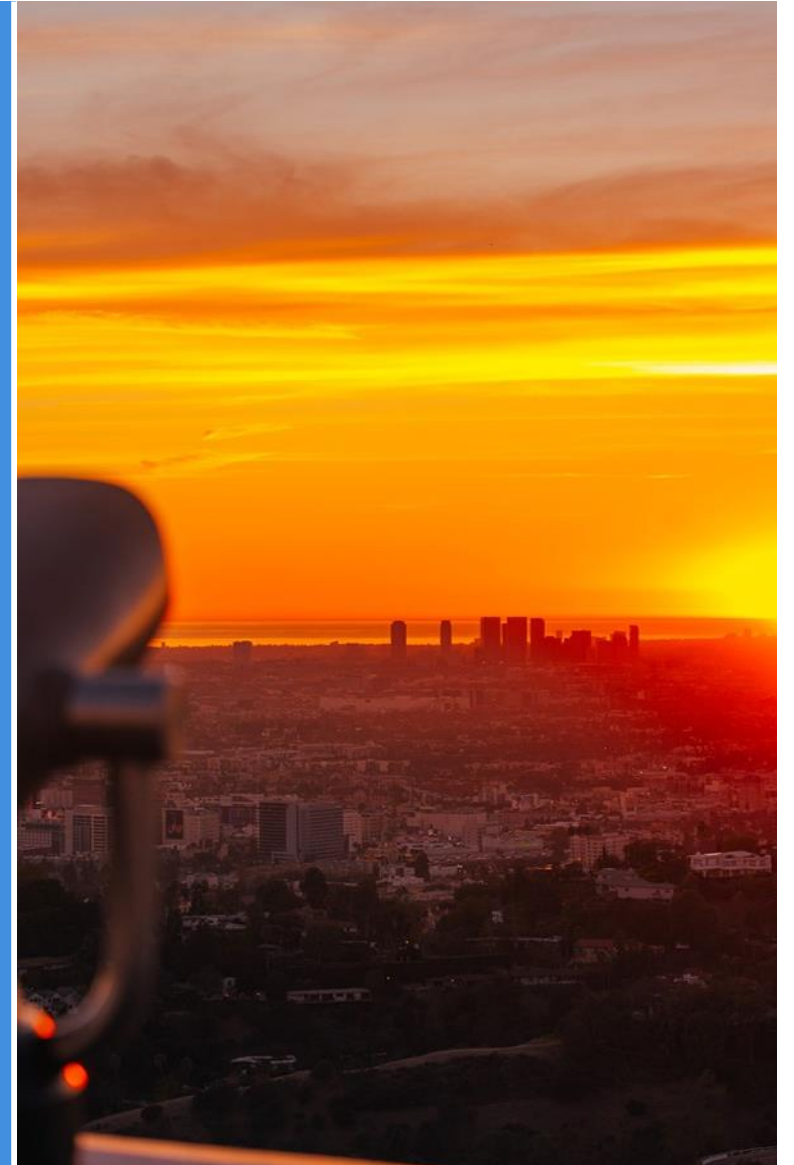




MARKETING UPDATE

Don Skeoch

Chief Marketing Officer





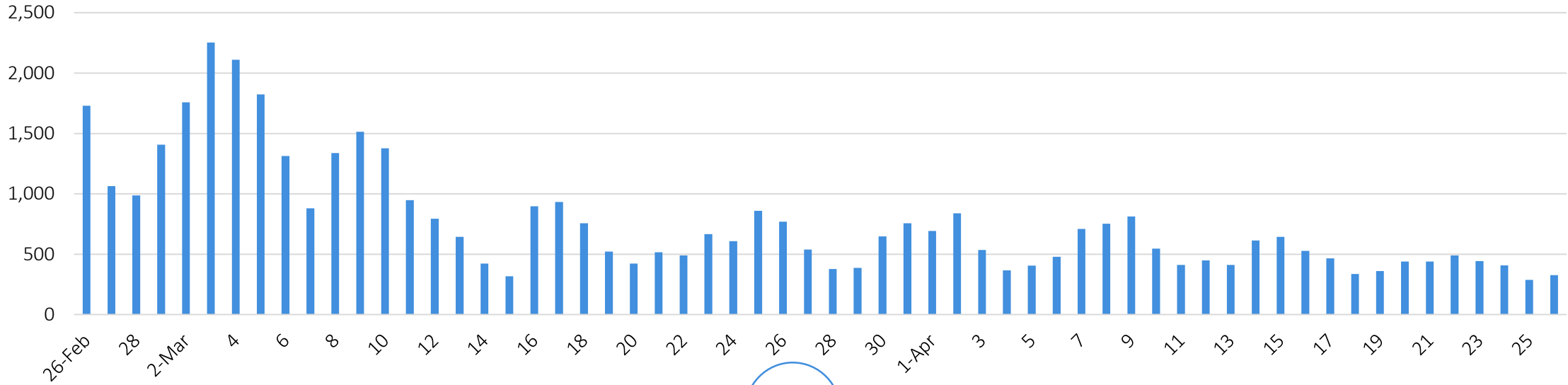
CONTENTS

- COVID-19 Case & Vaccination Update
- Tourism Forecast (2021 and 2022...vs 2019)
- Marketing Recovery Plans
- Questions

LOS ANGELES COVID-19 NEW CASES BY DAY

County of Los Angeles Public Health

- **The 7-day average number of new cases is 405 per day**
 - 16% decrease from the 7-day average from the week prior of 480
 - 0.9% positivity & 1.9 cases/100k ← if maintained for one more week, we achieve “yellow tier” by May 5th



STATE COVID-19 VACCINE DISTRIBUTION

California Department of Public Health

Cumulative # of Doses Administered in State* = 28,682,914

Top Ten Counties	# State of Doses Administered	% State of Doses Administered
Los Angeles	7,223,416	25.2%
San Diego	2,577,227	9.0%
Orange	2,405,476	8.4%
Santa Clara	1,609,927	5.6%
Riverside	1,421,968	5.0%
Alameda	1,419,774	4.9%
San Bernardino	1,133,401	4.0%
Contra Costa	1,032,120	3.6%
Sacramento	993,691	3.5%
San Francisco	847,299	3.0%

10.04 million people in LA County

2.7 million are fully vaccinated

4.6 million have had first doses

If 100% of return for second doses, **72%** will be fully vaccinated **by Memorial Day**

* As of 04/26

** # of doses administered divided by 2





TOURISM FORECAST

30

Los Angeles



HOTEL RECOVERY

<u>MONTH</u>	<u>OCCUP.</u>	<u>ACT./FORECAST?</u>
• January	42.6%	Actual
• February	50.2%	Actual
• March	57.2%	Actual
• April	58.0%	Forecast
• May	58.6%	Forecast
• June	59.1%	Forecast
• July	64.2%	Forecast
• August	64.2%	Forecast

Source: Tourism Economics; LA County

2021 & 2022 (vs. 2019)

<u>Metric</u>	<u>2021</u>	<u>2022</u>	<u>2021</u> <u>vs. '19</u>	<u>2022</u> <u>vs '19</u>
Total Visits	38.2M	44.1M	75.3%	87.0%
Dom. Visits	35.1M	39.2M	81.1%	90.6%
Int'l Visits	3.1M	4.8M	41.9%	64.9%
Rm Demand	22.2M	25.5M	72.5%	83.3%
Hotel Rate	\$139.50	\$151.83	77.3%	84.2%
Tourism Spend	\$15.1B	\$19.4B	61.1%	78.5%

Source: Tourism Economics; LA County



MARKETING RECOVERY PLANS

Initial Results Snapshot

Livestream approaches **1 Million Views**

More than 50 pieces of coverage

Shared by influencers reaching more than 2 million followers

More than 40K people have liked, commented and shared the content.

A man and a woman are standing on a rooftop structure, possibly a balcony or walkway, at dusk. They are both smiling and looking upwards. The woman is wearing glasses and a dark sweater, while the man is wearing a denim jacket over a plaid shirt. To their right, there is a large, illuminated neon sign structure with pink and orange lights. The background shows a clear sky and some distant buildings.

Your Comeback Starts Here





25.5 Million Views!!

Is 'Tenet' an 'Inception' Sequel?
Let's Address Those Fan Theories

5:22

Up next

- 2:43 'Palm Springs' Coming to Hulu July 10
- 1:51 'Peninsula' Watch the 'Train to Busan' Sequel...
- 3:49 We Quiz Kevin Bacon on His IMDb Page How Well Does He Know His Car...

Browse trailers >

Featured today

Photos

TAKE 5 KARAMO BROWN QUEER EYE

3:45



Featur



Media Markets & Timing

- Drive Markets

- SF, San Diego, Phx, LV, Sacto, Fresno, Santa Barbara, Palm Springs

Timing

March 16th

- Short Haul Flight Markets-NEW!

- Seattle, Portland, SLC, Denver, Dallas, Houston

April 15th

- Long Haul Flight Markets

- NYC, Atlanta, Chicago, Washington DC, Baltimore, Boston

April 15th



HAPPY CINCO DE MAYO!

Questions?

THANK YOU

*Los Angeles*TM

Los Angeles Tourism & Convention Board