



## 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.

Regular Meeting  
Wednesday, May 4, 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 April 20, 2016

### **4. PRESENTATIONS:**

- a. AEG Monthly Update – March – Keith Hilsgen, AEG
- b. LATCB Monthly Update – March – Darren Green, LATCB
  - i. Global Communications – Jamie Foley, LATCB

### **5. DISCUSSION ITEMS:**

- a. Expansion & Futurization Update (Oral Report) – Bud Ovrom, CTD
  - i. Overview – Bud Ovrom, CTD
  - ii. Hotel RFP Update – Bud Ovrom, CTD

### **6. ADJOURNMENT**

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

- |              |   |
|--------------|---|
| May 18, 2016 | <ul style="list-style-type: none"><li>- Expansion &amp; Futurization Update – CTD</li><li>- On-site Hotel Update – CTD</li><li>- Economic Impact Report – Johnson Consulting</li><li>- CIP Update – Tom Fields, CTD</li><li>- FY 16 Operating Surplus Use</li></ul> |
|--------------|---|

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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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.

# Los Angeles Convention Center Monthly Status Report March 2016

Keith Hilsgen



## EMPLOYEE OF THE MONTH – MARCH 2016



**Ricardo Guerrier**  
***Levy Restaurants***

## LEADER OF THE 2<sup>nd</sup> QUARTER 2016



**Abraham Reyes**  
*Parking Manager*

# LACC MARCH 2016 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
Mar. 2 - 8	AAAAl 2016 Annual Meeting	18,000
Mar. 6 – 11	World Floral Expo	3,000
Mar. 11 – 13	Pole Sport Organization	1,375
Mar. 12 - 13	2016 United Spirit Association	40,000
Mar. 16	Naturalization	13,800
Mar. 16 - 19	AADR/CADR Annual Meeting & Exhibition	9,200
Mar. 16 – 21	The Los Angeles Home Show	2,500
Mar. 30 – Apr. 2	Assoc. of Writers and Writing Program – Annual Conf.	48,200
Mar. 25 – 27	WonderCon 2016	76,842
Mar. 31 – Apr. 1	Boutique Design West	3,000

**TOTAL: 215,917**

\*Citywide Events

# LACC MARCH 2016 FILMING AND PHOTO EVENTS

<u>Date</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
MAR. 8	Imperial Woodpecker	Compass Terrace	\$10,140
MAR. 8 -11	Blunt Talk	South Garage	\$23,820
MAR. 9	Anonymous Secret	Restrooms	\$10,900
MAR. 18	Honda	Pico Stairs	\$11,020

**TOTAL FILMING:      \$55,880**

(March 2015 - \$145,400)

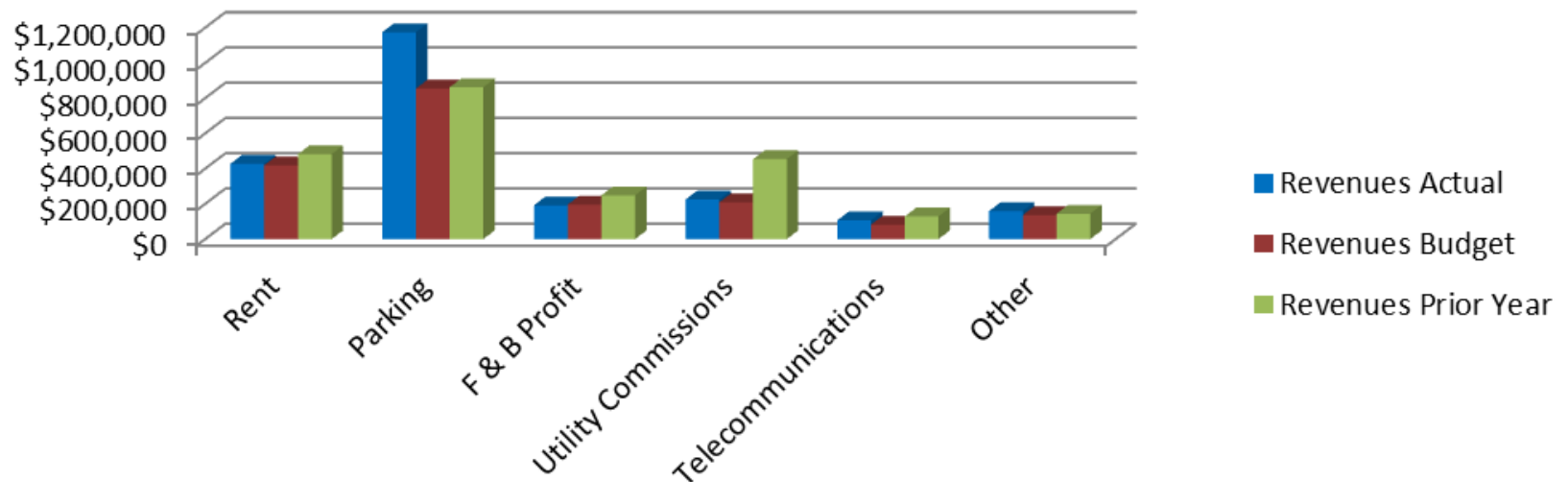
# LACC March 2016 Financials

## OPERATING PROFIT:

- \$342K (before approved A & I and Capital Projects)
- \$310K favorable to budget and \$176K below prior year

## REVENUES:

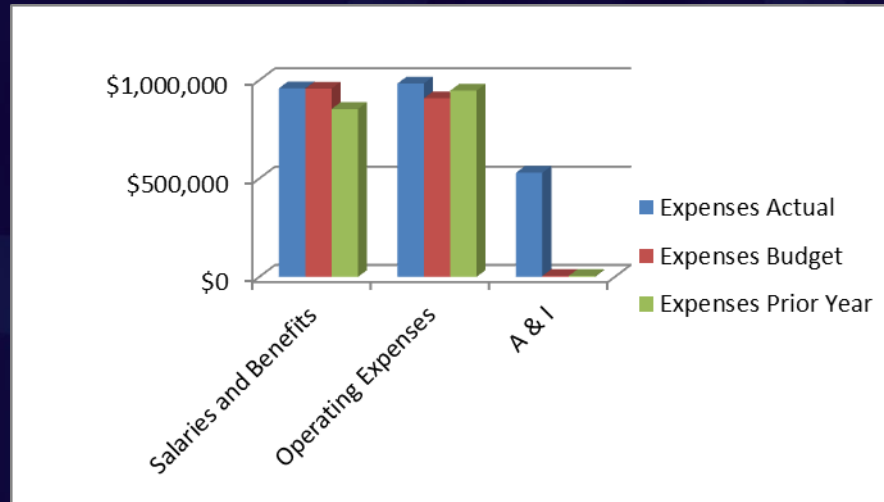
- \$2.3 Million
- \$387K favorable to budget and \$34K below prior year



# LACC March 2016 Financials

## EXPENSES:

\$1.94 Million for March (excluding A & I projects)  
\$77K above budget; \$142K above prior year

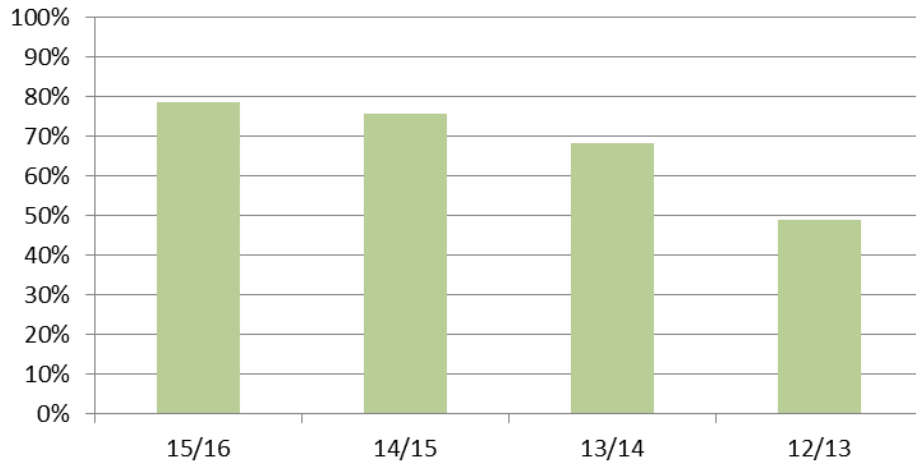


## A & I projects and Capital:

- Furniture
- Cooling Tower Maintenance
- Chiller Repairs
- Fire Door Repairs

# March Occupancy

## March Exhibit Hall Occupancy



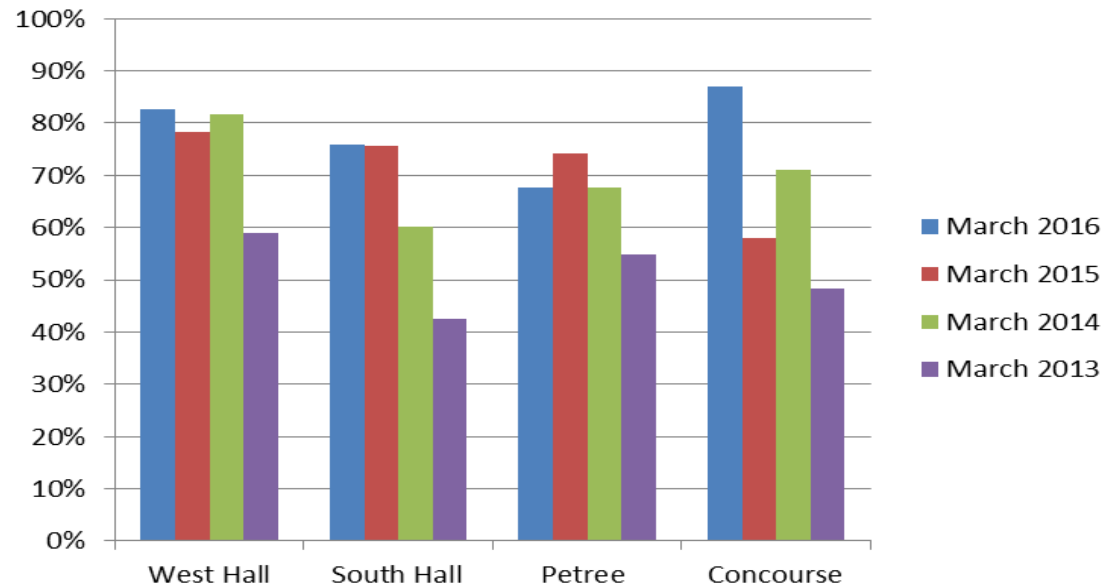
## March Occupancy

2016 - 78%

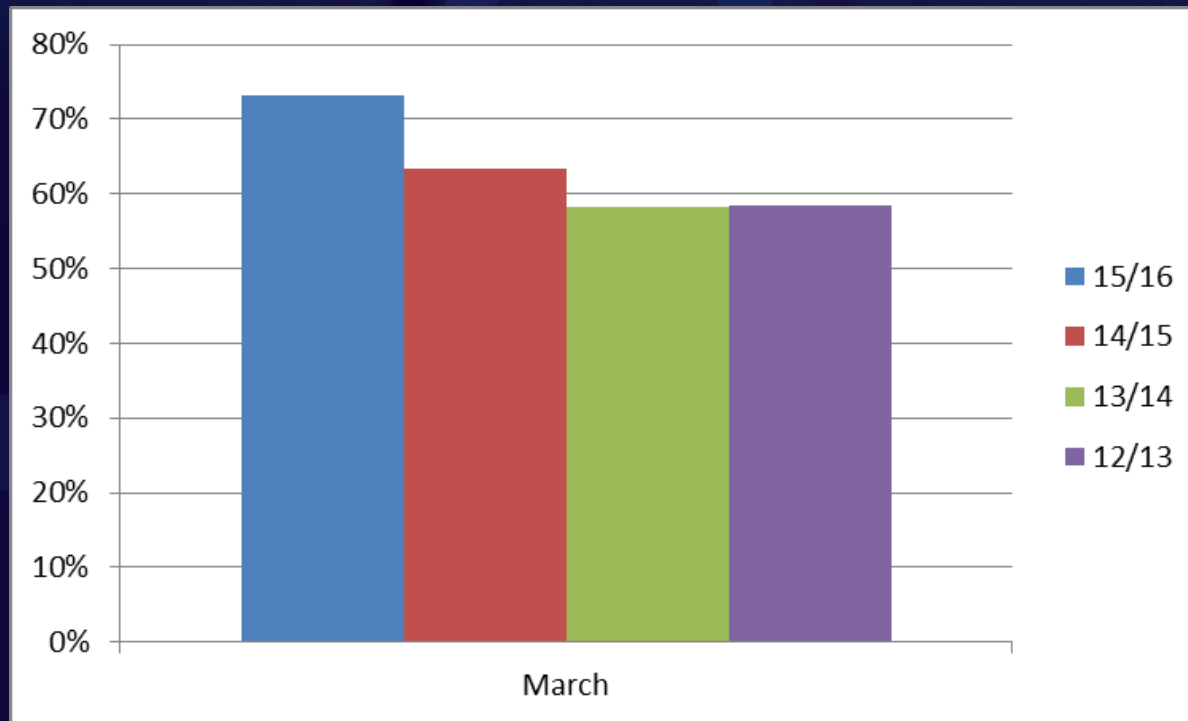
2015 - 76%

2014 - 68%

2013 - 49%



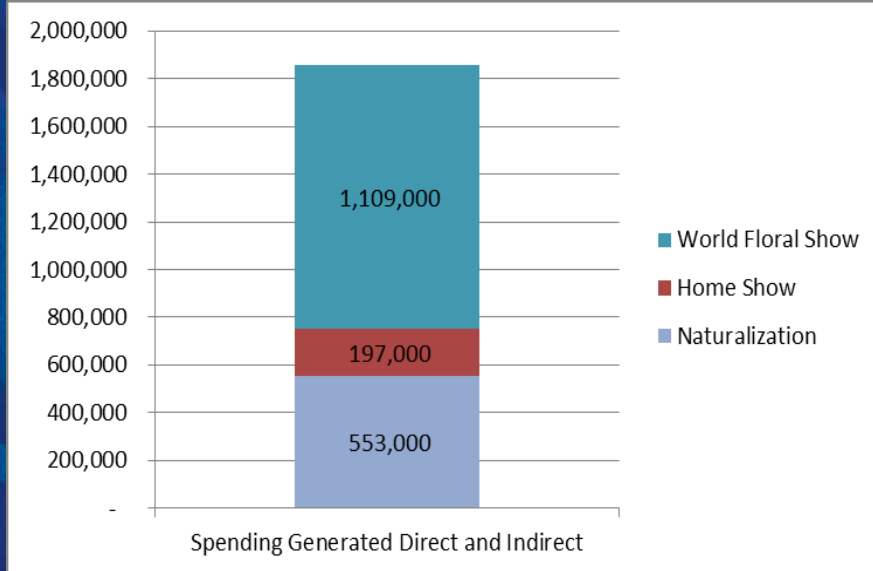
## YTD Occupancy



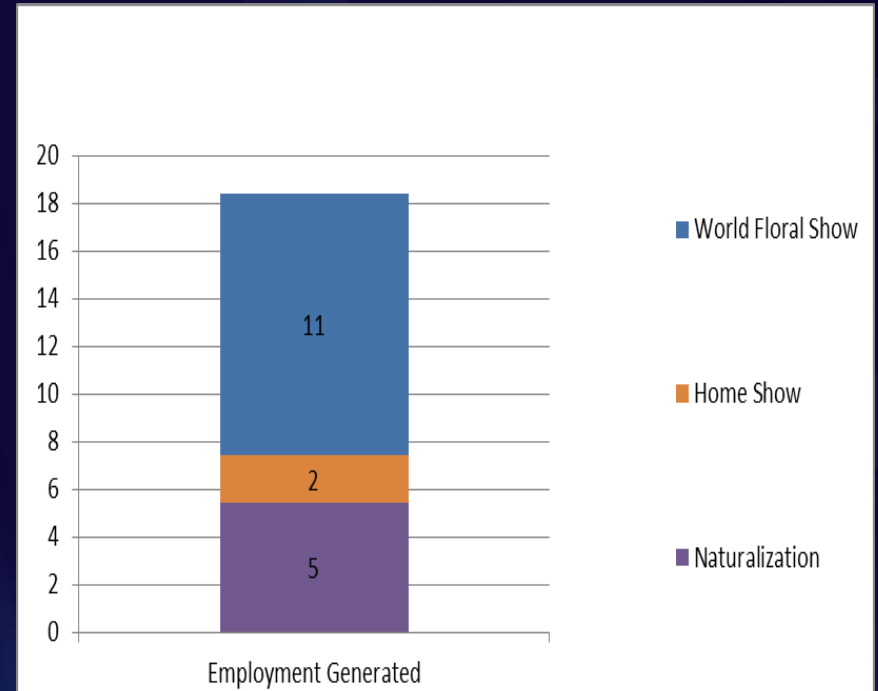
PricewaterhouseCoopers report on Convention Center occupancy states:

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 March Economic Impact (Short-term booking)



Projected total spending for March events at LACC of \$1.9 Million



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



*Los Angeles*  
TOURISM & CONVENTION BOARD

# CTD Board of Commissioners Meeting

May 4, 2016



## Sales Update

Darren K. Green  
Senior Vice President,  
Sales



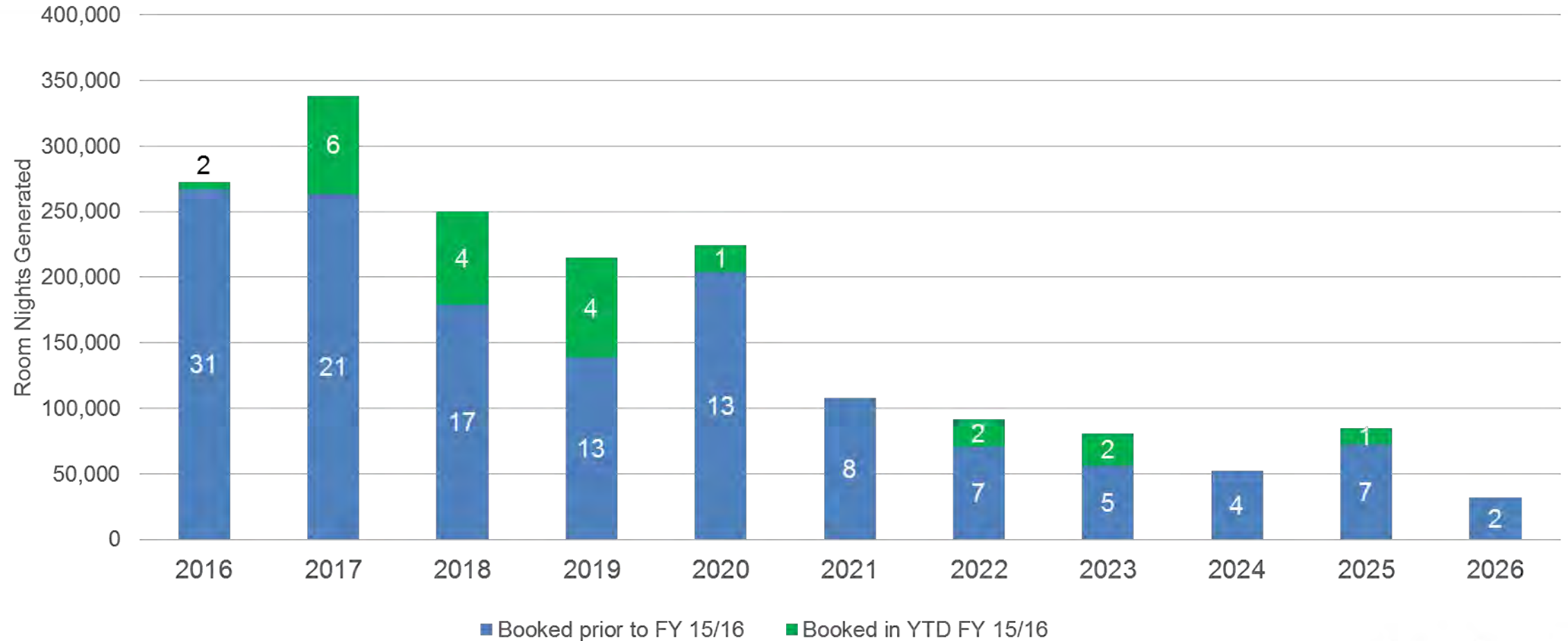
# Citywide Convention Sales YTD FY 15/16 Production

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	<b>179</b>	FY 15/16 YTD	<b>306,569</b>
FY 14/15 STLY	166	FY 14/15 STLY	257,959

## Sales Pipeline- Future Years

- YTD 15/16 **124 Prospects**, representing **1,546,951 room nights**
- STLY 14/15 **142 Prospects**, representing **1,842,236 room nights**

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



22 Events booked during YTD FY 15/16 (July 1, 2015 – April 25, 2016)

# Super Bowl Update

Bidding on 2020 or 2021

Decision at NFL Spring League Meeting on May 23<sup>rd</sup> - 25<sup>th</sup>

Competitors: Atlanta, Tampa & Miami

60,000 Total Room Nights Requested

L.A. Hotels to date have committed 15,000 Room Nights



# Olympics 2024 Bid Update

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- Mayor Garcetti seeks U.S. Congressional Support
- LA 24 Bid Committee attending Rio 2016 Olympics
- IOC Evaluation Commission Visit Q2 2017
- IOC Host City Selection September 2017
- Competitors: Rome, Paris, Budapest





# Global Communications

**Jamie Foley**

VP, Marketing

Los Angeles Tourism &  
Convention Board

A photograph of two surfers standing in shallow water at sunset. The sun is low on the horizon, creating a warm, golden glow. The surfers are silhouetted against the bright light, and their surfboards are visible. The water is calm, reflecting the sky and the surfers.

# GLOBAL COMMUNICATIONS

- Results Recap
- Advertising Campaign Support
- Broadcast Highlights
- Feature Coverage Highlights

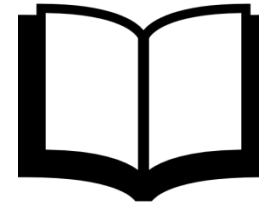
## Year in Review



**\$60+ million**  
Earned Media Value



**4.7 billion**  
Impressions



**1,900+**  
Stories



**154**  
Hosted Media

**38:1 ROI**

## 2016 Advertising Campaign Launch



### Skift CMO Interviews: Los Angeles Tourism CMO on Connecting With Millennials



### Millennials invited to 'get lost in LA' and all its splendor

Just how important is the young, upwardly mobile **millennial** market? So very much so that **Discover Los Angeles**, the promotional arm of the city's convention bureau, is waging an epic eight-week-long advertising campaign targeted to the demographic called "Get Lost in L.A." Developed with award-winning Los Angeles shop **PRETTYBIRD** - Creativity's 2015 Production Company of the Year - in collaboration with creative boutique **REMO+DOB**, the campaign capitalizes on the epic advancements the city is having in the culinary, culture, fashion and creative spheres while harnessing **millennials'** love for the destination and wanderlust.

"Following a series of focus groups in our key U.S. markets, we learned that millennials in particular embody an 'anything is possible' sentiment about Los Angeles," stated Don Skeoch, chief marketing officer for Discover Los Angeles. "These unscripted moments make one's L.A. trip unexpectedly amazing and we're encouraging visitors to 'get lost' in these only-in-L.A. experiences."

The timing of the promotion coincides with the shoulder (blower) travel season and includes a combination of television and highimpact, out of home advertising in New York City, Chicago and Washington D.C., long-form video, interactive and extensive digital and social media efforts will run in these markets and also in San Francisco, San Diego, Sacramento and Fresno.



The hype will showcase all the diversities the area has to offer adventurous days at the new Broad museum to a high-flying spectacle at a Mexican wrestling arena, dinner at one of L.A.'s hottest restaurants and a stunning Venice sunset, all set to L.A.-resident **BORNS'** track "Electric Love." Discover Los Angeles has also embedded a Shazam element within the creative, which invites viewers to use the app for a chance to win an all-inclusive trip for four to Los Angeles at the end of April, where they'll see the same sights featured in the commercial and attend a private concert.

Of course you don't have to be a millennial to visit Los Angeles, all races, colors, creeds and age groups are free to roam around the city and its environs.

The **Discover Los Angeles** tourism bureau's new "Get Lost in L.A." campaign launched last month, specifically targeting the Millennial market.

The bureau is going after younger travelers by promoting local experiences beyond the iconic L.A. attractions, beginning with new interactive YouTube video and a series of local travel itineraries.

The interactive **Let's Get Lost** video is actually a series of segments showcasing Los Angeles from the time they wake up to go surfing in Venice Boulevard. Viewers can skip through the video to different travel themes.

For further information, viewers can then click on the bookmark at the top left of the screen for [this PDF](#) providing links to the local hotels, restaurants, bars, shops, and attractions featured in the video.

The **Get Lost in L.A.** content avoids the glamorized Hollywood version of Los Angeles. The video and supplementary imagery has a breezy rhythm with a lot of natural street photography versus SoCal kitsch postcard stock. Mostly, the overall delivery doesn't feel contrived, which plagues many other Gen Y-directed campaigns.

To support the video, Discover Los Angeles also developed a series of **18 travel itineraries** for different lengths of time, designed for a range of travel psychographics in all of the different L.A. neighborhoods.

The one-, two- and three-day sample travel schedules are organized into six different travel themes, including: Food, Culture, Romance, Luxury, Budget, and Family.

We spoke with Don Skeoch, chief marketing officer for Discover Los Angeles, about engaging Millennials today with creative content personalized to different travel interests.

**Skift:** What keeps you up at night regarding online destination marketing in general?

**Don Skeoch:** I think what keeps me up at night is trying to constantly understand the media consumption of Millennials and how quickly that has evolved, and how that continues to evolve. For example, we do a lot with Facebook right now, but I think there are younger Millennials that are saying, "That's my parent's way of communicating." So now we're trying to keep an eye on Snapchat. I think that's still a little bit young for us, but....

When we first started focusing on Millennials, our board, which has a lot of Baby Boomers, were asking, "Why are you focusing on these backpackers that just got out of college?" Well, those same backpackers four years later are between the ages of 22 and 37. These are people that are married with kids now, so that cohort is aging up. And the amount of money they spend on travel as a percentage of their disposable income is pretty extraordinary compared to Baby Boomers.



### LA is a hipster paradise, says a new tourism campaign aimed at millennials

March 09, 2016 by Jane L. Levere, Campaign US, Be the first to comment

Shop for vinyl and Instagram your lunch in the City of Angels, says a new campaign from Prettybird.

News



Looking to attract more millennial tourists, Discover Los Angeles is portraying its city as a hipster paradise in a new campaign.

The centerpiece of the effort, a two-minute YouTube video, follows a young couple as they shop for vinyl, take pictures of their food, eat tacos from a food truck, and

# 2016 Advertising Campaign Launch

- Get Lost in L.A. Media Events
  - New York, March 2
    - 60 media attendees
  - Sydney, May 17

The New York Times



THE WALL STREET JOURNAL.

TRAVEL+  
LEISURE

Forbes

EBONY

Fodor's

VOGUE

**PASSPORT**  
TRAVEL • CULTURE • STYLE • ADVENTURE • ROMANCE!

*NEW YORK POST*

ELITE DAILY



NATIONAL  
GEOGRAPHIC

**TRAVELER**

*Esquire*

Condé Nast  
**Traveler**

Daily **Mail**.com

# 2016 Advertising Campaign Launch

**“The event was great! It felt like a reunion with all of my favorite media friends – you guys did a great job bringing together high quality media and showcasing the destination,”**

**– Nancy Trejos, Travel Editor for USA Today**

**“It was a fantastic event and really brought the destination to life in New York,”**

**– Paola Singer, contributor to The New York Times, Conde Nast Traveler, Travel + Leisure**

## FOCUS ON BROADCAST COVERAGE

- Top Chef
  - \$8 million AVE
  - Host city
  - 5 episodes
  - Negotiated logo and spokesperson inclusion
  - Secured key message inclusion
- Multiple TODAY Show hits
- Extra
- Steve Harvey
- Postcards, Australia
- Getaway, Australia



# FOCUS ON BROADCAST

- **Insert broadcast sizzle video**

## SECURE FEATURE COVERAGE



VOGUE

USA TODAY

SFGate  
San Francisco Chronicle

This LA sushi trail's the next best thing to visiting Japan

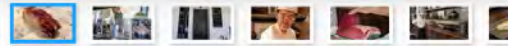
### Why L.A.'s Coolest New Restaurants Are in Strip Malls

MARCH 29, 2016 2:06 PM  
by KAREN BURENSTEIN



Strip malls: those nondescript little L-shaped mini-plazas, signs crammed into the worn-out-looking facade advertising "Dry Cleaner," "Tax Specialist," a guy who will "buy your old gold jewelry for the guaranteed best prices in town," a nail salon, maybe a Subway. These are fixtures of the L.A. landscape. While you could sometimes find, say, a great hole-in-the-wall diner or family-run Ethiopian restaurant in one, now some of L.A.'s hottest chefs are embracing strip-mall culture by opening some of the city's most inspired new restaurants in these bastions of quotidian neighborhood commerce.

Strip malls are given a shout-out in Laura Gabbert's new documentary *City of Gold* about Pulitzer Prize-winning L.A. *Times* restaurant writer Jonathan Gold: "People not from Los Angeles sometimes don't understand the beauty you can find in mini-malls," Gold says in the movie, as he drives across the city pointing out a few of his favorites. "In this completely ordinary place there happens to be extraordinary food."



"Don't dunk your nigiri in the soy sauce. Don't mix your wasabi in the soy sauce. If the rice is good, compliment your sushi chef on the rice." —Anthony Bourdain

Over the past few decades, sushi has come a long way in LA, from a slightly suspicious serving of raw fish, to ubiquitous sushi restaurants popping up overnight, from Beverly Hills to the Valley, to its present state as a sushi destination that rivals Tokyo for the excellence of its sushi and the elegant beauty of its dining venues. Sushi aficionados could spend a month exploring LA's sushi offerings without exhausting the possibilities.

"LA is one of the first cities outside of Japan to really embrace sushi," says Stacey Sun, the director of *dineLA*. "It's safe to say our love of sushi goes deep. While we embrace the traditional Japanese approach to sushi, there is a more relaxed vibe in LA vs. Tokyo."

The highlight of my recent visit was lunch at the very simply named Q, in downtown LA, where sushi chef Hiroshi Naruke creates magic with his sushi knives and some of the finest cuts of fish to be found in LA.

Chef Naruke grew up in Tokyo, where he first tried sushi when he was only 5 years old. "Even though traditional sushi was street food," he says. "It was very expensive when I was a child and reserved for special days."

The 26-seat restaurant has been attracting acclaim since its opening in 2013. "People come right off the plane to our restaurant," says Shon Morgan, one of the three law partners who opened Q.

The menu at Q changes everyday, and during my meal, standouts were the octopus, which is cooked for four hours in water at below the boiling point, and seared sea eel, one of Hiro's signature dishes. Nothing at Q is pre-made. Chef Naruke uses hand-cured ginger, and hand-grated wasabi root priced at \$100 a pound. "One of Hiro's hallmarks is no sugar in the rice," says Morgan.

Little Tokyo's Japanese Village Plaza is a good choice for families who might be introducing their kids to sushi for the first time. There are plenty of shops selling Japanese goods and souvenirs, buskers on the street, and balloon-like lanterns bobbing above passersby. At Kula, the oldest sushi bar in LA, plates of sushi pass in front of diners on a conveyor belt, kaiten zushi-style. Kids can enjoy the empowerment of choosing their own dish as it motors past. Another restaurant of note in

### Los Feliz a stellar place for astronomy, architecture

By Kimberley Lovato Published 2:22 pm, Friday, November 27, 2015



## SECURE MICE COVERAGE

PCMA  
**convene**



### Los Angeles

VIP experiences add glitz and glamour to L.A. meetings

[ON LOCATION] BARBARA SCOFIDIO

**W**hile not every group can experience the Emmys, Oscars or Golden Globes, they can certainly get a taste of the glam. Whether that means a private party for 1,500 on the Warner Bros. Studios lot, or an exclusive VIP red carpet event in Hollywood at the Dolby Theater (the setting for the Academy Awards), the opportunities for entertainment-oriented experiences abound.

#### QUINTESSENTIAL L.A.

During a recent meeting of its customer advisory board, the Los Angeles Tourism & Convention Board staged an unforgettable evening at the 67th Annual Emmy Awards. The day had begun with an outdoor breakfast at NOE at the Omni Los Angeles, featuring eggs and waffles themed after TV shows. Attendees were then treated to their choice of manicures, pedicures, hair or makeup—do whatever before attending any awards event. Goodie bags in the rooms included glitter nail polish for those who chose to do their own.

After group photos at the pre-event reception at the Conga Room, it was just a few short steps to the Microsoft Theater, where the awards were held. "It's the quintessential L.A. experience," says Darren Green, senior vice president of sales for the Los Angeles Tourism & Convention Board, who headed the group. "Only in L.A. can you experience something like an awards show right downtown in the heart of the city."

#### DOWNTOWN RENAISSANCE

Downtown, the new Wilshire Grand, opening in 2017 with 900 rooms, will be the tallest building west of the Mississippi and literally change the landscape of downtown L.A. An interesting feature: Guests will take high-speed elevators to the top floor to check

in. Other developments include a new Hotel Indigo and a major re-do of the iconic Hotel Figueroa. A \$160 million re-creation of downtown's flagship Macy's into an open-air shopping experience known as The Bloc will include other complimentary boutiques such as Le Bon Marché and Avenue Montaigne, as well as art installations and a fully refurbished 485-room Sheraton. All are expected to open in late 2016. The same weekend as the Emmy Awards, a brand new contemporary art museum, The Broad, featuring the collection of philanthropists Eli and Edythe Broad, opened across from the Walt Disney Concert Hall.

The massive L.A. Live complex has changed the face of the area around the Los Angeles Convention Center, which just received LEED Gold certification and is moving closer to a major renovation, being called on this fall. A 22-story combined Residence Inn and Courtyard by Marriott opened their last summer, with a total of 382 rooms and 11,754 sq ft of meeting space; the JW Marriott will be adding a 1,000-room tower; and the Luce Hotel will become the city's third W in 2019. Also in the L.A. Live area, the Grammy Museum can be taken over for group events, or companies can host cocktails on the top floor, with an outdoor terrace that accommodates 150, or 250 including the indoor space.

Add to all the hotel developments the numerous new restaurants being opened downtown by talented emerging and established chefs, and there's no question: This city is white hot. Downtown is exploding, and the renaissance is arriving to watch," says Green. "The new room inventory is really going to add a lot to the experience of downtown L.A. We're creating countless in terms of what we have to offer groups."

[discoverlosangeles.com](http://discoverlosangeles.com)

[prevuemeetings.com](http://prevuemeetings.com) | 59

**Smart**meetings

### Darren Green talks Trends in Los Angeles

Video News Trends

BY SMART MEETINGS ON APRIL 15, 2016



Darren Green talks New Trends in the City of Angels



Darren Green, senior vice president of sales for the Los Angeles Tourism and Convention Board, confirms that the City of Angels offers many lucrative short-term corporate opportunities for the groups and meeting industries. Green notes that there has been an unprecedented spike in boutique hotels, with occupancy skyrocketing. He suggests that visitors exercise some flexibility in travel dates as hotels become uncommonly busy; guests can benefit from this by gaining more property options and the potential for lower fares.

Green adds that Los Angeles has close to 300 days of sunshine, making it an attractive locale for visitors to dine al fresco, hit the hiking trails, or go for a swim. The booming city is also home to high-end spas focused on health, wellness and relaxation.

Downtown Los Angeles is exploding with the residential, commercial and corporate marketplaces unparalleled. It has the fastest-growing high-tech segment in the US, attracting top players like Google and True Car because of its high market saturation.

**prevue**  
Destination experiences for  
meetings + incentives



**Walk of Fame:** The temperature hit triple digits on the red carpet, but the 67th Primetime Emmys were unforgettable. The futuristic, multi-level set was flanked by monitors that showed the action onstage and encouraged social-media engagement during commercials.

#### CONVENE ON SITE

### Hooray for Hollywood

**I**n my eight years as a reporter, I'd never gotten an assignment quite like this one: Fly to Los Angeles for a weekend to cover the Emmys as a guest of the Los Angeles Tourism & Convention Board's Meet L.A.

Late Saturday afternoon, Sept. 19, I arrived at the Loews Hollywood, a sleek, 20-story hotel just around the corner from the TCL Chinese Theatre on Hollywood Boulevard. I had time for a quick look around the legendary movie palace before heading to Cleo, The Redbury Hollywood hotel's nouveau-Mediterranean, 200-seat restaurant, for dinner with a representative from Meet L.A. Our server offered to bring out the kitchen's favorite dishes, and he showed no restraint — we sampled reinterpretations of spanakopita and spicy cigars, Brussels sprouts roasted with hazelnuts, oysters, tuna tartare with citrus and avocado, branzino, and roast lamb with Israeli-style couscous. After the meal, we headed up to The Library, the hotel's indoor-outdoor rooftop bar, for cocktails and a commanding view of the Hollywood Hills.

Sunday morning we visited the Grammy Museum, where the 200-seat Clive Davis Theater, a terrace, and several smaller spaces are available for events, followed by brunch at Faith & Flower in L.A.'s South Park district. There was a mad dash to blo W Hollywood for hair and makeup before we headed back to the Loews Hollywood to get ready for the 67th Primetime Emmys. Before the broadcast, we joined a group of planners, also hosted by Meet L.A., for a cocktail reception at The Conga Room, a kitschy-chic lounge

co-owned by a handful of celebrities, including Jennifer Lopez and Will.i.am.

The Emmys were held at the 7,100-seat Microsoft Theater, part of the L.A. LIVE complex downtown. It was exactly 100 degrees on the red carpet — which is much longer than it looks on TV, by the way. The view from my seat in the first row of the mezzanine was fantastic, and the show's organizers found a great way to keep the audience in their seats during commercials. The large-panel screens framing the main stage encouraged people to take a photo with the person next to them and post it to Twitter or Instagram with the hashtag #myemmysneighbor. (For more Emmys-inspired planning tips, see [convi.org/emmy-tricks](http://convi.org/emmy-tricks).)

The three-hour ceremony gave way to a slow shuffle down to the lobby level of the theater and then through a maze-like parking garage, where I saw Frances McDormand — who mere hours before had won an Emmy for her title role in the HBO miniseries "Olive Kitteridge" — and her husband, director Joel Coen. The evening ended with an intimate outdoor reception at the JW Marriott Los Angeles L.A. LIVE, where planners and representatives from Marriott and Meet L.A. hit up the buffet for a late dinner and showed off their celebrity snapshots. ■

— Kate Mulrone

For more information, [discoverlosangeles.com](http://discoverlosangeles.com)

**CITY OF LOS ANGELES**  
INTER-DEPARTMENTAL CORRESPONDENCE

**DATE:** April 25, 2016

**TO:** Board of Los Angeles Convention and Tourism Development  
Commissioners

**FROM:** Robert R. "Bud" Ovrom, Executive Director   
Los Angeles Department of Convention and Tourism Development

**SUBJECT: BI-WEEKLY PROGRESS REPORT ON THE LOS ANGELES  
CONVENTION CENTER EXPANSION AND FUTURIZATION PROJECT**

We are now one-third the way through the 90 days to complete the report on the Dual Paths. Everyone is on track to conclude the analysis by June 21 and report to the Economic Development Committee (EDC) on June 28. The goal remains to have a decision made on how best to proceed with the LACC Expansion and Modernization Project by the time the City Council breaks from summer recess on July 5 - 22.

**1. Populous Conceptual Design Refinement – Conventional Financing Path**

Populous continues to refine the three design alternatives to find different ways to incorporate the recommendations and suggestions we have received from our clients, contractors, and other stakeholders.

I started to say that the building is almost beginning to design itself. That is too simplistic. What is actually happening is that a very intense review of the constraints and opportunities is leading the design in certain directions. My initial concern was that too many people were jumping to conclusions about where best to put the hotel or the ballroom without looking deeper into the consequences of each of those decisions – almost a knee jerk reaction to one idea or another. But, Populous has done an excellent job of describing the features, as well as the pros and cons, of each alternative. That very deliberative analysis is driving the design toward a staff recommended preferred alternative.

We had originally planned for the first public review of the three conceptual design alternatives to be at the CTD Board meeting on April 20, but that meeting had to be postponed due to lack of quorum. That unveiling and initial discussion of the three alternatives will now be at a Special Board Meeting on April 26, at 10:00 a.m.

We will also have meetings with general services contractors in the afternoon of April 26, followed by a meeting with show owners and managers on the morning of April 27 and community stakeholders in the afternoon of that same day.

If everything plays out as scheduled, we should be back to the CTD Board for its recommendation on May 4 and to the EDC on May 10.

Once we have a selected conceptual design, we will be in a position to do a more complete Project Description for the Environmental Impact Report (EIR) and the financing plan, which will become the center of our attention in May.

## **2. CAO – Arup – DBFOM – HOK Path**

Sorry for the awkward title! As described in prior reports, the City Administrative Officer (**CAO**) has retained the consulting firm **Arup** to prepare a financing alternative referred to as Design, Build, Finance, Operate, and Maintain (**DBFOM**). Arup, in turn, has retained the architectural firm of **HOK** to prepare its own design for the Convention Center.

Arup hosted a 4-hour “Visioning Session” for City staff on April 18. Most of that session was devoted to reviewing the design of convention centers around the world, with particular emphasis on densification, or more vertical design features. No discussion of governance or financing yet.

Arup will host another meeting with City staff on the afternoon of April 25 to review the preliminary HOK design layout of the LACC. Arup will make its first in-depth presentation of the DBFOM structure to the CTD Board on April 26.

The CAO, Arup, and HOK will also be hosting a series of workshops:

May 11	-	Hotels (early morning)
May 11	-	Show Owners (mid-day)
May 12	-	Community Stakeholders

The CAO and Arup are also on schedule to complete their work by June 21 and report back to the EDC on June 28.

## **3. On-site Headquarters Hotel**

On April 20, we hosted a workshop for Populous to review their three Convention Center design alternatives with the hotel developers, architects, contractors, and brands. We had about 30 people in the room and another 40 from across the nation by webcast.

Populous did a great job explaining the three design alternatives and how each one dealt with on-site headquarters hotel. In fact, it is the location of the hotel which is one of the primary differences between the three alternatives. We decided to have Populous indicate their preferred alternative to stimulate reaction, either for or against.

As expected, almost everyone held their cards very close to their chest and did not say much! This is one of the most premiere hotel development opportunities in the nation and none of the primary competitors are going to tip their hand on anything!

One goal of the workshop was to try to get insight as to which hotel site these industry leaders preferred, and why. Maybe we will hear more later, but for now, we still have to assume that for most of them, it is, "six of one, half a dozen of the other." Both of the primary sites have advantages and disadvantages. If we properly fine tune both alternatives, either one could work! The main thing is that all the major hotels want in!

We will also be discussing these hotel alternatives at the CTD Board meeting on April 26.

RRO:cv

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cc: LACC Expansion Project routing