



CITY TOURISM COMMISSION



Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
David Stone; Germonique Ulmer; 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 one minute per speaker.

Regular Meeting
Wednesday, August 3, 2022
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 July 13, 2022

4. REPORTS

- a. Executive Director Report
- b. ASM Update
- c. LATCB Update
 - i. Citywide Updates
 - ii. Overview of FY 22-23 Strategic Sales Plan
 - iii. Community Engagement

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.



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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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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

July 13, 2022 Special Meeting Minutes



CITY TOURISM COMMISSION

Special Meeting Minutes

July 13, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, July 13, 2022 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Commissioner David Stone, Presiding
Commissioner Germonique Ulmer

ABSENT:

Vice President Otto Padron
Vacant

PRESENTERS:

Ben Zarhoud, ASM
Doane Liu, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

Commissioner Stone, presiding, called the meeting to order at 9:04 a.m.

Item 2. Vote for 2022-2023 Board Positions

Commissioner Stone moved to reappoint Jon Vein as President, Commissioner Ulmer seconded. President Vein moved to reappoint Otto Padron as Vice President, Commissioner Stone seconded.

UNANIMOUSLY APPROVED

Item 3a. Public Comment

None

Item 3b. Neighborhood Council

None

Item 4a. Approval of the regular meeting minutes from June 15, 2022

UNANIMOUSLY APPROVED

Item 5a. Executive Director Report

Mr. Doane Liu, Executive Director, provided an overview of his activities, which included: meeting with several future clients including FIFA, College Football and Wrestlemania; attending an IKE Kiosk demonstration with CD4 Councilmember Raman and the PLUM meeting which included LACC Expansion items; and participating in the Rediscovering LA Panel, LATCB CAB meeting, and the Hollywood Chamber Tourism Committee.

Item 5b. ASM Monthly Update

Mr. Zarhoud reported 6 events, including one citywide event. Mr. Zarhoud also presented the financial data for May, reporting an operating loss of \$1.1M, noting a slower month overall including less campus activity, and \$2.1M in gross revenue, noting 74% was from rent, parking, and F&B. Mr. Zarhoud also reported \$2.3M in operating expenses, which was driven by maintenance and resupply for large upcoming events, and that the May Exhibit Hall occupancy was 29%.

Item 5c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 118 leads YTD and booked 196,791 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that while the leads were behind the goal, room nights are on track to meet the goal. Mr. Green also reported that while 5 2022 events were cancelled, 3 short term bookings were added and that 2023 is on track to be above 2019 numbers with almost 42,000 in the pipeline for 2023 noting that the 2023 E3 event has confirmed as a live event. Mr. Green provided an overview of the June 2022 Client Advisory Board meeting including the take-aways and the clients concerns for future events. Mr. Green also shared a LA Exchange video.

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

Commissioner Stone noted that as the circumstances remains that the ability of members to meet safely in person must be voted on 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 9:50 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



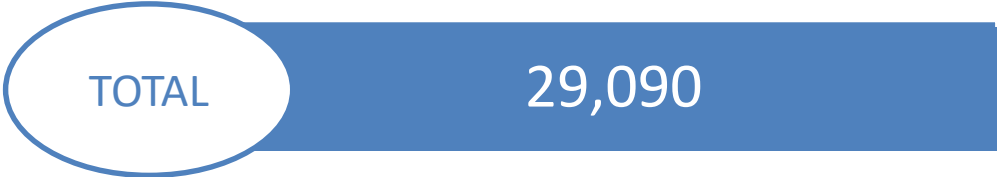
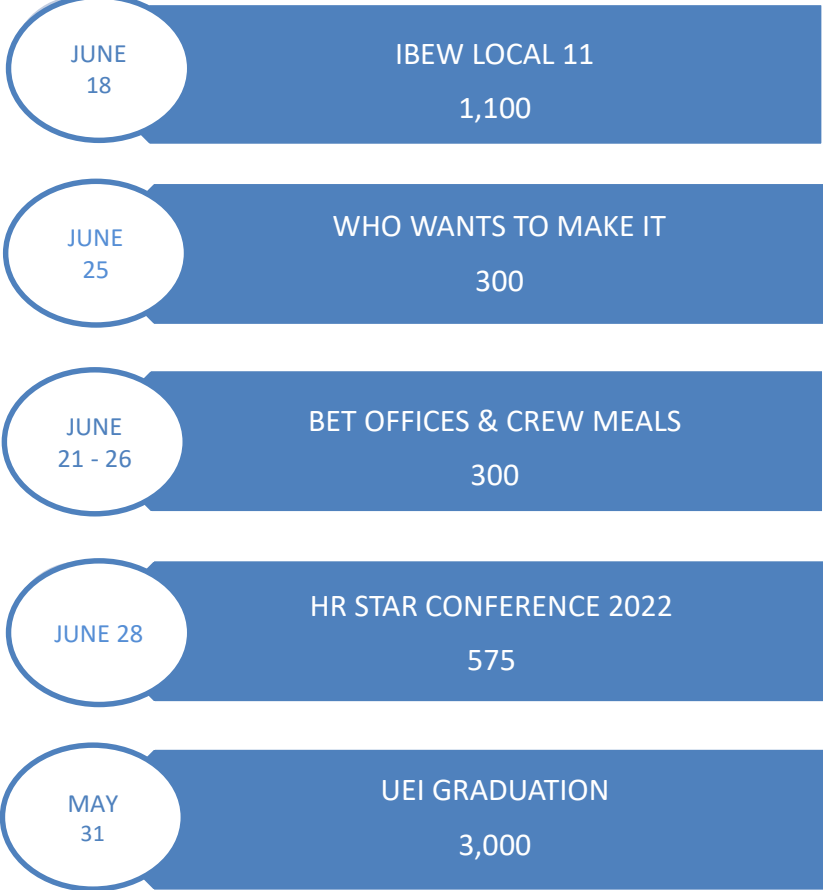
LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

JUNE 2022

BEN ZARHOUD

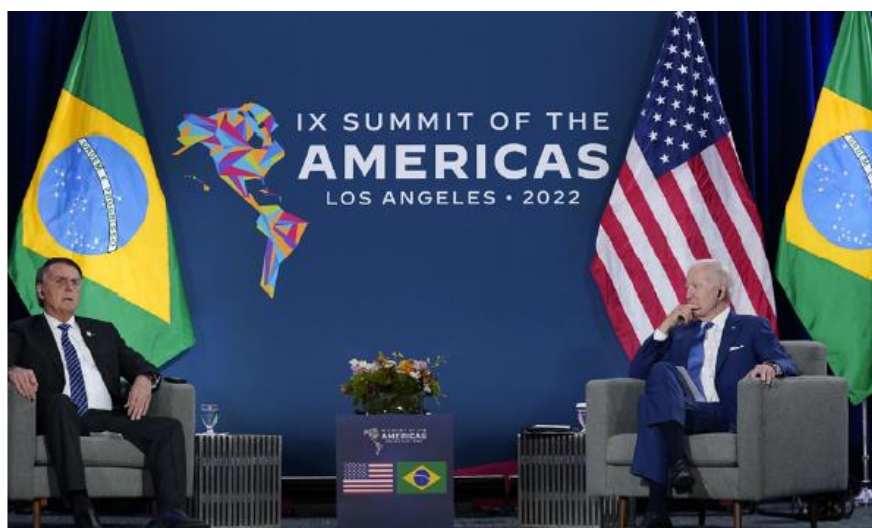


LACC JUNE 2022 EVENTS



*CITYWIDE

IX SUMMIT OF THE AMERICAS



LACC JUNE 2022 EVENTS

**JUNE EVENT
RECAP**
IN CASE YOU MISSED IT

CINE GEAR EXPO



TRADEDESK PALOOZA



LACC JUNE 2022 FILMING & PARKING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
June 30	Toyota Commercial	Bond Lot	\$5,500
TOTAL:			\$5,500

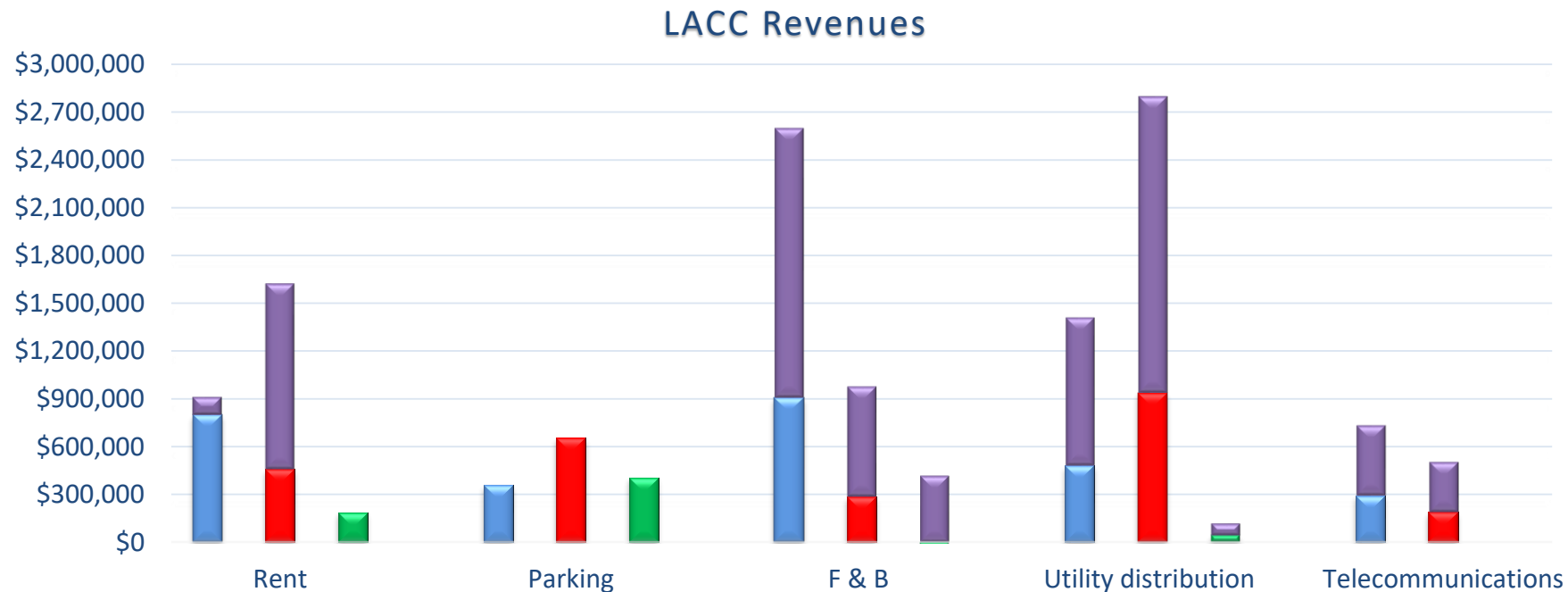
LACC JUNE 2022 FINANCIALS

OPERATING SURPLUS (LOSS):

- (\$0.2) million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.5 million below budget
- \$1.6 million above prior year

REVENUES:

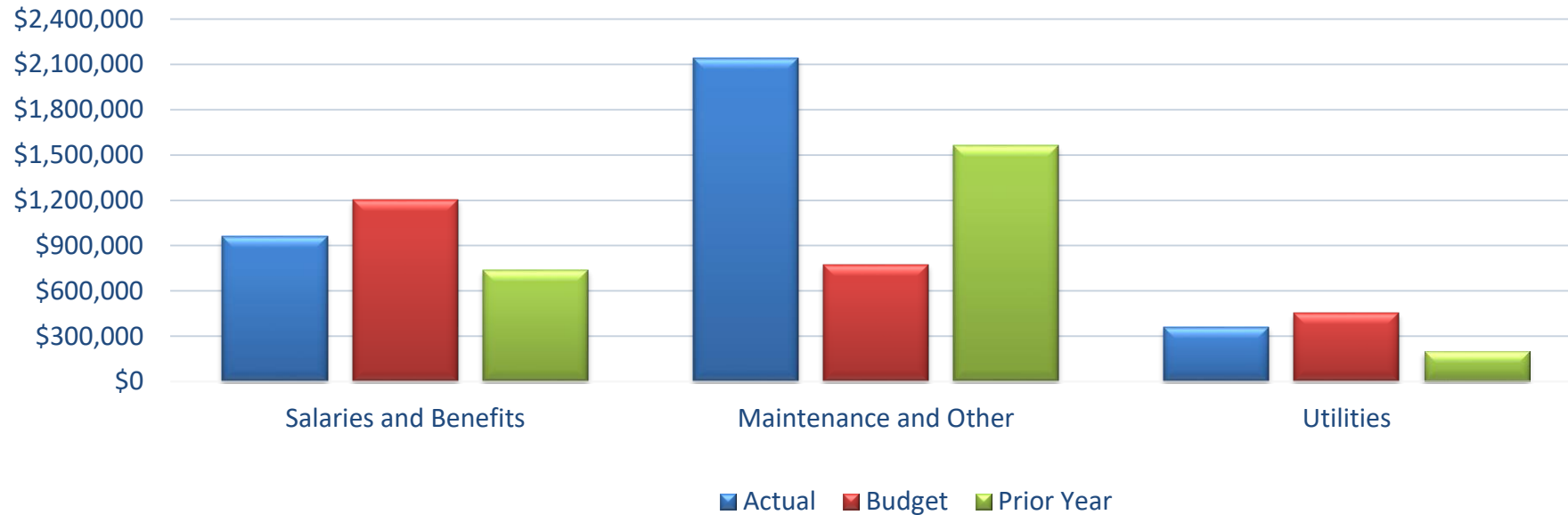
- \$7.5 million gross revenue (before discounts and service provider share)
- \$3.3 million net revenue
- \$0.5 million above budget and \$2.5 million above prior year



LACC JUNE 2022 FINANCIALS

OPERATING EXPENSES:

- \$3.5 million (before approved A & I, Capital Projects, and City reimbursement)
- \$1.0 million above budget and \$1.0 million above prior year



CITY REIMBURSEMENT – \$25K for the month (cost savings of \$0.1 million)

Capital and Alterations & Improvements

LACC JUNE 2022 OCCUPANCY

Exhibit Hall Occupancy

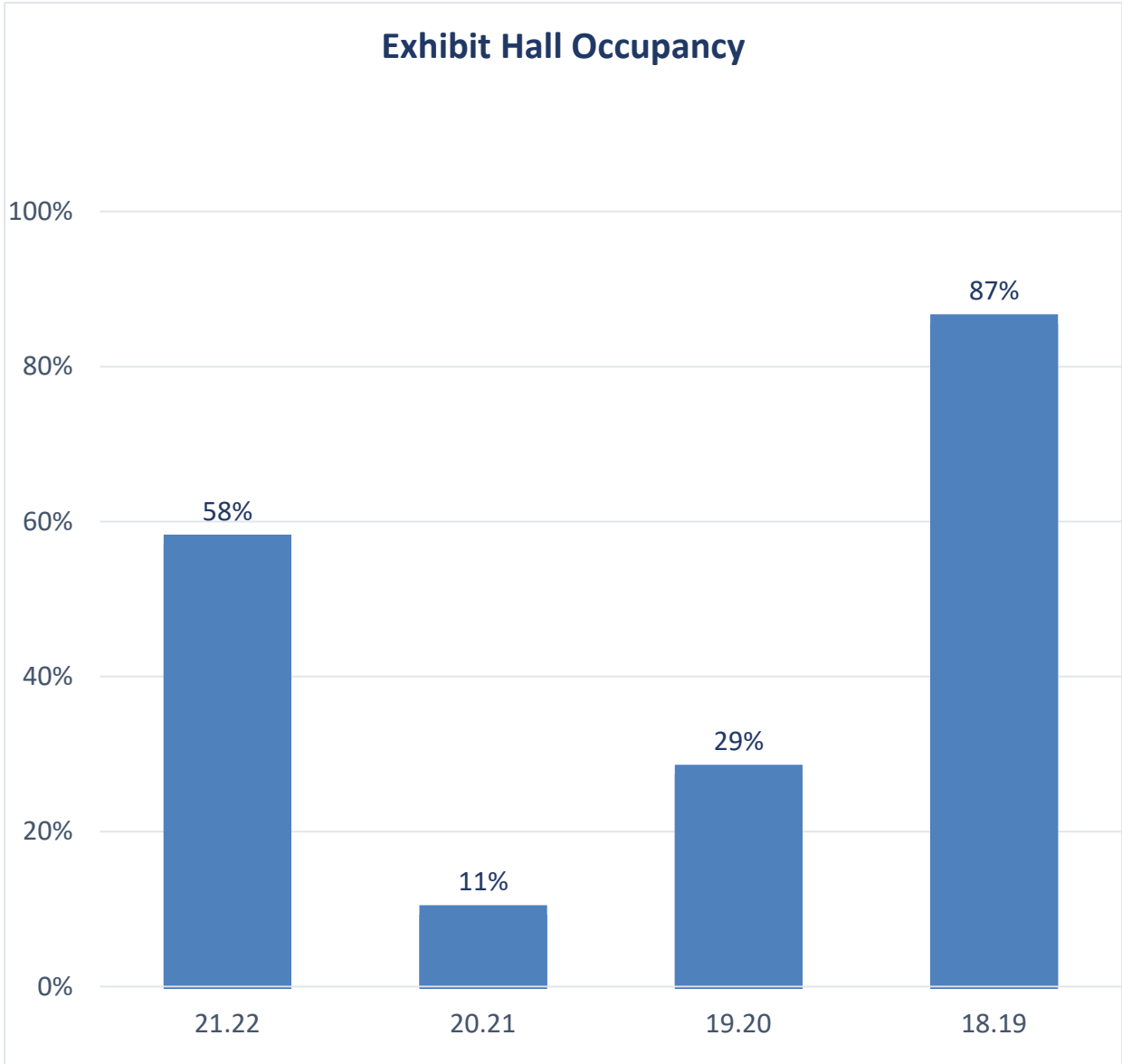
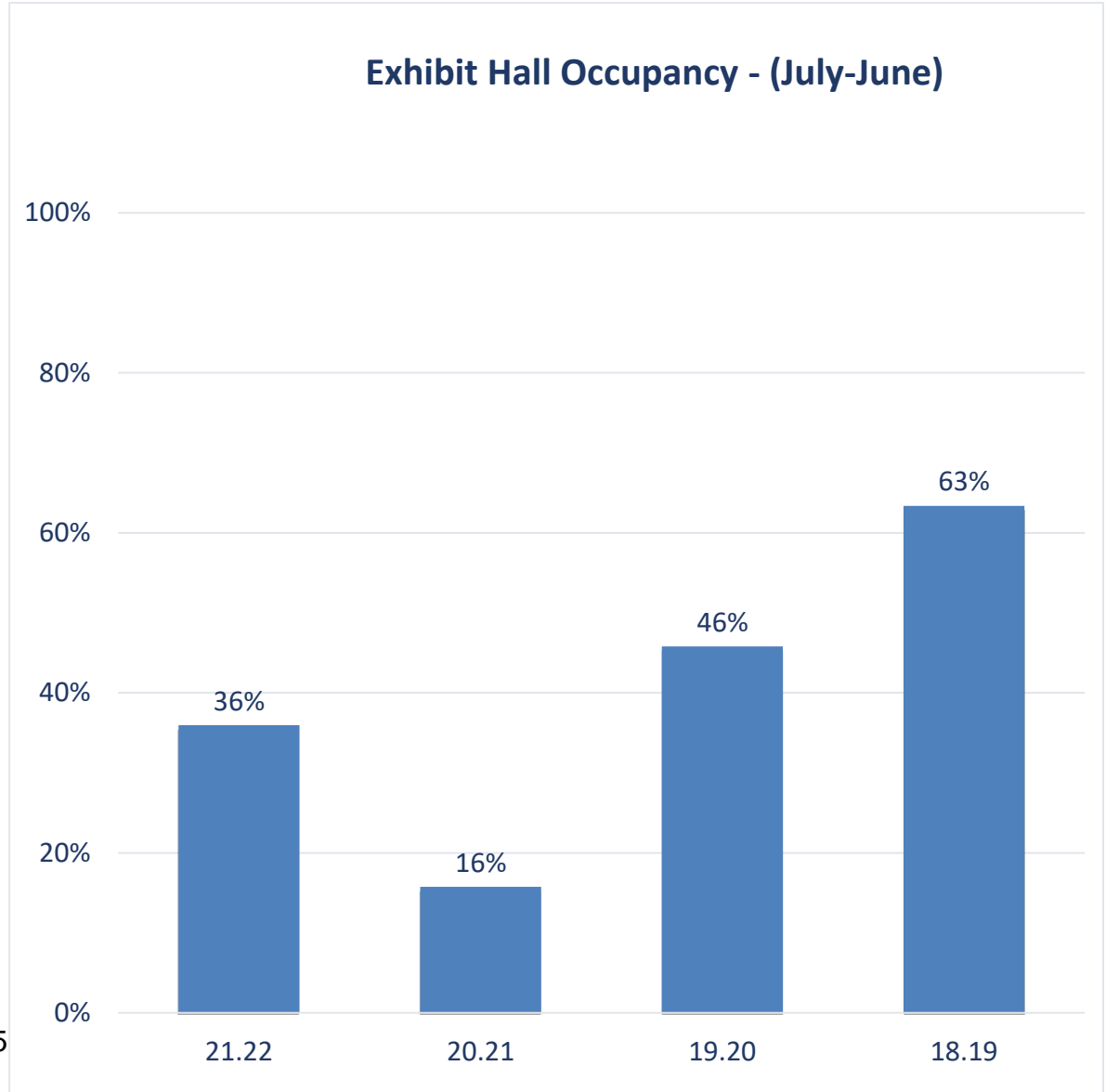


Exhibit Hall Occupancy - (July-June)



Item 4c

LATCB Update



CTD Board of Commissioners

August 3, 2022

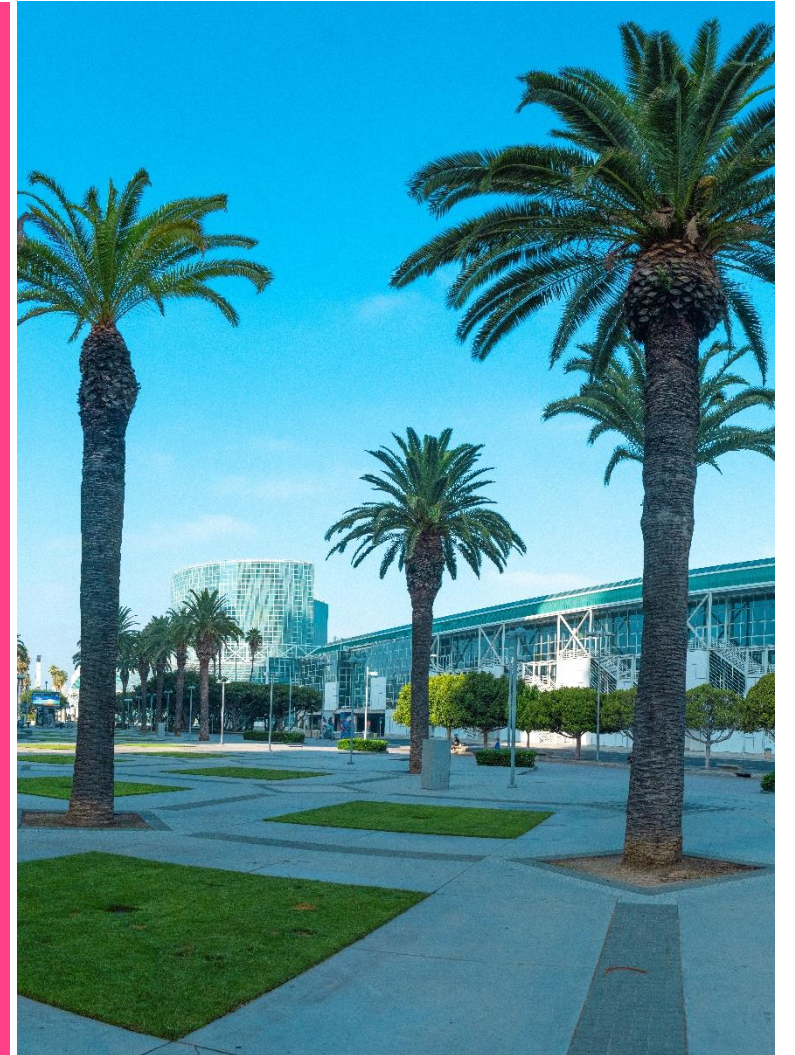


Los Angeles Tourism & Convention Board



SALES UPDATES

Darren K Green
Chief Sales Officer



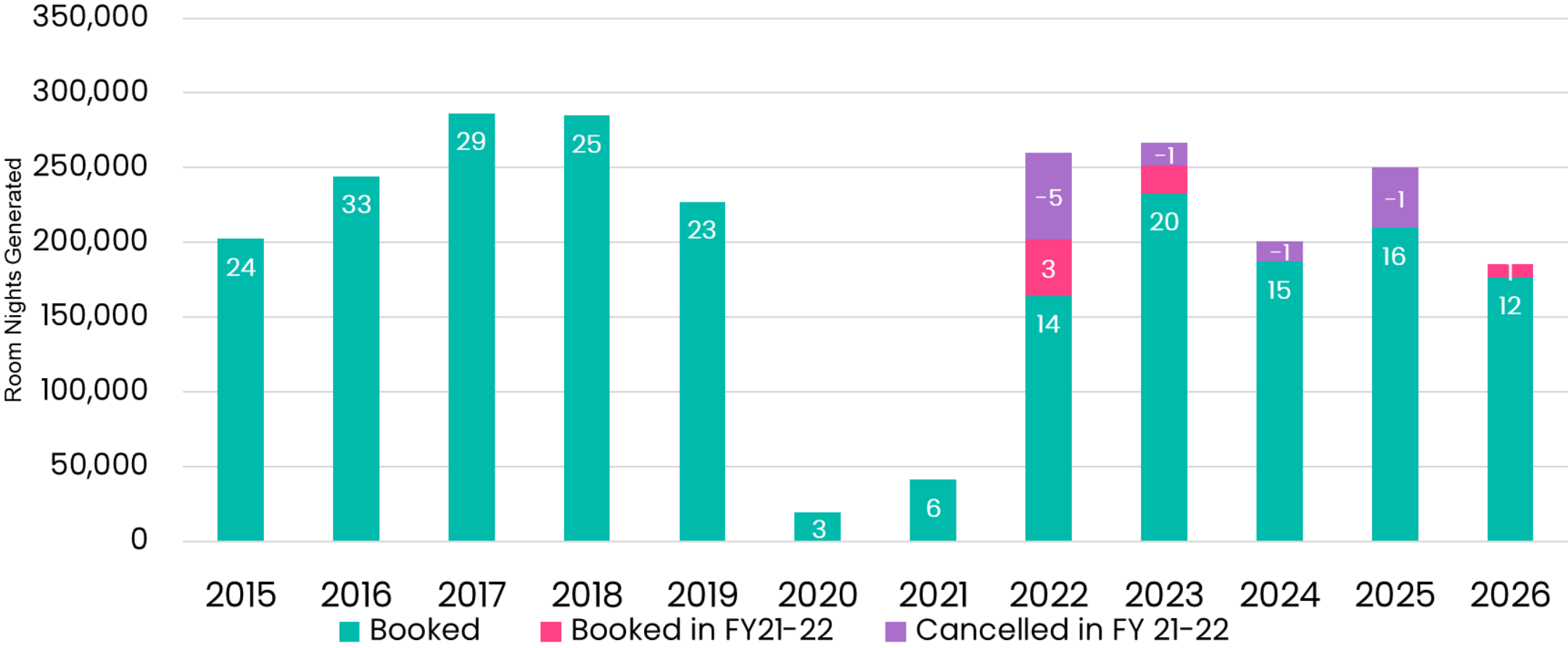
CITYWIDE CONVENTION SALES

YTD FY21/22 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 21/22 Goal	176
FY 21/22 YTD	118
FY 20/21 STLY	87

Booked Room Nights Produced	RNs Actual
FY 21/22 Goal	225,000
FY 21/22 YTD	196,791
FY 20/21 STLY	313,571

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

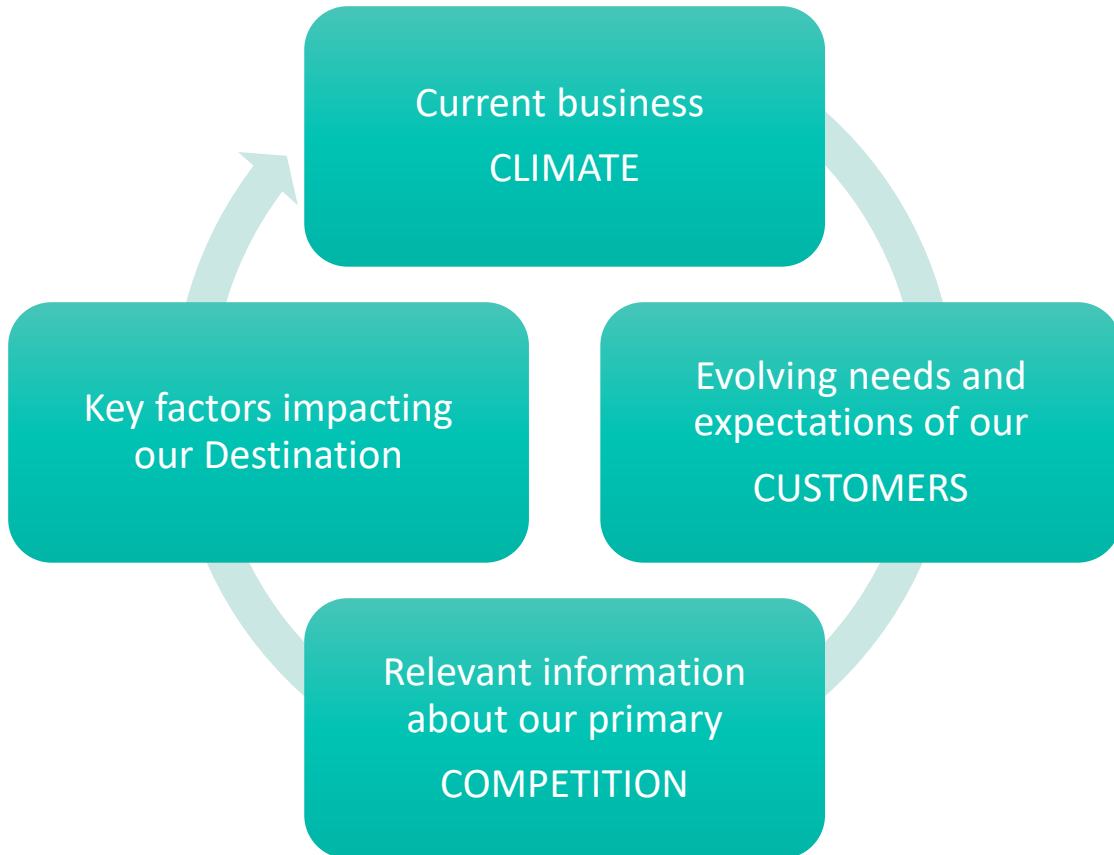


CITYWIDE CONVENTION PIPELINE

YEAR	RNs	Last Update Variance
2022	0	0
2023	57,795	15,695
2024	235,762	2,527

YEAR	RNs	Last Update Variance
2025	199,128	-20,375
2026	77,444	6,575
2027	152,061	-8,180





ELEMENTS OF THE BUSINESS REVIEW

FOUNDATIONAL FOR THE STRATEGIC SALES
PLANNING PROCESS

**GROUP SALES
PILLARS/
SELLING
PROPOSITIONS**

**UNCONVENTIONAL
VENUES**



**TALENT & INTELLECTUAL
CAPITAL**



VARIETY

CONNECTIVITY

SALES AND SERVICES CORE OBJECTIVES

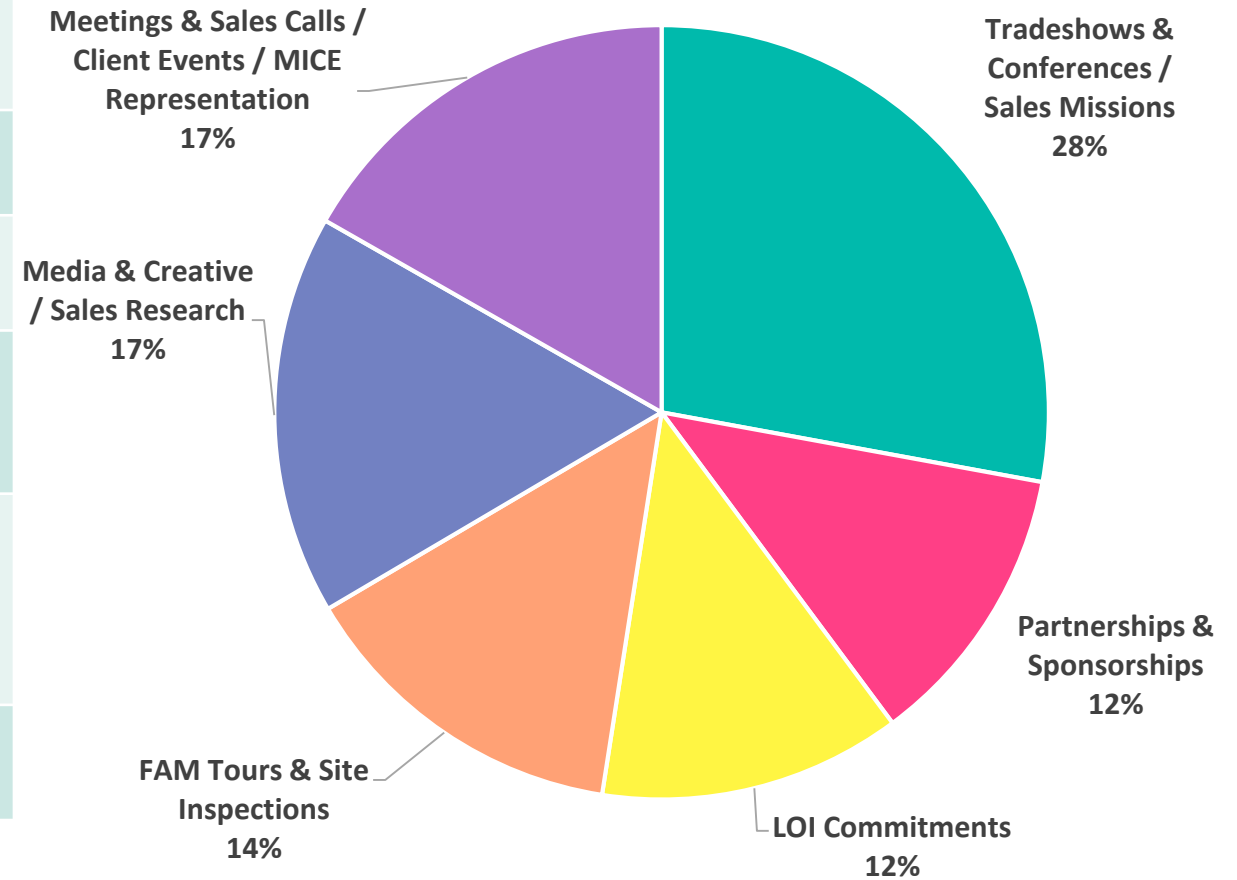
- Work with Tourism Economics to **develop appropriate lead and room night goals** based on pace of industry recovery and LA-specific factors (e.g. – status of LACC modernization)
- Shift primary focus from “Customer Support/Engagement” to “**Business Development/Proactive Selling**”
- Strategically deploy **additional sales resources** and **optimize efficiency/production** by re-aligning the citywide and hotel sales business model
- **Develop full calendar** of participation opportunities for 2022-23 including **GM Sales Missions** and collaborative programs with travel trade
- Continue to execute/refine **Customer Advisory Board** and **Meet LA Exchange** events

SALES AND SERVICES CORE OBJECTIVES

- Continue to play a **leadership role in Visit California's ongoing programming efforts** supporting professional meetings and events
- Regularly **reassess sales production goals** to maximize efficiency and redeploy resources as necessary
- Continue to evolve group marketing strategies to **align with overall brand positioning**, while addressing **unique needs of this segment**, including key verticals
- Given ongoing, reduced staffing at hotels and venues, continue to provide **additional servicing support**, while achieving a Citywide Client Survey **satisfaction goal of 4.5** on a 5.0-point scale
- Continue to collaborate with LASEC to secure and service **signature sporting events** to drive room demand, generate future group leads, and increase product awareness

FY 22-23 Sales Budget Summary

Tradeshows & Conferences / Sales Missions	IMEX, ASAE, CVENT CONNECT, GM Missions
Partnerships & Sponsorships	PCMA, MPI, HB, Conference Direct
LOI Commitments	Citywide Incentives
FAM Tours & Site Inspections	Emmy's, Grammy's, AMA's Special Events
Media & Creative / Sales Research	Digital Edge, Website, Presentations, CBRE, MDI, Simpleview
Meetings & Sales Calls / Client Events / MICE Representation	Customer Advisory Board, MeetLA Exchange, In-Market Sales Calls/Event
Other	Promo Items, Citywide Pre-Promotions



SALES DISCIPLINES

1

CITYWIDE SALES

2

HOTEL SALES

3

CLIENT &
DESTINATION
SERVICES

4

SALES
OPERATIONS

5

SALES
MARKETING



COMMUNITY ENGAGEMENT COMMITTEE

Patti MacJennett





ISSUES & RESEARCH REVIEW

- ✓ Staff Survey
- ✓ Regional Review
- ✓ Awareness of State & National Goals
- ✓ Dialogue with Community Partners
- ✓ Consensus on Focus Issues



KEY FOCUS PRIORITIES

- Community Service
- Workforce Development
- Amplify Voice of Tourism Industry



AMPLIFY VOICE OF TOURISM INDUSTRY

- **Initiate Resident Survey** to create benchmark (Marketing retaining Longwoods Research in May)
- **Define** consistent **messaging to communicate importance of tourism** to the community.
- **Create Educational Campaign:**
 - Develop communication outreach strategy, timeline and key audiences to include Board, member organizations, & staff
 - Identify stakeholder channels & community partner organizations
 - Accelerate & elevate conversations with elected leadership.
 - Assist member businesses to engage their local legislative representatives to support tourism with comprehensive tool kit
- **Launch Education Campaign** in Summer/Fall

COMMUNITY ENGAGEMENT PILLARS

1

BUILD STRATEGIC PARTNERSHIPS

2

AMPLIFY TOURISM'S VOICE

3

ELEVATE COMMUNITY INVOLVEMENT

4

EXPAND WORKFORCE DEVELOPMENT

COMMON INDUSTRY CAUSE = CORPORATE SOCIAL RESPONSIBILITY

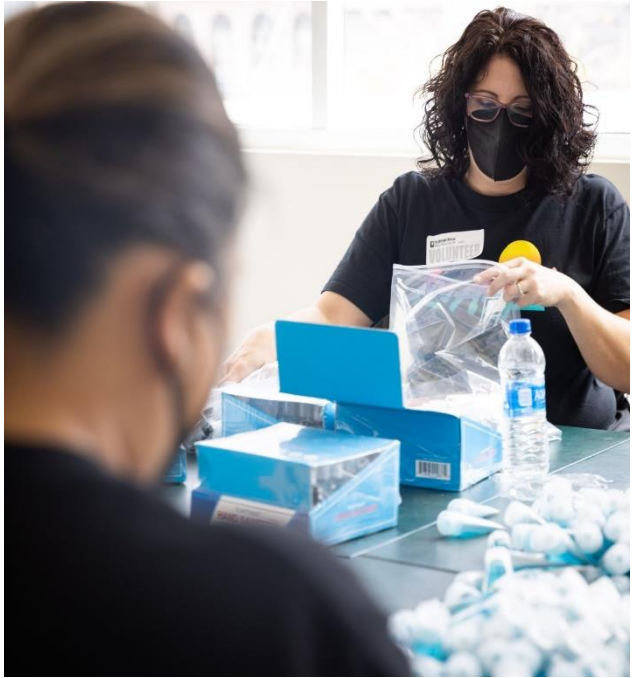
FOUNDATIONAL PILLARS = DIVERSITY, EQUITY & INCLUSION (DEI)

VOLUNTEER DAY - July 6, 2022

- **The Midnight Mission**, San Pedro St, Los Angeles
- **30 LA Tourism Staff** Volunteers
- **Tasks:**
 - **500 Hygiene Kits** assembled + extra hygiene supplies
 - Prepared **hundreds of bags of donated non-perishable food items**
 - **Distributed bags** at the front door to people in need
 - **Kitchen prep** lunch meal for residents at The Midnight Mission



VOLUNTEER DAY - July 6, 2022



THANK YOU



Los Angeles Tourism & Convention Board

Item 5a

Findings to Continue Teleconference Meetings

Pursuant to AB361

