



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

Commissioners: Jon F. Vein, President; Vacant, 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**  
**Wednesday, July 26, 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. FY 17-18 Election of Officers
- b. Approval of the regular meeting minutes from June 7, 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 – May – Brad Gessner, AEG
- c. LATCB Monthly Update – May – Darren Green, LATCB
- d. CIP Update – Tom Fields, CTD
- e. Update on Expansion & Modernization – CLA (Invited)
- f. Executive Director Report

### **ADJOURNMENT**

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

- |                |   |                                       |
|----------------|---|---------------------------------------|
| August 9, 2017 | - | Expansion & Futurization Update – CTD |
|                | - | AEG Monthly Update – June – AEG       |
|                | - | LATCB Monthly Update – June – LATCB   |

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.

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

Regular Meeting Minutes

June 7, 2017

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, June 7, 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:**

President Jon F. Vein  
Commissioner Jeremy Bernard  
Commissioner Otto Padron

**ABSENT:**

Vice President Ray Bidenost  
Commissioner Stella T. Maloyan

**PRESENTERS:**

Brad Gessner, AEG  
Keith Hilsgen, AEG  
Doane Liu, CTD  
Kathy McAdams, LATCB

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

President Vein called the meeting to order at 9:06 a.m.

***Item 2. Public Comment***

None

***Item 3a. Approval of the regular meeting minutes from May 3, 2017***

UNANIMOUSLY APPROVED

***Item 4a. Neighborhood Council***

None

***Item 4b. AEG Monthly Update – April***

Mr. Brad Gessner recognized Joe Espinoza, Employee of the Month for March. Mr. Gessner reported that April had 14 events, with a total attendance of 125,334, two of which were citywide events. Mr. Hilsgen presented the financial data for April. Mr. Hilsgen also reported that occupancy for April was 71% and the Economic Interest was \$52.7 million, of which LATCB booked events generated \$43.10 million and LACC booked events generated \$9.64 million.

***Item 4c. LATCB Monthly Update – April***

Ms. Kathy McAdams reported that year to date, LATCB has processed 205 leads, the year-end goal is 220 lead, resulting in 391,744 room nights while the year-end goal in 390,000. Ms. McAdams announced Michael Tarr, Midwest Region Convention Sales, as the newest team member. Ms. McAdams reported that the 4<sup>th</sup> Annual Meet LA Exchange 2017 has 465 appointments scheduled and played a Meet LA promotional video.

President Vein asked that LATCB present a metrics on the LATCB marketing spend.

***Item 4d. Executive Director Report***

Mr. Doane Liu reported that he attended the World Police and Fire Games meeting as well as the “Everybody Welcome” event hosted by LATCB. Mr. Liu presented a review of activities since the last Commission meeting which included League of Cities meeting, OIC tour, 300 Room Luxe Hotel meeting, several industry meetings, and an MLB 2020 teleconference.

**ADJOURNMENT**

The meeting was adjourned at 9:40 a.m.

# Los Angeles Convention Center FY 16-17 Year End Results

Brad Gessner



## EMPLOYEE OF THE MONTH – MAY 2017



**Brian Delostrinos**  
**Security Officer**



## LEADER OF THE 2<sup>ND</sup> QUARTER 2017



**BLADIMIR REYES**  
**FACILITIES OPERATIONS**

## LACC MAY 2017 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
May 4 – 9	ASCRS – ASOA 2017 Annual Symposium	35,000
May 14 - 19	Intel International Science & Engineering Fair ISEF 2017	25,000
May 20 - 25	SID – Society for Information Display	10,000
May 21	The Voice Auditions	3,000
May 23	Naturalization	18,400
May 28 – June 2	NAFSA Annual Conference & Expo 2017	40,714

\*Citywide

**TOTAL: 132,114**

## LACC MAY 2017 FILMING AND PHOTO EVENTS

<u>Name</u>	<u>Location</u>	<u>Amount</u>
Nice Little Day	Venice Garage	\$1,050
Adidas	Venice Garage	\$1,650
Inner City Productions	Bond Lot	\$5,000

**TOTAL FILMING: \$7,700**

(May 2016 - \$44,930)



## LACC JUNE 2017 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
June 13 - 15	E3 2017	57,000
June 20 - 27	County of Los Angeles HR Testing	2,500
June 23 - 25	Dwell on Design	22,000
June 24 – 25	BETX 2017	40,060

\*Citywide

**TOTAL: 151,560**

## LACC JUNE 2017 FILMING AND PHOTO EVENTS

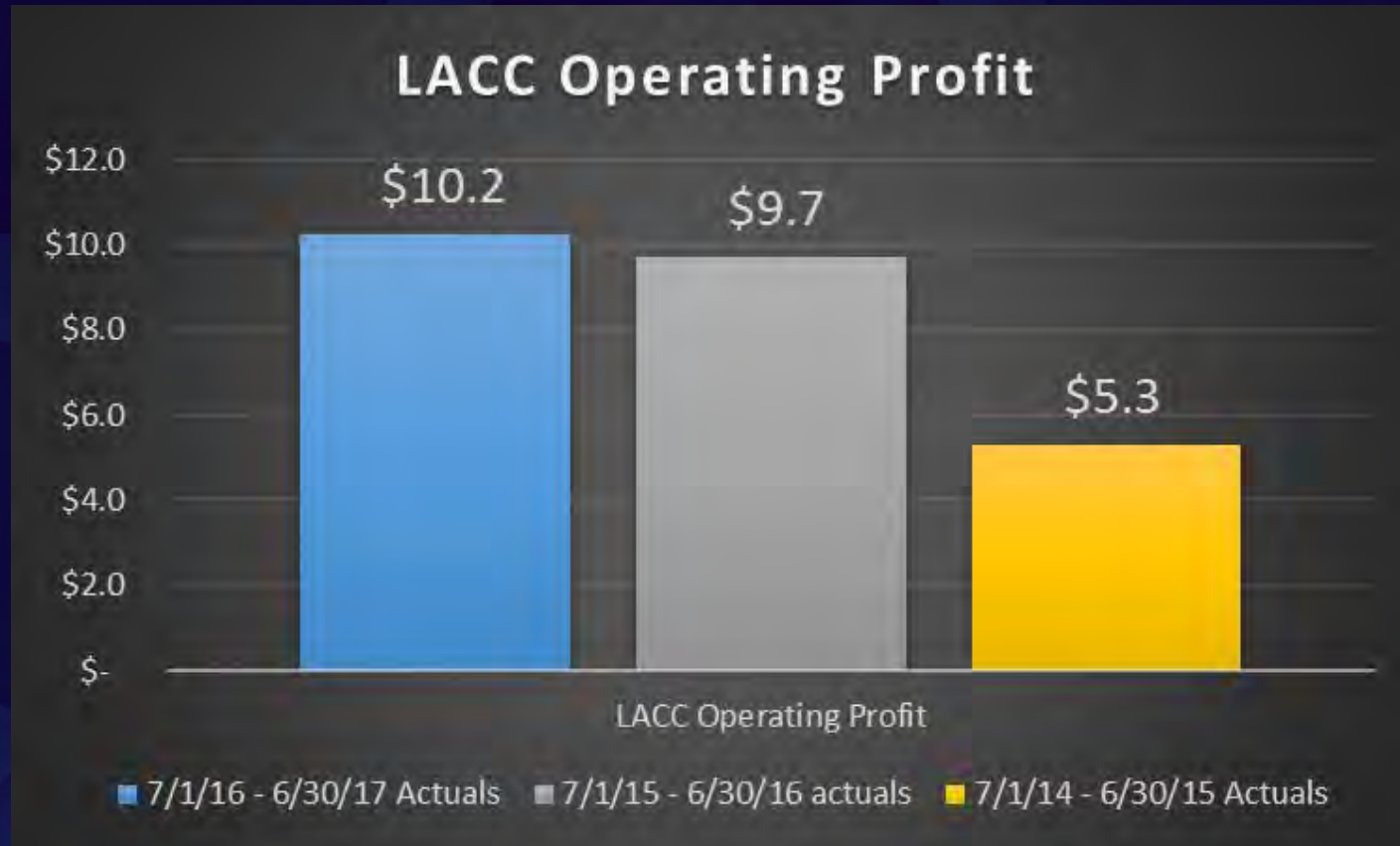
<u>Name</u>	<u>Location</u>	<u>Amount</u>
State Farm	Bond St.	\$5,000

**TOTAL FILMING: \$5,000**

(June 2016 - \$1,750)

## Fiscal Year-end Financials

LACC Operating Surplus \$10.2 million (before city reimbursements)



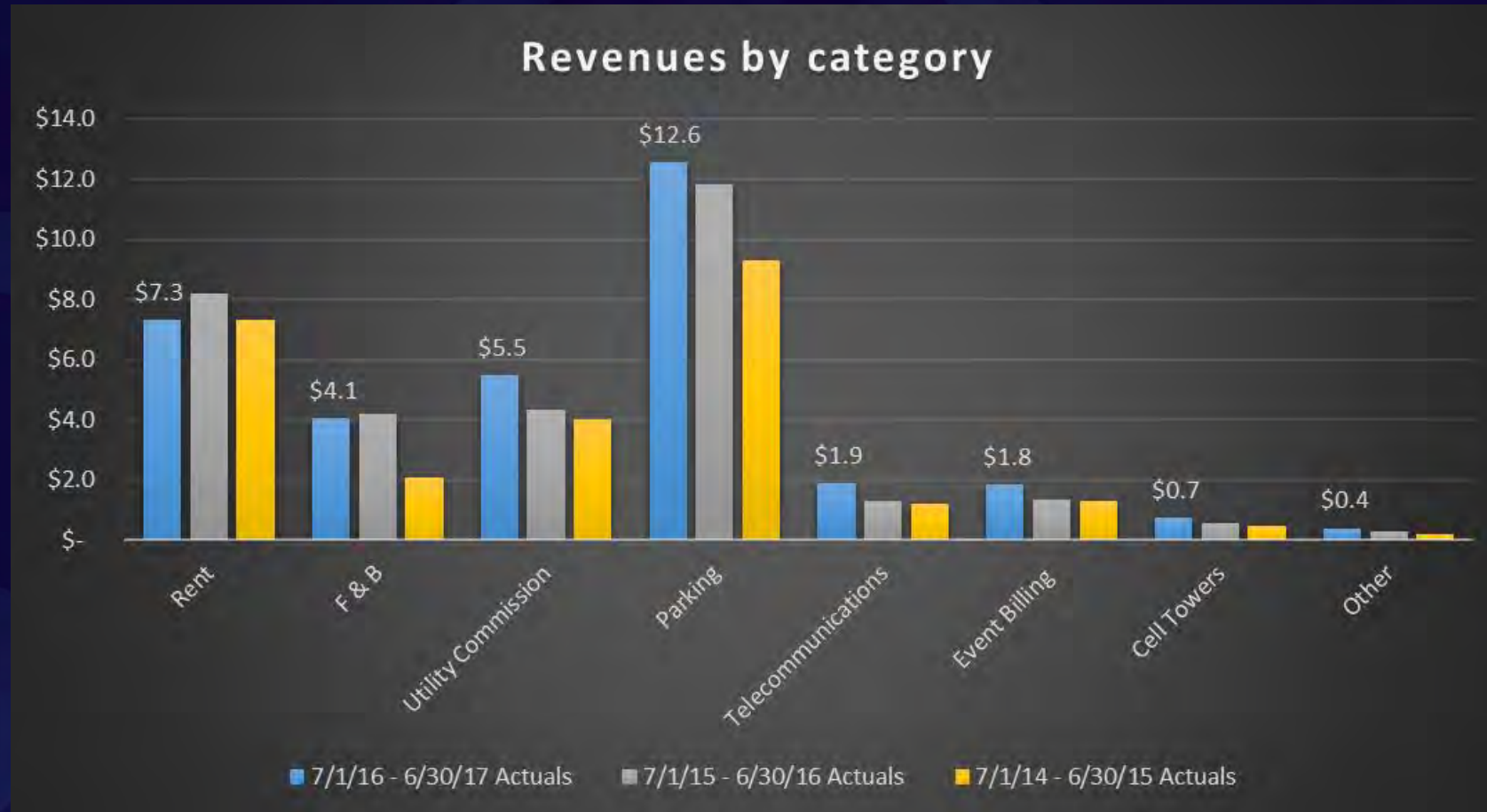
Amounts in millions



## Fiscal Year-end Financials

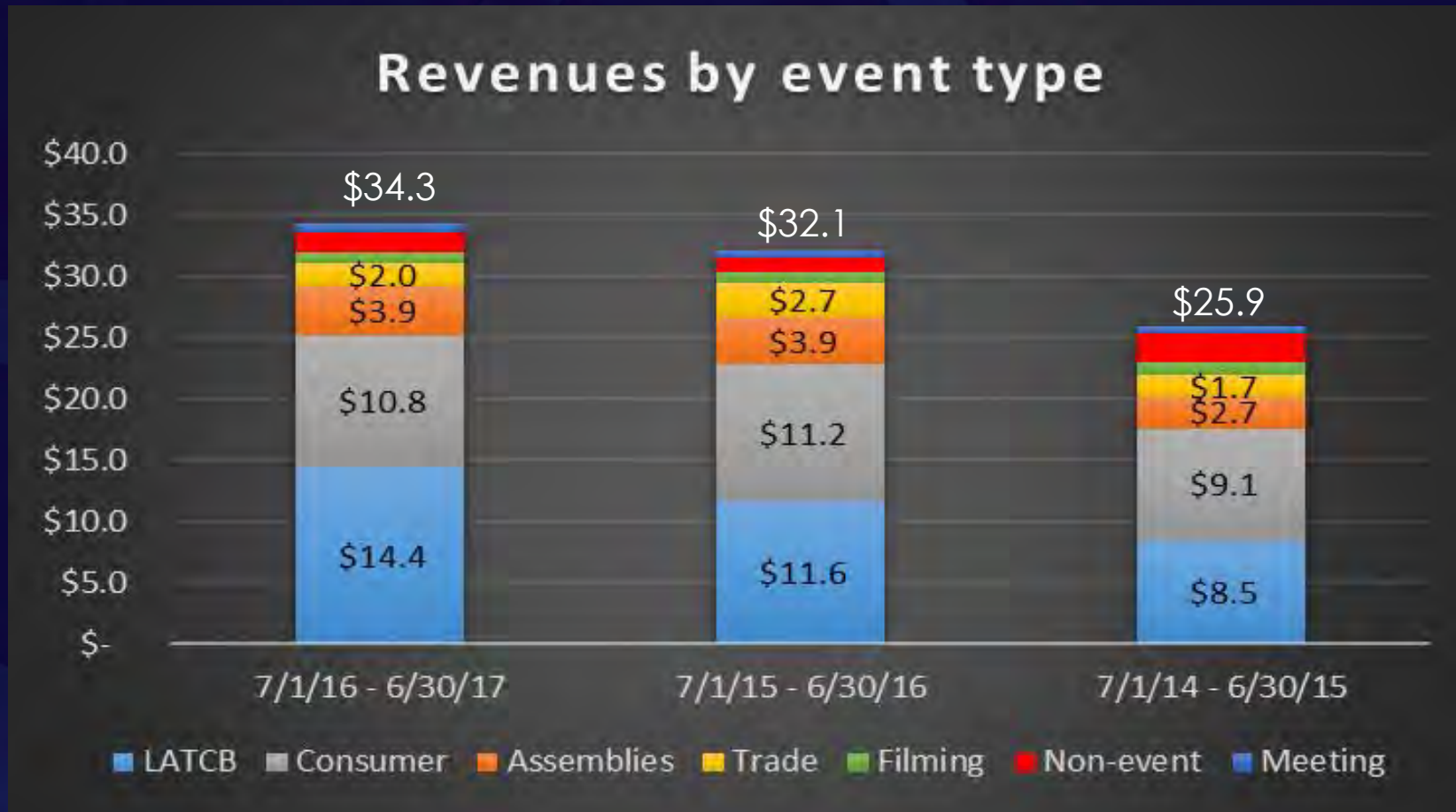
Revenue of \$34.3 million

\$2.2 million (7%) increase from prior year



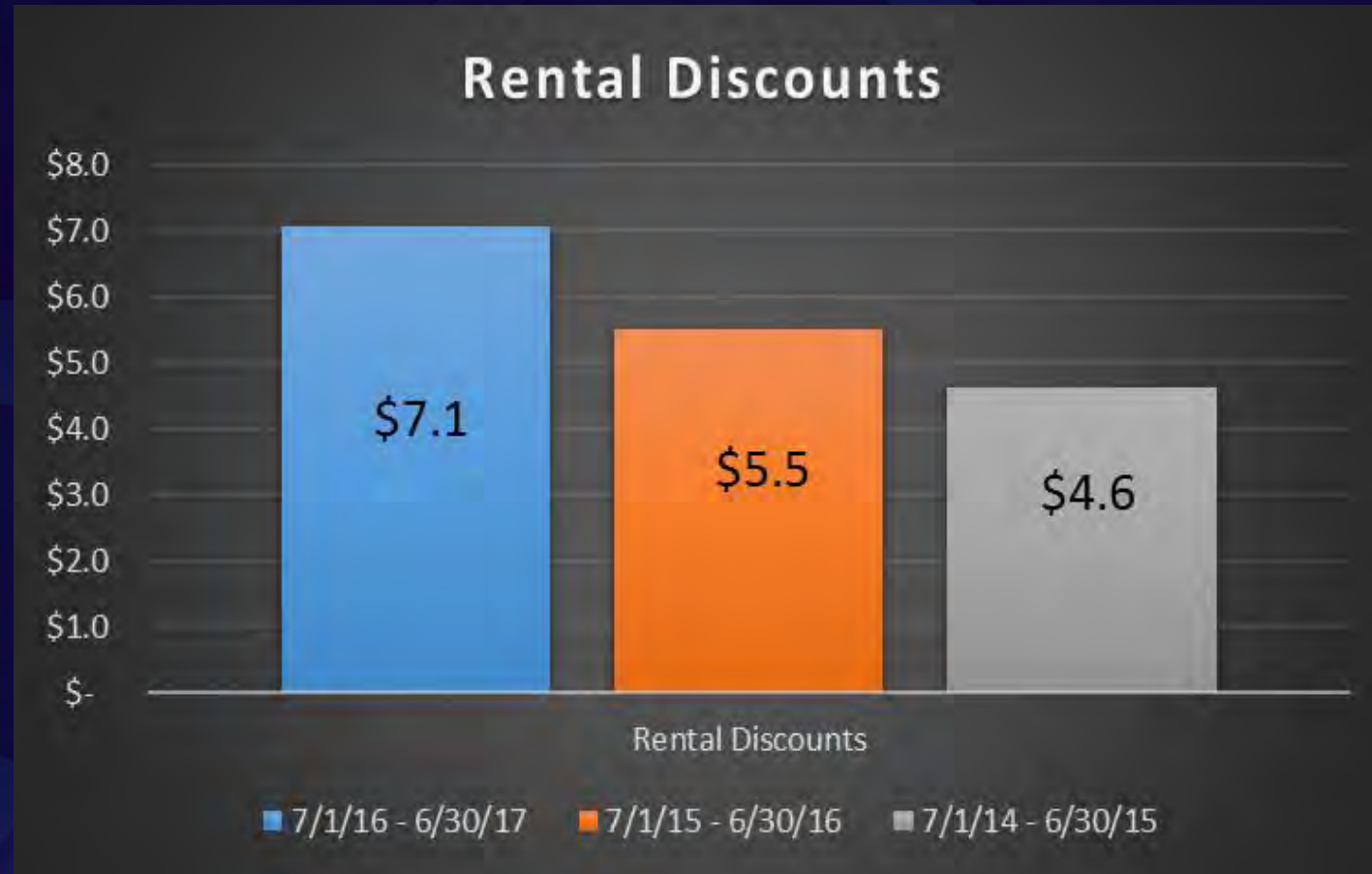
Amounts in millions

## Fiscal Year-end Financials





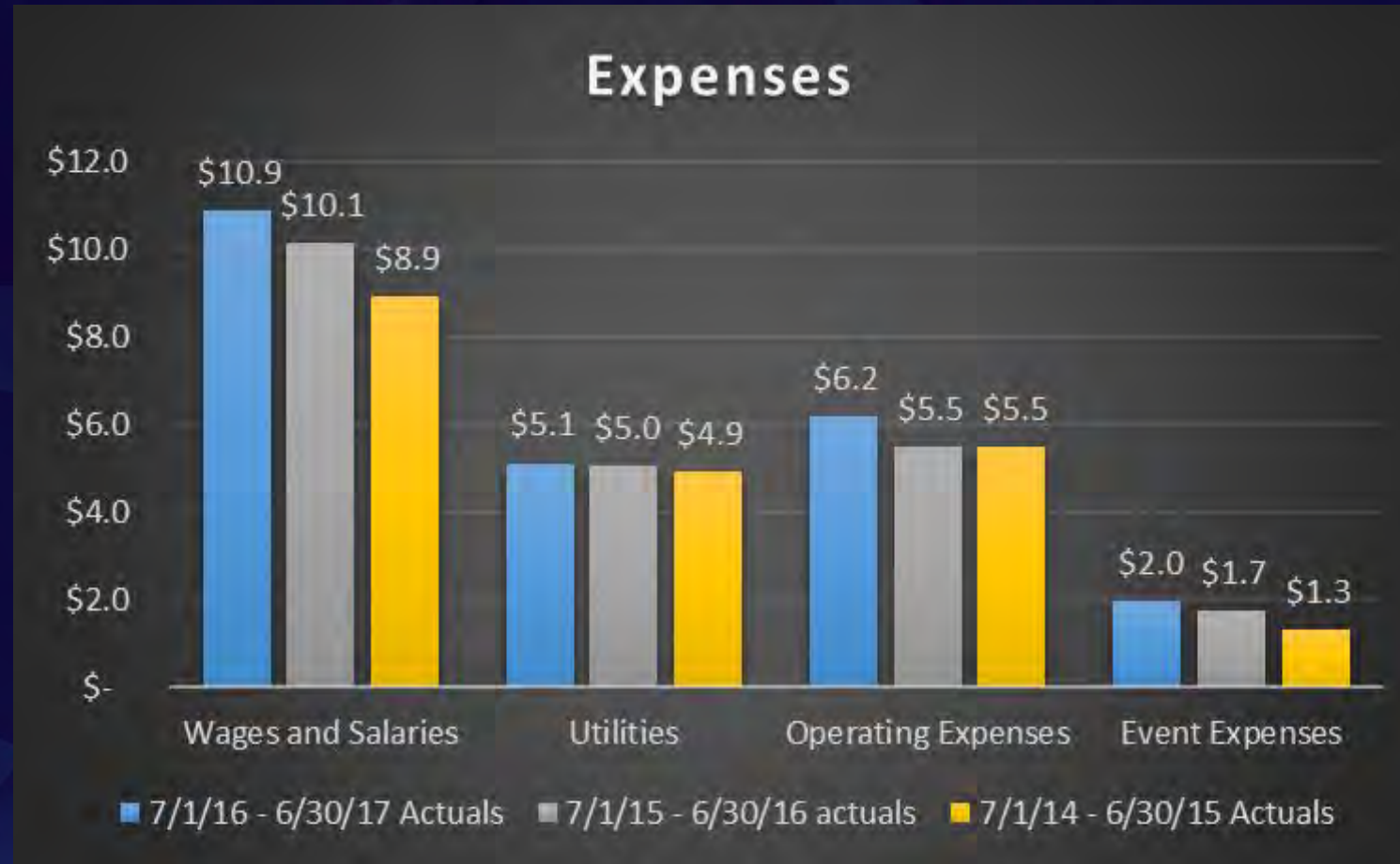
## Fiscal Year-end Financials



Amounts in millions

## Fiscal Year-end Financials

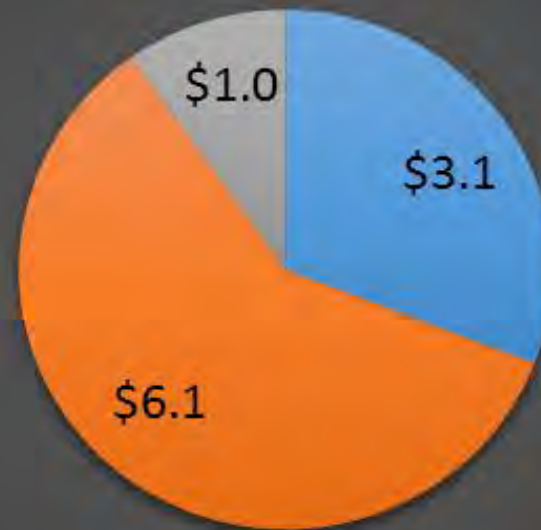
Expenses of \$24.1 million (excluding City reimbursements)



Amounts in millions

## Fiscal Year-end Financials

### Operating surplus distribution



■ City reimbursement and allocation ■ CIP and Alteration and Improvements ■ Reserve

Amounts in millions



## CIP and Alteration and Improvement projects completed (funded by operating surplus)

Carpet in boardroom and reception area  
Recycling and trash receptacles in parking garages  
Food & beverage buffet decor  
Food & beverage Refrigerators replacement  
Chiller control panel replacement  
Chiller refrigerant motor  
Escalator stair replacement  
Furniture in meeting room level  
Mobile concession stand  
Carpet replacement in 400 meeting room corridor  
Carpet replacement Hall G registration  
Food & beverage point of sale system  
Saltwater treatment  
Golf cart replacement (7)  
Sump pump repairs and part replacement

Energy efficient lighting replacement in South Hall shops  
Fire pump repairs  
South Hall floor remediation (also funded via CIP)  
Door Latch repair (Phase I)  
Chemical plant equipment  
Reg 4 door upgrades  
Painting of West Hall operable wall  
Air handler unit repairs  
Painting of exterior exit stairwells  
LED parking garage rate signage  
E/V chargers  
Ovens (2) in the food & beverage kitchen  
Cameras over parking entrances  
Condenser pump rebuild

\$2.9 million in CIP and Alterations and CIP Completed  
\$1.3 million of projects approved in FY15/16

## CIP and Alteration and Improvement projects in progress (funded by operating surplus)

Carpet replacement (West Hall locations)

Magnetometers

Fire alarm control panel upgrade

Fire sprinkler repair

Water hardness analyzer

Food & beverage buffet decor

Water heater replacement

F & B equipment replacement

Building automation system upgrade

Escalator stair replacement

Glass repairs West and South Hall towers

LED lighting upgrades in entrance to exhibit halls

Tilt carts for trash removal

Concessions product security enhancements

Security barriers and bollards (West Hall, South Hall, loading docks)

Food & beverage concessions furniture and upholstery upgrade

Fire alarm peripheral devices

Air handler unit repairs

Cooling tower drive repairs

Chiller eddy current testing

Restroom renovations

Boiler upgrades

Door latch repair (phase II)

LED lighting upgrade in 300 meeting rooms

LED lighting upgrade in 400 meeting rooms

Pressure washer

Special painting project

\$4.5 million in CIP and Alterations and Improvements in progress



## CIP Projects (Funded by City of LA MICLA)

### Completed

Carpet replacement (Kentia Hall)  
LAN core switch upgrade  
Parking Garage Emergency Call Boxes  
South Hall entry dock lighting

Fiber Optic Cable infrastructure  
South Hall floor remediation  
Scrubber/Sweeper

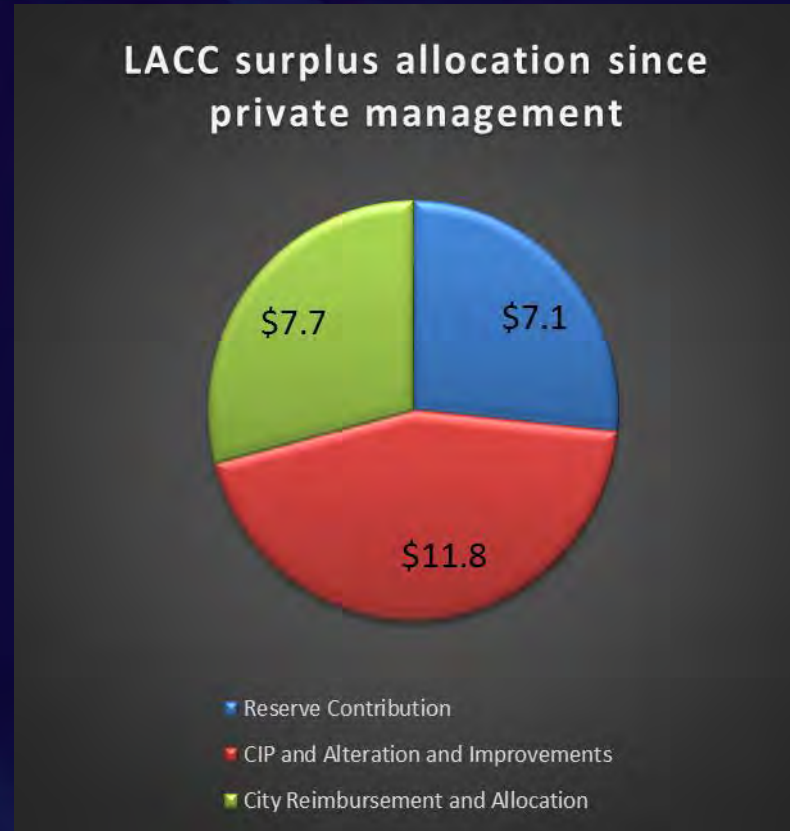
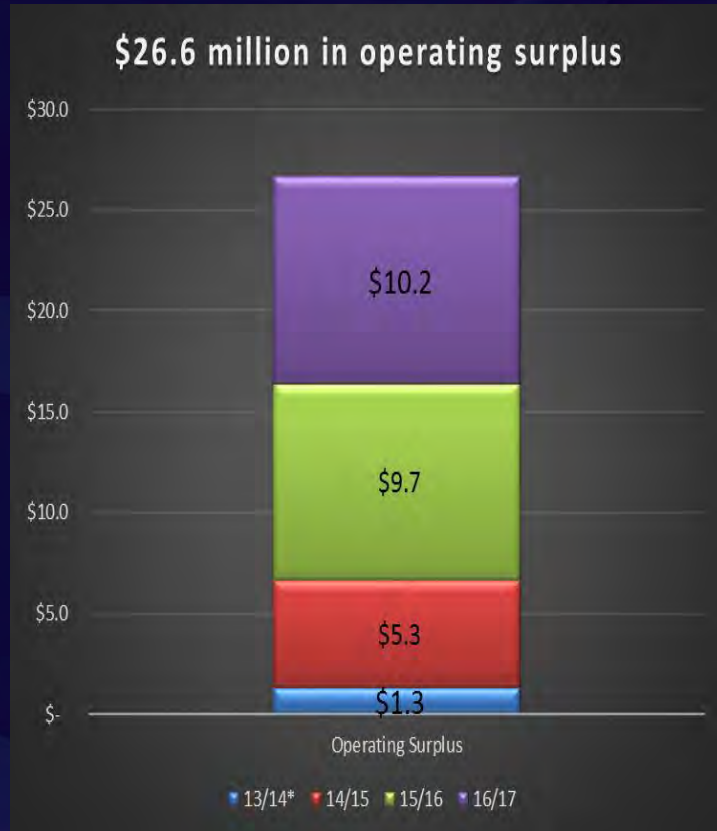
### In Progress

Carbon monoxide Sensors  
Compactor replacement  
Fire suppression system  
Marquee sign upgrade

Carpet replacement (300 meeting room corridor)  
Escalator/Elevator modernization  
Exhibit hall Lighting upgrade  
HVAC system for IDF

\$2.7 million in City MICLA funded CIP

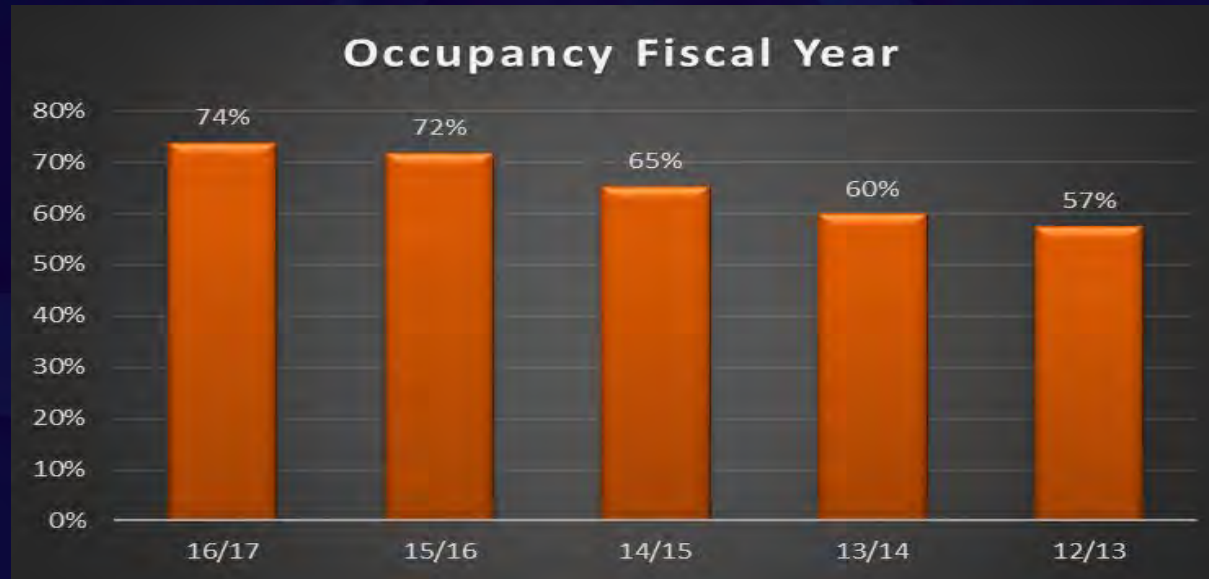
## Results since privatization



Amounts in millions

\*13/14 Operating surplus represents December 8 – June 30

# Occupancy

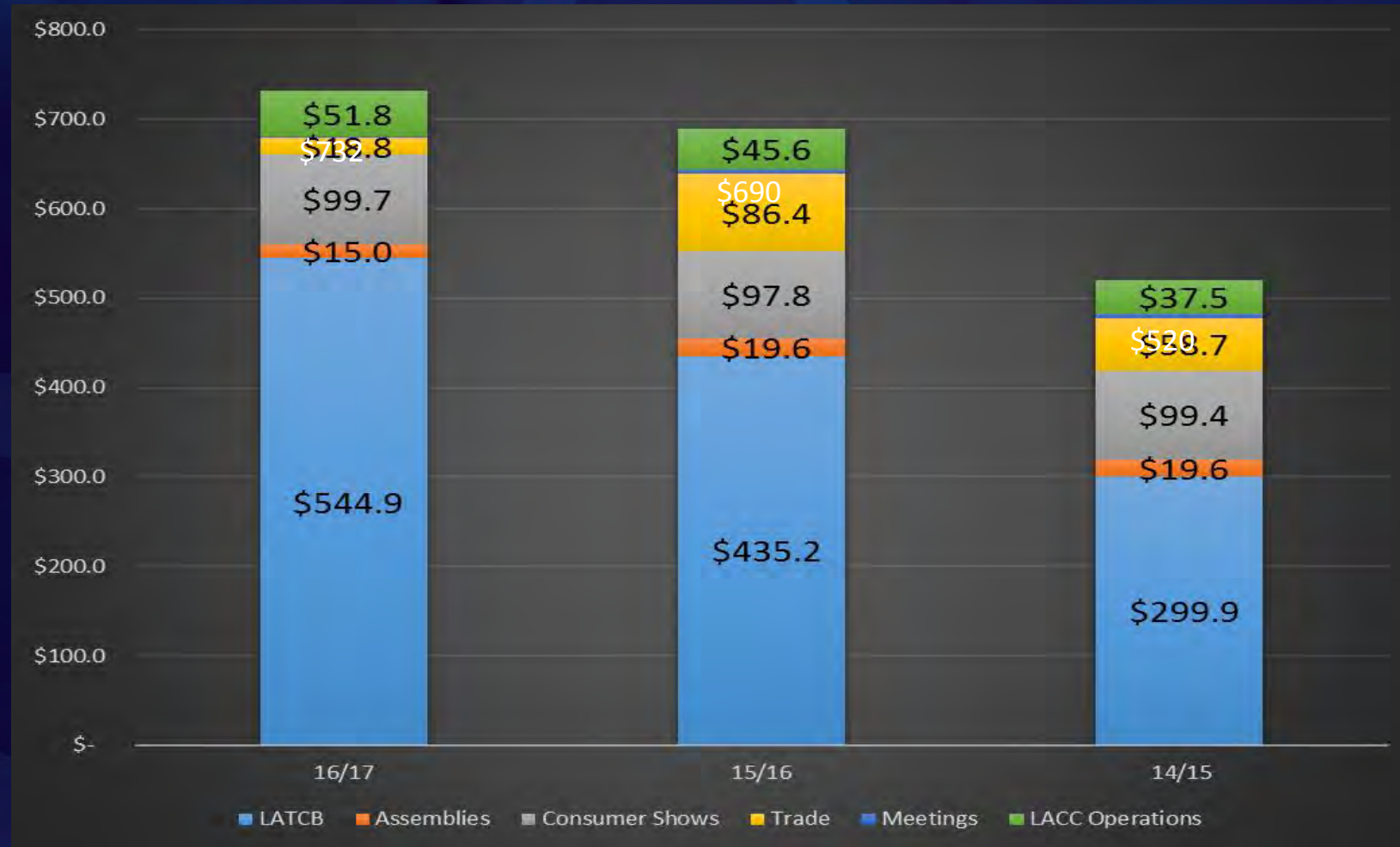


PricewaterhouseCoopers report on Convention Center occupancy states:

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



In millions

15/16 and 14/15 per Johnson Consulting report

16/17 – LATB calculated using DMAI for LATCB events and LACC booking calculated using IAVM formula

# Tax Revenue





# CTD Board of Commissioners Meeting

July 26, 2017

meet  
**L.A.**





The background of the slide features a photograph of tall palm trees against a bright, hazy sky. A solid red rectangular overlay covers the left side of the image, containing white text. The text is organized into two main sections: 'Sales Update' and 'CEO Update', each followed by the name and title of the speaker.

## **AGENDA**

### **Sales Update**

Darren K. Green

Senior Vice President, Sales

### **CEO Update**

Ernest Wooden Jr.

President and Chief Executive Officer

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# Citywide Convention Sales YE FY 16/17 Production

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Lead Production	Leads Actual
FY 16/17 Goal	220
FY 16/17 YE	<b>222</b>
FY 15/16 YE	230

Booked Room Nights Produced	RNs Actual
FY 16/17 Goal	390,000
FY 16/17 YE	<b>393,708</b>
FY 15/16 YE	408,454

Dated June 30, 2017

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# June 2017 Bookings – 59,195 TRNs

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April 2019  
14,300 TRNs



September 2019  
1,710 TRNs



March 2020  
8,365 TRNs



September 2020, 2021  
12,200 TRNs



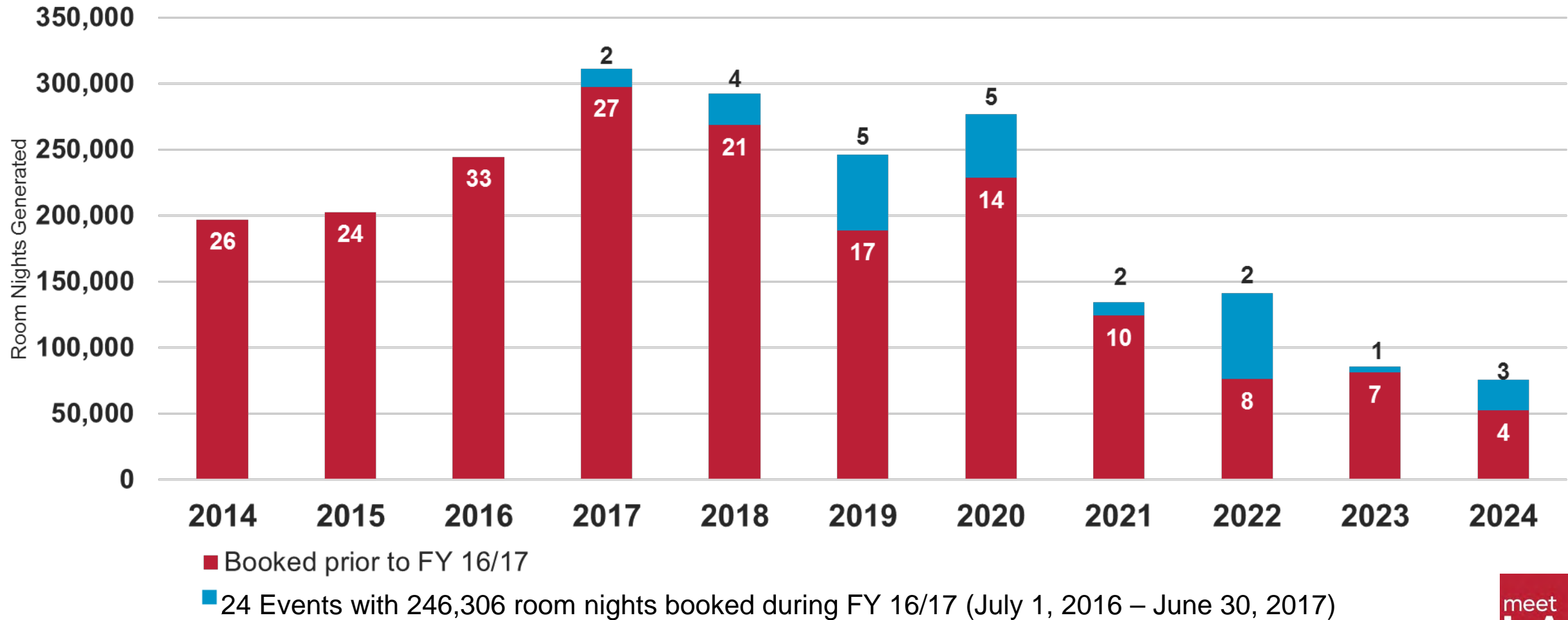
October 2024  
9,900 TRNs



April 2034  
12,720 TRNs



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





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# July Midwest Sales Mission

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**11** Sales Calls with **250+** Customer Attendees

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# July Midwest Sales Mission

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## Sales Calls



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# July Midwest Sales Mission

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## Attending Partners





# June Client Advisory Board Forum





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# June Client Advisory Board Forum

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## AGENDA HIGHLIGHTS

- **GOING FOR THE GOAL**  
Danny Koblin, LA 24 Chief Bid Officer
- **BRINGING L.A. PRODUCTIONS TO LIFE**  
Lee Zeidman, AEG President  
Barb Held, VP Event Production Television Academy
- **SEEING THE POTENTIAL OF DOWNTOWN LOS ANGELES**  
Tom Gilmore, CEO Gilmore & Associates
- **GLOBAL VIEW OF TRAVEL IN TODAY'S WORLD**  
Afshin Molavi, Senior Global Advisor Oxford Analytica  
Daniel Osztreicher, External Affairs Coordinator Los Angeles World Airports





WELCOME  
2017 SALES CLIENT  
ADVISORY BOARD FORUM

EL  
REY

El Rey





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# CEO Update

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U.S. Travel Association IPW

Brand USA

L.A. - Berlin Sister City 50<sup>th</sup> Anniversary





THANK YOU

