



## **BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS**

Commissioners: Jon F. Vein, President; Ray Bidenost, Vice President;  
Jeremy Bernard; Stella T. Maloyan; Otto Padron

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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.

Special Meeting  
Friday, January 8, 2016  
9:00 a.m. – 10:30 a.m.  
Los Angeles Convention Center  
1201 S. Figueroa Street, L.A., CA 90015  
**Executive Board Room**

### **1. CALL TO ORDER / ROLL CALL**

### **2. PUBLIC COMMENT**

### **3. ACTION ITEMS:**

- a. Approval of the meeting minutes from December 2, 2015

### **4. DISCUSSION ITEMS:**

- a. AEG Monthly Update – November – Brad Gessner, AEG
- b. LATCB Monthly Update – November – Darren Green, LATCB
- c. Expansion & Futurization Update – Bud Ovrom, CTD
  - i. Overview – Bud Ovrom, CTD
  - ii. P3 Update – Miguel Santana, CAO

### **5. ADJOURNMENT**

### **AGENDA FORECAST / SPECIAL TOPICS:**

- January 20, 2016
  - CIP Update – Tom Fields, CTD
  - Expansion & Futurization Update – Bud Ovrom, CTD
  - FY 14/15 Discretionary Incentive Fee Goal Results – Diana Mangioglu, CTD

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.

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**DRAFT**  
**BOARD OF LOS ANGELES CONVENTION  
AND TOURISM DEVELOPMENT COMMISSION**

Meeting Minutes  
December 2, 2015  
9:00 a.m.

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, December 2, 2015 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 Ray Bidenost  
Commissioner Jeremy Bernard (arrived at 9:02 am)  
Commissioner Stella T. Maloyan  
Commissioner Otto Padron

**ABSENT:**

None

**PRESENTERS:**

Brad Gessner, AEG  
Keith Hilsgen, AEG  
Darren Green, LATCB  
Kathy Smits, LATCB  
Bud Ovrom, CTD

***Item 1. Call to Order / Roll Call***

President Vein called the meeting to order at 9:01 am.

***Item 2. Public Comment***

None

***Item 3a. Approval of Meeting Minutes from November 18, 2015***

UNANIMOUSLY APPROVED

***Item 3b. Approval of the 2016 CTD Commission meeting schedule***

UNANIMOUSLY APPROVED

***Item 4a. AEG Monthly Update - October***

Mr. Brad Gessner presented the update for October and noted that October was a record breaking month with 21 events, 241,200 attendees, maximum occupancy, and above budgeted revenue. Rigoberto Marmolejo was awarded the employee of the month.

Mr. Gessner also reported that AEG and LACC have implanted new security measures, including a bike patrol to ensure the safety of staff and visitors.

President Vein requested AEG to incorporate the Economic Impact of non-citywide events into the monthly report, beginning in January or February as well as the cumulative year to date occupancy.

***Item 4b. LATCB Monthly Update - October***

Mr. Darren Green presented the update through November 20 and noted that signed LOI's and room nights are trending upward with continued year over year growth.

President Vein requested LATCB to incorporate an overall City wide Economic Impact for Citywide events.

***Item 4bi. International Tourism***

Ms. Kathy Smits provided an overview of LATCB's international visitor demographics, travel trends and markets, and marketing and travel trade strategies. Ms. Smits reported that Los Angeles has 44.2 million visitors in 2014 of which 6.5 million were international visitors whom stay longer and spend more. LATCB has both staff members and outside representatives world-wide.

***Item 4c. Expansion and Futurization Update***

Mr. Bud Ovrom had nothing new to report. The CAO/CLA report is not yet completed. The CAO consultant is expected submit their findings to the CAO on December 11, 2015, at that time the CAO will complete their portion of the report to Council.

**ADJOURNMENT**

The meeting was adjourned at 9:56 a.m.

# Los Angeles Convention Center Monthly Status Report November 2015

Brad Gessner



## EMPLOYEE OF THE MONTH – November 2015



**Gilbert Arellano**  
***Electrician***

# LACC NOVEMBER 2015 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
Nov. 1 - 7	The Obesity Society – Obesity Week	14,000
Nov. 9 - 11	DBC Pri-Med, LLC	1,200
Nov. 20 - 29	L.A. Auto Show	950,000

## LACC NOVEMBER 2015 FILMING AND PHOTO EVENTS

<u>Date</u>	<u>Name</u>	<u>Amount</u>
Nov. 3	Hinoki - Hackett	\$4,200
Nov. 6	Belcoo - MGM	\$4,500
Nov. 18	Dice	\$1,500

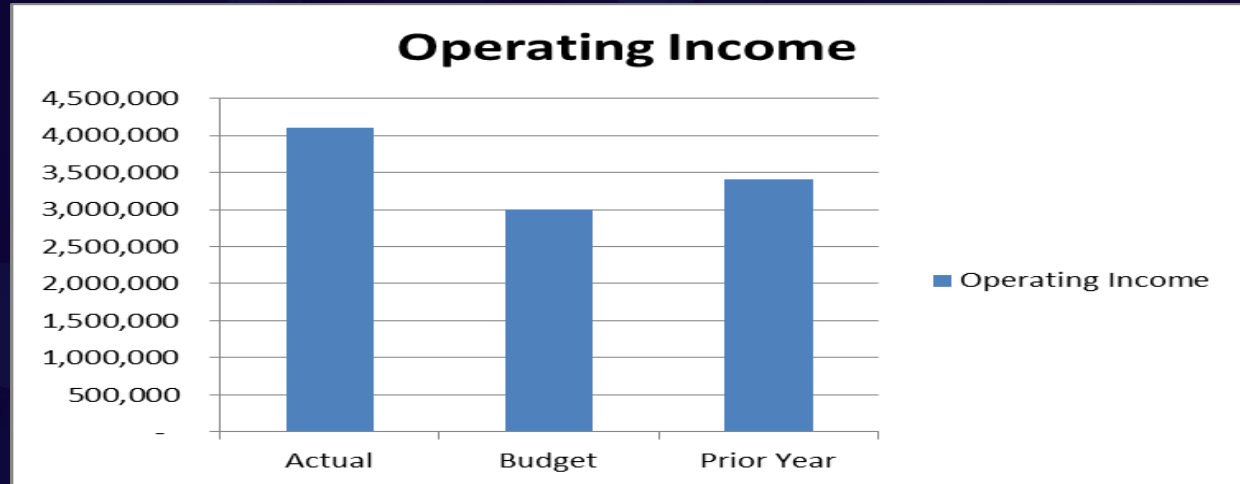
**TOTAL FILMING:      \$10,200**

# LACC November 2015 Financials

## Operating Profit:

\$4.1 Million (before prior year approved A & I and Capital Projects)

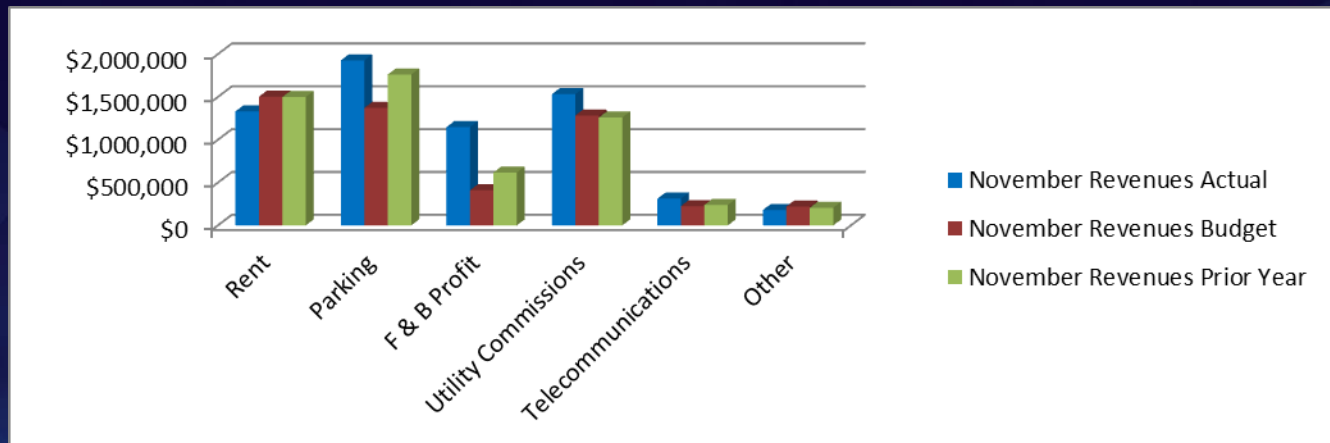
\$700K favorable to prior year and \$1.1 million favorable to budget



## Revenues:

\$6.4 Million

\$850K above prior year and \$1.5 million favorable to budget



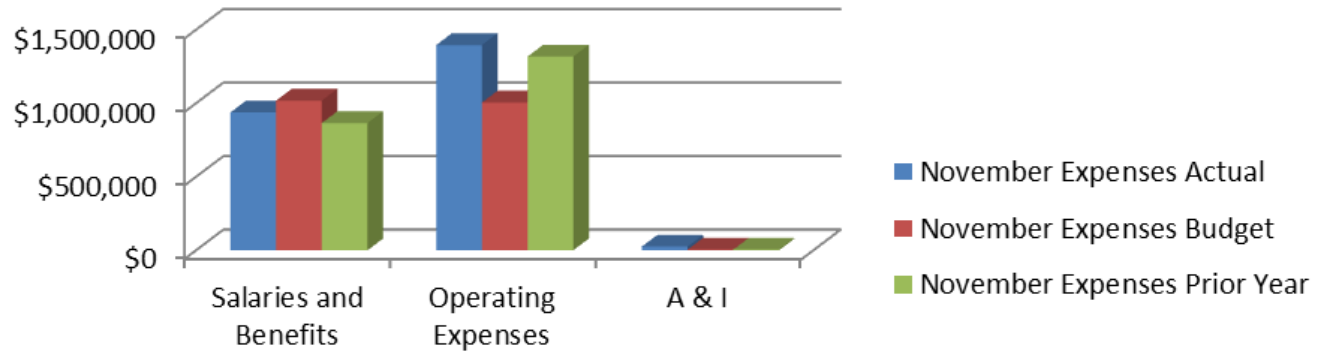


# LACC November 2015 Financials

## Expenses:

\$2.3 million Million for November (excluding A & I projects)

\$149K above prior year; \$310K above budget



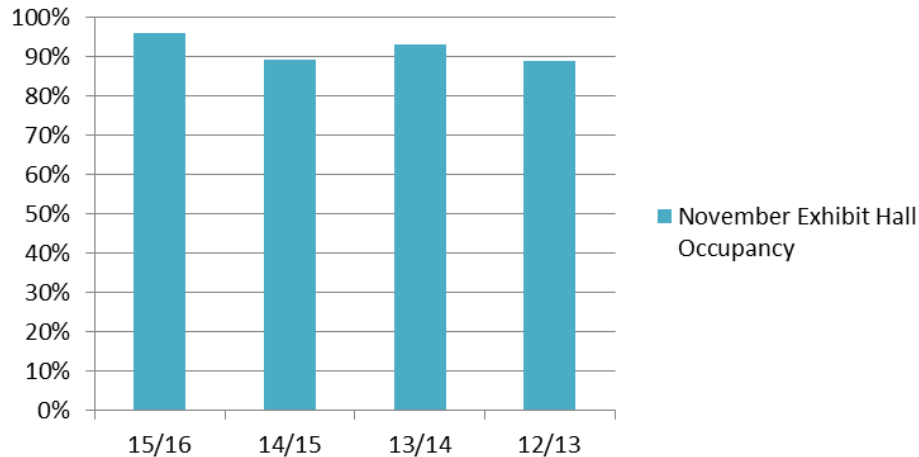
## A & I projects:

Concessions China Purchase

Purchase on Concourse Foyer Carpet

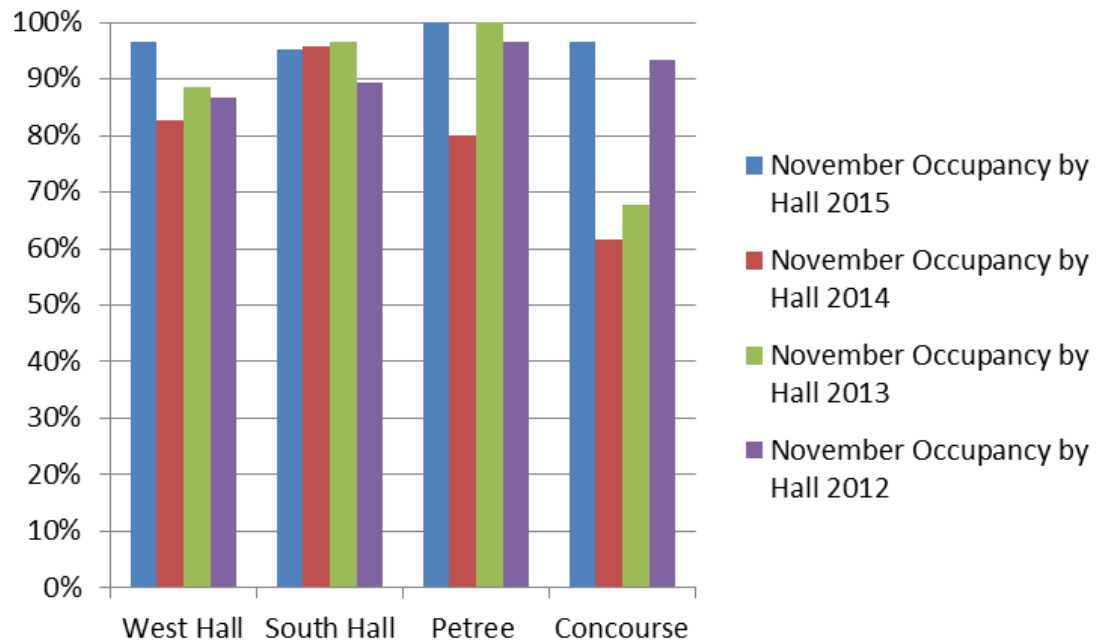
# November Occupancy

## November Exhibit Hall Occupancy

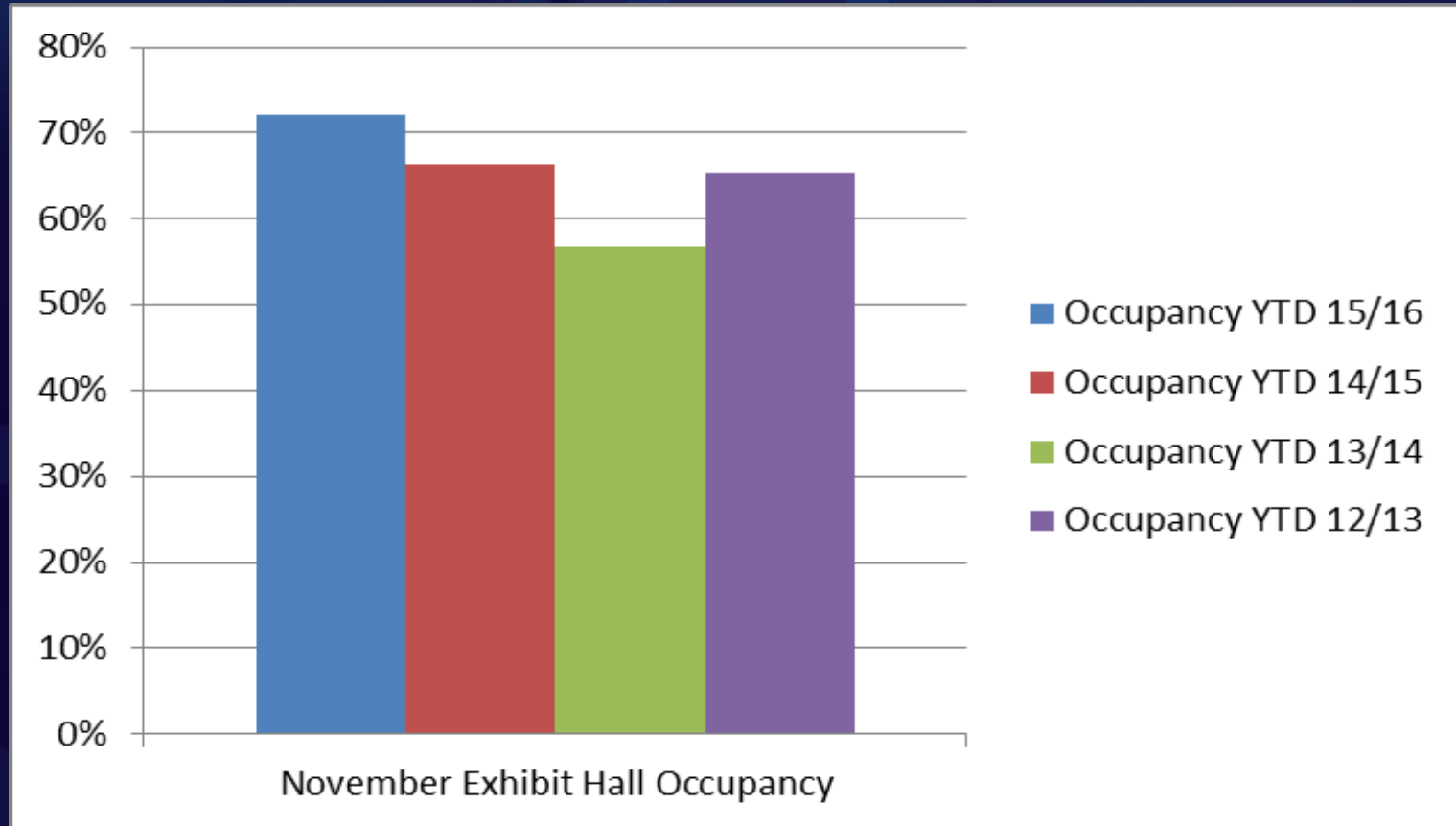


## November Occupancy

2015 - 96%  
2014 - 89%  
2013 - 93%  
2012 - 89%



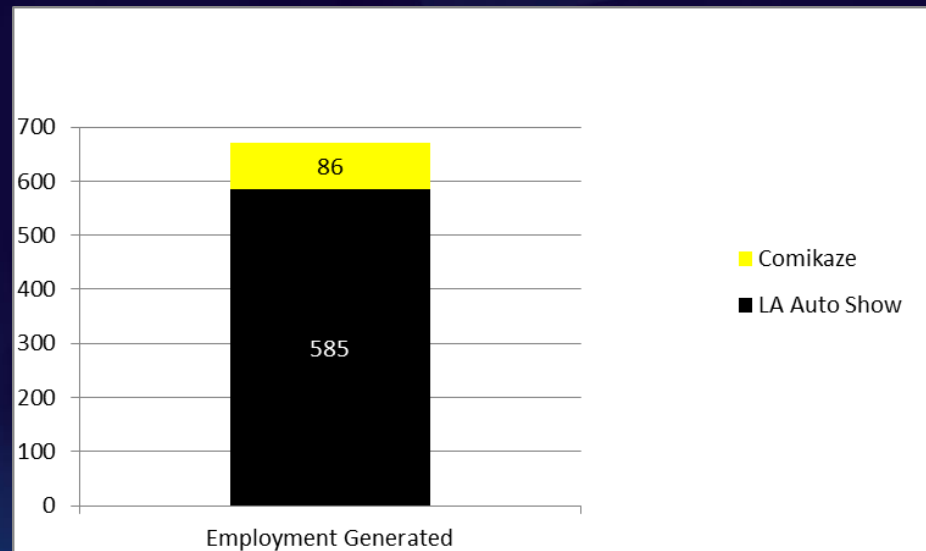
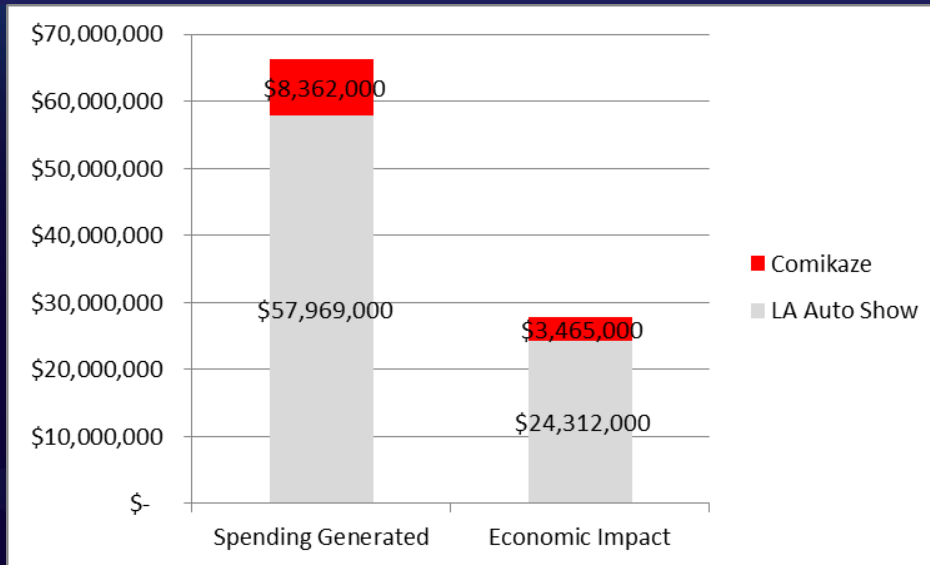
## YTD Occupancy



PricewaterhouseCoopers report on Convention Center occupancy states:

It has been recognized industry-wide that the “practical” maximum exhibit hall occupancy rate is approximately 70 percent and the “efficient” range is considered to be approximately 50 to 60 percent. Occupancy levels less than 50 percent generally suggest the existence of marketable opportunities or open dates, while an occupancy rate above 60 percent increases the potential for lost business or “turn-aways.”

# PROJECTED November Economic Impact



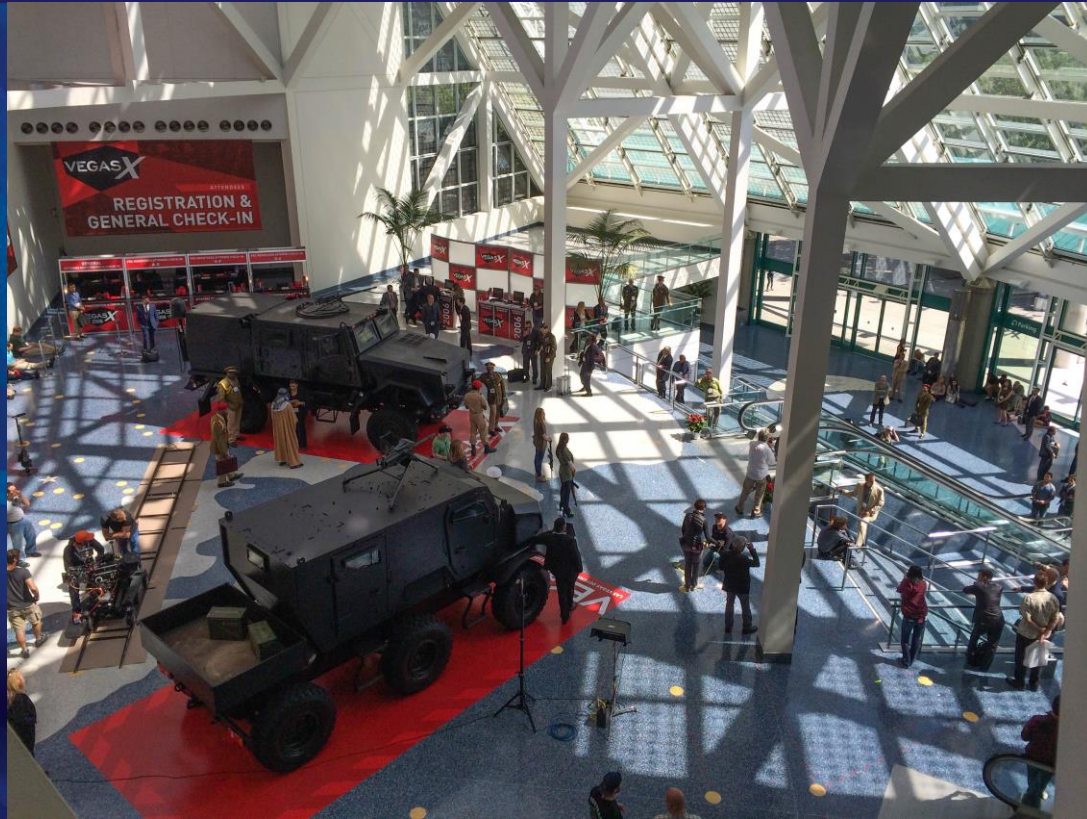
Calculations based on formulas provided by IAVM (International Association of Venue Management)

## FILMING'S AT LACC – The Dark Knight (Kentia)





# FILMING'S AT LACC – Arms & Dudes (West Hall)





## FILMING'S AT LACC – The Dark Knight Rises (Kentia)





# CTD Board of Commissioners Meeting

January 8, 2016

*Los Angeles*  
TOURISM & CONVENTION BOARD

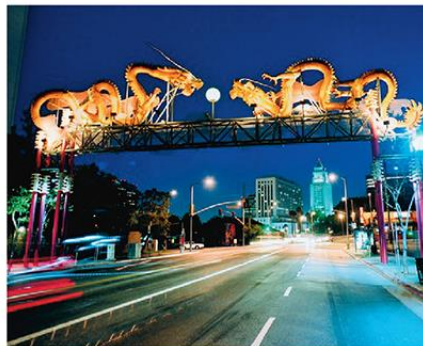






## Citywide Convention Sales Update

Darren K. Green  
Senior Vice President, Sales



# Citywide Convention Sales

FY 15/16 (July 1, 2015 to December 29, 2015) Booking Production

LOI Production	LOIs Actual
FY 15/16 Goal	38
FY 15/16 YTD	18
FY 14/15 Goal	38
FY 14/15 STLY	13

Booked Room Nights Produced	RNs Actual
FY 15/16 Goal	351,000
FY 15/16 YTD	287,464
FY 14/15 Goal	351,000
FY 14/15 STLY	121,711

# Citywide Convention Sales

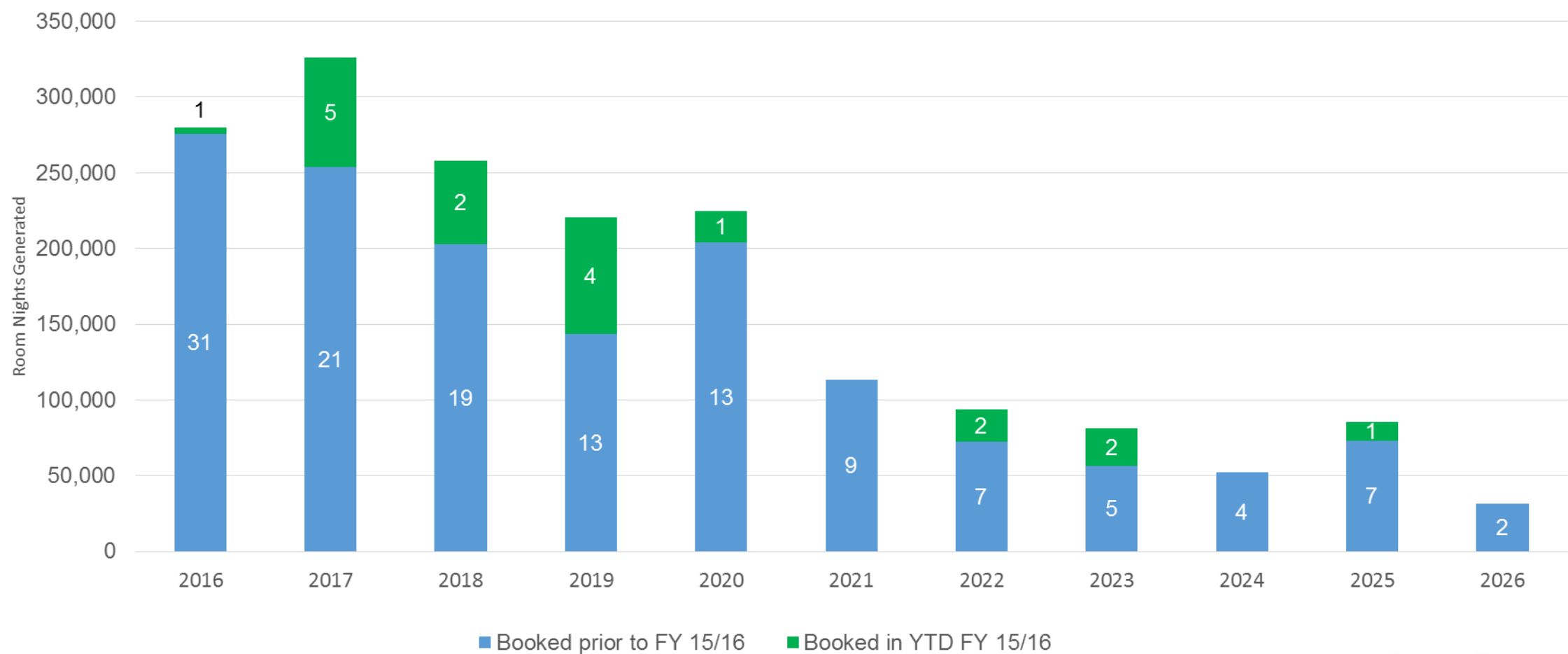
FY 15/16 (July 1, 2015 to December 29, 2015) Lead Production

Lead Production	Leads Actual
FY 15/16 Goal	220
FY 15/16 YTD	95
FY 14/15 Goal	210
FY 14/15 STLY	109

## Sales Pipeline- Future Years

- FY 15/16 YTD **116 Leads**,  
representing **1,433,457 room nights**
- FY 14/15 YTD **152 Leads**,  
representing **1,995,167 room nights**

# Citywide Convention Sales Booked Room Nights 2016 to 2026 Calendar Year Arrival Date



18 Events booked during YTD FY 15/16 (July 1, 2015 – December 29, 2015) will generate 287,464 TRNs



# Citywide Conventions 2016

## Total Room Nights by Market Segment

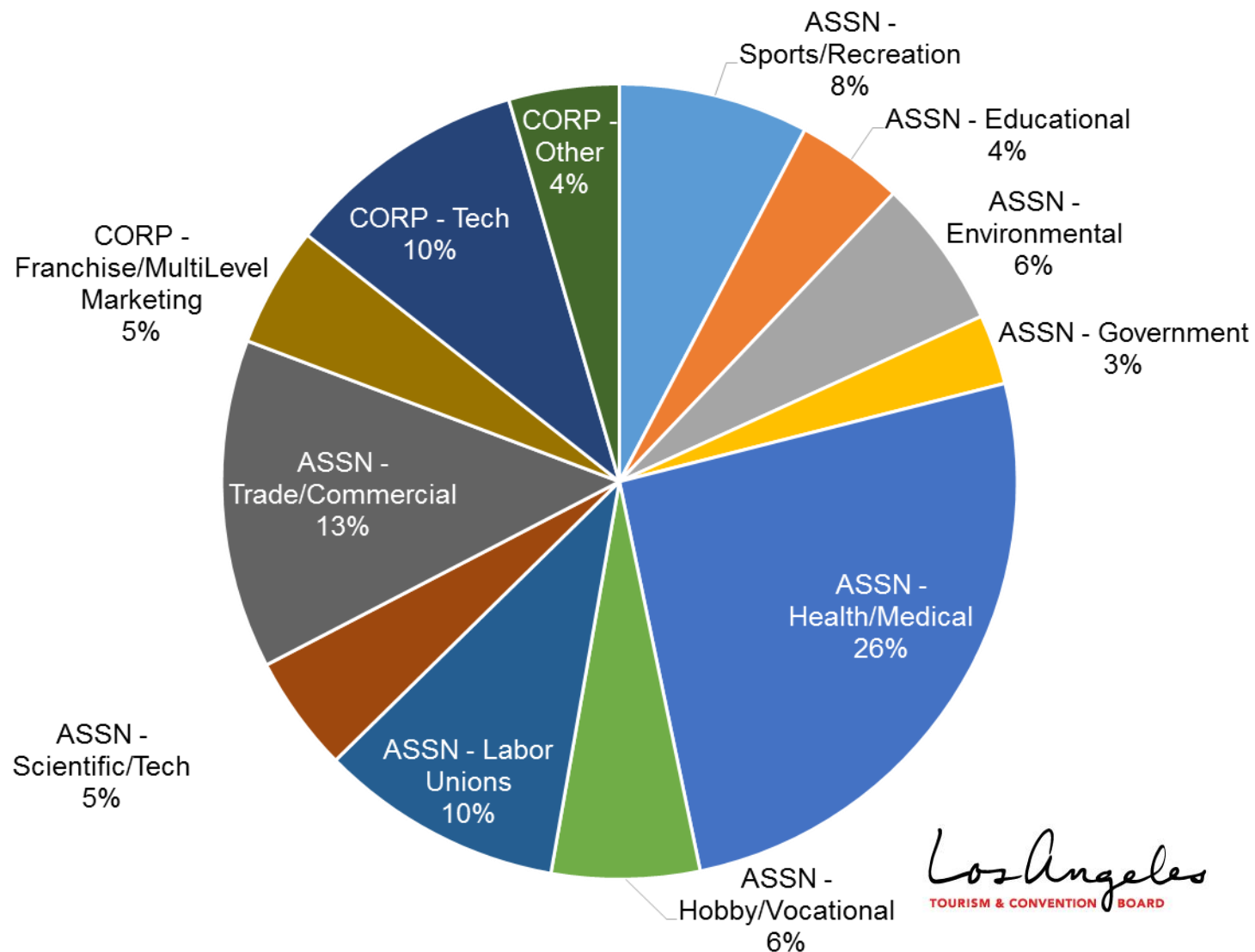
32 Total Events

461,150 Show Attendees

279,762 Total Room Nights

2,088 Average Peak Room Nights

81% ASSN and 19% CORP



# Citywide Conventions 2017

## Total Room Nights by Market Segment

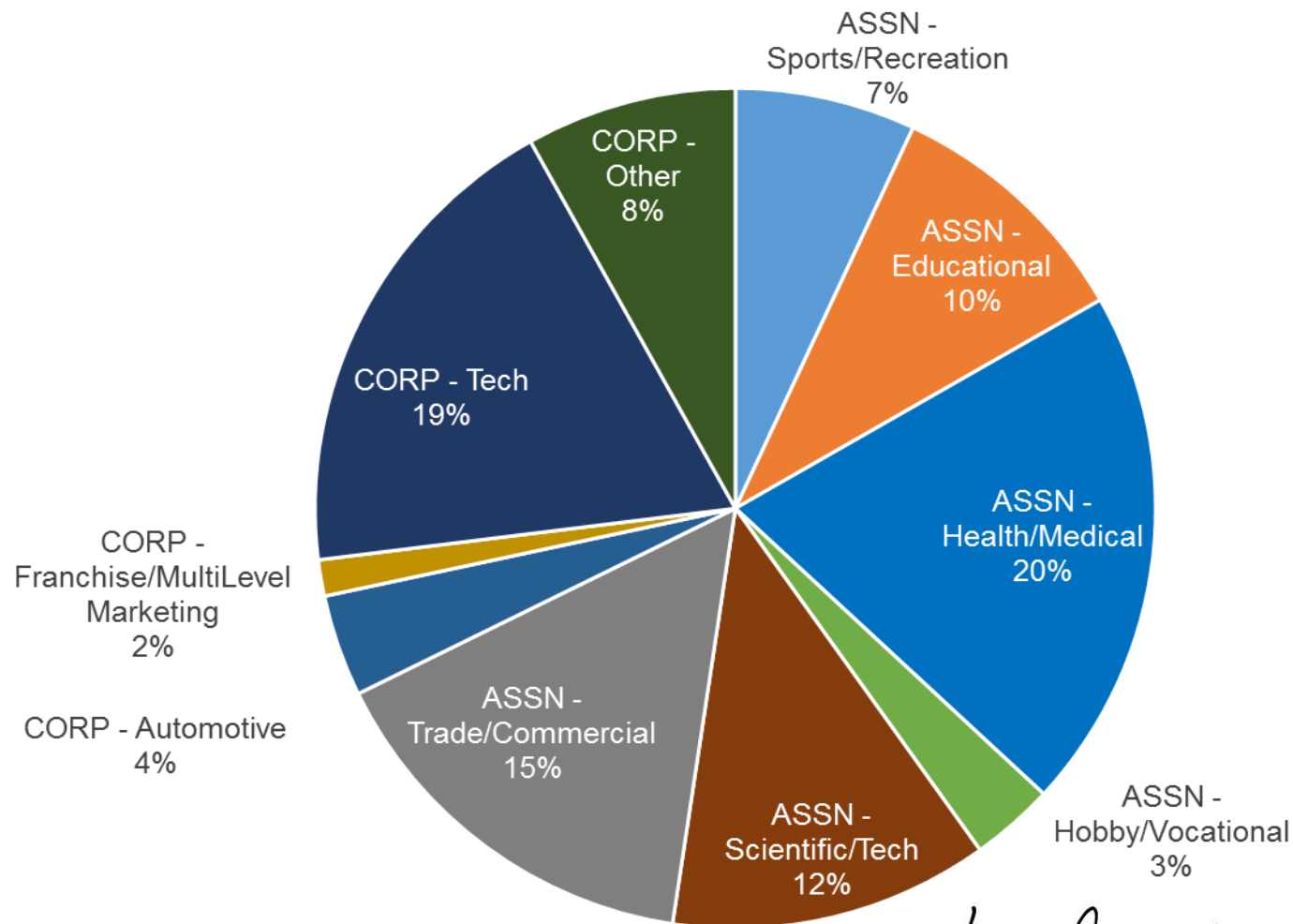
26 Total Events

396,600 Show Attendees

326,023 Total Room Nights

3,010 Average Peak Room Nights

67% ASSN and 33% CORP



# Citywide Conventions

## January – March 2016

	Event Name	Show Attendees	Total Room Nights
January	Mary Kay, Incorporated - Annual Leadership Conference	8,000	13,666
February	Service Employees International Union - Local 2015- SEIU Local 2015 Founding Conventior	2,500	3,800
	LA Marathon	24,000	5,027
	American Heart Association - International Stroke Conference 2016	6,000	9,715
	Biophysical Society- 2016 Annual Meeting	6,000	9,011
March	American Academy of Allergy, Asthma & Immunology (AAAAI) - 2016 Annual Meeting	5,500	9,592
	United Spirit Association - USA All Star Championships	11,000	6,310
	International Association for Dental Research - 2016 Annual Meeting	3,500	3,551
	Comic-Con International - WonderCon	70,000	6,211
	Association of Writers and Writing Programs - 2016 Annual Meeting	9,000	9,400



# Citywide Conventions

## April – June 2016

	Event Name	Show Attendees	Total Room Nights
April	SCVA-Southern California Volleyball Association - Junior National Qualifiers-15-14-13-12	10,000	4,838
	SCVA-Southern California Volleyball Association - Junior National Qualifiers-18-17-16	10,000	4,891
	American Roentgen Ray Society - 2016 Annual Meeting	2,000	5,640
	American Society of Colon and Rectal Surgeons - 2016 ASCRS Annual Convention	3,000	4,137
May	NeighborWorks America - 2016 NTI - NeighborWorks Training Institute	2,200	7,967
	Association of Legal Administrators - 2016 Annual Conference & Exposition	2,000	5,602
June	IDG World Expo - E3 Expo 2016	48,900	27,619
	Dwell on Design - Dwell on Design Conference & Expo	30,000	3,095
	Black Entertainment Television - BET Experience & Awards 2016	10,000	4,434



# Citywide Conventions

## July – September 2016

	Event Name	Show Attendees	Total Room Nights
July	Society for the Promotion of Japanese Animation - ANIME EXPO	100,000	10,620
	IDEA- Health and Fitness Association - World Fitness Convention	5,000	5,554
	American Association for Justice - 2016 Annual Convention	3,000	8,720
	National Medical Association - 2016 National Convention	2,000	4,875
August	National Association of Letter Carriers (NALC) - Biennial Meeting	10,000	23,855
September	American Public Transportation Association - 2016 Annual Convention	2,000	5,174
	Emergency Nurses Association - 2016 Annual Conference	5,550	8,382
	American Society of Plastic Surgeons - PLASTIC SURGERY 2016	6,500	12,586
	Audio Engineering Society - AES 2016 Annual Fall Convention	15,000	4,220

# Citywide Conventions

## October – December 2016

	Event Name	Show Attendees	Total Room Nights
October	US Green Building Council - 2016 Greenbuild International Conference & Expo	25,000	17,010
	Direct Marketing Association - 2016 Annual Meeting	6,500	8,539
	American College of Chest Physicians - CHEST 2016	7,000	13,465
November	National Association for the Education of Young Children - 2016 NAEYC Annual Convention	10,000	12,256

Thank you



Los Angeles  
TOURISM & CONVENTION BOARD