

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

Members of the public who wish to speak during the meeting must submit a "Request to Speak" form to the Board Secretary <u>prior</u> 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, April 6, 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 Special meeting minutes from March 22, 2016

4. PRESENTATIONS:

- a. AEG Monthly Update February Brad Gessner, AEG
- b. LATCB Monthly Update February Darren Green, LATCB
 i. Importance of LAX Internationally Patti MacJennett, LATCB
- c. CIP Update Tom Fields, CTD

5. DISCUSSION ITEMS:

- a. FY-16 Operational Surplus Plan
- b. Expansion & Futurization Update (Oral Report) Bud Ovrom, CTD
 i. DBFOM Update CAO
- c. On-site Hotel Update Bud Ovrom, CTD

6. ADJOURNMENT

AGENDA FORECAST / SPECIAL TOPICS:

April 20, 2016	- Expansion & Futurization Update – CTD
	 On-site Hotel Update – 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.

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.

DRAFT BOARD OF LOS ANGELES CONVENTION AND TOURISM DEVELOPMENT COMMISSION

Special Meeting Minutes March 22, 2016 9:00 a.m.

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a special meeting on Wednesday, March 22, 2016 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 Commissioner Jeremy Bernard Commissioner Stella T. Maloyan

ABSENT:

Vice President Ray Bidenost Commissioner Otto Padron

PRESENTERS:

Ben Ceja, CAO Diana Mangioglu, CTD Bud Ovrom, CTD Tony Peterman, JLL

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:08 am.

Item 2. Public Comment

None

Item 3a. Approval of Meeting Minutes from February 24, 2016

UNANIMOUSLY APPROVED

Item 3b. Approval of Meeting Minutes from March 2, 2016

UNANIMOUSLY APPROVED

Item 3c. LATCB FY 2016-17 Proposed Budget – Board Report #16-002 – CTD

Recommend that the Board of Commissioners for the Department of Convention and Tourism Development approve the proposed budget for the Los Angeles Tourism and Convention Board for inclusion in the Mayor's 2016-17 Budget Proposal to the City Council.

UNANIMOUSLY APPROVED

Item 3d. On-Site Hotel Update - Consideration and Potential Action Regarding Hotel RFI Response and Recommendation – Board Report #16-003 – CTD/JLL

That the Commission of the Convention Tourism Development Department instruct the Convention and Tourism Development Department, the Chief Legislative Analyst, the City Administrative Officer and request the City Attorney to work together in consultation with the Bureau of Engineering, the Economic and Workforce Development Department, and the Planning Department in identifying next steps for the Request for Proposal process and for Convention and Tourism Development Department to report back to Council on this matter within 30 days.

UNANIMOUSLY APPROVED

Item 3e. Expansion & Futurization Update – Consideration and Potential Action Regarding items contained in the report – Board Report #16-004 – Bud Ovrom, CTD

Bud Ovrom presented the Bi-Weekly Progress Report and reviewed the dual path approach, gave an overview of the conceptual design refinement phase, including workshops with Populous, and reviewed stakeholder/client feedback. CTD has 90 days to report back to the Commission and the Economic Development Committee (EDC). Mr. Ovrom reviewed the project schedule, distributed a parking map of AEG leased space and discussed the Gilbert Lindsay Plaza easement issues, and distributed a draft copy of the 2015 Annual Report.

President Vein discussed the motion (CF#14-1383) approved by City Council on March 2, 2016 and specifically Item 9, which prohibits residential uses in the Business Case document's project description. President Vein moved that the Board go on record to City Council saying that it's against our better judgement that we're moving forward without having enough information in this path to make a fully informed decision.

Paloma Perez gave clarification that Councilman Price is open to branded residential in the hotel.

The Board unanimously approved the motion and directed CTD staff to prepare a letter from the Board to EDC.

Item 4a. DBFOM Update – Ben Ceja, CAO

Ben Ceja provided an update of the DBFOM stating that there are three deliverable due by fiscal year end which include: market sounding; value for money; and independent cost estimator.

Item 5a. CTD FY 2016-17 Budget update –CTD

Diana Mangioglu provide an update of the CTD FY 2016-17 Budget, noting that to date there have been no reductions and a significant number of capital projects will be approved. Ms. Mangioglu also noted that the budget will be finalized by April 20 and CTD will report back to the Board when finalized.

ADJOURNMENT

The meeting was adjourned at 10:06 a.m.

Los Angeles Convention Center Monthly Status Report February 2016

Brad Gessner





LACC FEBRUARY 2016 EVENTS

DATE	EVENT	ATTENDANCE
Feb. 5 - 7	Abilities Expo 2016	6,700
Feb. 5 - 7	L.A. CookieCon & Sweets Show	10,200
Feb. 5 - 7	SEIU Local 2015	
Feb. 6	17 th Annual Black College Expo	5,500
Feb. 7 - 11	100K Opportunity Fair & Forum	7,000
Feb. 12 - 13	L.A. Marathon	40,000
Feb. 13	MusiCares & Grammy Foundation	3,500
Feb. 15	Grammys Celebration	4,500
Feb. 16 - 19	American Heart Association & Stroke Conference	16,700
Feb. 19 - 21	El Sembrador Ministries	12,000
Feb. 20 - 21	AOGC's Legend's Intl'I Meet 2016	2,500
Feb. 23	Naturalization Ceremony	16,000
Feb. 25 – 28	L.A. Boat Show	7,200
Feb. 25 – 29	L.A. Golf Show	4,000
Feb. 25 – 26	5 th Annual Hiring Fair	1,000
Feb. 26 – March 02		

*Citywide Events

TOTAL:

145,800

3

LACC FEBRUARY 2016 FILMING AND PHOTO EVENTS

<u>Date</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
Feb. 1	Burrito BMW	South Hall Ramp	\$4,250
Feb. 1 – 2	Angie Tribeca	Venice Garage	\$9,000
Feb. 1 - 2	Imperial Woodpecker	West Lobby	\$12,920
Feb. 1 – 4	Target	Various Locations	\$27,160
Feb. 8 – 10	Grand Fathered	Theatre	\$36,660
Feb. 17	UFC	Kentia	\$6,060
Feb. 22	Celebrity Apprentice	MR 409, 410	\$8,180

TOTAL FILMING: \$104,230 (February 2015 - \$196,654)

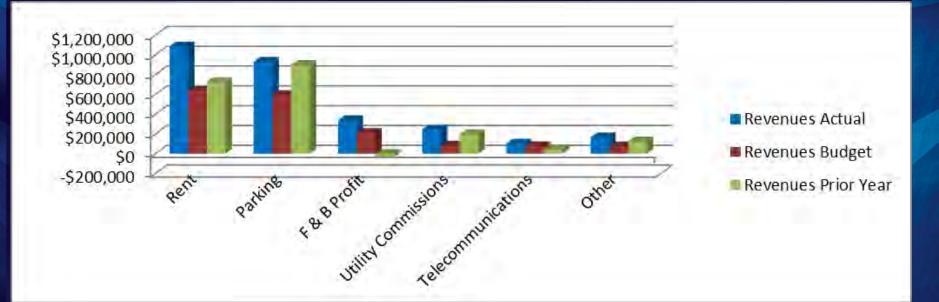
LACC February 2016 Financials

OPERATING PROFIT:

- \$1.0 million (before approved A & I and Capital Projects)
- \$822K favorable to prior year and \$1.1 million favorable to budget

REVENUES:

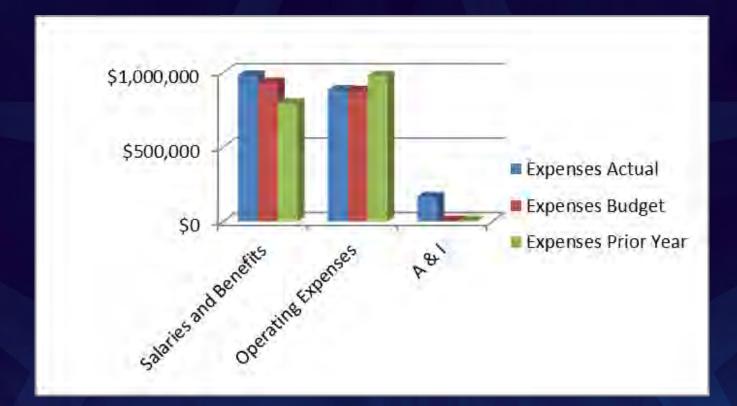
- \$2.87 Million
- \$915K favorable to prior year and \$1.2 million favorable to budget



LACC February 2016 Financials

EXPENSES:

- \$1.86 Million for February (excluding A & I projects)
- \$92K above prior year; \$53K above budget



A & I projects and Capital:

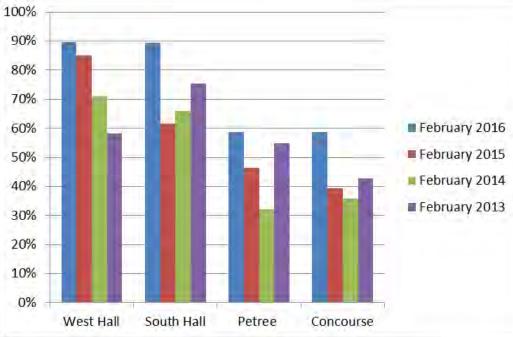
Cooling tower maintenance

FEBRUARY OCCUPANCY

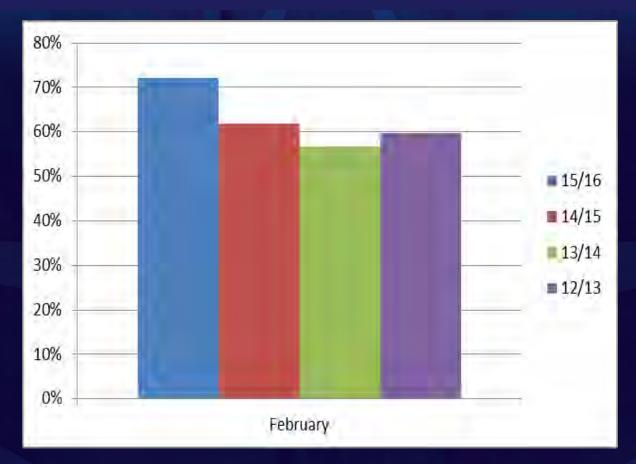


February Occupancy:

2016 - 87% 2015 - 68% 2014 - 65% 2013 - 67%



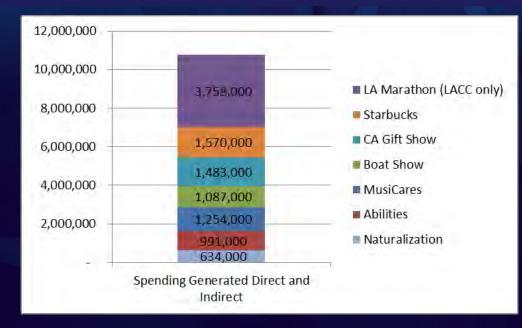
YTD OCCUPANCY



PricewaterhouseCoopers report on Convention Center occupancy states:

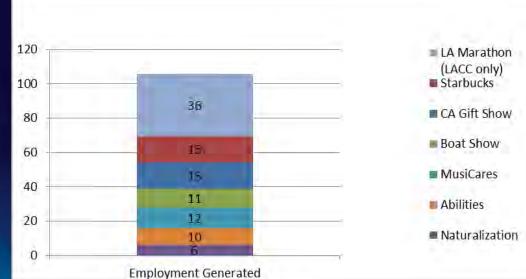
It has been recognized industry-wide that the "practical" maximum exhibit hall occupancy rate is approximately 70 percent and the "efficient" range is considered to be approximately 50 to 60 percent. Occupancy levels less than 50 percent generally suggest the existence of marketable opportunities or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

PROJECTED FEBRUARY ECONOMIC IMPACT (Short-term booking)



Projected total spending for February events at LACC of \$10.7 Million

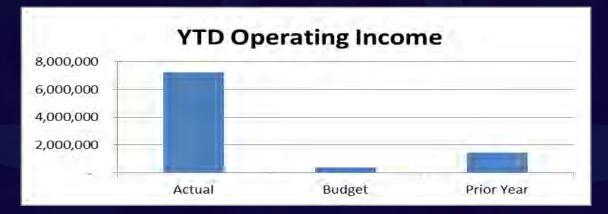
Calculations based on Formulas provided By IAVM (International Association of Venue Management



LACC YTD 2016 Financials

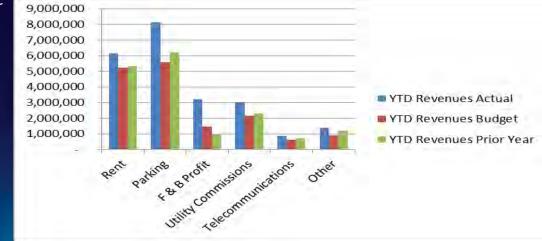
OPERATING PROFIT:

- \$7.2 million (before approved A & I and Capital Projects)
- \$1.0 million of operating profit designated toward CIP projects



REVENUES:

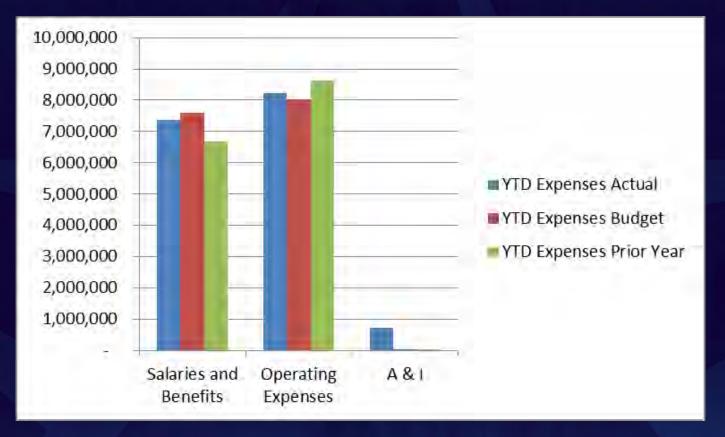
- \$22.9 Million
- \$6.1 million favorable prior year



LACC YTD 2016 Financials

EXPENSES:

• \$15.6 Million

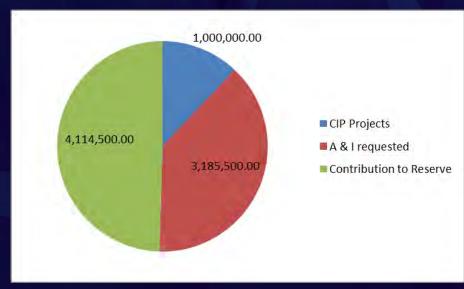


Included CTD department

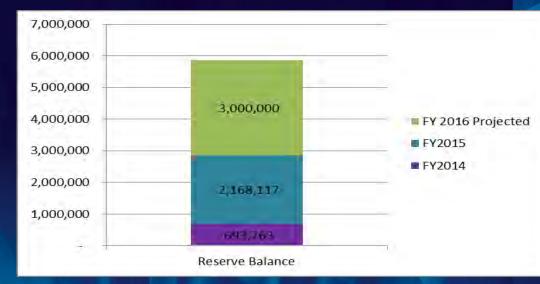
Operating expenses in prior year and budget include Staples Bond payment (\$667K through eight months)

LACC 2016 Financials

Projected Profit in excess of \$8.3 million for FY16.



Projected Reserve Balance (cash Basis)





WEST HALL LOBBY



CONCOURSE WALKWAY





CTD Board of Commissioners Meeting April 6, 2016

Los Angeles TOURISM & CONVENTION BOARD







Sales Update

Darren K. Green Senior Vice President, Sales





Citywide Convention Sales YTD FY 15/16 Production

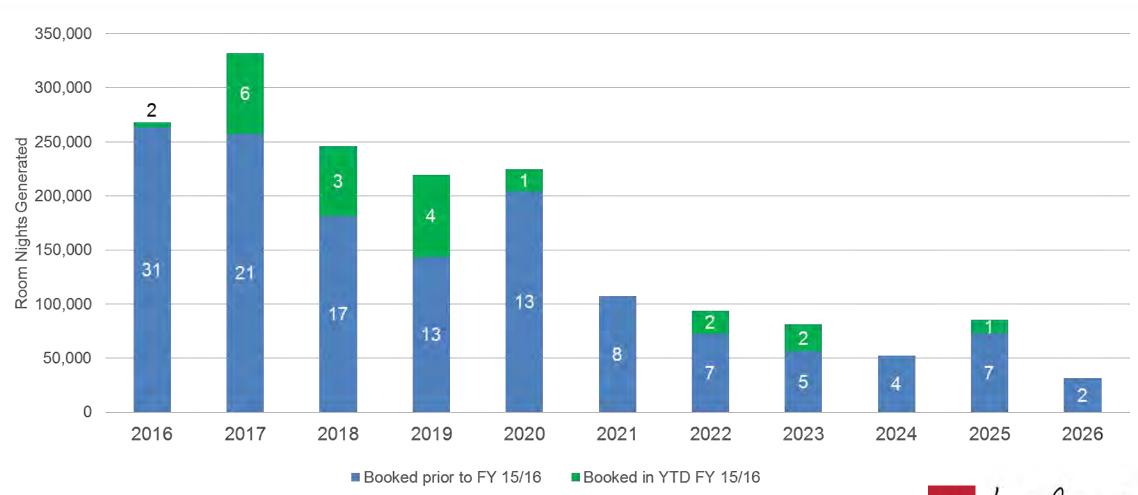
Lead Production	Leads Actual	Booked Room Nights Produced	RNs Actual
FY 15/16 Goal	220	FY 15/16 Goal	351,000
FY 15/16 YTD	167	FY 15/16 YTD	299,869
FY 14/15 STLY	162	FY 14/15 STLY	257,959

Sales Pipeline- Future Years

- YTD 15/16 129 Prospects, representing 1,602,560 room nights
- STLY 14/15 140 Prospects, representing 1,766,792 room nights



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



21 Events booked during YTD FY 15/16 (July 1, 2015 - March 31, 2016)



2016 Hosted Citywide Conventions

Projected Annual Growth
Attendance+22%
+35%Room Nights+35%Economic Impact+26%

New Prospects







SAP Field Kickoff Meeting 2019 18,900 TRNs SUPER BOWL 2020 or 2021 60,000 TRNs NCAA Men's Final Four 2022 40,000 TRNs

Upcoming Sales Events

June

- Cvent Connect
- > MPI
- ➢ GM Sales Mission (DC, Phil, NY)

May

- Hotel Sales Committee
- C2 Conference
- Extranet Training

April

- Springtime(ASAE)
- IMEX Frankfurt
- National Sales Meeting









Importance of LAX Internationally

Patti MacJennett Sr. VP Business Affair**s**





- Los Angeles World Airports (LAWA) has partnered with LATCB since 2001
- Objective: Attract international air service from primary and secondary markets and drive demand for international passenger traffic to Los Angeles
- Current 3-year contract effective until November 2017
- Program of work includes:
 - Promote LAX Internationally
 - International Air Service Development
 - International Sales & Trade Missions
- Los Angeles is the fore runner in forging DMO/Airport partnerships

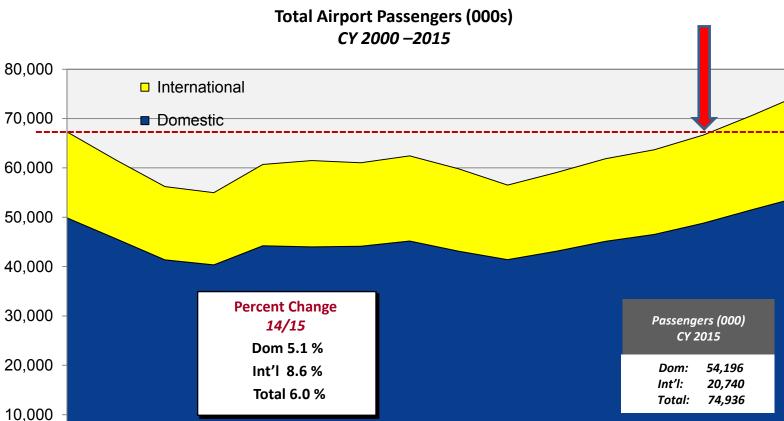


Regional Directors/Representatives



TOURISM & CONVENTION BOARD

2nd Record-breaking Year for Total Traffic at LAX.... Over 74.9 MM in 2015 ... 6% Increase over 2014



Los Angeles World Airports Source: Airport Records

2002 2003

2004

2005

2006

2007

2008 2009

0

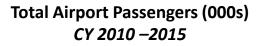
2000

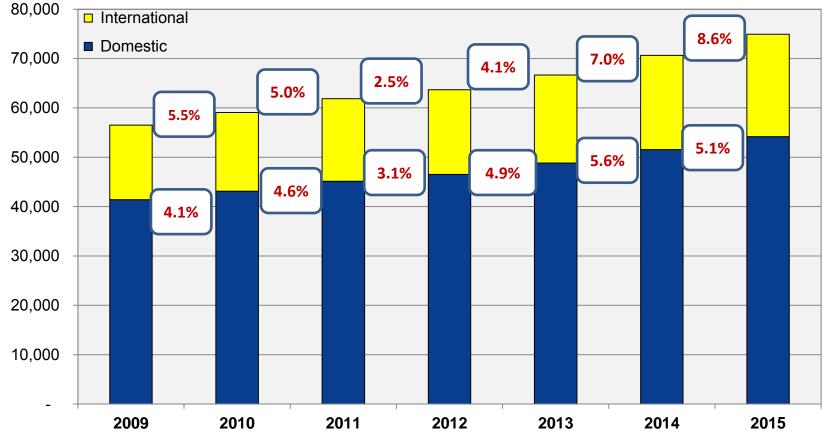
2001

2014 2015

2010 2011 2012 2013

LAX has experienced consistent growth of both domestic and international passengers since 2009

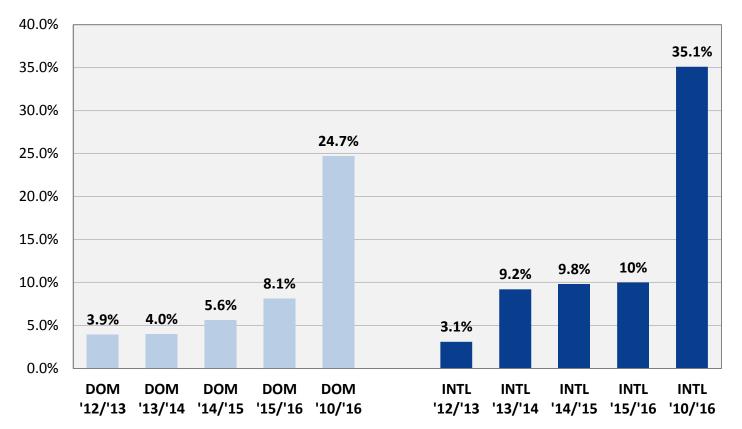




Los Angeles World Airports S

Source: Airport Records

LAX seat capacity has continued to grow solidly since 2010



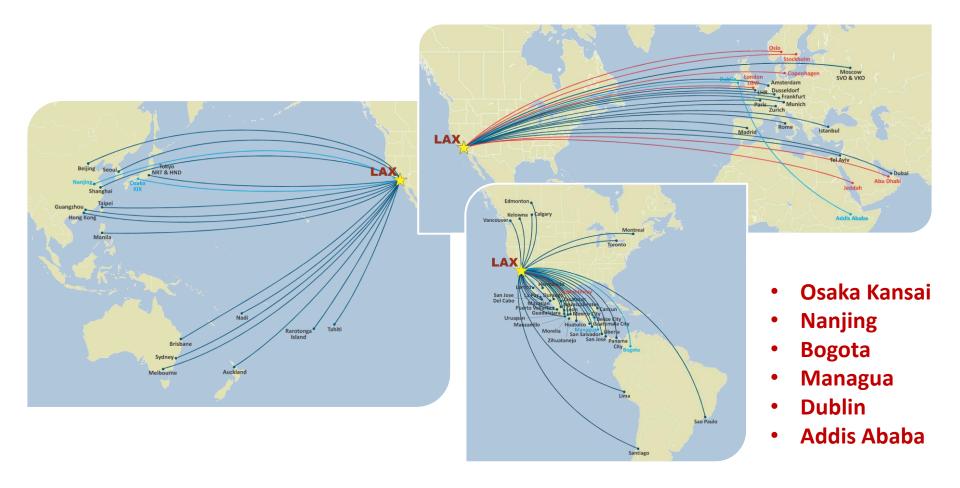
Seat Capacity Changes at LAX 2010, 2014, 2015



Psgr		Total Traffic		
Rank	Airport	2015	Per Chg	Abso Chg
1	Atlanta	101,491,106	5.52%	5,312,207
2	Chicago ORD	76,949,336	9.81%	6,874,132
3	LAX	74,936,256	6.05%	4,274,044
4	Dallas Ft. Worth	64,174,163	1.03%	653,804
5	NYC/JFK	56,827,154	6.71%	3,572,792
6	Denver	54,014,502	1.01%	541,988
7	San Francisco	50,067,094	6.18%	2,911,994
8	Charlotte	44,876,627	1.35%	597,123
9	Miami	44,350,247	8.32%	3,408,368
10	Las Vegas	44,426,107	5.86%	2,460,689
	Тор 10	612,114,607	5.26%	30,607,141



In 2015, new service included the first secondary China market, LAX' first direct link to Africa via Dublin, a new route to Managua and re-starting flights to Osaka and Bogota





Source: worldwide schedules;Note: additional frequencies by Air China (Beijing), China Eastern and DL (Shanghai), China Southern (Guangzhou), AA to London, Guadalajara and Belize; Alaska (San Jose and Liberia, CR), Volaris (Leon)

Launching 2016: Four new markets Doha, Cebu, Manchester, Reykjavik & new airlines serving existing markets - Guadalajara, Stockholm, San Jose, Dublin, Paris, Dubai, Istanbul, Hong Kong and Santiago

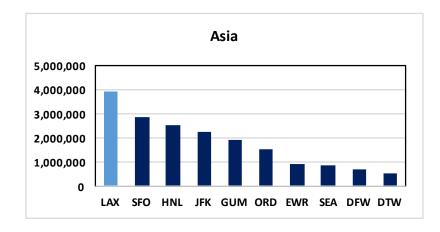


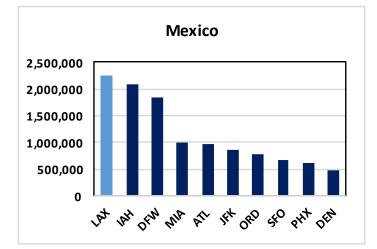
Note: Los Angeles-Manchester service starts in May 2016; os Angeles-Reykjavik service starts in June 2016.

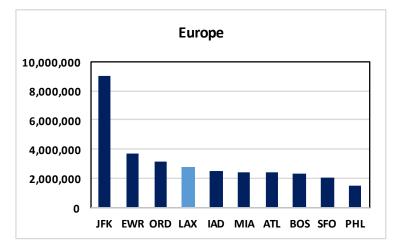
Santiago

LAX ranks 1st in nonstop seats to Asia and Mexico and 4th in Europe

Nonstop Annual Seat Departures by World Region and U.S. Gateway 2016











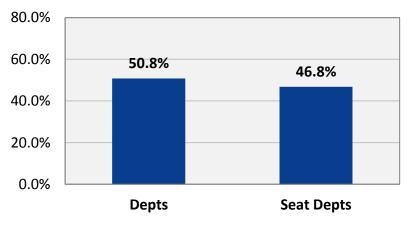
Source: Worldwide Flight Schedules

Overall service to Asia has increased the most of all world regions at LAX

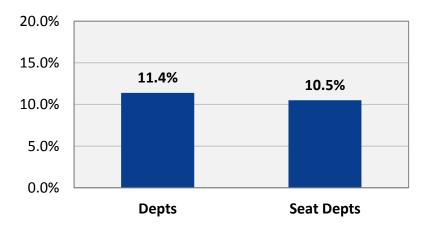




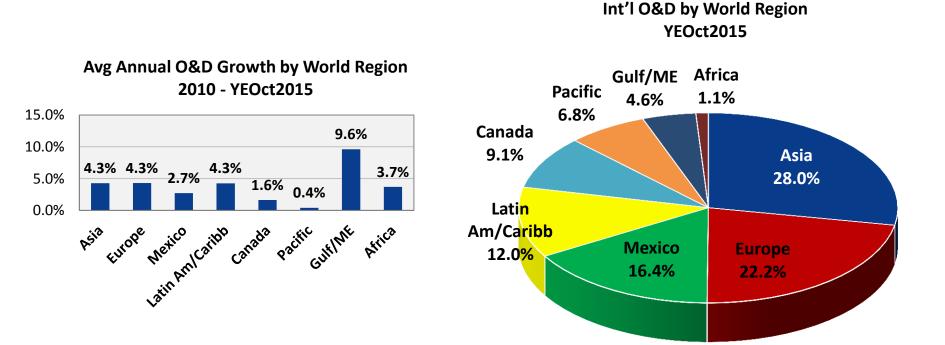
LAX – Asia Change in Depts and Seats 2010 vs 2016



LAX – Asia Change in Depts and Seats 2015 vs 2016



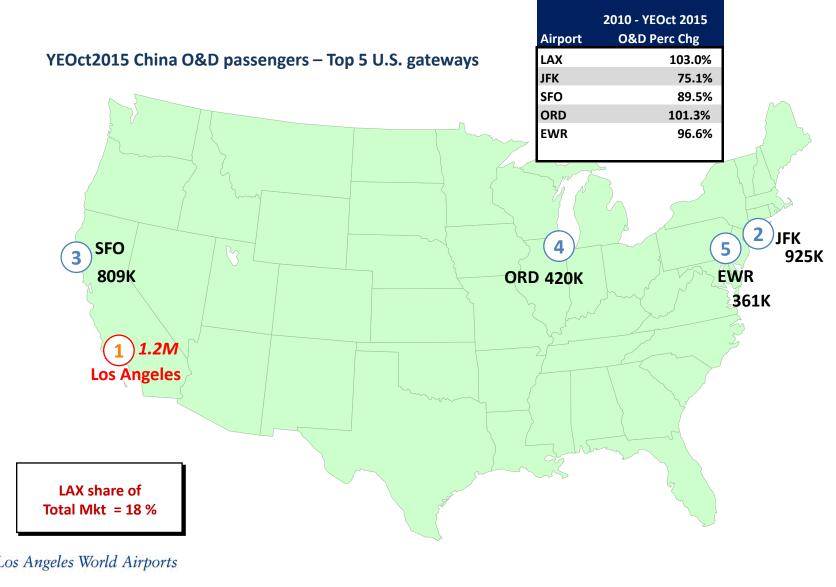
Asia generates the largest international passenger demand at LAX and it's tied with Europe with the fastest growth since 2010



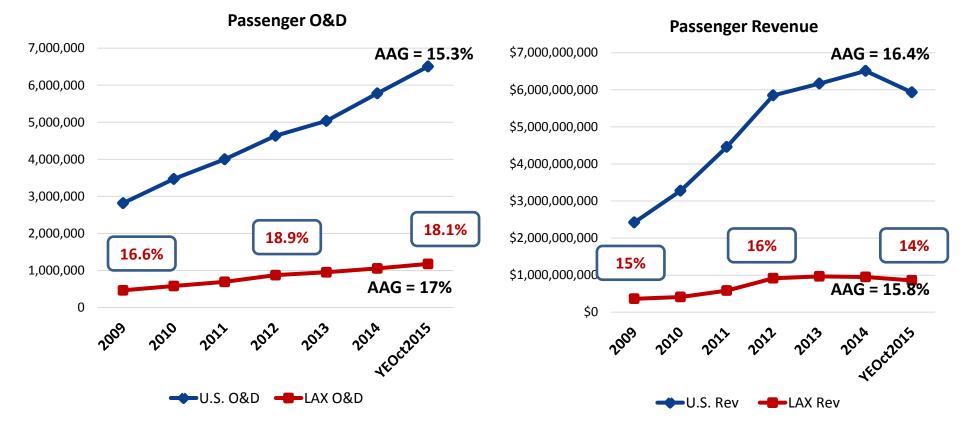
China represents almost a quarter of the Asia O&D



LAX handles the largest passenger demand between the U.S. and China --in addition has led traffic growth among the top 5 gateways



LAX China O&D demand has grown faster than the U.S. average and its share of total traffic and revenue has remained steady





Source: MIDT psgr bookings, Final

China continues to be a growth market despite the slowdown

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CTU CHENGDU

TAO QINGDAO

NKG NANJING

WUH WUHAN

DLC DALIAN

CSX CHANGSHA

HGH HANGZHOU

CKG CHONGQING

KMG KUNMING

SZX SHENZHEN

NNG NANNING WNZ WENZHOU

TNA JINAN

CGQ CHANGCHUN

5,486

5,053

4,961

3,620

Ν

Ν

Ν

N*

FOC FUZHOU

XMN XIAMEN

TSN TIANJIN

HRB HARBIN

CGO ZHENGZHOU

SHE SHENYANG

Top O&D Passenger markets in China, excluding the big three



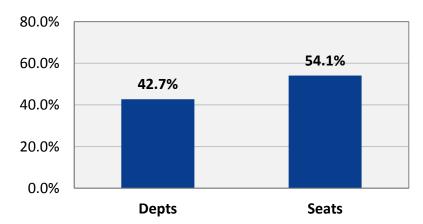
Source: MIDT psgr bookings Final; Note: * service pending approval, Shanghai (PVG – 395K), Hong Kong (HKG 14 352K), Beijing (PEK 286K), and Guangzhou (CAN - 157K) are LAX' largest China markets with frequent daily service

Service to Europe has increased rapidly since 2010, nonstop markets have doubled and capacity is up almost 43 percent

		Weekly Depts	
Code	Market/Airport	Aug-10	Aug-16
AMS	Amsterdam	7	14
ARN	Stockholm		10
CDG	Paris-CDG	27	30
СРН	Copenhagen		3
DUB	Dublin		7
DUS	Dusseldorf	3	7
FCO	Rome	5	7
FRA	Frankfurt	14	14
IST	Istanbul		11
KEF	Reykjavik		4
LGW	London-Gatwick		5
LHR	London-Heathrow	58	58
MAD	Madrid		7
MAN	Manchester		2
MUC	Munich	7 7	
OSL	Oslo		2
svo	Moscow-Sheremetyevo	4	7
ZRH	Zurich	7	7
	Mo Depts	133	205
	# of markets	9	18



LAX – Europe Change in Depts and Seats 2010 vs 2016



Los Angeles World Airports

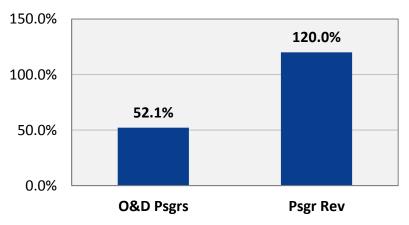
Source: Worldwide flight schedules, includes Turkey

The Gulf/Middle East has also been a high growth region for LAX service and traffic and is continuing to develop

Weekly Depts LAX – Gulf/Middle East Region by Market 2010 vs 2016

		Wkly Depts	
Code	Market	Aug-10	Aug-16
AUH	Abu Dhabi		7
DOH	Doha		7
DXB	Dubai	7	14
JED	Jeddah		4
RUH	Riyadh		1
TLV	Tel Aviv-Yafo	5	5
	Total Wkly Depts	13	39

LAX – Gulf/ME Change in Psgrs and Revenue 2010 vs 2016



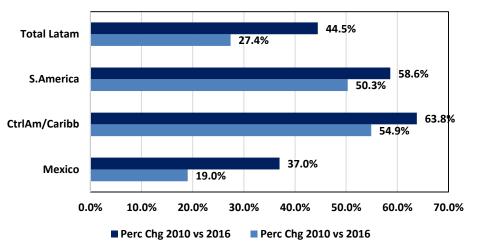


Source: MIDT psgr bookings, Final and worldwide flight schedules, excludes Turkey

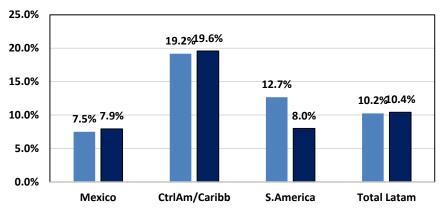
Latin American service growth is up in all region with the highest increases in Central America



% Chg Scheduled Service 2010 vs 2016







16 vs '15 16 vs '15



The U.S. Cuba MOU signed February 15th allows for scheduled service for the first time since 1953 – operations will begin in the 2H2016

		Code	Airport	RT Daily Slots
		HAV	Havana	20
		VRA	Varadero	10
		SNU	Santa Clara	10
	Cuba Commercial Airports	HOG	Holguin	10
	Cuba Commercial Airports	CCC	Сауо Сосо	10
		SCU	Santiago de Cuba	10
		СҮО	Cayo Largo Del Sur	10
		CMW	Camaguey	10
		MZO	Manzanillo	10
		CFG	Cienfuegos	10
			Total RT slots	110
	HAV OVRA SNU CCC OCFG CYO		HOG S SCU	



Proposed Cuba Service is highly competitive and includes bids for LAX by Alaska and American

to Havana. A 10th passenger carrier, Spirit Airlines, is also expected to apply for the frequencies.

No	Carrier	Route	Frequency	Aircraft
1	Alaska	LAX-Havana	2x daily	37-900ER
1 2	American		-	
2	American	CLT-Havana	1x daily	A319
		ORD-Havana	1x weekly	737-800
		DFW-Havana	1x daily	A319
		LAX-Havana	1x weekly	737-800
		MIA-Camaguey	1x daily	A319
		MIA-Cienfuegos	1x daily	737-800
		MIA-Havana	10x daily	737-800
		MIA-Holguin	2x daily	737-800
		MIA-Santa Clara	2x daily	737-800
		MIA-Varadero	2x daily	A319
3	Delta	ATL-Havana	1x daily	757-200
		MIA-Havana	2x daily	737-800
		JFK-Havana	1x daily	757-200
		MCO-Havana	1x daily	737-800
4	Eastern*	MIA-Camaguey	3x weekly	737-800
		MIA-Havana	1x daily	737-800
		MIA-Holguin	3x weekly	737-800
5	Frontier	ORD-Varadero	1x weekly	A320
		DEN-Havana	1x daily	A320
		MIA-Havana	3x daily	A320
		MIA-Camaguey	4x weekly	A320
		MIA-Santa Clara	3x weekly	A320
		MIA-Santiago de Cuba	1x daily	A320
		PHL-Varadero	1x weekly	A320
6	Dynamic*	JFK-Havana	4x weekly	767
		ORD-Havana	4x weekly	767
		LAX-Havana	4x weekly	767

No.	Carrier	Route	Frequency	Aircraft
7	JetBlue	BOS-Havana	1x daily	A320
		FLL-Camaguey	1x daily	A320
		FLL-Havana	4x daily	A320/321
		FLL-Holguin	, 1x daily	A320
		FLL-Santa Clara	1x daily	A320
		EWR-Havana	1x daily	A320
		JFK-Havana	2x daily	A320
		MCO-Havana	2x daily	A320/321
		TPA-Havana	2x daily	A320
8	Silver	FLL-Camaguey	5x weekly	Saab 340B
		FLL-Cayo Coco	3x weekly	Saab 340B
		FLL-Cayo Lago Del Sur	1x weekly	Saab 340B
		FLL-Cienfuegos	2x weekly	Saab 340B
		FLL-Havana	1x daily	Saab 340B
		FLL-Holguin	1x daily	Saab 340B
		FLL-Manzanillo	3x weekly	Saab 340B
		FLL-Santa Clara	1x daily	Saab 340B
		FLL-Santiago de Cuba	1x daily	Saab 340B
		FLL-Varadero	4x weekly	Saab 340B
		RSW-Havana	up to 1x wkly	Saab 340B
		JAX-Havana	2x weekly	Saab 340B
		EYW-Havana	5x weekly	Saab 340B
		PBI-Havana	up to 2x daily	
9	Spirit	FLL-Havana	2x daily	737
10	Southwest	FLL-Havana	6x daily	737
		FLL-Santa Clara	1x daily	737
		FLL-Varadero	2x daily	737
		MCO-Havana	1x daily	737
		TPA-Havana	2x daily	737
11	United	ORD-Havana	1x weekly	737-800
		IAH-Havana	1x weekly	737-800
		EWR-Havana	8x weekly	737-800
		IAD-Havana	1x weekly	737-800

*Eastern and Dynamic are also filing for scheduled service certification, currently they are permitted to operate charter only; FedEx also applied for X – HAV daily service

Future Service Opportunities

- Europe, Asia and Latin America continue to present service opportunities with incumbent and new carriers
- The Los Angeles market fundamentals are strong:
 - Large and growing population and strong local relative income
 - Strong business and leisure market attractive destination
 - World class airport capable of accommodating next generation aircraft
 - Largest modernization capital investment at any U.S. airport
- LAWA and LATCB continue to work closely to develop international air service





FY 2015-16 CIP UPDATE - SUMMARY

PLANNING AND CONTRACTING STAGE

Solar	Dimming Control System
Two-Pole Sign Upgrade	Visual Interaction Displays

FY 2015-16 CIP UPDATE - SUMMARY



IN PROGRESS

Roof Replacement

Escalator and Elevator Repair/Modernization*

Compactor Replacement

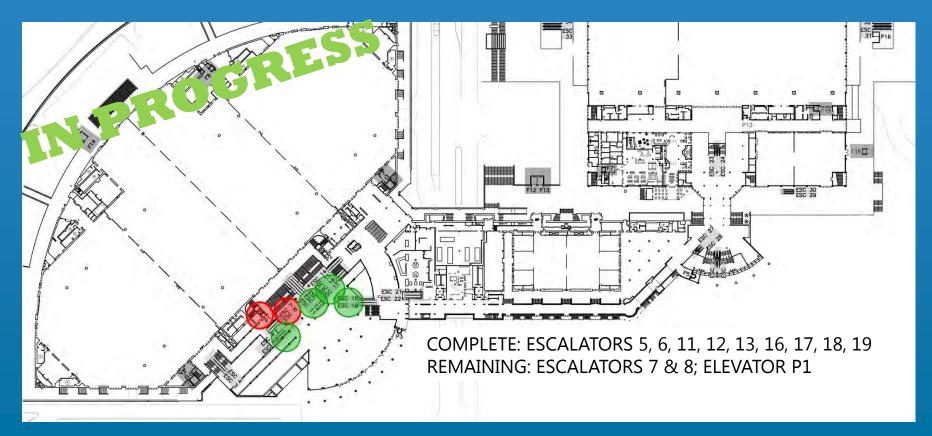
Security Ramp Gates

Two-Way Radio Upgrade

South Hall Floor Remediation



ESCALATOR & ELEVATOR REPAIR/MODERNIZATION



FY 2015-16 CIP UPDATE - SUMMARY



COMPLETED

Access Control*

HVAC System for IDF*

Industrial Pump Package Replacement*

Urinal Replacement*

Carpet Replacement

Cooling Tower Pump Package Replacement

Graphic Command Control Computer Upgrade

Toilet Upgrade

Xeriscaping

