



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, August 7, 2019
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 July 17, 2019

4. REPORTS:

- a) Executive Director Report
- b) AEG Monthly Update – June
- c) LATCB Monthly Update – June

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
July 17, 2019

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, July 17, 2019 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
Commissioner Bricia Lopez*
Commissioner Noel Hyun Minor
Commissioner David Stone

ABSENT:

President, Jon F. Vein

PRESENTERS:

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

Item 1. Call to Order / Roll Call

Vice President Padron called the meeting to order at 9:07 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3. FY 19-20 Election of Officers

Commissioner Minor moved to reappoint Jon Vein as President and Otto Padron as Vice President. Commissioner Stone seconded.

UNANIMOUSLY APPROVED

Item 4. Approval of the regular meeting minutes from May 1, 2019

UNANIMOUSLY APPROVED

*Note – Commissioner Lopez joins the meeting at 9:10 a.m.

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: attending several workshops with stakeholders regarding their design needs; a design presentation to the Mayor's Cabinet meeting and the Cultural Affairs Commission; several meetings with future clients, including MLB in Cleveland to discuss All Star Game event planning; attending the Tourism Master Plan and Global LA steering committees; meeting with Guy Kaulukukui from the City of Honolulu regarding a DBFOM model for the local civic and entertainment area; meeting with Ted Tanner of AEG and the Mayor's Office regarding the Avenue of the Angels project and; meeting with Safe Parking LA regarding a safe overnight parking pilot program on City properties.

Item 4b. AEG Monthly Update – May

Ms. Ellen Schwartz reported that LACC had hosted 8 local events and two citywide events resulting in over 146,200 attendees, noting that 50,000 were here for RuPaul's DragCon which continues to grow year over year. In addition, LACC hosted three filmings. Mr. Ben Zarhoud presented the financial data for May, reporting \$4.7M in gross revenue, which was lower than budgeted driven by lower than expected occupancy resulting in lower rent and parking revenue. Mr. Zarhoud reported a 49% occupancy rate, which was up from last year. Mr. Zarhoud also reported \$78.9M economic impact, \$8M from short term business and \$70.9M from citywide business. Mr. Liu noted that LA Auto Show has agreed to the 2020 terms but has notified AEG that the show will not return to the Los Angeles Convention Center in 2021 and as a result he has given LATCB permission to market the space for rent. Mr. Liu is hopeful LA Auto Show will return for 2022.

Item 4c. LATCB Monthly Update – May

Mr. Darren Green reported that LATCB processed 221 leads YTD, resulting in 428,374 room nights, exceeding the year-end goals of 220 leads and projected 390,000 room nights. Mr. Green reported on recent bookings, noting that IHRSA is returning to the LACC and has booked for multiple years due to the expected expansion. Mr. Green provided the highlights of the recent PCMA event which including an unveiling of a hologram of the LACC expansion plan and a Corporate Social Responsibility (CSR) component. Mr. Green showed a video highlighting several of the CSR events.

Item 4d. CIP Update

Mr. Tom Fields provided an update on the CIP's noting that of the 12 current CIP projects, one is in the planning stage and three are to be coordinated with the expansion project.

Item 5. Discussion

None

Item 6. Action Items

None

ADJOURNMENT

The meeting was adjourned at 10:00 a.m.

LOS ANGELES CONVENTION CENTER MONTHLY UPDATE

JUNE 2019

ELLEN SCHWARTZ



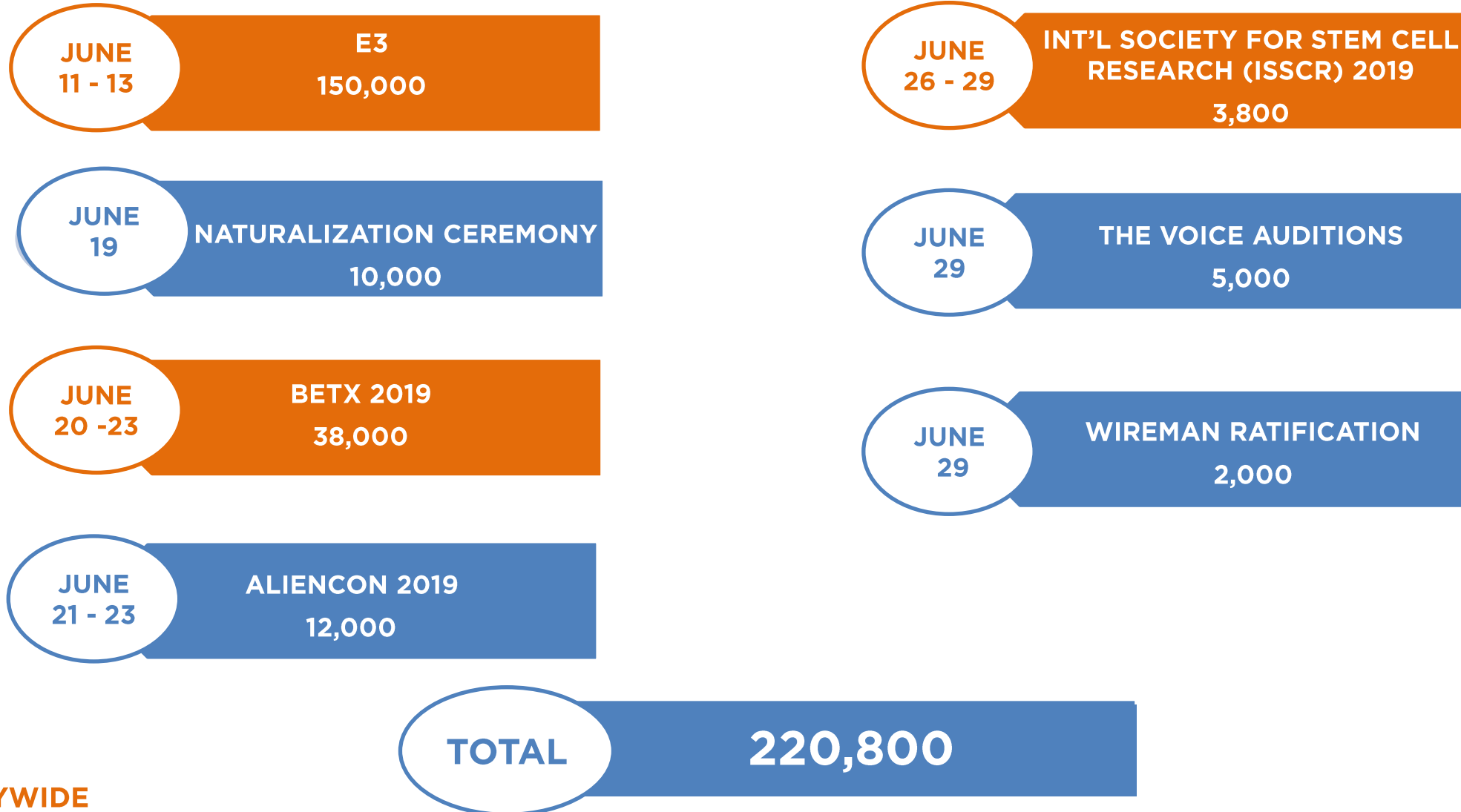
Los Angeles
CONVENTION
CENTER
Managed By 

LEADER OF THE QUARTER



GILBERT MARROQUIN
MANAGER, SECURITY & GUEST SERVICES

LACC JUNE 2019 EVENTS



*CITYWIDE

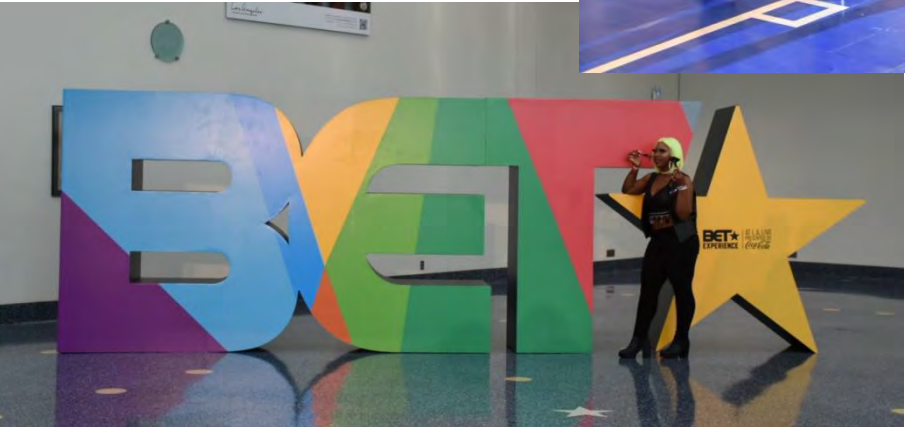
JUNE 2019 EVENTS

E3 2019



JUNE 2019 EVENTS

BETX 2019



ISSCR 2019



LACC JUNE 2019 FILMING & PHOTO EVENTS

<u>DATE</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
JUNE 2 - 3	Good Trouble	Venice Garage	\$3,750
JUNE 14 - 15	Ballers	Venice Garage	\$6,000
TOTAL FILMING:			\$9,750

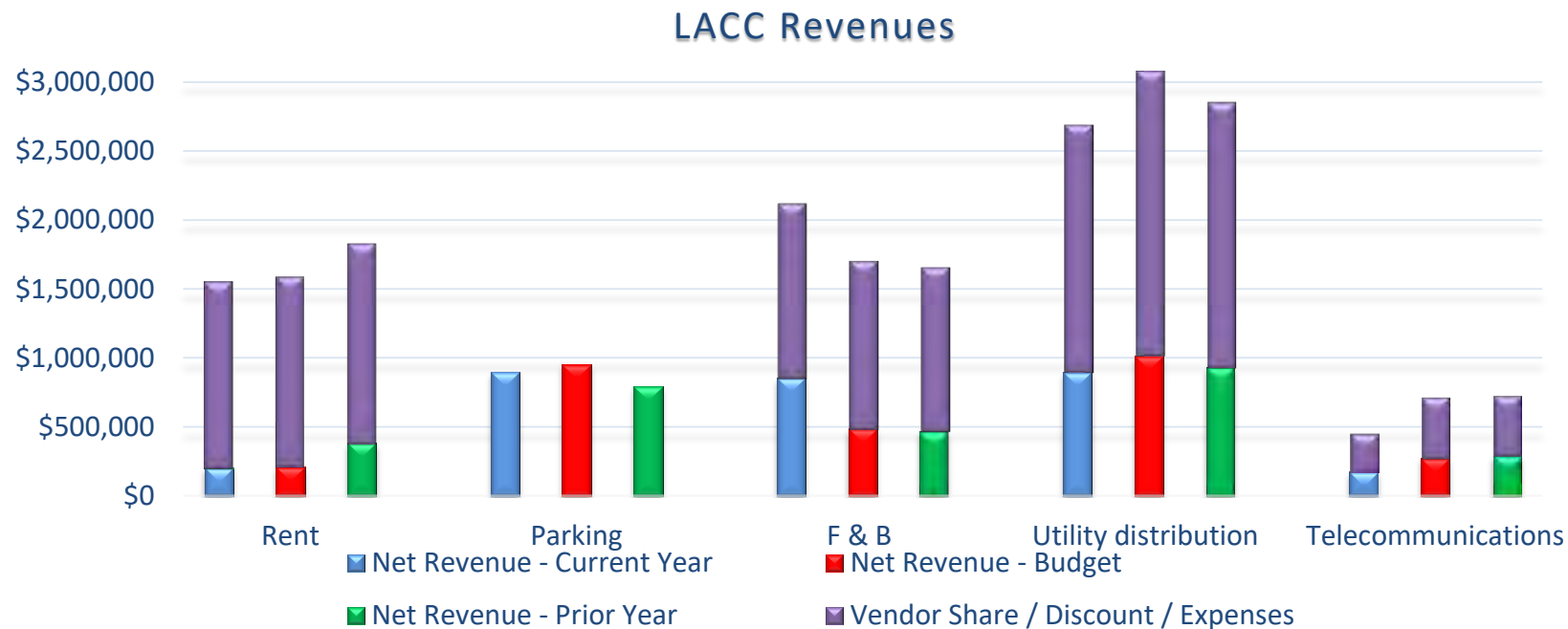
LACC June 2019 FINANCIALS

OPERATING SURPLUS (LOSS):

- \$0.85 million (before approved City Reimbursements, A & I and Capital Projects)
- \$175K above budget
- \$422K above prior year

REVENUES:

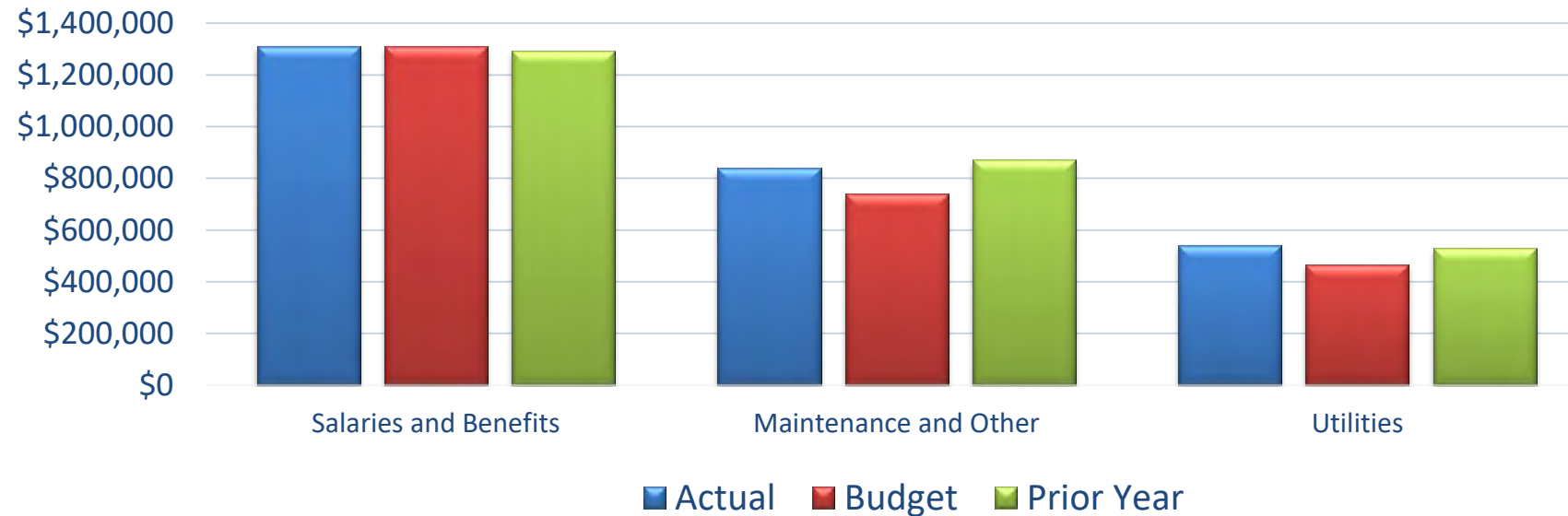
- \$8.64 million gross revenue (before discounts and service provider share)
- \$3.54 million net revenue
- \$353K above budget and \$421K above prior year



LACC June 2019 FINANCIALS

OPERATING EXPENSES:

- \$2.69 million (before approved A & I, Capital Projects, and City reimbursement)
- \$178K above budget and \$1K below prior year

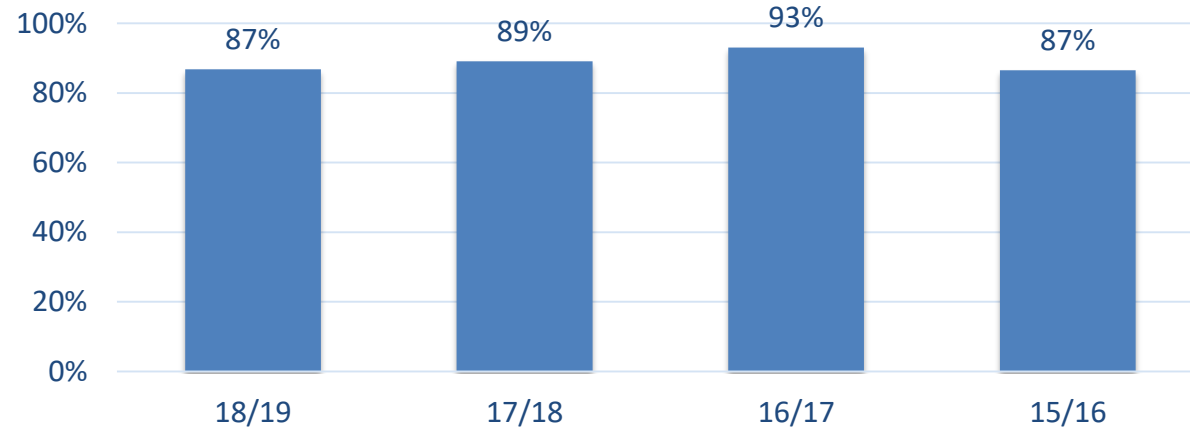


CITY REIMBURSEMENT - \$358K (excluding Utility User Tax)

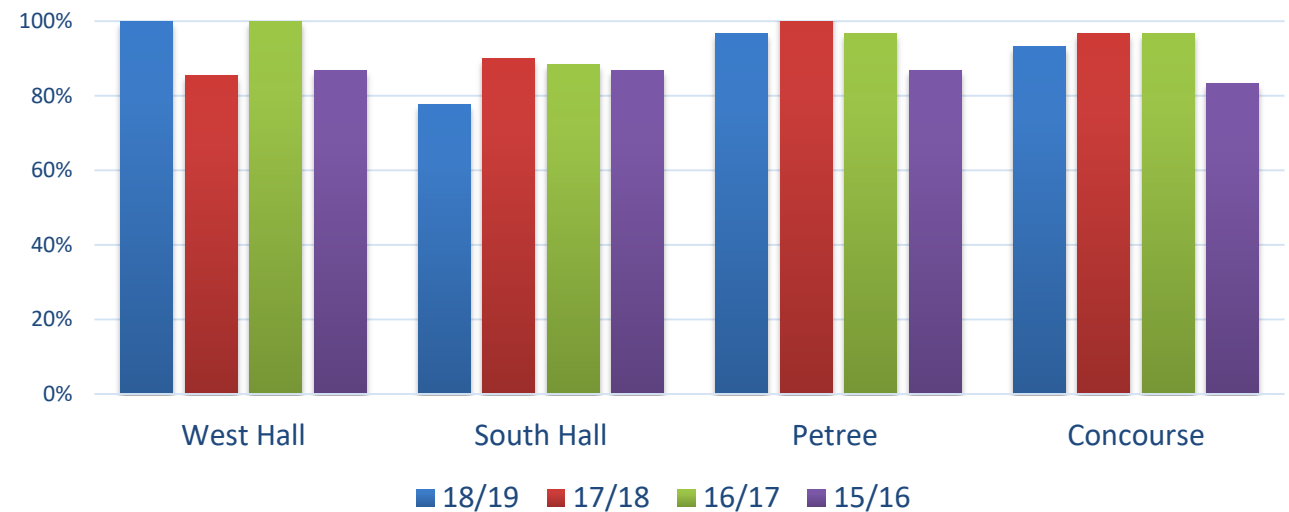
Capital and Alterations & Improvements

LACC June 2019 OCCUPANCY

Exhibit Hall Occupancy

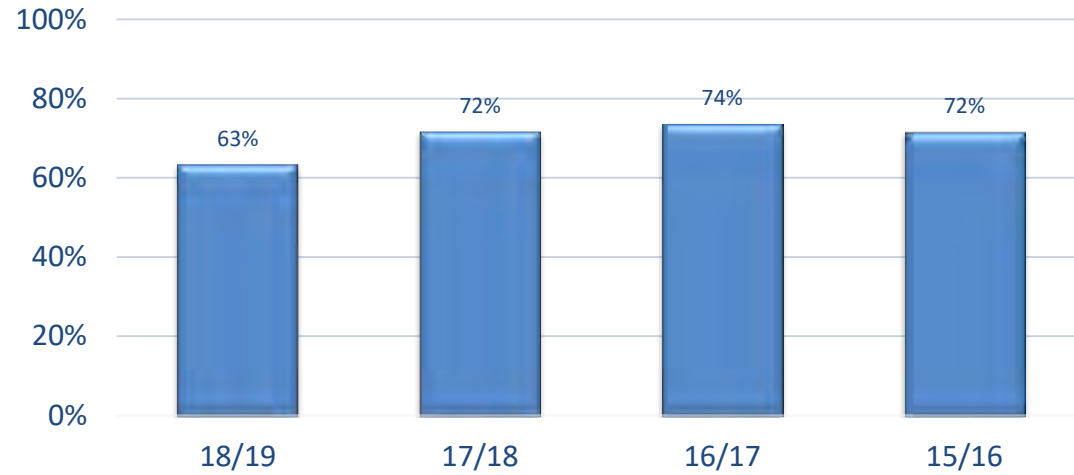


Occupancy by Exhibit Hall

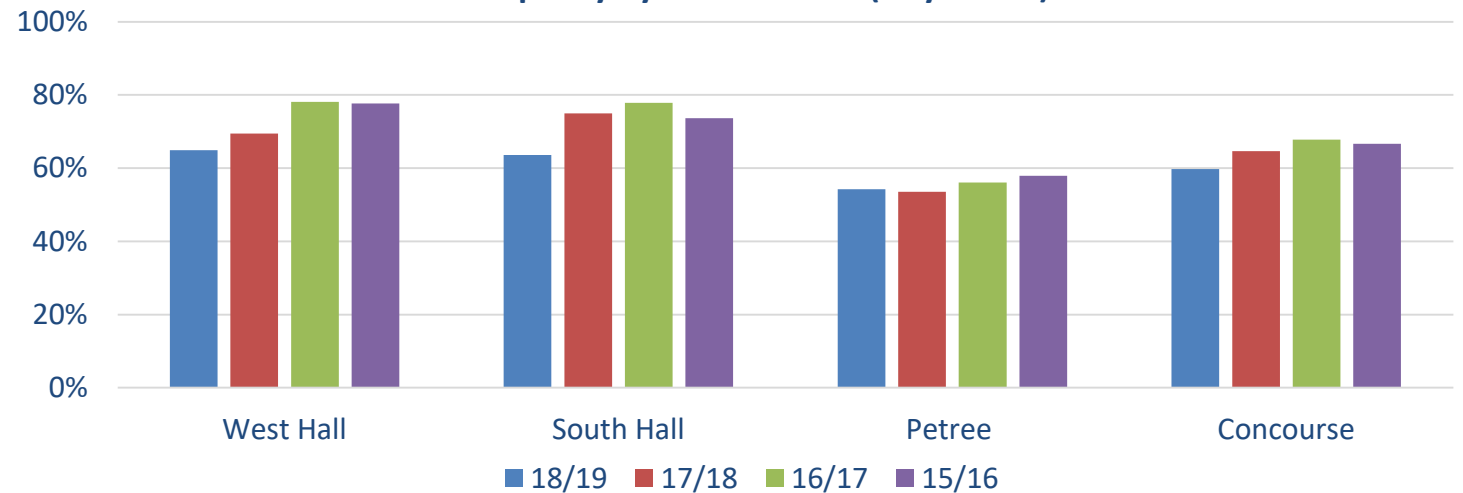


LACC YTD 2018/2019 OCCUPANCY

Exhibit Hall Occupancy - (July-June)



Occupancy by Exhibit Hall - (July - June)



LACC June 2019 ECONOMIC IMPACT

\$89.3 million in Projected Economic Impact



* Based on estimates provided by LATCB

CTD BOARD OF COMMISSIONERS MEETING

August 7, 2019

Los Angeles

HOLLYWOOD

Los Angeles Tourism & Convention Board

CITYWIDE CONVENTION SALES YTD FY 19/20 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 19/20 Goal	220
FY 19/20 YTD	8
FY 18/19 STLY	13

Booked Room Nights Produced	RNs Actual
FY 19/20 Goal	390,000
FY 19/20 YTD	21,892
FY 18/19 STLY	40,261

Dated July 31, 2019

RECENT BOOKINGS - 21,892 TRNs



Airline Passenger Experience Association
2021 APEX & IFSA EXPO
September 21-23, 2021
4,240 Room Nights

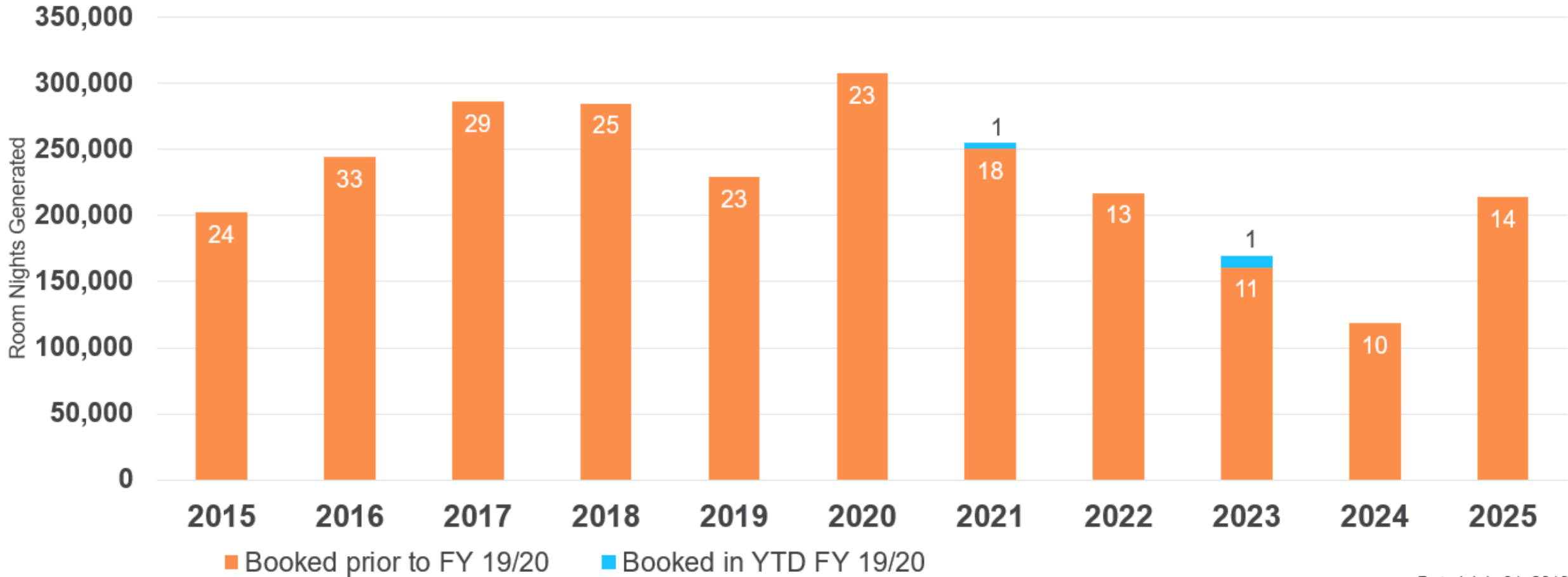


Biophysical Society
2029 Annual Convention
February 18-21, 2029
9,290 Room Nights



Urban Land Institute
2023 ULI Fall Meeting
October 30 – November 2, 2023
8,362 Room Nights

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



Dated July 31, 2019

RECENT SITES



Society of American Gastrointestinal and Endoscopic Surgeons
SAGES Postgraduate Course & Scientific Sessions
April 3-5, 2024
7,080 Room Nights

CITYWIDE COMMUNICATIONS DIRECTOR



Evelyn Taylor Carrion

Start Date: 8/20/19

SCOPE OF WORK:

- Serve as the primary contact for all groups along with internal and external stakeholders as it relates to the LACC renovation project.
- Work hand in hand with LACC and CTD staff regarding logistics and execution of groups meeting during the construction timeline.
- Attend weekly meetings with architect, contract and operator to ensure up to date status on projects and timelines.
- Work with LATCB PR and Marketing teams to develop creative and talking points that will offer a well defined and detailed status on an ongoing basis.
- Work with LATCB Sales Leadership on projected budget focused on (RRR); retention, relocation and return.
- Attend Road Shows with CEO, SVP, and VP of Sales to meet with key customers.
- Join Senior Vice President at monthly CTD Meetings.

SALES TRAVEL CALENDAR

Recent Events:

- **DI Annual Convention** in St. Louis, MO, July 23-25
- **Experient, E4** in Baltimore, MD, July 28-29

Upcoming Events:

- **ASAE Annual** in Columbus, OH, August 10-13
- **IBTM China** in Beijing, China, August 28-29
- **IMEX America** in Las Vegas, NV, September 10-12

ibtm CHINA



An aerial photograph of Los Angeles, California, taken from a high vantage point during sunset. The city's skyline is visible in the distance, with the sun low on the horizon, casting a warm, golden glow over the entire scene. The foreground shows dark, silhouetted hills and residential areas. The text 'PCMA EDUCON' is overlaid in the center of the image. 'PCMA' is in white, 'EDUCON' is in blue and white, and the dates and location are in white below.

PCMA
EDUCON

JUNE 25-28, 2019 | LOS ANGELES

SPONSORS/ STEP & REPEAT



ECONOMIC IMPACT CALCULATOR



Event Generated:

- \$1.6 million in direct spend
- \$2.7 million in total economic impact

MAJOR SPORT EVENT UPDATES:



An aerial photograph of Los Angeles, California, taken from a high vantage point during the golden hour of sunset. The city's dense urban landscape is visible in the distance, with the city center and downtown area appearing as a cluster of lights. In the middle ground, a large reservoir is nestled in a valley, surrounded by lush green hills and residential areas. The foreground shows a rocky hillside with a chain-link fence and several white, rectangular structures, possibly part of a viewing platform or observation deck. The sky is a mix of orange, yellow, and blue, indicating the time is either early morning or late afternoon.

THANK YOU

Los Angeles

Los Angeles Tourism & Convention Board