



BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Stella T. Maloyan; David Stone; Vacant

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 5, 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 regular meeting minutes from November 7, 2018

4. REPORTS:

- a) Executive Director Report
- b) AEG Monthly Report - October
- c) LATCB Monthly Report – October
 - i. Dine L.A. Overview

5. DISCUSSION:

- a) AEG Post-Convention Survey Results

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 7, 2018

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, November 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
Vice President, Otto Padron
Commissioner Stella T. Maloyan
Commissioner David Stone

ABSENT:

Commissioner Ana Cubas

PRESENTERS:

Ellen Schwartz, AEG
Doane Liu, CTD
Diana Mangioglu, CTD
Kath McAdams, LATCB
Erika Hartmann, 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 regular meeting minutes from October 3, 2018

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: participating in several meetings, presentations, and panels to discuss the expansion and modernization; attending the Mayor's 2nd State of Girls conference; meeting with Mayor's cabinet to discuss the 2028 games; meeting with Ernie Wooden of LATCB to discuss the City's Tourism Master Plan; meeting with the Mayor's office to discuss the annual number's press conference; meeting the with Neighborhood Council Budget Advocate to discuss the FY 19-20 budget; a site visit of the Olympia project to advocate for Option B – 1000 room hotel; meeting with tourism stakeholders, e.g. Starline Tours, Hotel Indigo regarding traffic, Metro staff regarding an

underground Pico Station; attending the EDC meeting at which the Committee approved the pricing adjustments and policies for operating the Los Angeles Convention Center; and meeting with clients, e.g. American Political Science Association to discuss the state of the building in 2023.

Item 4b. AEG Monthly Update – September

Ms. Ellen Schwartz reported that LACC had hosted eight events, two of which were Citywide event, resulting in 65,400 attendees in addition to hosting three filmings. Ms. Schwartz presented the financial data for September, reporting \$6.3M in gross revenue, which includes increased utilities due to GSMA and \$1.2M in expenses. Ms. Schwartz also reported that the September occupancy was 73%, which is an increase from the last three years and an estimated economic impact of \$37M, \$2.12M from local events.

Item 4c. LATCB Monthly Update – September

Ms. Kathy McAdams reported that LATCB processed 69 leads YTD, resulting in 94,654 room nights with a year-end goal of 220 leads and projected 390,000 room nights. Ms. McAdams gave an overview of LATCB's strategic prospecting using Master Profiles.

Item 4ci. LATCB Membership Overview

Ms. Erika Hartmann provided an overview of LATCB's Membership division, reporting that LATCB is a 501(c)6 Non-Profit member-based organization with 1,100 members, largely made up of hotels, restaurants, and activities. Ms. Hartmann noted that the Membership division is focused on promoting the destination and utilizing the network of engaged members and is responsible for the Visitor Information Centers and its publications, which include 350,000 2018 maps.

Item 5. Discussion:

None

Item 6a. FY 19-20 CTD Budget Presentation – Board Report #18-007

Ms. Diana Mangioglu provided an overview of the Budget schedule, noting that CIEP's are due November 9 and the complete department budget is due on November 16, 2019. Ms. Ellen Schwartz provided the AEG portion of the CTD budget noting the projected operating surplus of \$8.43M if no construction takes place during the budget year and \$4.61M if construction does take place. Ms. Schwartz reported a projected revenue of \$34M, of which \$13.2M or 39% is generated from parking, and \$25M in expenses, of which \$12.69M or 49% is wages and benefits. Ms. Schwartz also noted that no funds are expected to be added to the reserve due to contingency for construction, leaving the reserve balance at \$9.1M. Ms. Schwartz reviewed the opportunities and threats for the budget year. Ms. Mangioglu provided an overview of the CTD proposed budget noting the expenditures of \$1.9M each for the CTD Department and General Fund reimbursement, \$25.0M for LACC AEG Operating Budget and A&I, and \$5.1M in various capital projects. Ms. Mangioglu reported that the source of funds are projected to be \$1.34M for the Convention Center Revenue Fund and \$552,000 from the LACVB Fund, which is a result of

1% of the Transit Occupancy Tax. Ms. Mangioglu provided an overview of the budget line items noting that the Contractual Services line increase is due to a \$250,000 allocation for the Tourism Master Plan, focusing on City infrastructure to support increased tourism, and the drop in salaries is due to retirements. As well as, and overview of the proposed Capital Improvement Program requests which total \$5M, funded by MICLA. Ms. Mangioglu stated that the recommendation of CTD is that the CTD Board of Commissioner approve the CTD departmental budget submission for consideration by the Mayor's Office for the 2019-20 Proposed Budget.

UNANIMOUSLY APPROVED

ADJOURNMENT

The meeting was adjourned at 10:16 a.m.

LOS ANGELES CONVENTION CENTER MONTHLY UPDATE

OCTOBER 2018
ELLEN SCHWARTZ



Los Angeles
CONVENTION
CENTER
Managed By 

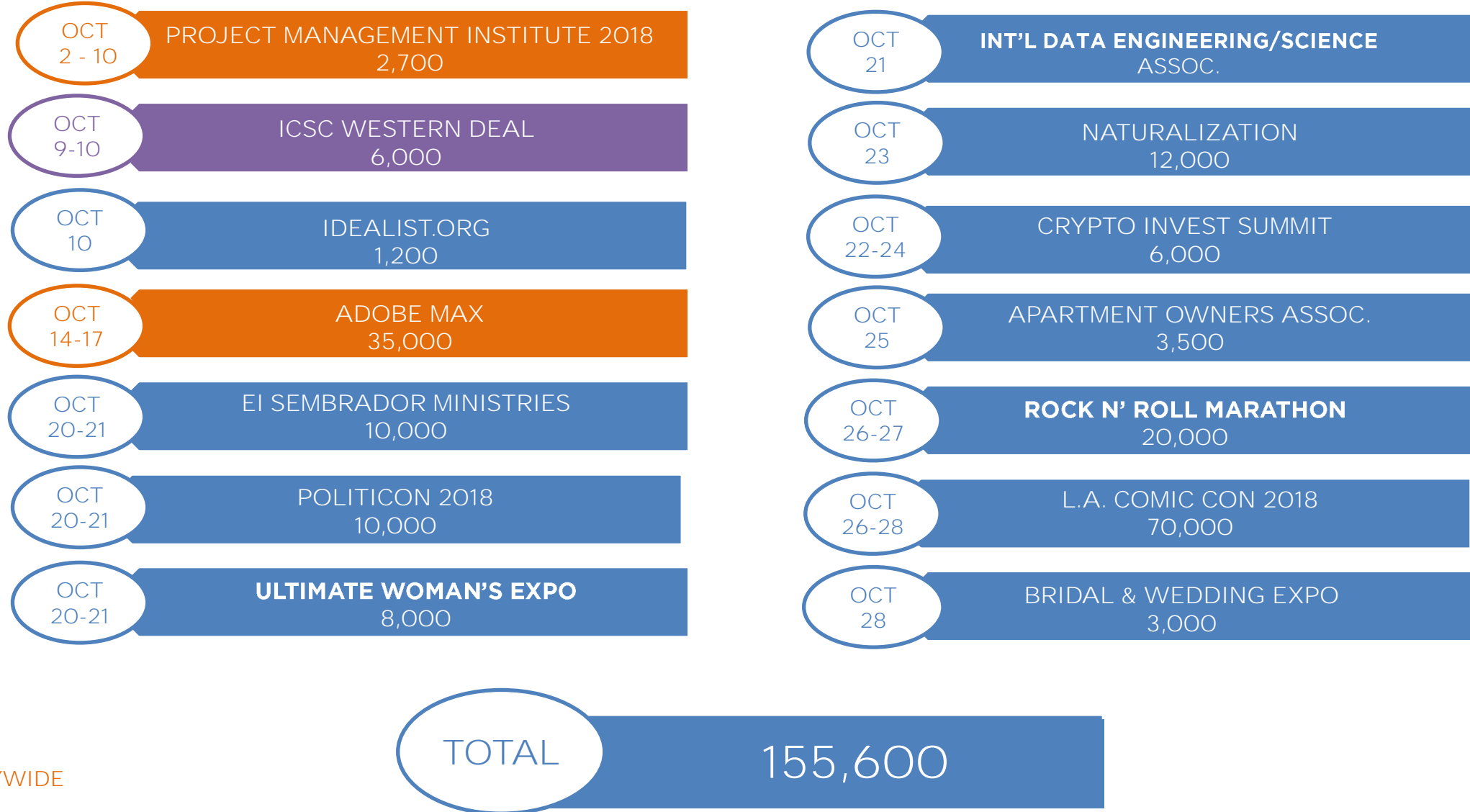
LEADER OF THE 3RD QUARTER



JUAN SOTO
MANAGER, FINANCE



LACC OCTOBER 2018 EVENTS



*CITYWIDE



LACC OCTOBER 2018 FILMING & PHOTO EVENTS

<u>DATE</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
Oct 3 - 4	Good Trouble	Venice	\$3,750
Oct 19	Bunker NY	South Lobby	\$17,280
Oct 29 - 30	Veep	Kentia	\$27,500
Oct 30 - 31	Lucite Desk	South Lobby	\$28,555

TOTAL FILMING: \$77,085



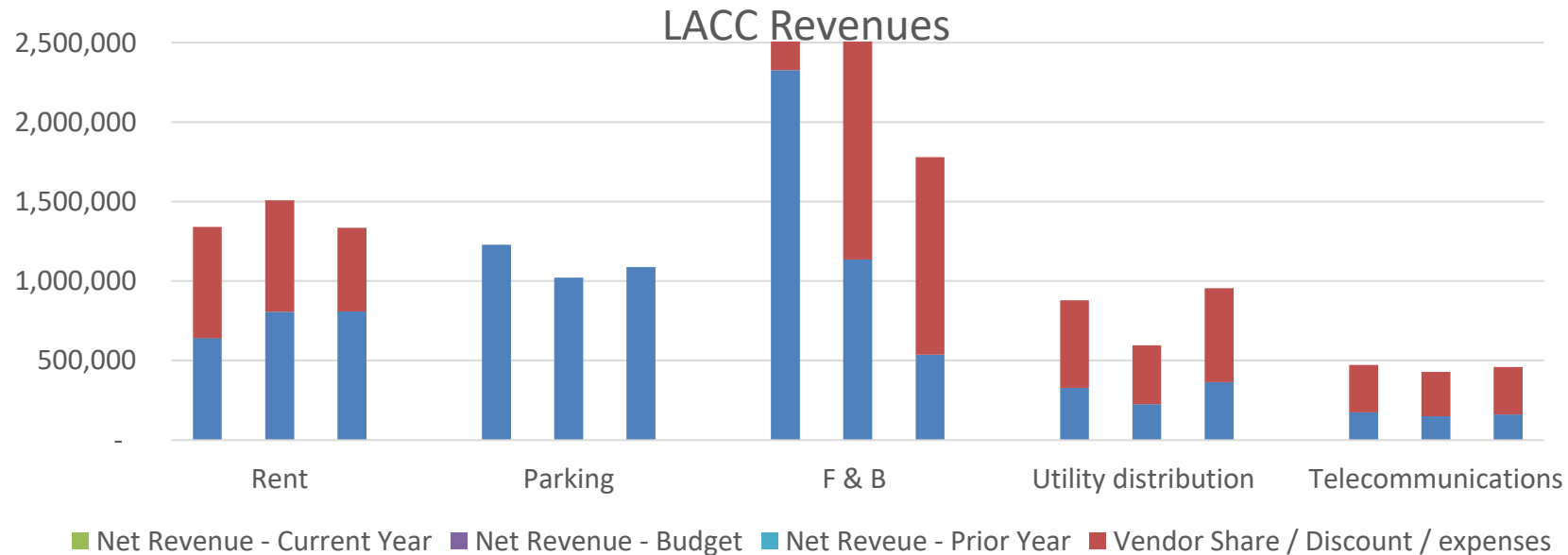
LACC OCTOBER 2018 FINANCIALS

OPERATING SURPLUS:

- \$2.7M (before approved City Reimbursements, A & I and Capital Projects)
- \$1.2M above budget
- \$1.6M above prior year

REVENUES:

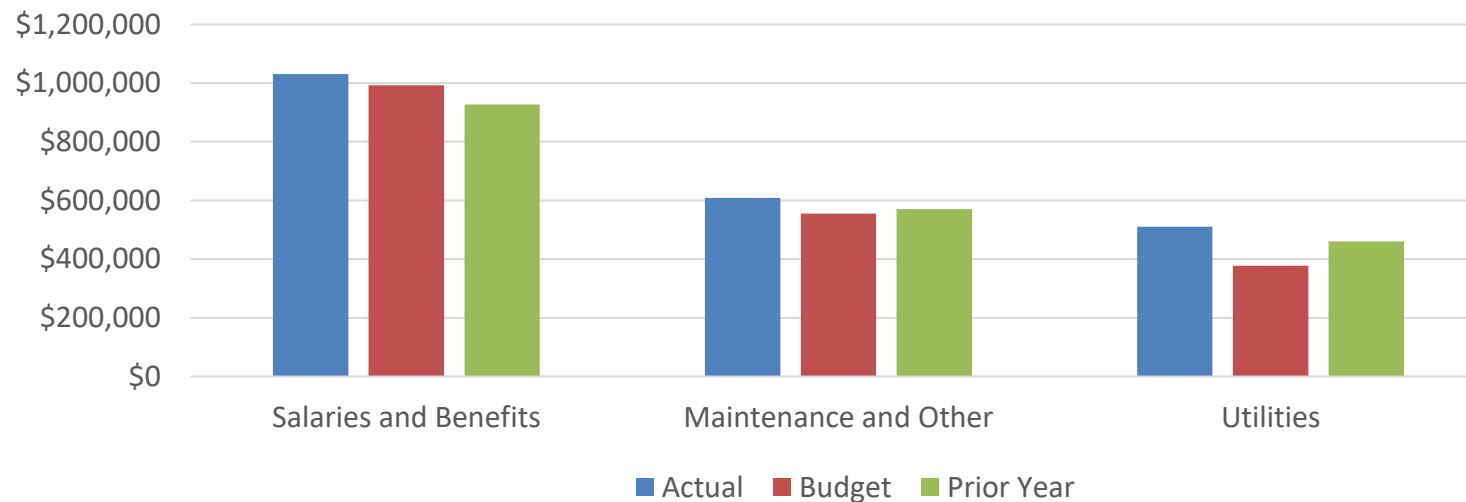
- \$10.4 million gross revenue (before discounts and service provider share)
- \$4.8 million net revenue
- \$1.4M above budget and \$1.7M above prior year



LACC OCTOBER 2018 FINANCIALS

OPERATING EXPENSES:

- \$2.2 million (before approved A & I, Capital Projects, and City reimbursement)
- \$225K below budget and \$192K above prior year

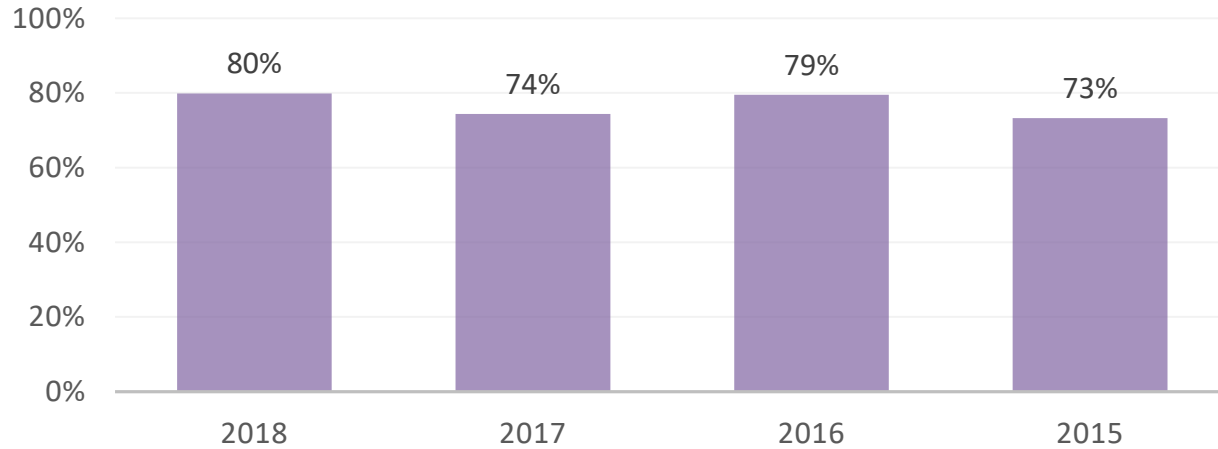


CITY REIMBURSEMENT - \$412K

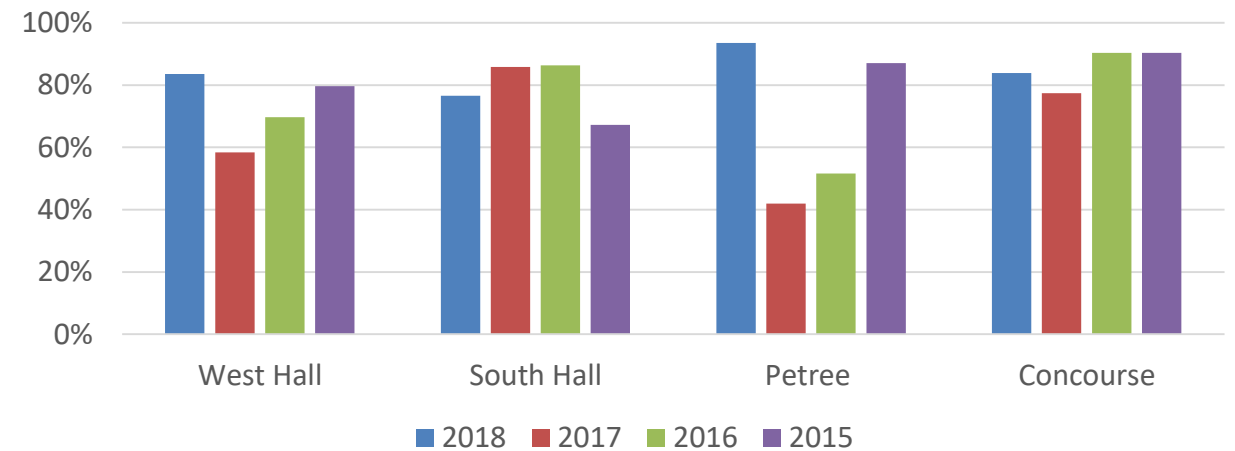
Capital and Alterations & Improvements

LACC OCTOBER 2018 OCCUPANCY

Exhibit Hall Occupancy



Occupancy by Exhibit Hall



LACC OCTOBER 2018 ECONOMIC IMPACT

\$30 million in Projected Economic Impact



* Based on estimates provided by LATCB

MEET

Los Angeles

CTD Board of Commissioners Meeting

December 5, 2018



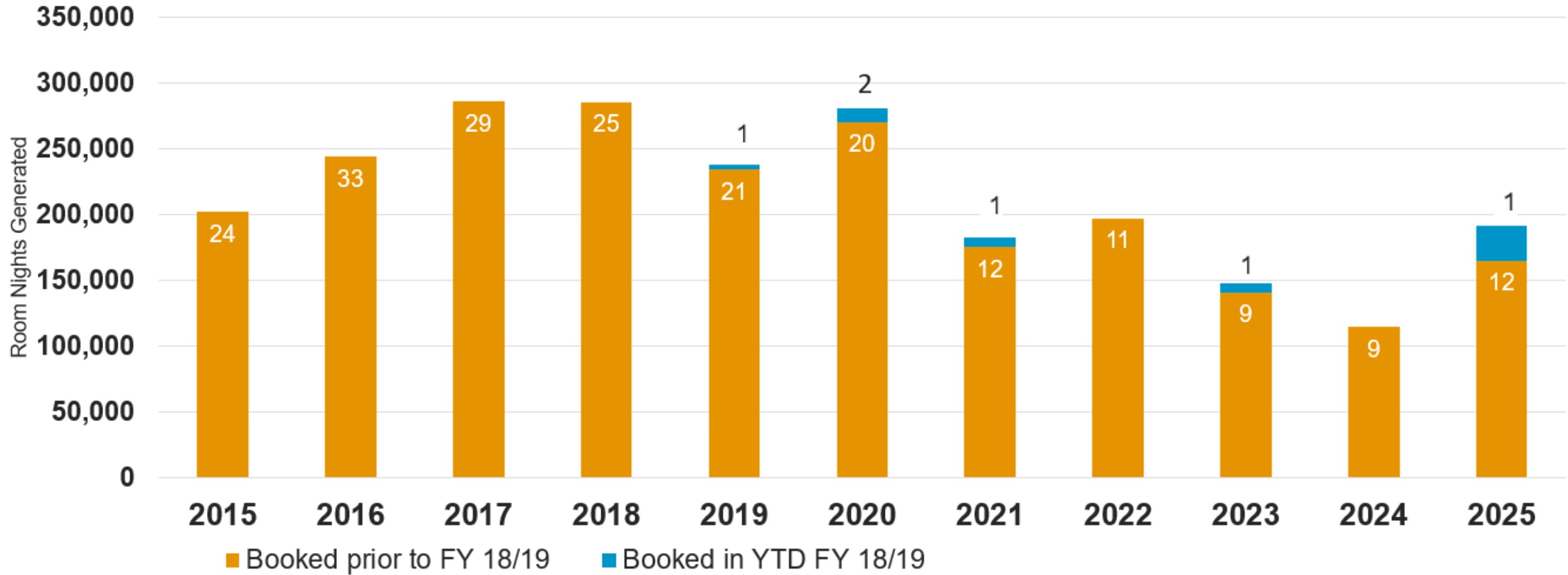
CITYWIDE CONVENTION SALES YTD FY 18/19 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 18/19 Goal	220
FY 18/19 YTD	89
FY 17/18 STLY	84

Booked Room Nights Produced	RNs Actual
FY 18/19 Goal	390,000
FY 18/19 YTD	101,809
FY 17/18 STLY	181,799

Dated November 28, 2018

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



Dated November 28, 2018

RECENT SITES



American College of Chest Physicians
2026 CHEST Annual Conference
October 14-24, 2026
14,765 Room Nights



California Association of Realtors
California Realtor Expo 2019
September 25-28, 2019
3,832 Room Nights



American College of Medical Genetics - ACMG
ACMG 2021 Annual Clinical Genetics Meeting
April 12-17, 2021
7,155 Room Nights

M E E T

Los Angeles

RECENT BOOKING

American College of Medical Genetics - ACMG

Annual Clinical Genetics Meeting

April 12-17, 2021

7,155 Room Nights



ACMG

American College of Medical
Genetics and Genomics

M E E T

Los Angeles

CUSTOMER ADVISORY BOARD

- Annual Gathering of Our Top Customers and Industry Leaders
- Focus on Current Trends and Issues within the Meeting Industry
- Update on What is New in Los Angeles and Enhanced Value Proposition



MEET

Los Angeles

CUSTOMER ADVISORY BOARD

CAB Member Demographics:

- 10 Associations (56%) and 8 Corporations (44%)
- 13 Citywide Convention Clients (72%), 2 Self Contained Client (11%) and 3 Both (17%)
- 4 West Coast (22%) , 11 East Coast (61%), 2 Midwest (11%) and 1 Southwest (6%)
- 5 New Members (28%) and 13 Returning Members (72%)
- Notable Customers: E3, GSMA, NBA, Wells Fargo



MEET

Los Angeles

CUSTOMER ADVISORY BOARD

The Garland Hotel

November 26-28, 2018

GLAMPING is a fusion of glamour and camping. It's where stunning nature meets modern luxury, a way to experience the untamed and completely unique parts of the world—without having to sacrifice creature comforts.



MEET

Los Angeles

CUSTOMER ADVISORY BOARD

Camp Schedule:

- Panel Discussion: The Event From the Other Side
- Global Data Protection & Cyber Security
- Homelessness in Los Angeles
- Mobility & 5G
- Panel Discussion: Transformation of the Convention Center
- Sports Capital in the Making



IAEE EXPO! EXPO! 2018

Annual Meeting & Exhibition

New Orleans

December 11-13, 2018

IAEE represents over 10,000 individuals in 52 countries who conduct and support exhibitions around the world.



MEET

Los Angeles



dineL.A. Overview

December 2018



Skift.

“Culinary travel experiences are now the most popular method for driving tourism business.”

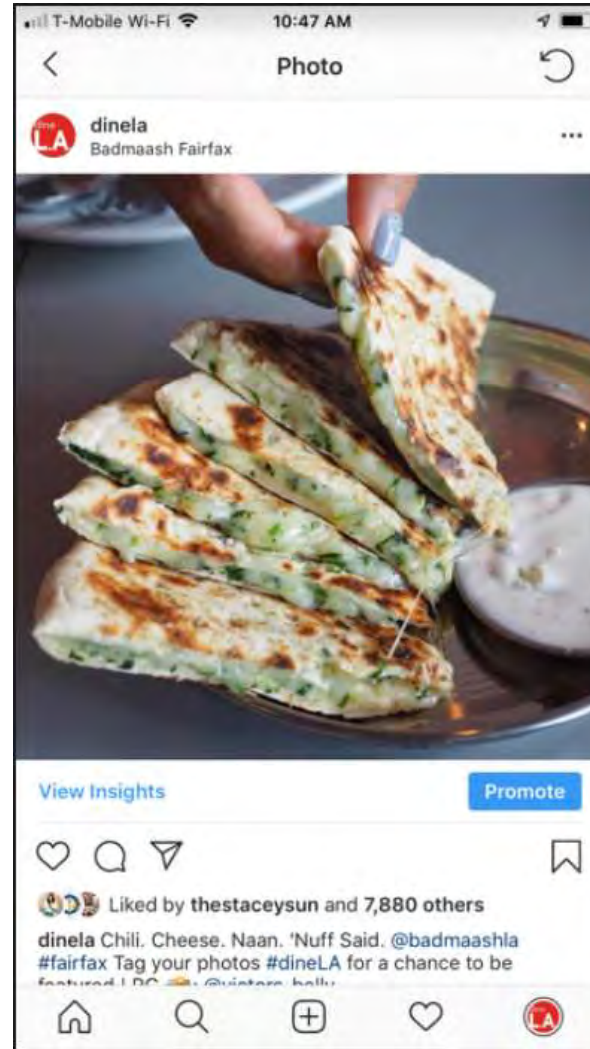
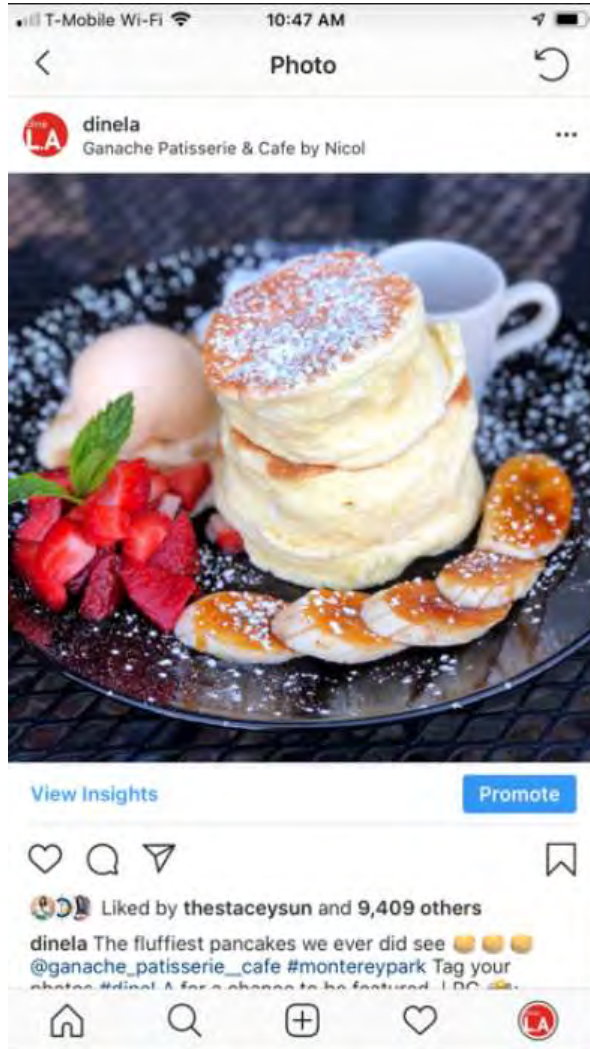
- Greg Oates, Skift Senior Editor

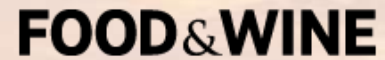
**2016 Skift Travel Megatrend:
Food is Now the Leading Hook of
Travel**

**2017 Skift Travel Megatrend:
Dining Out is the Main Event**

dineL.A. Overview

THE POWER OF INSTAGRAM



The logo for FOOD & WINE, with "FOOD" and "WINE" in bold black uppercase letters and "&" in a smaller font between them.

“Now that there’s consensus building about L.A. being America’s best dining city, it feels like the right time to make the case that L.A. has America’s best restaurant week.”

The logo for ZAGAT, with the word "ZAGAT" in a stylized, outlined, red font.

**Los Angeles, the most exciting food city of 2017 (#1 out of 30)
#2 Austin, #3 Chicago, #15 New York**

The logo for the U.S. Tourism Quality Index, with the text "U.S. Tourism Quality Index" in white serif font on a blue background.

In 2017, Los Angeles holds the second spot among the top 20 cities domestically valued for culinary experiences



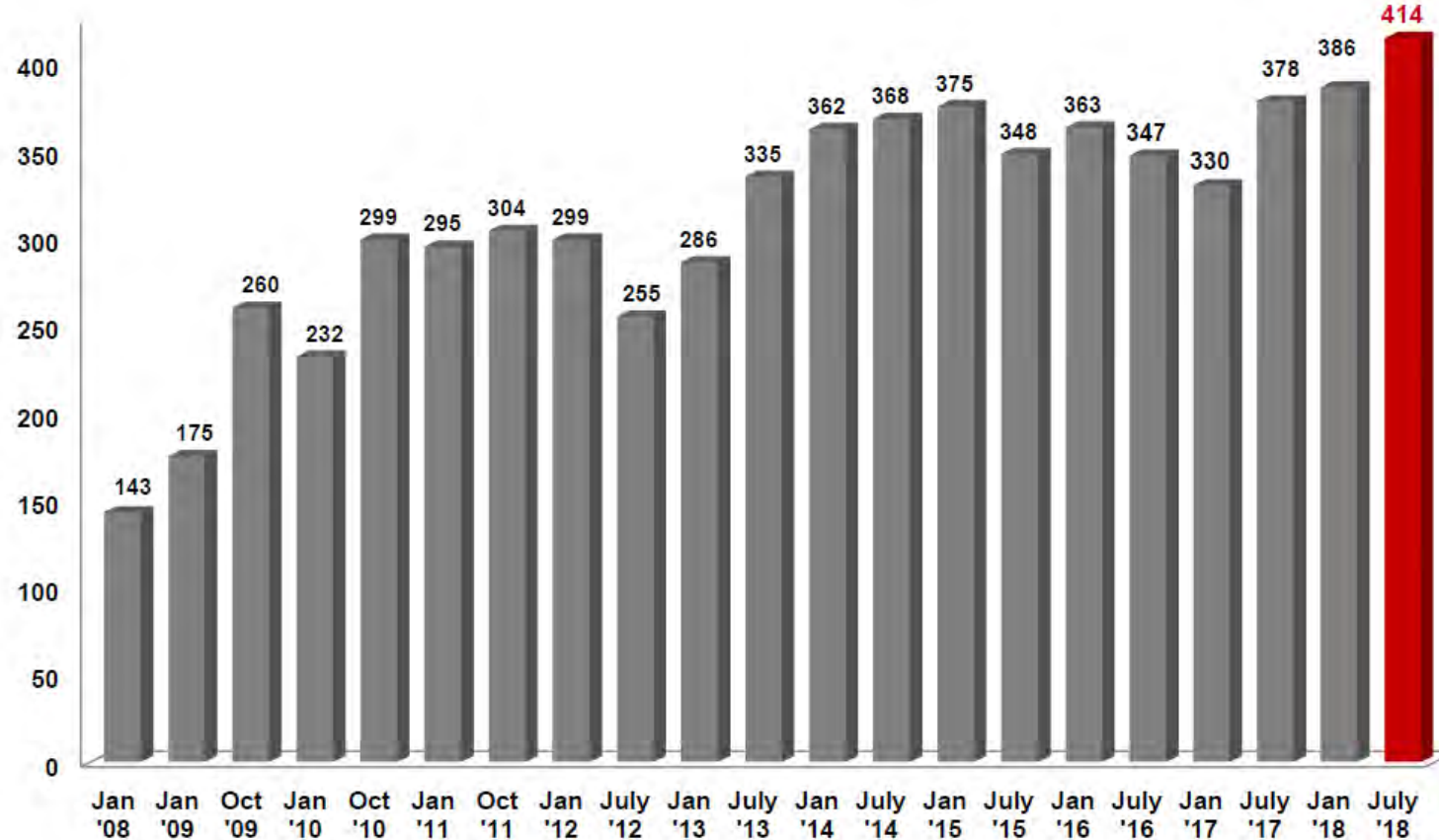
To drive economic impact to Los Angeles by promoting our vibrant and diverse culinary scene to residents and visitors alike, and establishing L.A. as a one of the world's premier food destinations.

dineL.A. Overview

RESTAURANT WEEK GROWTH AND SPEND



dineL.A. started in 2008 with 142 restaurants and has become the largest and best Restaurant Week program in the nation with over 400 restaurants. Consumers spend over **\$55 million** across the 2 annual events.





Restaurants continue to sign up for dineL.A. as they see the benefits of participating. We've been able to maintain an 80%+ retention rate.

1. It **drives incremental revenue** to the restaurants and brings in first-time diners.
1. dineL.A. has **evolved into one of the nation's most diverse programs** with a range of price points showcasing various cuisines, attracting *quality* diners rather than bargain-hunters into restaurants.
2. Restaurants are also changing their approach to impress diners during dineL.A. by offering signature and quality dishes; as a result, they're **seeing more return guests**.

To expand the dineL.A. brand, we launched the dineL.A. Food Trek Series with the goal of leveraging media attention around established national food holidays, as well as focus on culinary experiences and food that are synonymous with L.A.



ROBUST SOCIAL FOLLOWING



369,000
followers



100,000+
fans

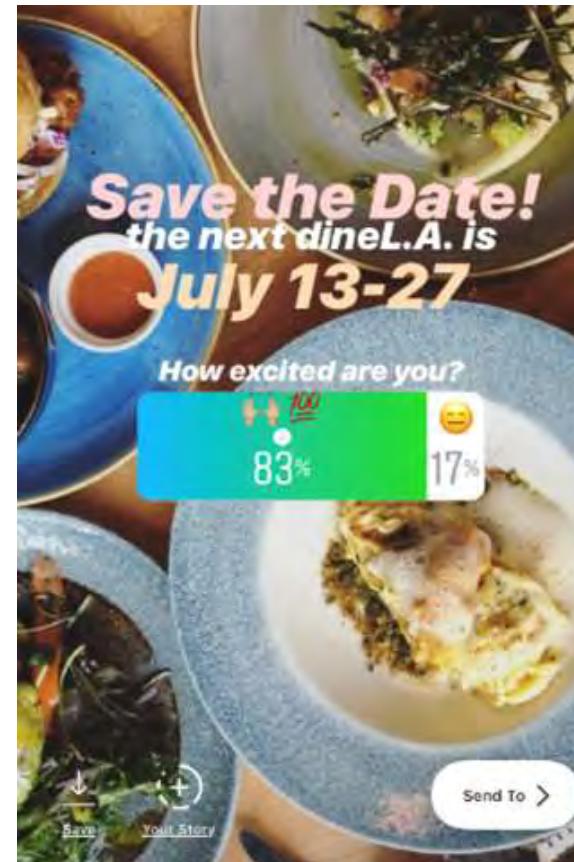


83,000
followers

dineL.A. DEMOGRAPHICS

Premium foodies living in L.A.

- **62% Female / 38% Male**
- **Average Age Range: 25-34**
- **Average Household Income: \$114k+**

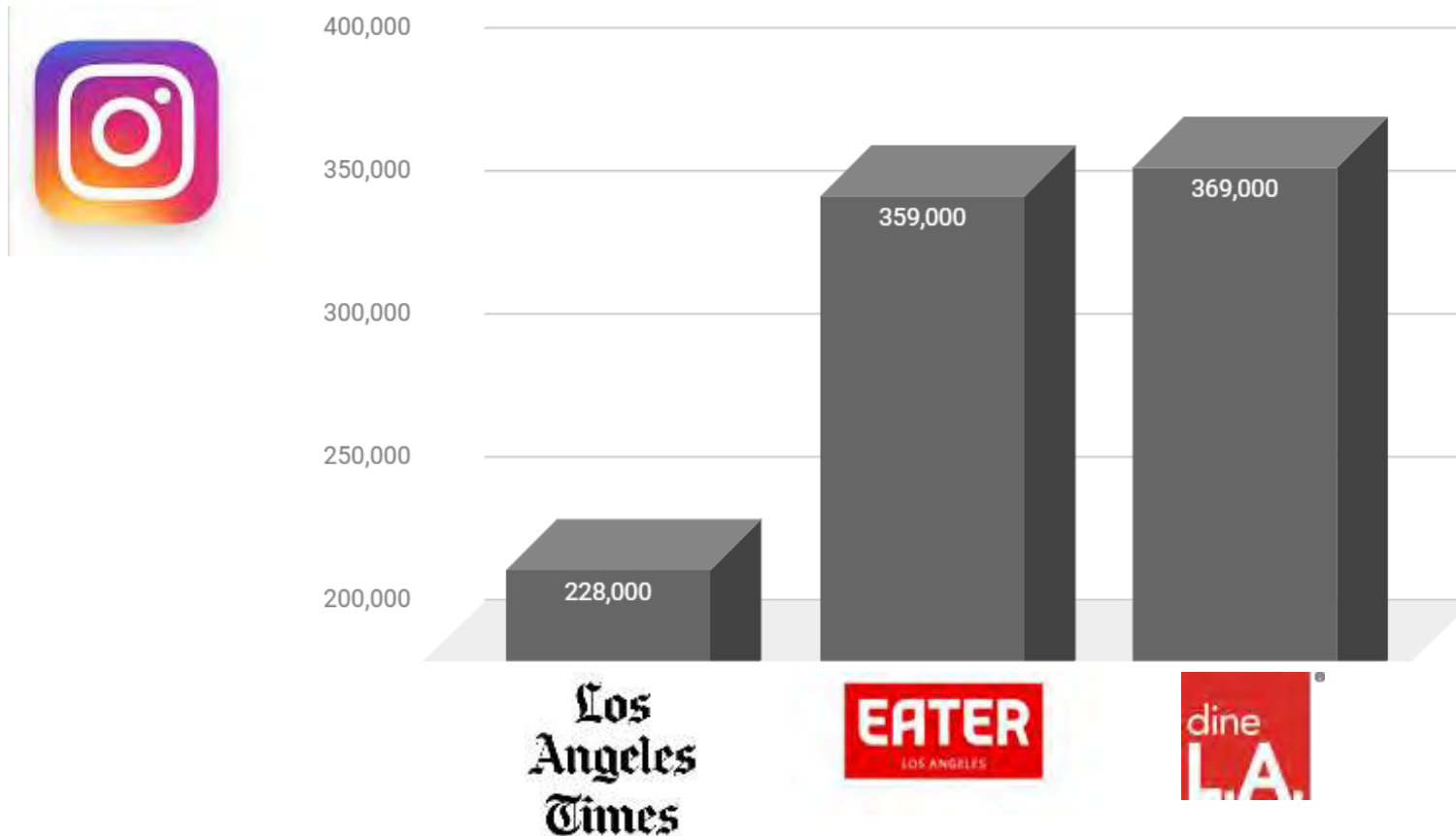


dineL.A. Overview

TOP L.A. FOOD INSTAGRAM ACCOUNTS



Instagram has become the most effective social media platform for food and restaurants. dineL.A. is currently the top L.A. food Instagram account.





1. APL - Hollywood
2. Bavel - Arts District
3. Chori-man - San Pedro
4. Guerrilla Tacos - Arts District
5. Here's Looking at You - KTown
6. Hippo - Highland Park
7. Ma'am Sir - Echo Park
8. Milk Bar LA - Beverly
9. Petit Trois Valley - Sherman Oaks
10. Porridge and Puffs - Filipino Town
11. Ronan - Fairfax Area
12. Simone Restaurant - Arts District



THANK YOU

LOS ANGELES CONVENTION CENTER FY 17/18 CLIENT SURVEYS

ELLEN SCHWARTZ



Los Angeles
CONVENTION
CENTER
Managed By 

Overall, how would you rate our Customer Service?

VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
85.92%	12.68%	1.41%	0.00%	71	4.85

OVERALL CUSTOMER SERVICE
4.9 – 98%

Overall, how satisfied are you with your experience at the Los Angeles Convention Center?

VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
70.42%	28.17%	1.41%	0.00%	71	4.69

OVERALL EXPERIENCE
4.7 – 94%

Please rate each of the following based on your overall impression of our facility

	VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
Appearance	71.43%	24.29%	4.29%	0.00%	70	4.67
Functionality	65.71%	31.43%	2.86%	0.00%	70	4.63
Cleanliness	68.57%	30.00%	1.43%	0.00%	70	4.67
Lobby Areas	69.57%	30.43%	0.00%	0.00%	69	4.70
Event Space	68.57%	30.00%	1.43%	0.00%	70	4.67
Restrooms	64.29%	28.57%	4.29%	2.86%	70	4.54
Accessibility	66.67%	31.88%	0.00%	1.45%	69	4.64

OVERALL IMPRESSION
4.6 – 94%

Please rate each of the following based on your level of satisfaction with your LACC Sales Manager.

	VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
Professionalism	82.86%	15.71%	1.43%	0.00%	70	4.81
Knowledgeable	80.00%	15.71%	4.29%	0.00%	70	4.76
Courteous Attitude	84.29%	14.29%	1.43%	0.00%	70	4.83
Responsiveness	81.16%	15.94%	2.90%	0.00%	69	4.78

SALES MANAGER
4.8 – 97%

Please rate each of the following based on your level of satisfaction with your LACC Event Manager.

	VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
Professionalism	87.14%	11.43%	1.43%	0.00%	70	4.86
Knowledgeable	87.14%	12.86%	0.00%	0.00%	70	4.87
Courteous Attitude	87.14%	11.43%	1.43%	0.00%	70	4.86
Responsiveness	87.14%	11.43%	1.43%	0.00%	70	4.86
Pre-Planning Process	84.29%	14.29%	1.43%	0.00%	70	4.83
Proactive in Anticipating Needs	84.29%	12.86%	2.86%	0.00%	70	4.81
On-Site Management	87.14%	12.86%	0.00%	0.00%	70	4.87
Problem Solving	85.71%	12.86%	1.43%	0.00%	70	4.84
Estimating Event Expenses	84.29%	15.71%	0.00%	0.00%	70	4.84

EVENT MANAGERS
4.8 – 97%

Please rate each of the following based on your level of satisfaction with Taste of LA, our exclusive Food & Beverage provider.

	VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
Catering Sales Manager	52.86%	20.00%	2.86%	0.00%	70	4.66
Pre-Planning Process	48.57%	24.29%	2.86%	0.00%	70	4.60
Catering Menu Selection	35.71%	34.29%	2.86%	0.00%	70	4.45
On-Site Management	44.93%	28.99%	1.45%	0.00%	69	4.58
Quality of Food	30.00%	38.57%	2.86%	1.43%	70	4.33
Concessions Outlets	33.33%	23.19%	7.25%	4.35%	69	4.26
Price Value	27.54%	30.43%	11.59%	4.35%	69	4.10

FOOD & BEVERAGE
4.4 – 88%

Please rate each of the following LACC Services based on your level of satisfaction.

	VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE
Room Set-up	77.14%	17.14%	2.86%	0.00%	70	4.76
Housekeeping/ Cleaning	74.29%	20.00%	2.86%	0.00%	70	4.74

FACILITIES / OPS
4.8 – 97%

Security

VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE	
57.14%	31.43%	7.14%	0.00%	70	4.5	

BUILDING SECURITY
4.5 – 94%

Parking

VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	WEIGHTED AVERAGE		
53.04%	34.58%	7.29%	0.75%	4.46		

PARKING
4.5 – 94%

Please rate the following based on your level of satisfaction with our preferred in-house data/telecom partner, Smart City.

VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE	
47.09%	22.50%	6.70%	12.29%	48	4.2	

SMART CITY
4.2 – 82%

Please rate the following based on your level of satisfaction with our preferred in-house audio visual partner, Encore Event Technologies.

VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE	
53.66%	34.15%	4.88%	2.44%	41	4.46	

ENCORE
4.5 – 90%

Please rate the following based on your level of satisfaction with our preferred in-house electrical/utility partner, Edlen Electric.

VERY SATISFIED	SATISFIED	NOT SATISFIED	VERY DISSATISFIED	TOTAL	WEIGHTED AVERAGE	
70.59%	29.41%	0.00%	0.00%	34	4.71	

EDLEN
4.7 – 94%

OVERALL SCORE

OVERALL
PERCENTAGE

93%

OVERALL
RATING:

4.6

TOTAL
POINTS:

190.26

RESPONSE
RATE:

47%