



CITY TOURISM COMMISSION

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Bricia Lopez; David Stone; Germonique Ulmer



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 one minute per speaker.

Regular Meeting
Wednesday, February 16, 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 the City Tourism Commission.

3. APPROVE MINUTES

- a. Approval of the special meeting minutes from January 12, 2022
- b. Approval of the regular meeting minutes from February 2, 2022

4. REPORTS

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

5. ACTION ITEMS

- a. Findings to Continue Teleconference Meetings Pursuant to AB 361
Determination in accordance with AB 361 Section 3(e)(3) that, while the state of emergency due to the Covid-19 pandemic, as originally proclaimed by the Governor on March 4, 2020, remains active and/or state or local officials have imposed or recommended measures to promote social distancing, this legislative body has reconsidered the circumstances of the state of emergency and that the state of emergency continues to directly impact the ability of the members to meet safely in person and/or state or local officials continue to impose or recommend measures to promote social distancing.

Materials related to an item on this agenda submitted to the City Tourism Commission 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.



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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.

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Item 3a

Approval of the
January 12, 2022 Minutes



CITY TOURISM COMMISSION

Special Meeting Minutes
January 12, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, January 12, 2022 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Vice President Otto Padron
Commissioner Bricia Lopez
Commissioner David Stone
Commissioner Germonique Ulmer (arrived 9:17)

ABSENT:

PRESENTERS:

Ben Zarhoud, ASM
Kimberly Miera, Deputy City Attorney
Doane Liu, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

Vice President Padron, presiding, 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 December 15, 2021

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: several calls, meetings, and site visits from federal agencies about a potential event in Los Angeles; and weekly EMD meetings in preparation for the Super Bowl.

Item 4b. ASM Monthly Update

Mr. Ben Zarhoud announced the Leader of the Quarter, Ashley Russo and the Employee of the Quarter, Jonathan Macias. Mr. Zarhoud reported one event, the LA Auto Show, noting that although the 2020 Auto Show was postponed, the 2021 event

was a success, highlighting EVs, Hybrids, and small upcoming brands, with an estimated attendance of 230,000. Mr. Zarhoud presented the financial data for November, reporting an operating surplus of \$3.2M and \$8.3M in gross revenue: 33% from utilities, 19% from F&B, and 22% from parking, all driven by the Auto Show. Mr. Zarhoud reported \$1.7M in operating expenses and that the November Exhibit Hall occupancy was 88%.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 49 leads YTD and booked 62,108 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that while there have been cancellations, leads and room pick up conversations stays steady and there has been 3 short team bookings for 2022. Mr. Green provided a digital marketing update, noting that LATCB has created a Road Warrior email blast consisting of 24,000 emails, a medical industry one-sheet, and provided an overview of the November 2021 marketing analytics including a year-over-year comparison.

Item 5a: Findings to Continue Teleconference Meetings Pursuant to AB 361

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

ADJOURNMENT

The meeting was adjourned at 9:35 a.m. without objection.

Item 3b

Approval of the

February 2, 2022 Minutes



CITY TOURISM COMMISSION

Regular Meeting Minutes
February 2, 2022

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, February 2, 2022 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Commissioner David Stone
Commissioner Germonique Ulmer

ABSENT:

Vice President Otto Padron
Commissioner Bricia Lopez

PRESENTERS:

Kimberly Miera, Deputy City Attorney

Item 1. Call to Order / Roll Call

Vice President Padron, presiding, called the meeting to order at 9:01 a.m.

Item 2a. Public Comment

One member of the public spoke regarding the growth of the food scene in Palms.

Item 2b. Neighborhood Council

None

Item 3a. Findings to Continue Teleconference Meetings Pursuant to AB 361

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

ADJOURNMENT

The meeting was adjourned at 9:06 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

DECEMBER 2021

ELLEN SCHWARTZ



LACC DECEMBER 2021 EVENTS

DEC.
4 - 5

LA COMIC CON
60,000

OCT.
10 - 12

SKI DAZZLE
3,000

DEC.
9 - 11

NAT'L SCIENCE TEACHERS ASSOC.
1,500

DEC.
12

EMPODERATE AUN EN CRISTO
1,000

DEC.
9 - 13

ULTIMATE WOMEN'S EXPO
3,500

DEC.
14 - 18

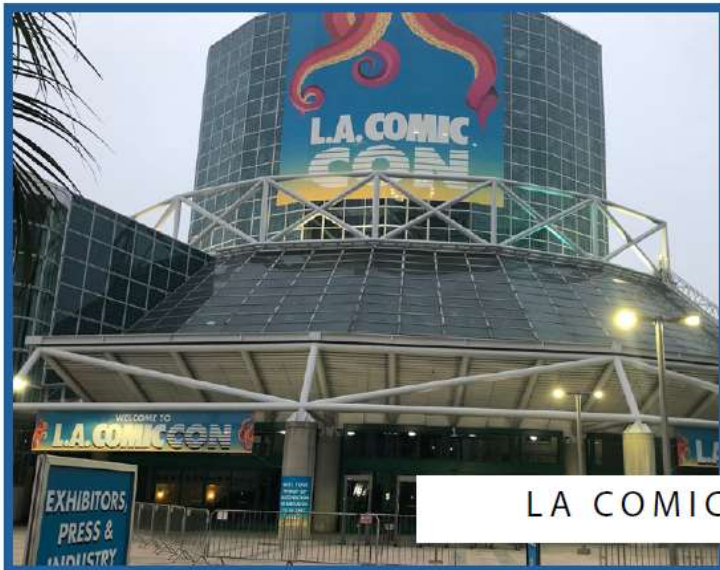
IPSOS - INSIGHT
600

TOTAL
ATTENDEES

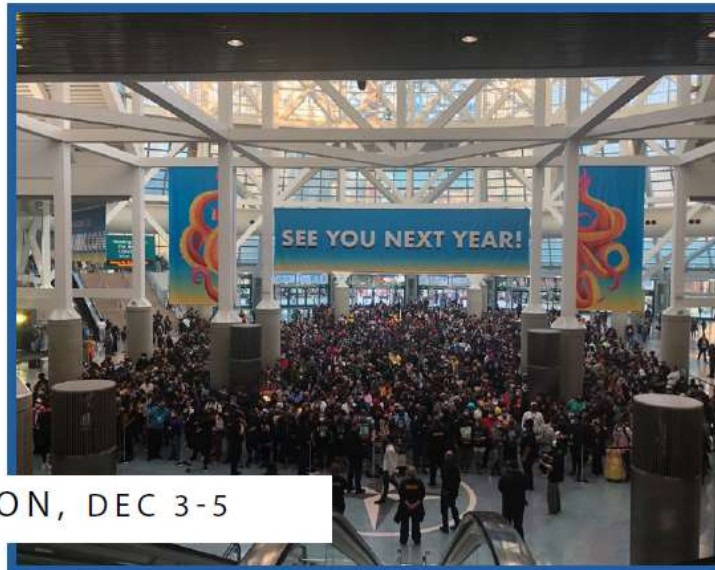
69,600

DECEMBER EVENTS

DECEMBER EVENT RECAP



LA COMICON, DEC 3-5



SKI DAZZLE, DEC 10-12



ULTIMATE WOMENS EXPO, DEC 11-12



EMPODERATE AUN EN CRISIS, DEC 12

LACC DECEMBER 2021 FILMING & PARKING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
Dec. 7 - 9	Mr. Mayor S2	South Garage, Figueroa Dr.	\$13,660
Dec. 13 - 16	CHAD	South Lobby, Concourse Corridor, Kentia Hall Pico Dr., Figueroa Dr.	\$65,495
Dec. 14 - 18	West World	South Garage, Bond Lot, Bond Street	\$29,000
TOTAL:			\$108,155

LACC DECEMBER 2021 FINANCIALS

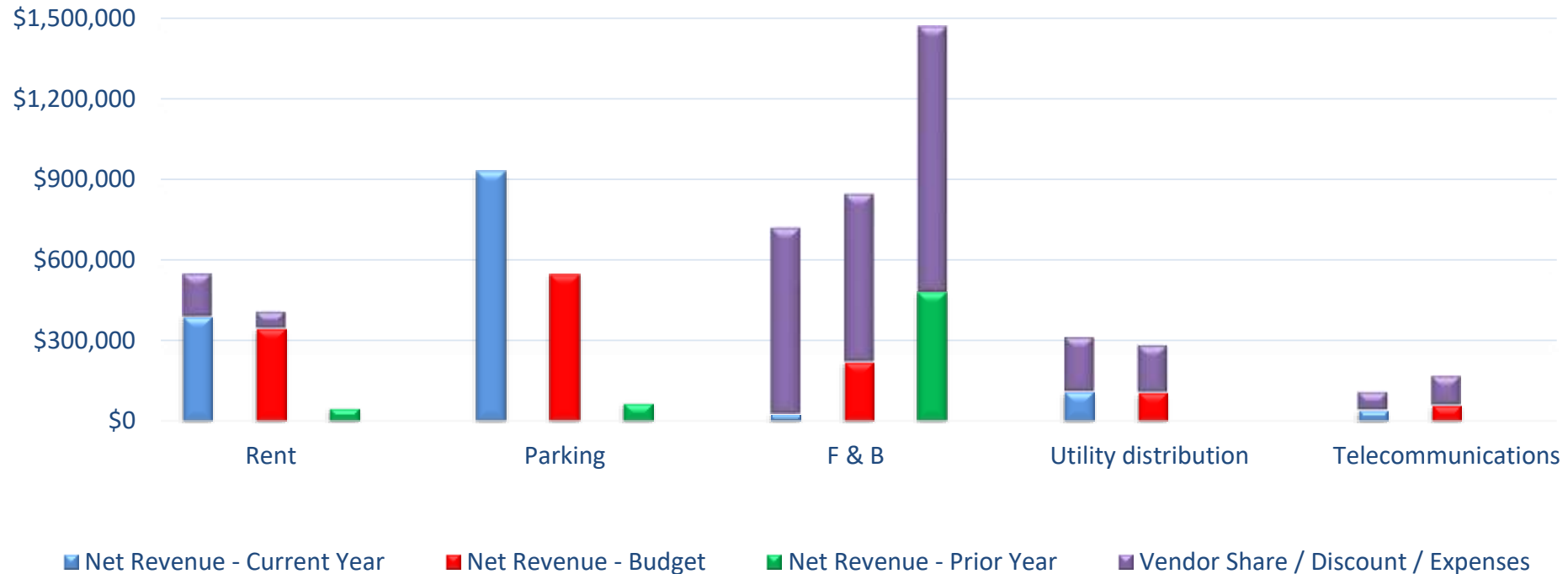
OPERATING SURPLUS (LOSS):

- \$0.2 million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.5 million above budget
- \$0.5 million above prior year

REVENUES:

- \$2.9 million gross revenue (before discounts and service provider share)
- \$1.7 million net revenue
- \$0.3 million above budget and \$1.0 million above prior year

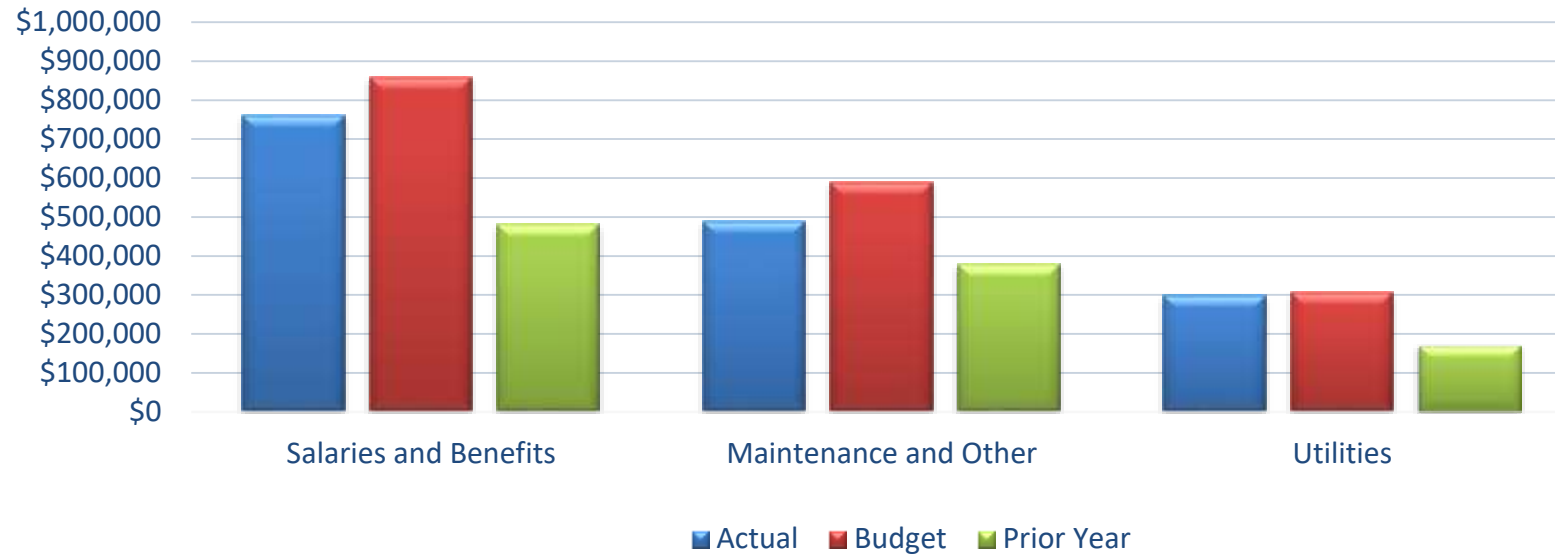
LACC Revenues



LACC DECEMBER 2021 FINANCIALS

OPERATING EXPENSES:

- \$1.5 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.2 million below budget and \$0.5 million above prior year



CITY REIMBURSEMENT - \$0.1 million

Capital and Alterations & Improvements

LACC DECEMBER 2021 OCCUPANCY

Exhibit Hall Occupancy

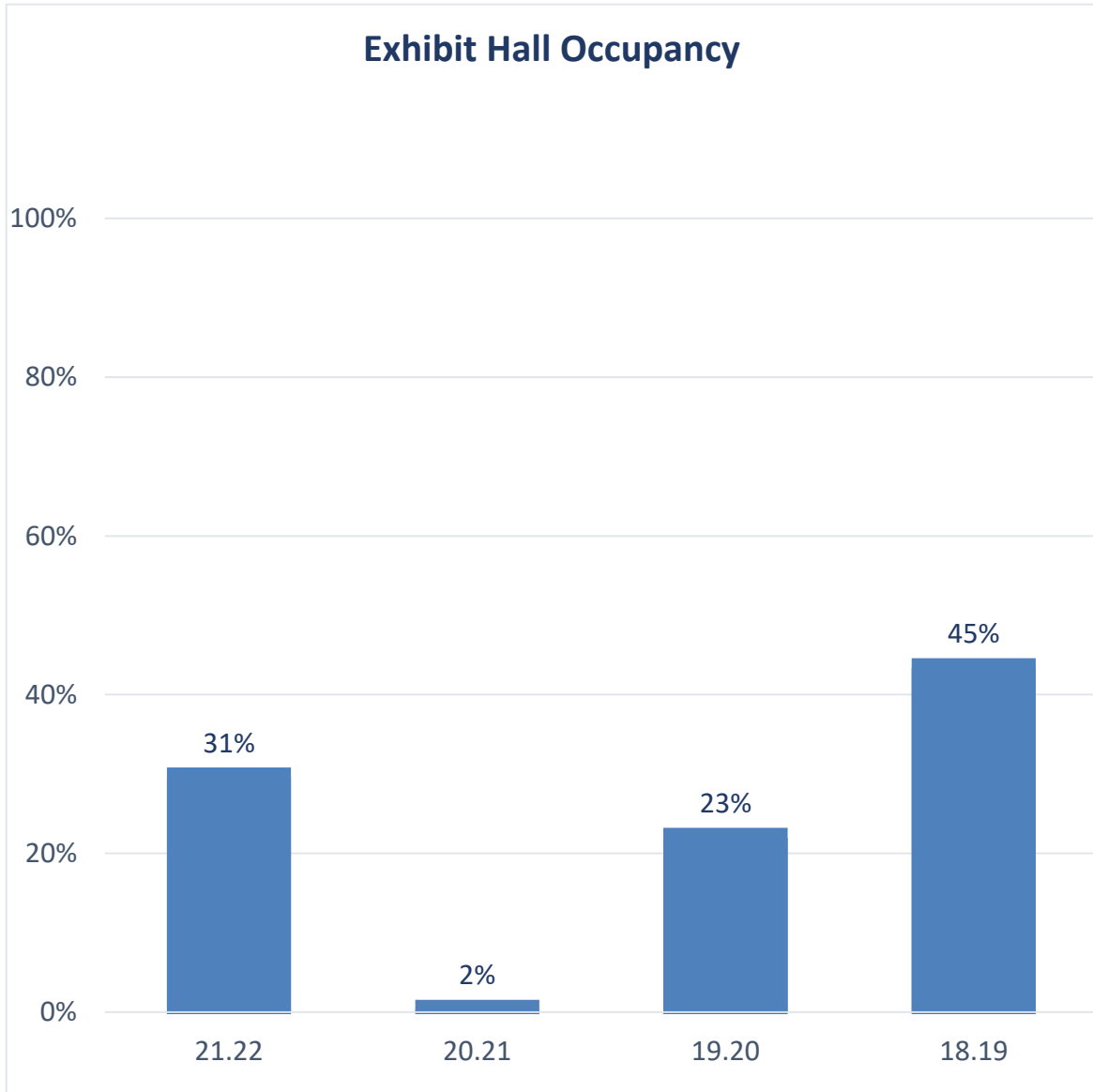
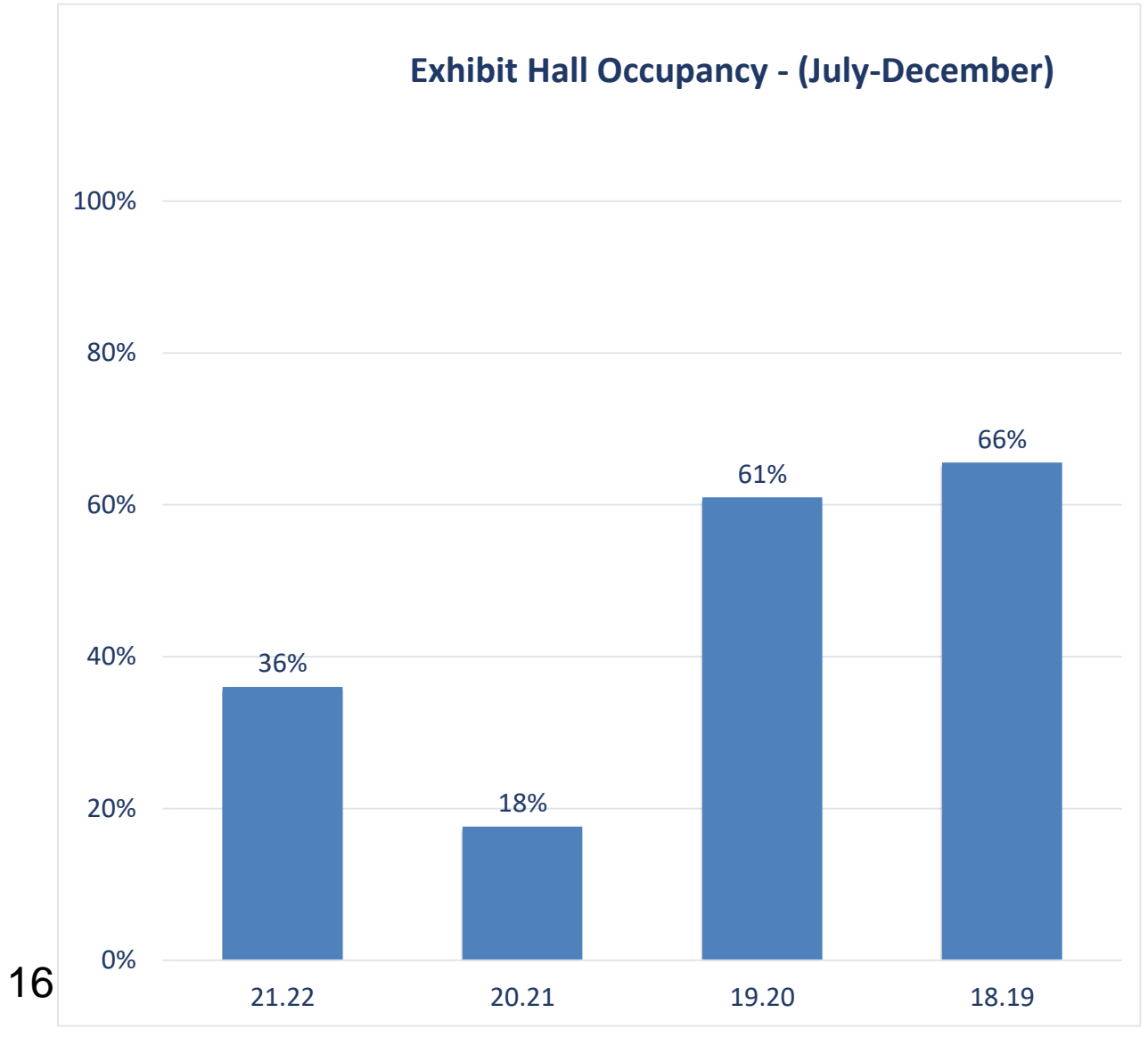


Exhibit Hall Occupancy - (July-December)



Item 4c

LATCB Update



CTD Board of Commissioners

February 16, 2022



Los Angeles Tourism & Convention Board



SALES UPDATES

Darren K Green
Chief Sales Officer



CITYWIDE CONVENTION SALES

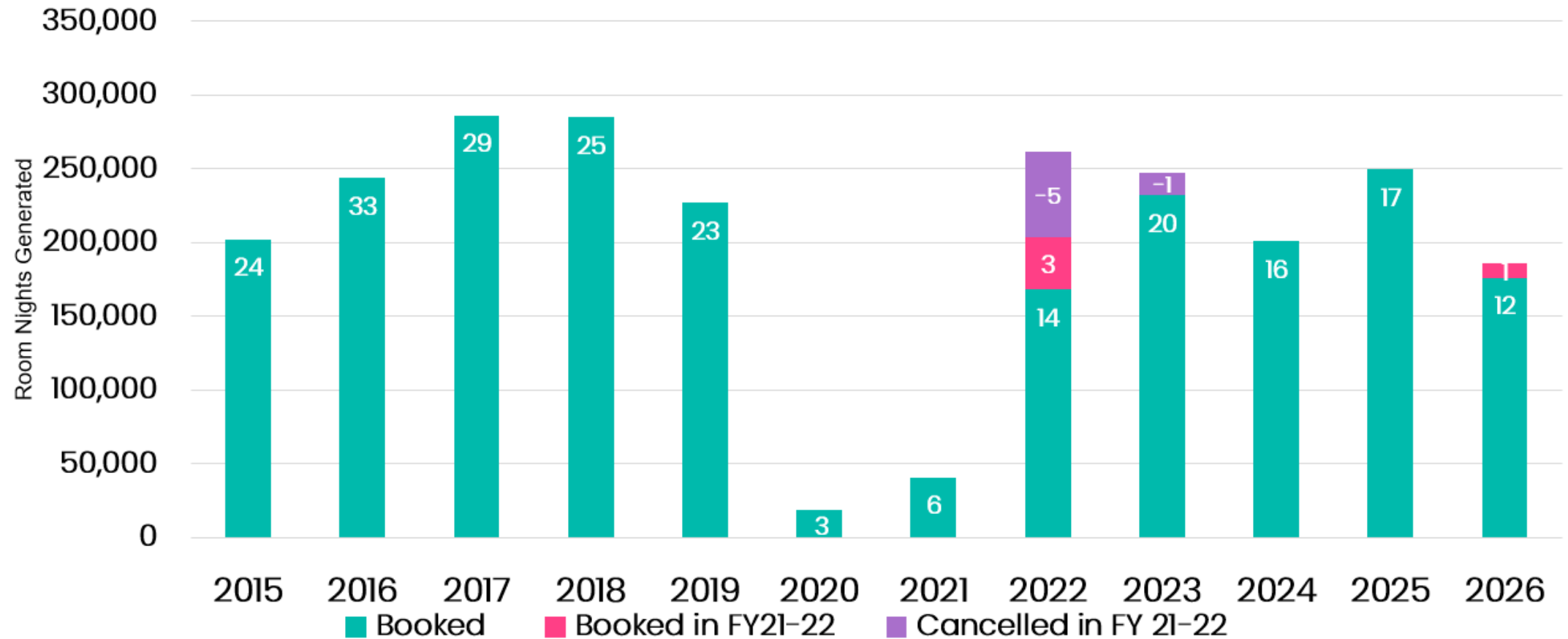
YTD FY21/22 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 21/22 Goal	176
FY 21/22 YTD	70
FY 20/21 STLY	47

Booked Room Nights Produced	RNs Actual
FY 21/22 Goal	225,000
FY 21/22 YTD	83,088
FY 20/21 STLY	224,339

Dated February 9, 2022

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2015-2026 CALENDAR YEAR ARRIVAL DATE



Dated February 9, 2022

CITYWIDE CONVENTION PIPELINE

YEAR	RNs	Last Update Variance
2022	4,540	-51,575
2023	78,162	-10,103
2024	175,759	13,090

YEAR	RNs	Last Update Variance
2025	148,061	23,492
2026	107,984	4,090
2027	173,868	0

Dated February 9, 2022





February 13, 2022



Game Site: Sofi Stadium

NFL Fan Experience: Los Angeles Convention Center

Champions Tailgate: Sofi Stadium

NFL Honors & Chairman's Party: YouTube Theater

Total Economic Impact: \$234M - \$477M

Local Tax Impact: \$12M - \$22M

Total Room Nights: 150,000 – 225,000*

*NFL Contracts approximately 50,000



SUPER BOWL LVI



PHILANTHROPY AND COMMUNITY SERVICE

Super Bowl LVI Legacy Program (CSR)

- Recognizes 56 “unsung hero” grassroots organizations and nonprofits that are making a transformative impact in underserved communities across the Los Angeles region

Super Bowl LVI Business Connect Program (DEI)

- Identified and supports 225 regional minority, woman, LGBTQ+, and veteran-owned businesses through professional development, networking, and contract opportunities

SALES CUSTOMER ADVISORY BOARD (CAB)

NAME	COMPANY
Josh Adams, CMP	Streamlinevents, Inc.
Pamela Ballinger, CMPP	American Association for Cancer Research, Inc. - AACR
Ray Chiang	Society for the Promotion of Japanese Animation - SPJA
Windy Christner, CMP	American Pharmacists Association - APhA
Colleen Connor, CMP DES	Wolters Kluwer
David Coray	Optica (formerly the Optical Society – OSA)
Aimee Gabel	RE+ Events (Solar Energy Trade Shows, LLC)
Marc Gagnon	International Health, Racquet & Sportsclub Association - IHRSA
Kimberley Gishler	Corporate Event Marketing Association
Cait Goldberg	Society for Science & the Public - SSP
Christine Hilgert	Meeting Expectations
Pamela Hoffmann	American Association of Orthodontists
Jerry Horan	ConferenceDirect
Jennifer Krsanac	North American Spine Society
Linda Lazo	National Basketball Association
Julie Martin	Adobe Systems Incorporated
Sarah O’Brien, CMP	Society of Thoracic Surgeons
Paula Schneider	American Psychiatric Association - APA
Ellen Shortill	American Speech-Language-Hearing Association - ASHA
Staci Hallmon	Black Entertainment Television - BET

NEW HOTEL INVENTORY

DTLA Proper Hotel
Opened July 2021



Fairmont Century Plaza
Opened September 2021



Conrad L.A. – Hilton
Opening May 2022



MOXY + AC Hotel
Opening November 2022



DEVELOPMENT UPDATES



Crypto.com Arena



Los Angeles International
Airport

BUSINESS IN LOS ANGELES

Occupancy:

<u>Rank</u>	<u>Market</u>	<u>2021 Occupancy</u>	<u>Room Supply</u>
1	Tampa	68.4%	52,491
2	Miami	66.3%	62,080
3	Los Angeles	63.7%	110,000
4	Phoenix	63.0%	69,444
5	San Diego	61.9%	63,904
6	Norfolk/VA Beach	61.7%	37,124

In the midst of recovery:

- 2022 off to a strong start...
- Occupancy - 49% increase YOY YTD. Still 25% below 2019.
- Demand – RNS sold up 56.2% YOY YTD.
- Supply has stabilized – at 299.9K RNS, this represents a 6.3% *over 2019*.

SALES CUSTOMER ADVISORY BOARD (CAB)

CRITICAL TOPICS

- The importance of **staffing** and turnaround time of information
- The addition of more people in the **decision process** – CEO, CFO, etc.
- **Transparency** by hotels on what is open or not open in their hotel is critically important for planners to they can **manage expectations** of their attendees
- Sales calls and the return of **in-person** office visits and presentations
- **Sustainability** efforts and how these have changed due to the **PPE** that is needed for food service, etc.
- How LA can support groups coming in from a PPE and **protocol perspective** – a la carte offerings, testing onsite

THANK YOU



Los Angeles Tourism & Convention Board

Item 5a

Findings to Continue Teleconference Meetings

Pursuant to AB361

