



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, December 4, 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 November 6, 2019

4. REPORTS:

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

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
November 6, 2019

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, November 6, 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:

President, Jon F. Vein
Vice President, Otto Padron
Commissioner David Stone

ABSENT:

Commissioner Bricia Lopez
Commissioner Noel Hyun Minor

PRESENTERS:

Ellen Schwartz, AEG
Ben Zarhoud, AEG
Doane Liu, CTD
Tom Fields, CTD
Diana Mangioglu, CTD
Darren Green, LATCB
Paige Cram, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:02 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from October 16, 2019

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with future clients, including a host committee tour with Mobile World Congress; attending the LATCB Board of Directors meeting, LATCB Strategic Planning session, and the Tourism Master Plan Steering Committee meeting; and meeting with Mayor's staff regarding the LA Original brand and opportunities for offering merchandise in the Business Center.

Item 4b. AEG Monthly Update – September

Ms. Ellen Schwartz reported that LACC had hosted 13 events, one of which was a hybrid citywide event, resulting in over 43,200 attendees. In addition, LACC hosted five filmings. Mr. Ben Zarhoud presented the financial data for September, reporting an operating loss of \$50,000 for the month, \$1M above budget, which was driven by the lack of citywide events and the increased utility expenses. Mr. Zarhoud also reported \$3.7M in gross revenue, and \$2M in operating expenses, which was above prior year and driven by maintenance and operating supplies. Mr. Zarhoud reported a 47% occupancy rate for September, lower than past years and due to timing and size of events which were smaller compared to prior years. Mr. Zarhoud also reported \$27M in economic impact, \$22.2 of which was generated from the events booked by LATCB.

Item 4c. LATCB Monthly Update – September

Mr. Darren Green reported that LATCB processed 58 leads YTD and have booked 95,190 room nights, with year-end goals of 220 leads and projected 390,000 room nights, noting that while leads are behind last year the room nights are ahead of last year. Mr. Green reported on recent site visits and provided an overview of the Sales Department structure and digital marketing campaign.

Item 4ci. LATCB Sales Marketing Update

Ms. Paige Cram presented an overview of the Sales Marketing functions including messaging, focus, new digital ads, and media strategies (member newsletter, partner newsletter, and insights web page).

Item 4d. CIP Update

Mr. Tom Fields provided an update of the current projects, seven of which are in progress, three are on hold to be coordinated with the expansion, and ten are completed. Mr. Fields also provided a summary of the FY 2019-20 MICLA funded projects.

Item 5a. Discussion

None

Item 6a. LATCB FY 19-20 Appendix E – Board Report # 19-005

Ms. Diana Mangioglu provided background and functional overview of the LATCB, noting that the contract with the City ends in June 2020. Ms. Mangioglu also provided an overview of resources, total budget, primary goal, core objectives, and performance metrics of the contract, noting that 40.3% (\$24.5M) of their total budget results from the allocation of 1% of the 14% Transit Occupancy Tax. Ms. Mangioglu stated that staff recommends that the Board approve the proposed 2019-20 Appendix E.

UNANIMOUSLY APPROVED

Item 6b. FY 20-21 CTD Budget – Board Report # 19-004

Ms. Diana Mangioglu reviewed the deadlines for the Mayor's proposed budget, noting that the instruction to Departments to submit a zero balance budget will have little impact on CTD's budget as a Special Funded Department. Mr. Ben Zarhoud presented an overview of the AEG-LACC operating budget, stating that the content was based on the following assumptions: a full year of construction; 227 events; and no recession. Mr. Zarhoud reported a \$3.8M operating surplus, which is less than prior year; \$30.2M in revenue, 41% generated by parking; and \$26.4M in operating expenses, with 50% attributed to wages and benefits and 22% to utilities. Mr. Zarhoud stated that there will be no anticipated contribution to the LACC Reserve Fund which remains at \$9.1M. Ms. Mangioglu presented an overview of the proposed CTD departmental budget request, totaling \$1.75M which assumes an increase in salaries due to labor negotiated contracts and a reduction in operating expenses due to the completion of the Tourism Master Plan. Ms. Mangioglu also presented the proposed Capital Improvement Program request which included three MICLA funded projects totaling \$3.8M. Ms. Mangioglu stated that staff recommends that the Board approve the Convention and Tourism Development Departmental Budget submission for consideration by the Mayor's office for the 2020-21 Proposed Budget.

UNANIMOUSLY APPROVED

ADJOURNMENT

The meeting was adjourned at 10:20 a.m.

LOS ANGELES CONVENTION CENTER MONTHLY UPDATE

OCTOBER 2019

BEN ZARHOUD



LEADER OF THE QUARTER



DANIELLE JONES
GUEST SERVICES SUPERVISOR

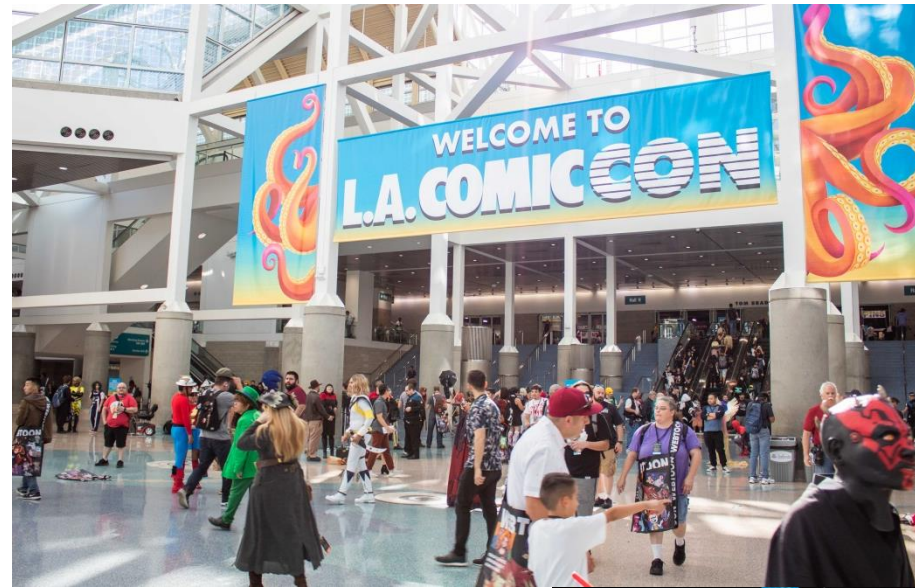
LACC OCTOBER 2019 EVENTS



TOTAL 170,240

*CITYWIDE

OCTOBER 2019 EVENTS



LACC OCTOBER 2019 FILMING & PHOTO EVENTS

<u>DATE</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
Oct 3 - 4	Homeland	Venice/Bond	\$16,750
Oct 9	Eyeglass World	West Lobby/Theatre	\$18,660
Oct 11	Perry Mason	Venice Garage	\$3,800
Oct 14	Perry Mason	Venice Garage	\$5,250
Oct 17 - 21	Good Trouble	Venice Garage	\$6,900
Oct 18	Under Armor	Pico Drive	\$5,820
Oct 22 - 25	Good Trouble	Venice Garage	\$7,650
Oct 28 - 29	Better Things	Pico/Bond/South	\$21,660
Oct 28 - 31	All American	Venice Garage	\$15,000

TOTAL FILMING: \$101,490

(Oct 2018 - \$77,085)

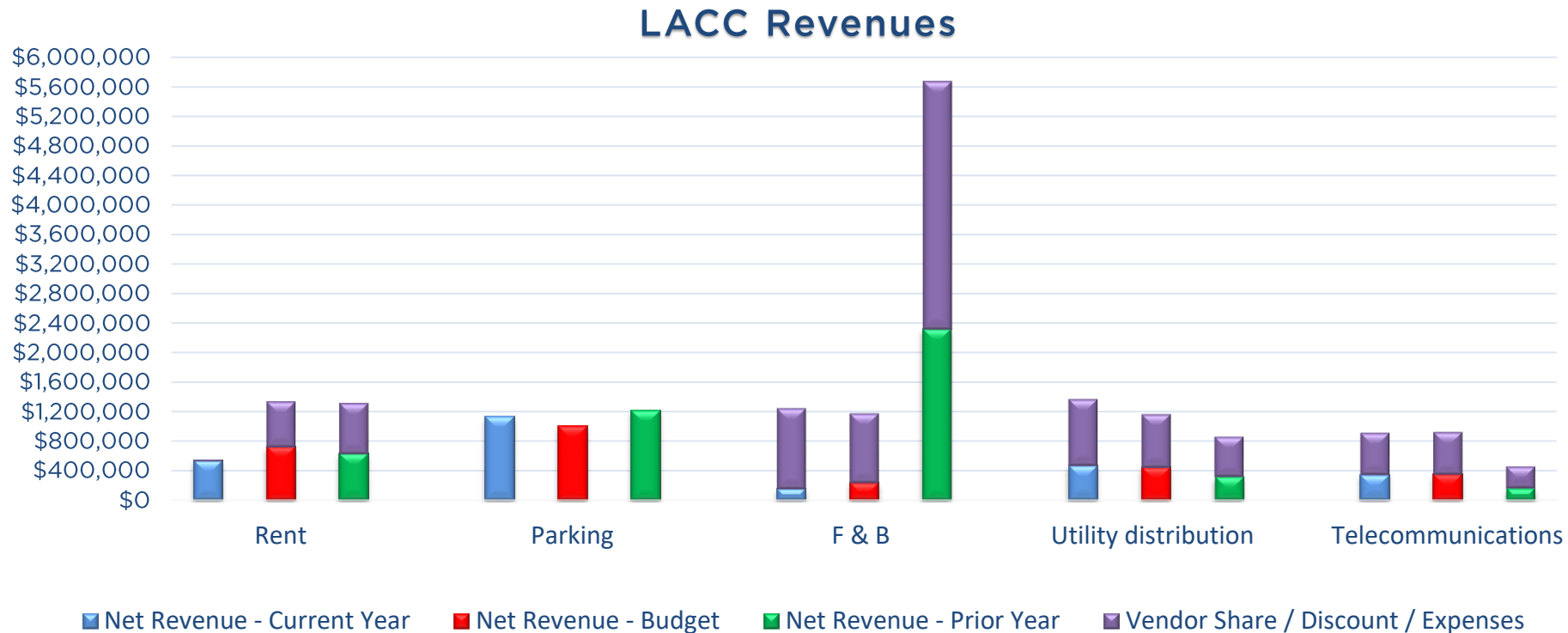
LACC OCTOBER 2019 FINANCIALS

OPERATING SURPLUS (LOSS):

- \$0.8 million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.1 million above budget
- \$1.8 million below prior year

REVENUES:

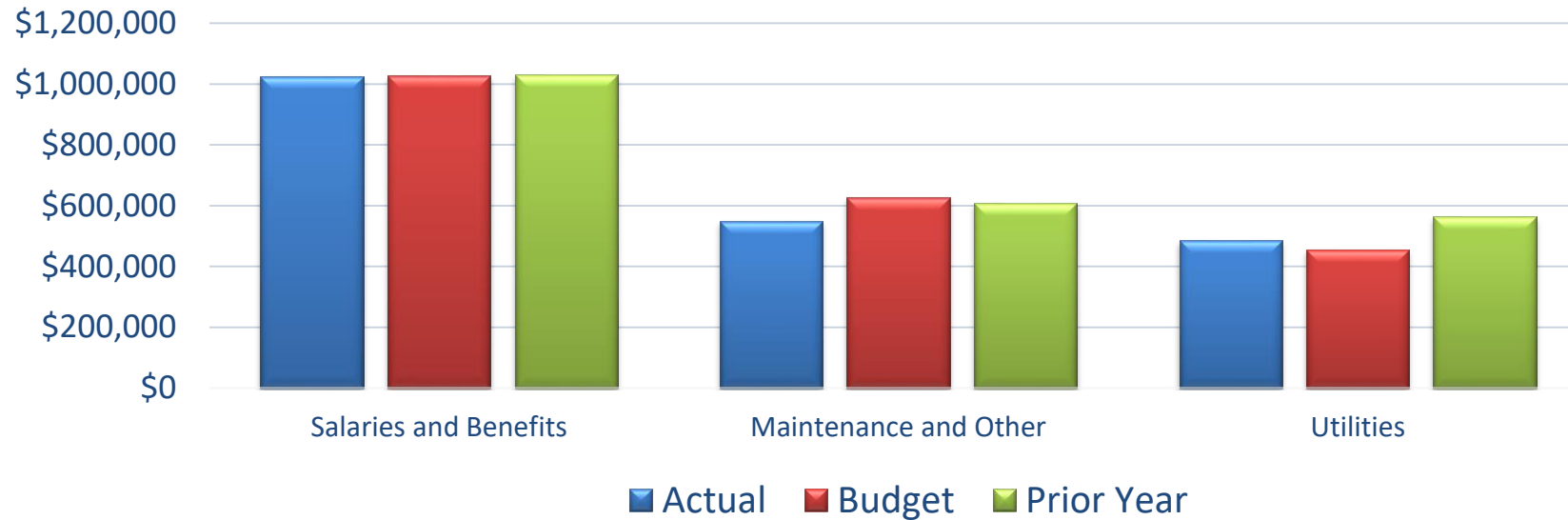
- \$5.7 million gross revenue (before discounts and service provider share)
- \$2.9 million net revenue
- \$59K above budget and \$1.9 million below prior year



LACC OCTOBER 2019 FINANCIALS

OPERATING EXPENSES:

- \$2.1 million (before approved A & I, Capital Projects, and City reimbursement)
- \$51K below budget and \$144K below prior year

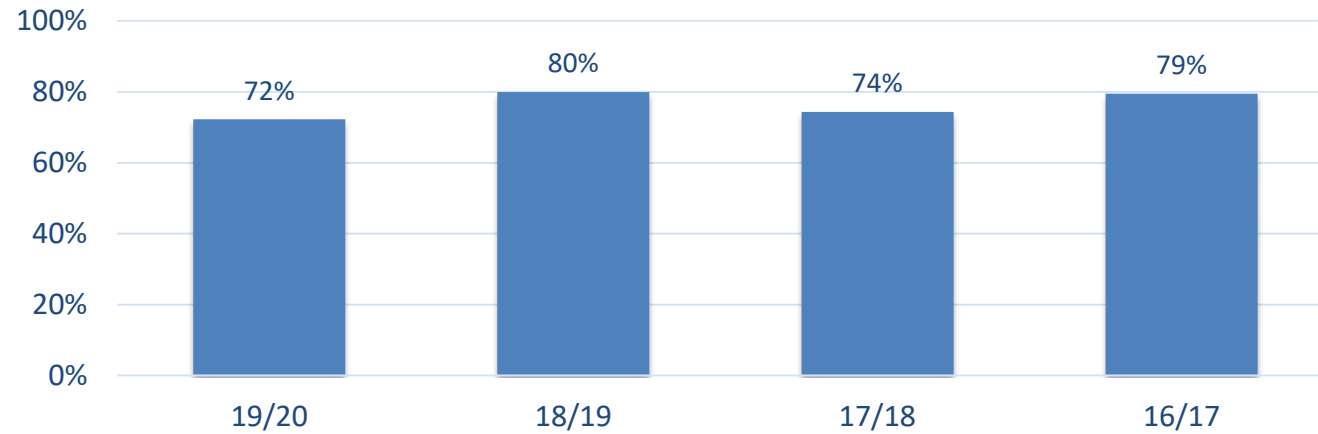


CITY REIMBURSEMENT - \$0.3M (excluding Utility User Tax)

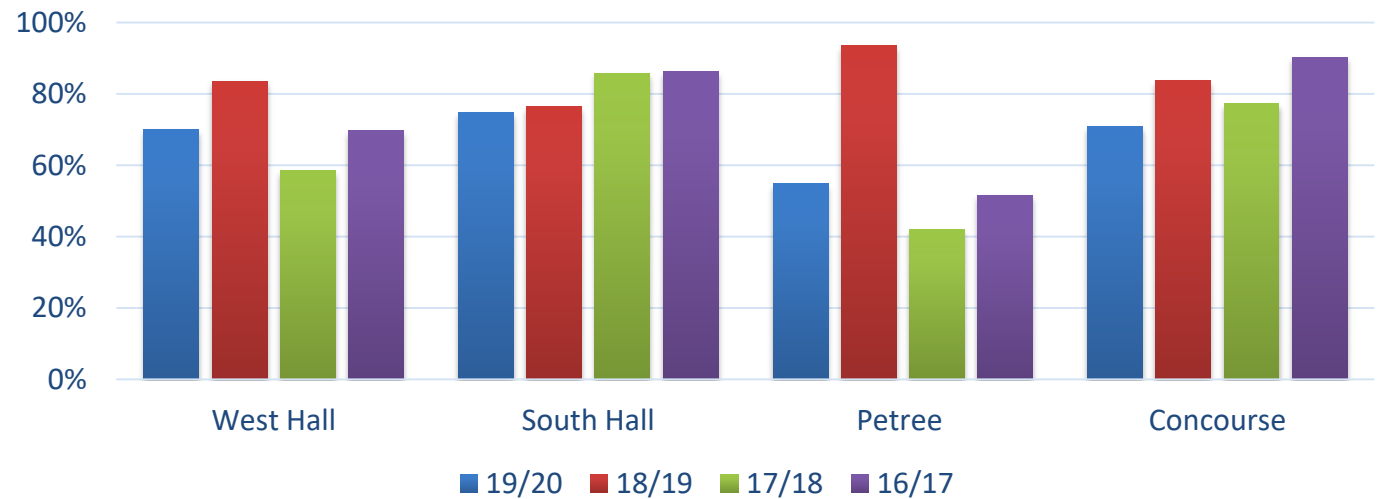
Capital and Alterations & Improvements

LACC OCTOBER 2019 OCCUPANCY

Exhibit Hall Occupancy

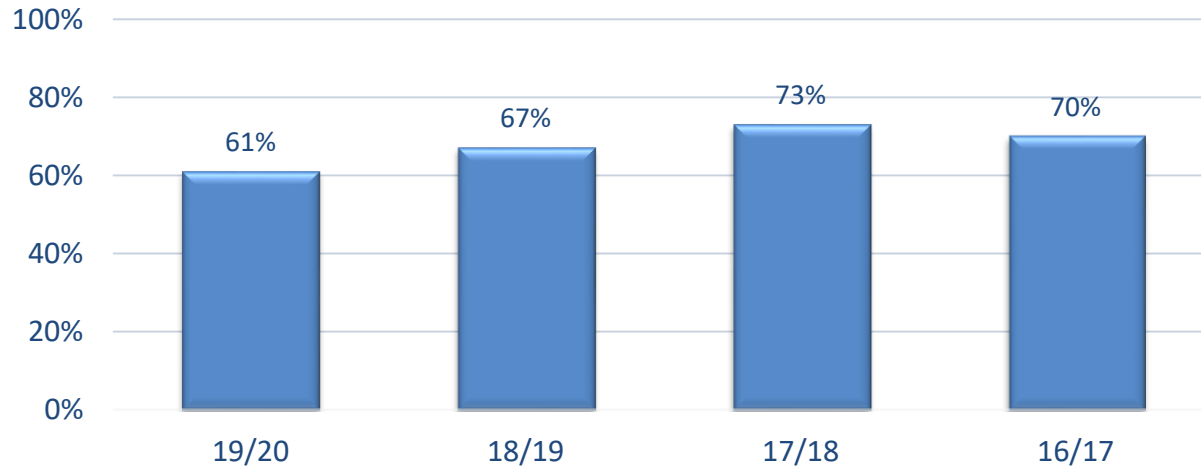


Occupancy by Exhibit Hall

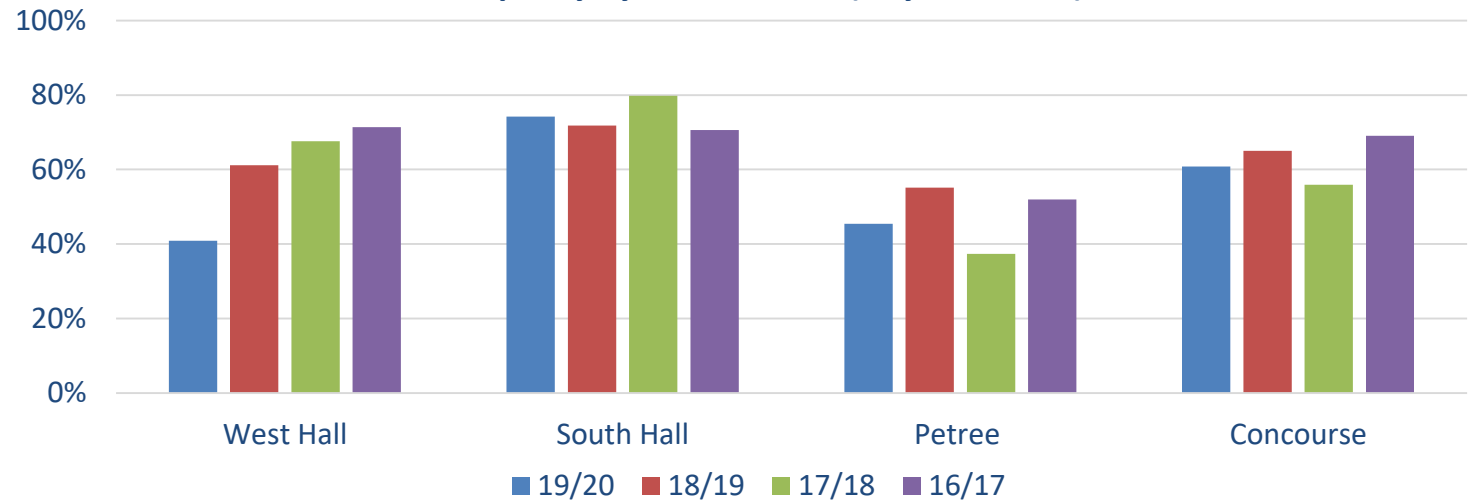


LACC YTD 2019/2020 OCCUPANCY

Exhibit Hall Occupancy - (July-October)



Occupancy by Exhibit Hall - (July - October)



LACC October 2019 ECONOMIC IMPACT

\$54.1 million in Projected Economic Impact



CTD BOARD OF COMMISSIONERS MEETING

December 4, 2019

*Los Angeles*TM

Los Angeles Tourism & Convention Board

CITYWIDE CONVENTION SALES YTD FY19/20 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 19/20 Goal	220
FY 19/20 YTD	68
FY 18/19 STLY	88

Booked Room Nights Produced	RNs Actual
FY 19/20 Goal	390,000
FY 19/20 YTD	127,703
FY 18/19 STLY	101,809

Dated November 26, 2019

RECENT BOOKINGS - 32,513 TRNs



IDEA – Health and Fitness Association
IDEA World Convention 2023 & 2024

July 12-16, 2023
6,229 Room Nights

July 10-14, 2024
6,229 Room Nights



Society for Information Display
Display Week 2023 & 2026

May 23-25, 2023
6,760 Room Nights

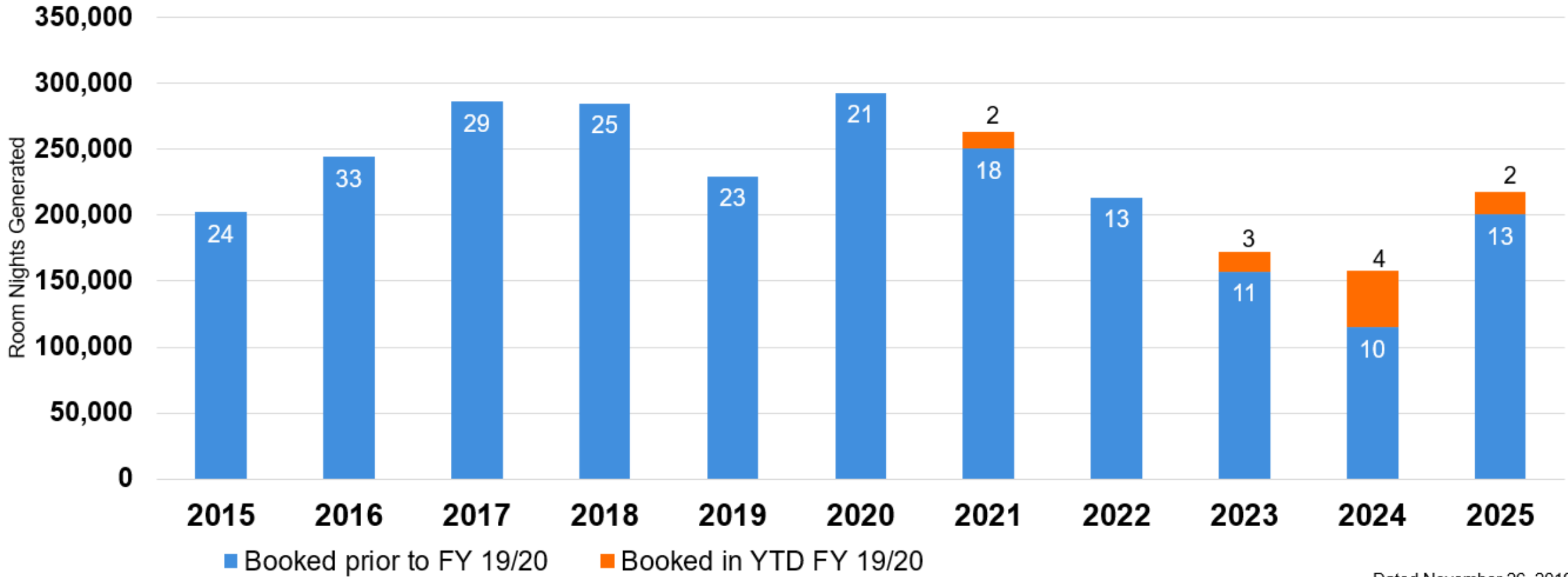
May 5-7, 2026
6,760 Room Nights



American Traffic Safety Services Association
ATSSA 2024 Annual Convention and Traffic Expo

February 11-13, 2024
6,535 Room Nights

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



Dated November 26, 2019

RECENT SITES

The logo for Connect, featuring the word "Connect" in a bold, blue, sans-serif font.

Connect Meetings
Connect Marketplace 2022
August 22-24, 2022
11,895 Room Nights



American Traffic Safety Services Association
ATSSA 2024 Annual Convention and Traffic Expo
February 11-13, 2024
6,535 Room Nights



LinkedIn
LinkedIn Talent Connect 2024
September 17-19, 2024
12,440 Room Nights

ANDREA RODRIQUEZ

Director, Western Region Convention Sales



FIRST 30 DAYS:

- LinkedIn Site during Summit Series Experience- working to close on 2024 Talent Connect (12,400 total room nights)
- AMAs- clients included Amazon Web Services
- Up to speed on our systems and processes
- Developed business analysis of her market to achieve room night goals

SALES COLLATERAL: TECH ONE-SHEET



LOS ANGELES was the birthplace of the internet in 1969. So it's no wonder that the city has become a major tech center with the rise of "Silicon Beach," an area that stretches from Malibu to Playa Vista and as far west as Hollywood. More than 500 tech and startup companies—including industry giants like HeadSpace, Google, YouTube, Snap Inc, Hulu, ChowNow, and The Honest Company—call the area home. In 2018, a study published by Mediakix stated that the total value of "Silicon Beach" companies was \$155 billion.



In 2019, **26** L.A.-based tech companies made the **Deloitte Technology Fast 500** ranking. **AuditBoard** came in at **#3**, with over **16,000%** growth.

TECH MEETINGS IN L.A.

- Adobe MAX (2018-2020)
- SIGGRAPH
- LinkedIn
- SOLIDWORKS
- DrupalCon
- E3 (Annual)
- YouTube
- Citrix
- Society for Information Display
- GSMA Mobile World Congress

WE'RE #1

Los Angeles has more engineering graduates and more funding raised by start ups than any other U.S. metro area.



LEARN MORE ABOUT L.A. TECH
@ MEETLA.COM

Los Angeles Tourism & Convention Board

"This city has a rich legacy of industries like entertainment and aerospace, and now we're seeing our tech sector take off. That's because we made it easier for tech companies to open and expand in L.A."

-Mayor Eric Garcetti



TECHSPO LA

An annual expo brings together developers, brands, providers, designers and innovators in technology. Save the date for June 10-11, 2020.

5G

The Los Angeles Convention Center in downtown L.A. was the first in the country to be equipped with 5G capability.

Adobe MAX

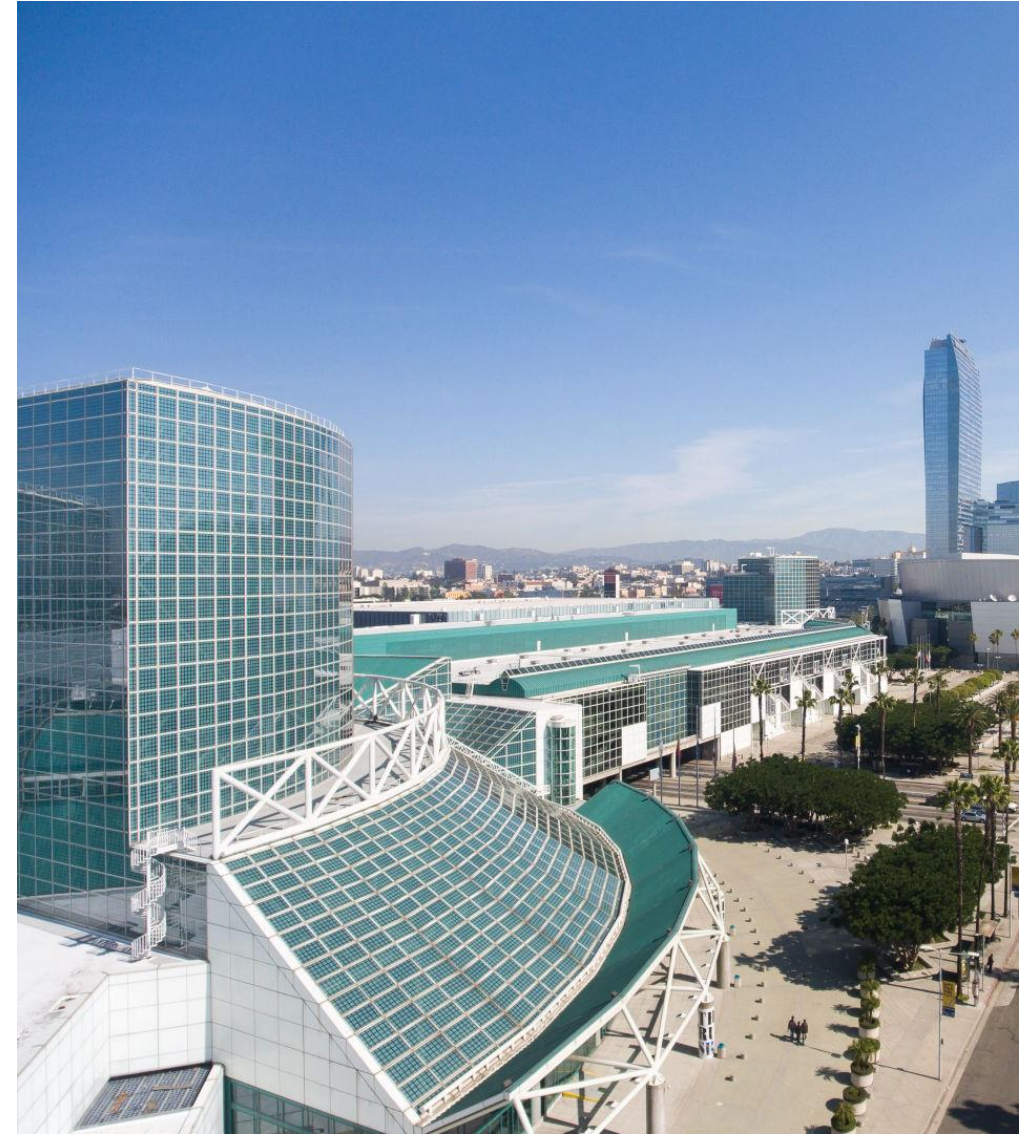
Adobe MAX, which has met in Los Angeles since 2018, reached over 15,000 attendees in 2019, an 8% growth from the previous year.



LEARN MORE ABOUT L.A. TECH
@ MEETLA.COM

RENTAL DISCOUNTING

- Los Angeles Tourism offered Citywide Convention discounts are between 60%-90% off rack rental, depending on peak block.
- Group needs to be over 4,000 peak to get to 90%.
- The sliding scale is applied to all Center rental TOT discounts, and only for groups who have enough TOT credit to cover the full rental based on 80% of the average of their 3 year pick-up history.



INTERNAL RENTAL DISCOUNTING SLIDING SCALE

Peak Room Nights	Maximum Discount Offered
1001-1700 peak	60%
1701-3000 peak	70%
3001-4000 peak	80%
4001+ peak	90%

THANK YOU

Los Angeles

Los Angeles Tourism & Convention Board

