



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 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 3, 2017
9:00 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 regular meeting minutes from April 5, 2017

4. PRESENTATIONS:

- a. 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 Board of Los Angeles Department of Convention and Tourism Development
- b. AEG Monthly Update – March – Brad Gessner, AEG
- c. LATCB Monthly Update – March – Darren Green, LATCB
 - i. Visitors Welcome Videos – Patti MacJennett, LATCB
- d. CIP Update – Tom Fields, CTD

5. DISCUSSION ITEMS:

- a. FY 16/17 and 17/18 CTD Budget Update – Board Report # 17-002

ADJOURNMENT

AGENDA FORECAST / SPECIAL TOPICS:

May 17, 2017 - Expansion & Futurization 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.

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

Regular Meeting Minutes

April 5, 2017

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, April 5, 2017 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:

Commissioner Otto Padron, Presiding
Commissioner Jeremy Bernard
Commissioner Stella T. Maloyan

ABSENT:

President Jon F. Vein
Vice President Ray Bidenost

PRESENTERS:

Adam Burke, LATCB
Brad Gessner, AEG
Darren Green, LATCB
Keith Hilsen, AEG
Patti MacJennett, LATCB
Kathy McAdams, LATCB

Item 1. Call to Order / Roll Call

Commissioner Padron called the meeting to order at 9:00 a.m.

Item 2. Public Comment

None

Item 3a. Approval of the regular meeting minutes from March 1, 2017

UNANIMOUSLY APPROVED

Item 4a. Neighborhood Council

None

Item 4b. AEG Monthly Update – February

Mr. Brad Gessner introduced Keyco Lee, employee of the month for February. Mr. Gessner reported that January as 13 events, with a total of 119,400 in attendance, 2 of which were citywide events. Mr Gessner also reported that there were 5 fimings in January. Mr. Hilsgen presented the financial data for January. Mr. Hilsgen reported that revenue from rent was under budget due to Microsoft cancelling. Mr. Hilsgen also reported that occupancy for February was 70% and the Economic Interest was \$21.5 million.

Item 4c. LATCB Monthly Update – February

Ms. Kathy McAdams presented the February update, stating that the Lead goal of 220 was on track with 166 leads year to date. Ms. McAdams also stated that the Room Night goal of 390,000 was on track at 291,774.

Item 4ci. LATCB Monthly Update – Virtual Tour

Mr. Darren Green presented the new “Virtual Tour” application/website. The Tour takes the view through the city, allowing for both broad and focused searches.

TAKEN OUT OF ORDER

Item 4ciii. LATCB – Monthly Update – Interactive Visitor Kiosk Network

Mr. Adam Burke presented information on the Visitor Information Network, which is a contractual obligation of LATCB to LA City. Mr. Burke stated that the program meets the needs of both visitors and residents and IKE is the selected vendor for the kiosk. Mr. Burke reported that the kiosk is set for two way communication allowing for multiple languages.

Item 4ciii. LATCB Monthly Update – Advertising Campaign – Electric Spot

Ms. Patti MacJennett presented the new advertising campaigns, “Magic, Chill, Electric”. Ms. MacJennett reported that the video spots were focused on different target groups.

ADJOURNMENT

The meeting was adjourned at 9:54 a.m.

Los Angeles Convention Center AEG Monthly Status Report March 2017

Brad Gessner



LEADER OF THE QUARTER 1ST QUARTER



**DAN FEDEROFF
EVENT MANAGER**

EMPLOYEE OF THE MONTH – MARCH 2017



ALAN GONZALEZ
MECHANIC

LACC MARCH 2017 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
Mar. 8 - 11	IHRSA Intl' Convention 2017	13,000
Mar. 11 - 12	Vivir Sin Limites	3,500
Mar. 13 - 16	InterContinental Hotel Job Fair	1,350
Mar.15	Naturalization	13,000
Mar. 17 - 18	LA Marathon	32,920
Mar. 17 - 19	Gem and Jewelry Show	2,500
Mar. 17	Cedars Sinai Medical Network	1,350
Mar. 18 - 24	Optical Fiber Communications Conference	32,000
Mar. 24 - 26	Abilities Expo	6,555
Mar. 26	AUTOCON Los Angeles 2017	7,000
Mar. 28 – Apr. 2	National Science Teachers Association	20,000

*Citywide

TOTAL: 133,175

LACC MARCH 2017 FILMING AND PHOTO EVENTS

<u>Name</u>	<u>Location</u>	<u>Amount</u>
Transparent	West Lobby	\$36,920
Yves St. Laurent	Kentia	\$31,380
Ballers	Bond Lot/West Parking	\$11,450

TOTAL FILMING: \$79,750

(March 2017 - \$11,450)

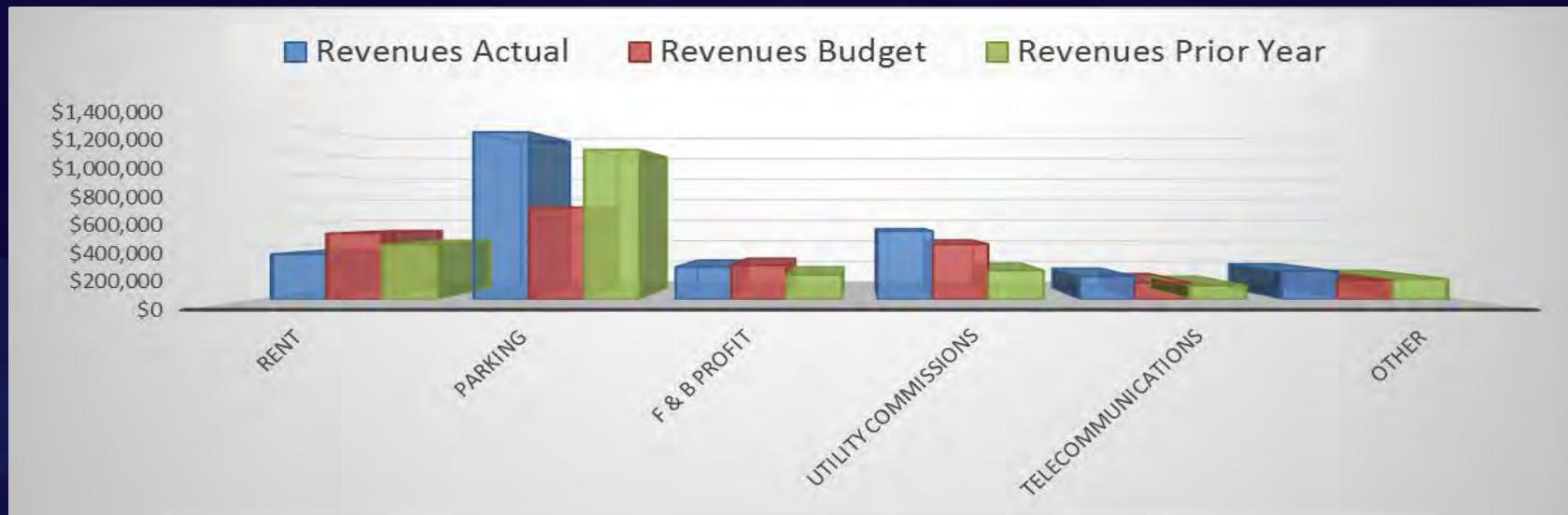
LACC MARCH 2016 FINANCIALS

OPERATING PROFIT:

- \$816K (before approved A & I and Capital Projects)
- \$562K better than budget and \$474K above prior year
 - Budget prepared in October 2015

REVENUES:

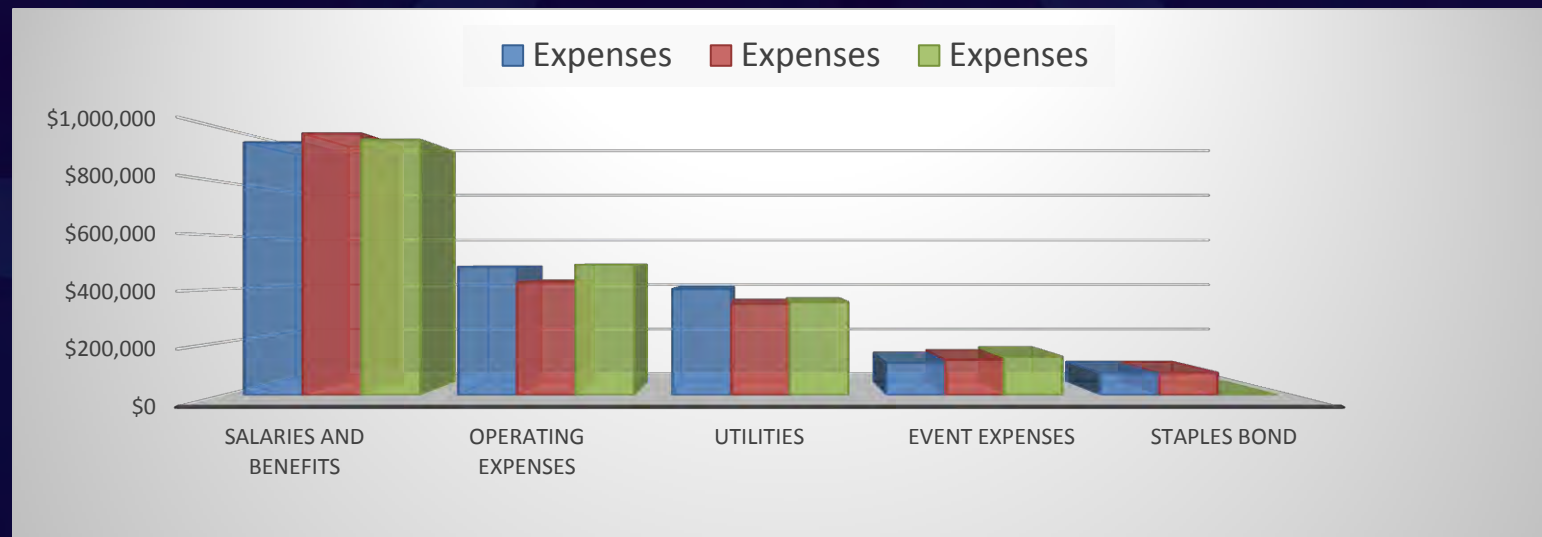
- \$2.85 Million
- \$632K above budget and \$566K above prior year and



LACC MARCH 2016 FINANCIALS

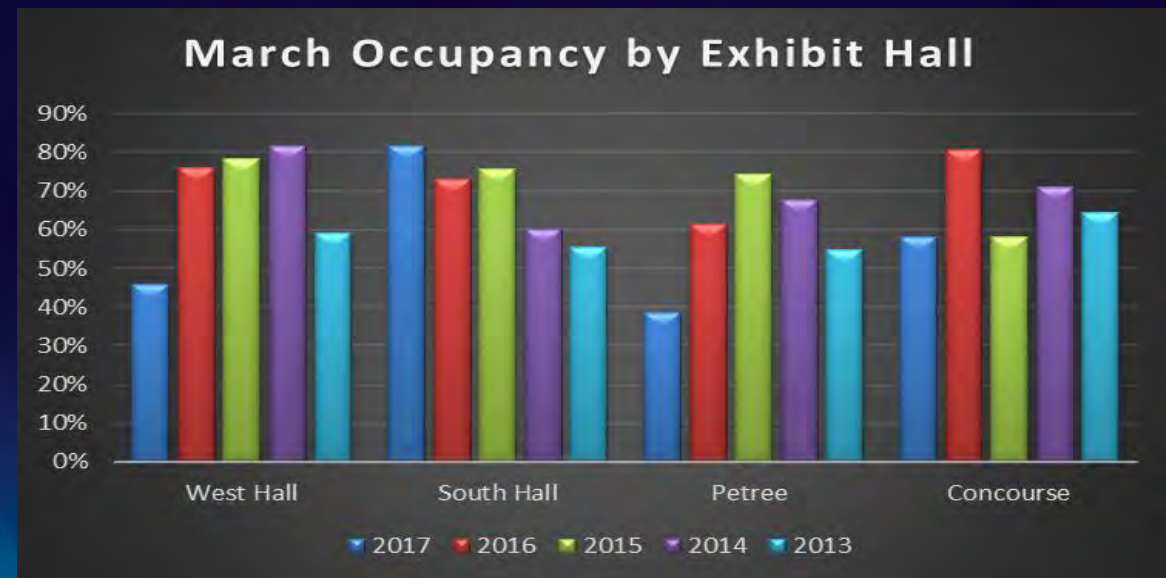
EXPENSES:

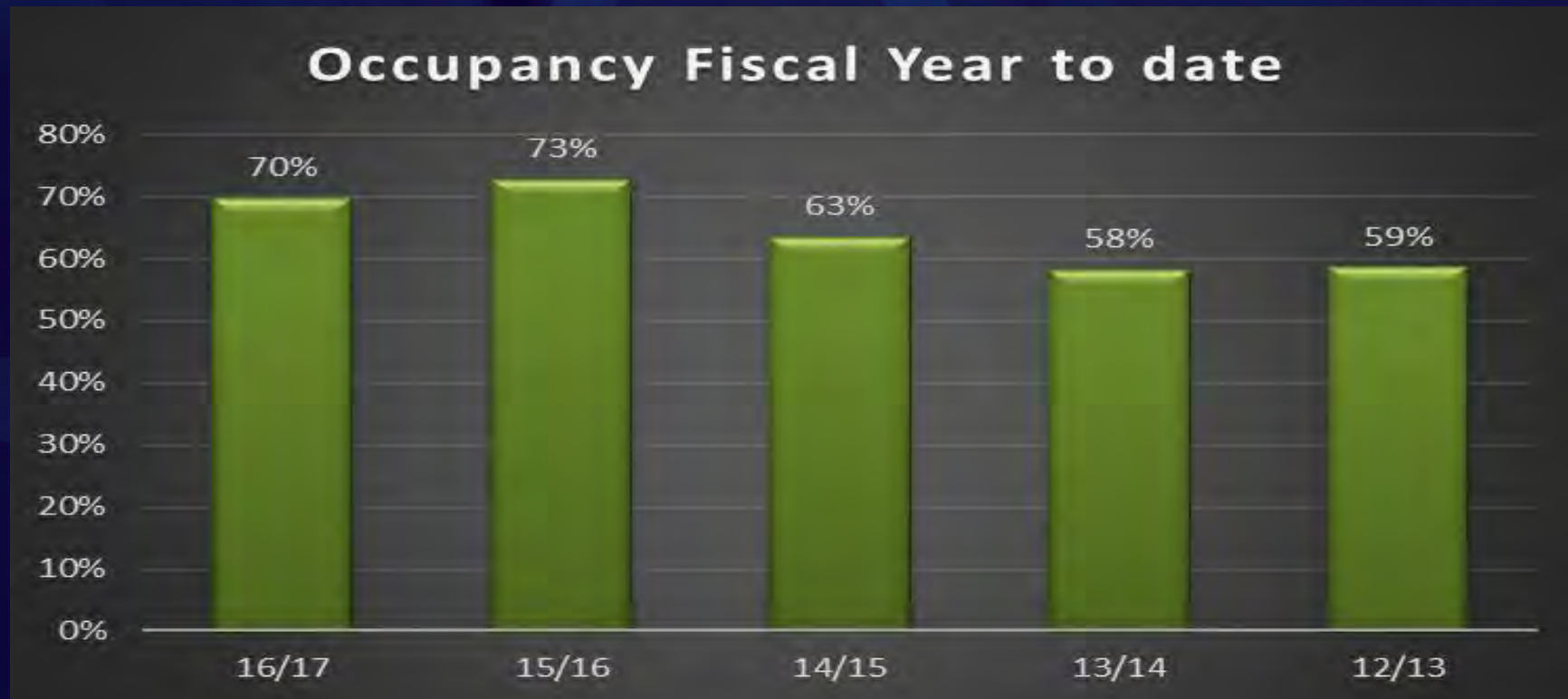
- \$2.0 million (before approved A & I and Capital Projects)
- \$70K above budget and \$93K above prior year



- ALTERATION AND IMPROVEMENTS & CAPITAL PURCHASES:
 - \$97K in A&I and \$142K in Capital consisting of:
 - Concessions Point of Sale equipment
 - Exterior Painting
 - Sump Pump Repairs
 - CCTV (camera) coverage of Parking attendants

MARCH OCCUPANCY



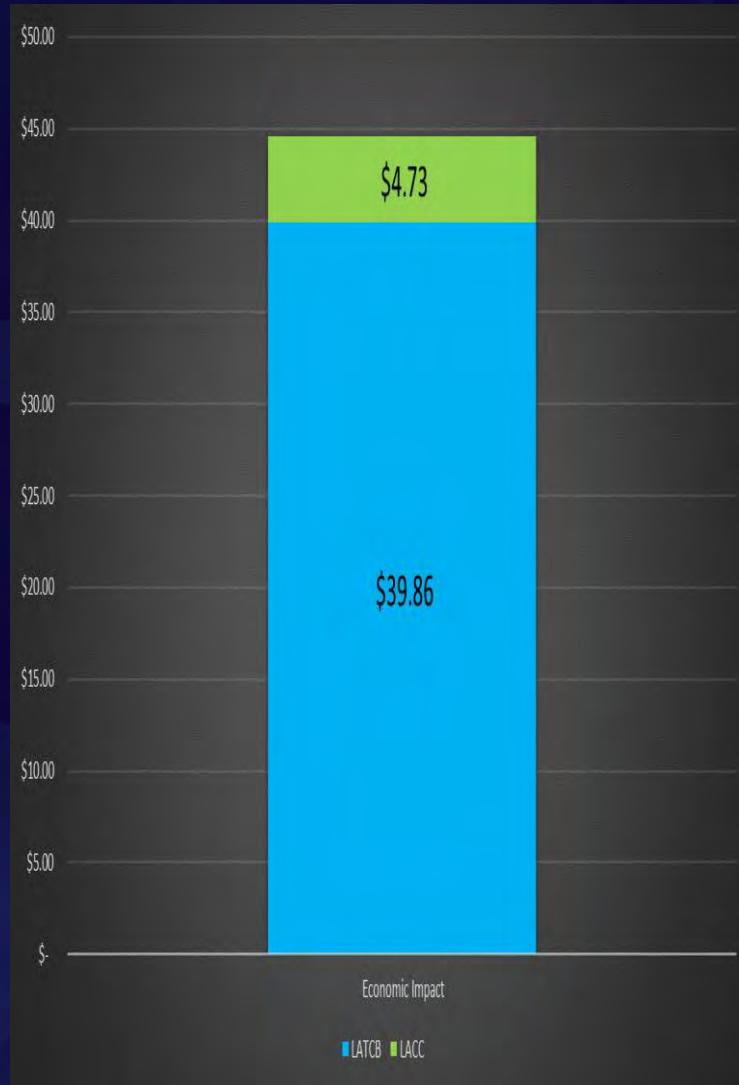


PricewaterhouseCoopers report on Convention Center occupancy states:

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.”

Economic Impact - MARCH

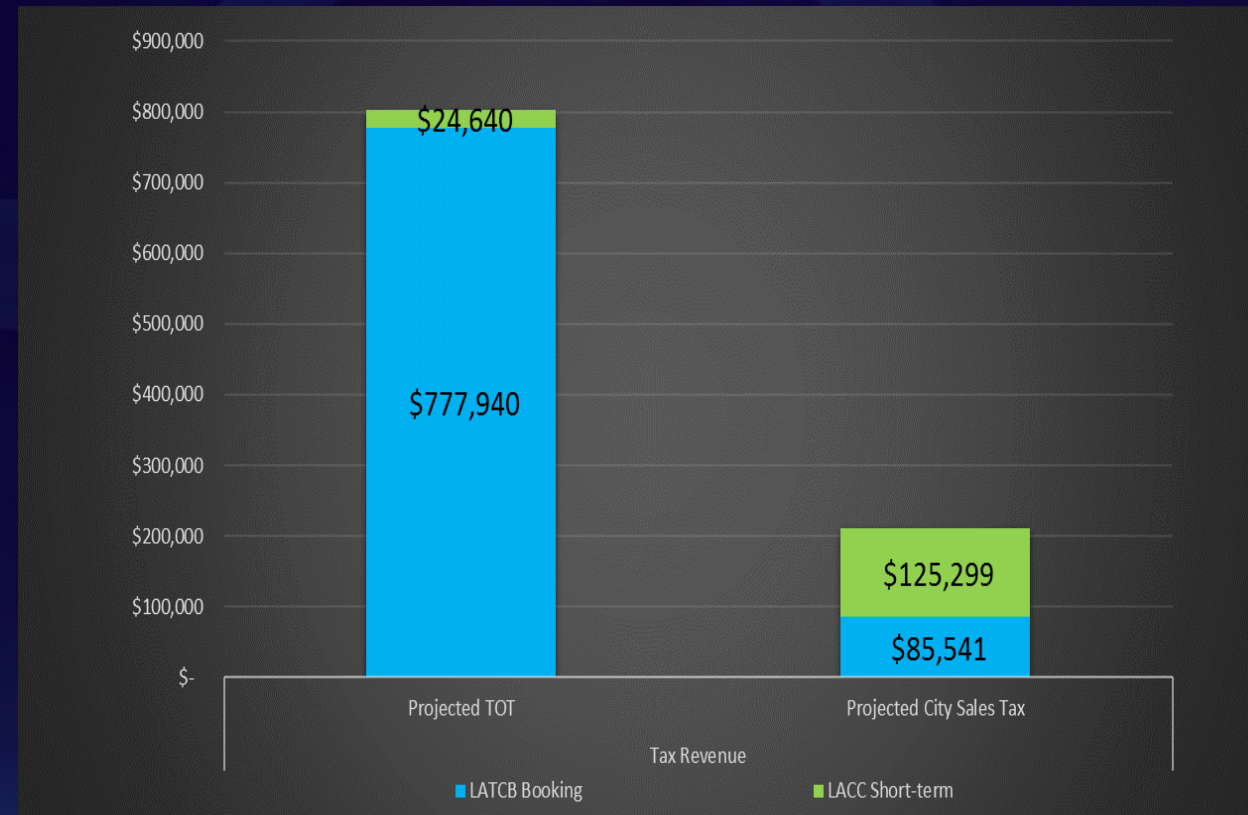
\$44.6 million in Economic Impact



City Tax Revenue- MARCH

\$1.0 Million in tax revenue generated

\$803K in TOT and \$210K in other city taxes



CTD Board of Commissioners Meeting

May 3, 2017

meet
L.A.





AGENDA

Sales Update

Darren K. Green

Senior Vice President, Sales

LA LA Land Partnership

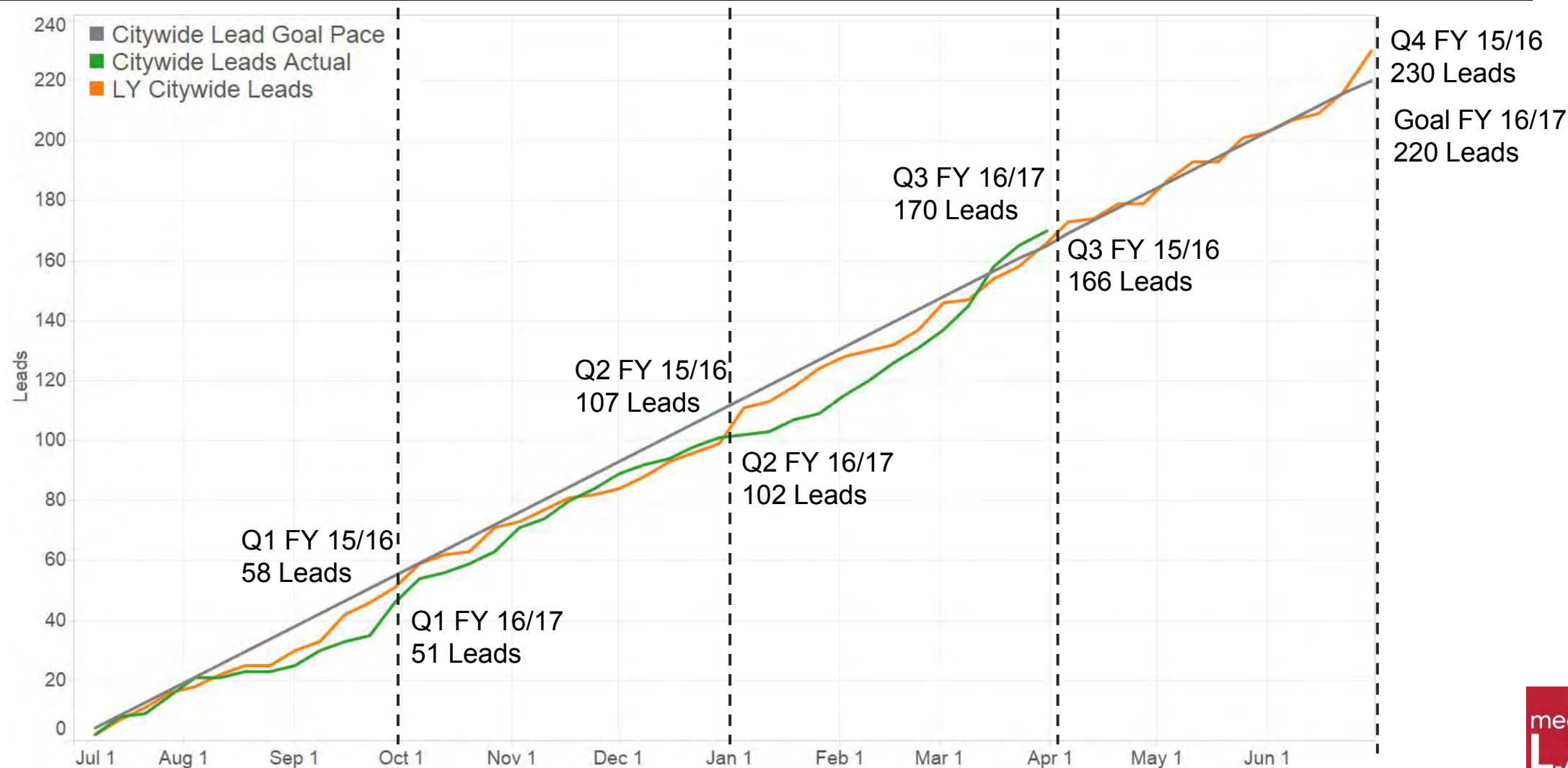
National Travel & Tourism Week

Welcome Initiative

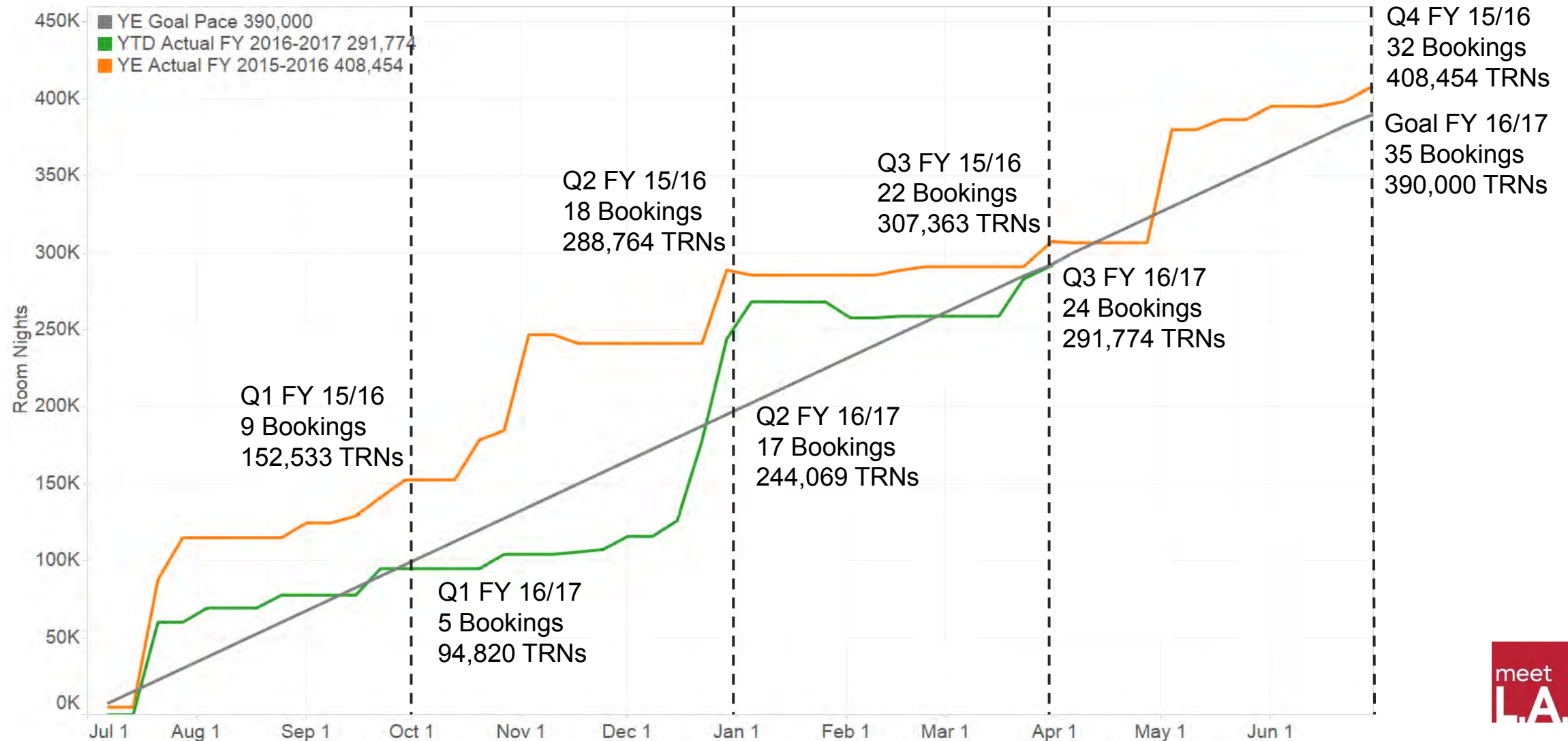
Patti MacJennett

Senior Vice President, Business Affairs

Citywide Convention Sales Quarterly FY 16/17 Lead Production



Citywide Convention Sales Quarterly FY 16/17 Booking Production



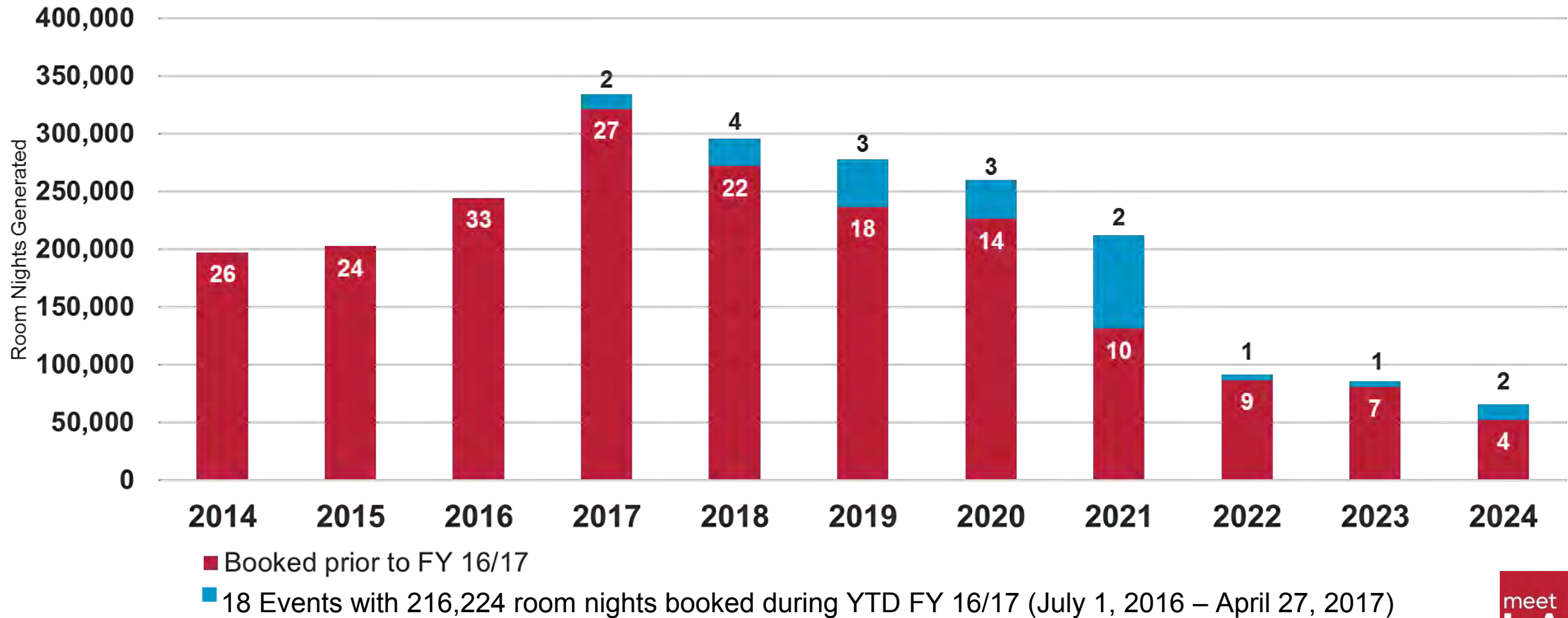
Citywide Convention Sales YTD FY 16/17 Production

Lead Production	Leads Actual
FY 16/17 Goal	220
FY 16/17 YTD	187
FY 15/16 STLY	177

Booked Room Nights Produced	RNs Actual
FY 16/17 Goal	390,000
FY 16/17 YTD	319,045
FY 15/16 STLY	307,363

Dated April 27, 2017

Citywide Convention Sales Booked Room Nights 2014 to 2024 Calendar Year Arrival Date



LATCB Sales Parameters

LATCB Direct Sales effort includes:

- **Citywide Conventions and Convention Center Events**
- **Self-contained and Multi Hotel Meetings/Incentives**
- **International MICE (Meetings, Incentives, Conferences & Exhibitions) market**

LATCB represents 153 hotels in the greater Los Angeles area to the Meetings Industry.



Citywide Convention Definition

- **Citywide Convention definition:** group using the Los Angeles Convention Center, a minimum of three hotels and a minimum of **1,500** hotel room nights on peak and/or a minimum of **3,000** total hotel room nights.
- **Convention Center Events:** non-citywide groups utilizing the Convention Center for exhibit space and at least one hotel.
- **Hotel Sales:** self contained meetings and incentives that do not use the Convention Center



FY 16/17 Citywide Convention Sales Challenges

- Commitment for Confirmed LACC Expansion with Timeline and Process
- Delayed Decision for an Additional Convention center Hotel
- Opening Dates of New Hotels Changing and being Pushed Back
- Award Shows Competing for Event Space over Numerous Sets of Dates
- Hotels Reluctance to Offer Room Blocks for Citywides in Favor of Seeking Higher Rated Self Contained Groups that can Commit to F&B Requirements

8 Key Takeaways To Leverage Conventions To Drive Economic Development

1. The meetings industry is a global innovation distribution channel
2. Convention bureaus are importers/exporters of knowledge and brokers of innovation
3. Convention organizers should leverage a city's innovation economy for program content
4. Make economic development more tangible and understandable
5. Embrace the concept: "Convergence is the new innovation"
6. Understand the contexts of the city's long-term strategic vision
7. Define the future of cities as a connected platform for value exchange
8. Engage academia to define the full economic impacts of conventions



LA LA LAND PARTNERSHIP

Partnered with Lionsgate on promotional activities in key markets:

- 1) LA LA Land Trip Sweepstakes in Australia, Canada, China, and UK
- 2) Use of LA LA Land creative assets on our website and in social
- 3) Screenings with travel trade in Australia, Canada, China, and UK
- 4) Travel media attended the World Premiere in LA
- 5) Sizzle reel with Director Damien Chazelle

LA LA LAND SIZZLE REEL



LA LA LAND DAY APRIL 25th



NATIONAL TRAVEL & TOURISM WEEK

May 7-16, 2017

Presentation to City Council (May 9/10)

- Release 2016 economic impact numbers
- Present Tourism Welcome Initiative

Communication to Industry (May 9/10)

- Share 2016 economic impact numbers
- Thank you message from LA Tourism

Visit California 25th Silver Anniversary

- First-ever California Tourism Month
- Kick-off Event, May 3, Sacramento
- Certificate from top 10 California cities



WELCOME INITIATIVE RATIONALE

There has been a media storm around the potential impact of international travel to the U.S. and international gateway cities...

The Forbes logo, featuring the word "Forbes" in a blue, serif font.

“Travel Ban: Experts Predict Severe Damage to U.S.”

The New York Times logo, featuring the words "The New York Times" in a black, serif font.

“After Travel Ban, Interest in Trips to U.S. Declines”

The Money logo, featuring the word "Money" in a white, sans-serif font on a blue square background.

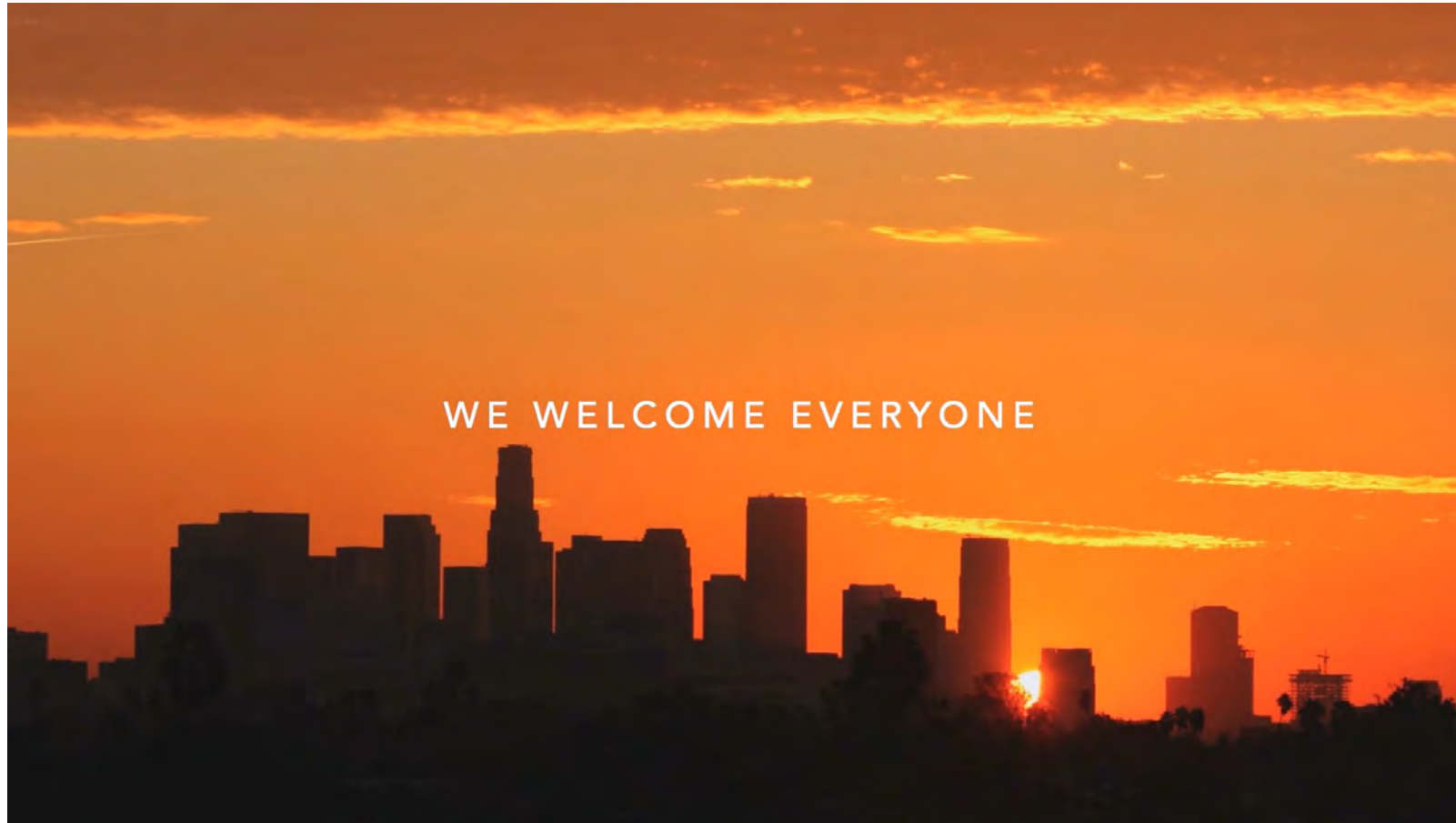
“Travel Ban Discourages U.S. Visitors”

LA's WELCOME INITIATIVE

TACTICS

- Three Waves of Consumer Sentiment Surveys
- Addition of Baltimore/Boston to Domestic Media Buy
- Video Message to the Travel Industry
- New Welcome Campaign Spot
- Welcome P.R. Event

WELCOME INITIATIVE – MESSAGE TO THE TRAVEL INDUSTRY



WELCOME INITIATIVE SPOT – “PAPER PLANES”



WELCOME INITIATIVE P.R. EVENT

On May 6th, a P.R. event is scheduled with the goal of garnering \$6 million in global earned media coverage...

Concept: Amass 1,000 volunteers to hold up stadium cards to welcome international travelers to Los Angeles as they approach LAX.

Location: Greg Nielsen Park, just east of LAX north runway.

Multiple Languages: Arabic (Emirates), English (Qantas & Air Canada), Mandarin (Air China), Spanish (AeroMexico)

B-Roll: Produced from both on-site as well as from the air as visitors arrive in their respective planes

Targeted Media: Al Jazeera, BBC, CNN, Fox, CCTV, Televisa

Social Push: Robust push out of video/digital content through all owned channels

#EVERYONE IS WELCOME

To kick off National Travel & Tourism Week, Discover Los Angeles - the city's official tourism marketing organization - is celebrating our city's diversity and visitors from across the world with a warm message: #everyoneiswelcome

JOIN US

as we create one of the largest human welcome signs in history
and welcome all visitors to Los Angeles.

SATURDAY, MAY 6

Carl E. Nielsen Park, 6000 Will Rogers St.
LOS ANGELES, 8AM - 3PM

(Two time slots available: 8AM - 11AM and 11AM - 2:15PM)

Free parking, food, refreshments, live music and giveaways
in a family-friendly environment.

Please grab friends and family, and sign up to help us welcome
all to our great city. For more information, visit

discoverlosangeles.com/everyoneiswelcome



THANK YOU



CIP UPDATE



CIP UPDATE - SUMMARY

PLANNING AND CONTRACTING STAGE

Carbon Monoxide Sensors

IN PROGRESS

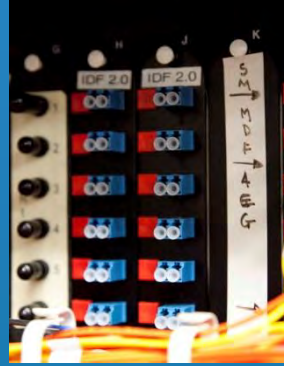
Parking Emergency Call Boxes	Escalator and Elevator Repair/Modernization
Marquee Signage Upgrade: Phase II	Solar
Compactor Replacement	Exhibit Hall Lighting Retrofit
Fire Suppression System for IDF 2.0	Carpet Replacement: Phase II

COMPLETED

Fiber Optic Cable Infrastructure Upgrade*	LAN Core Switch Upgrade*
Dimming Control System: Phase II*	Security Surveillance System: Phase II*
Marquee Signage Upgrade: Phase I	Carpet Replacement: Phase I
South Hall Floor Remediation	South Hall Entry and Dock Lighting

FIBER OPTIC CABLE INFRASTRUCTURE UPGRADE AND LAN CORE SWITCH UPGRADE

COMPLETED



- Increased capacity for security surveillance system and access control, enhancing safety and security for guests, employees and clients
- Tripled capacity to provide bandwidth for current and future communication projects
- LAN upgrade to 10 gigabit Ethernet increased computing speeds 10x faster
- Fiber upgrade includes 5 new cable runs equivalent to 148,200 ft of single mode fiber (over 28 miles of fiber)

DIMMING CONTROL SYSTEM: PHASE II

COMPLETED



- Addressed 400 series meeting rooms and theater
- Offers increased functionality and reliability, and improved user interface

SECURITY SURVEILLANCE SYSTEM: PHASE II

COMPLETED



- 73 cameras and associated storage added to existing system
- Main areas addressed: parking garages, escalators and South Hall external perimeter