



BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Noel Hyun; David Stone; VACANT

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, April 3, 2019
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. COMMENTS FROM THE PUBLIC

- a) General Public Comments
- b) 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 Commissioners

3. APPROVE MINUTES:

- a) Approval of the meeting minutes from March 20, 2019

4. REPORTS:

- a) Executive Director Report
- b) AEG Monthly Report – February
- c) LATCB Monthly Report – February

5. DISCUSSION:

6. ACTION ITEMS:

7. ADJOURNMENT

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.

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

Regular Meeting Minutes
March 20, 2019

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a special meeting on Wednesday, March 20, 2019 at 9:00 a.m. at the Los Angeles Convention Center (LACC), located at 1201 S. Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

PRESENT:

President, Jon F. Vein
Vice President, Otto Padron
Commissioner Noel Hyun

ABSENT:

Commissioner David Stone
Vacant Position

PRESENTERS:

Ellen Schwartz, AEG
Ben Zarhoud, AEG
Doane Liu, CTD
Tom Fields, CTD
Bruce McGregor, LATCB

Item 1. Call to Order / Roll Call

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

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from February 13, 2019

UNANIMOUSLY APPROVED

TAKEN OUT OF ORDER

Item 6a. LATCB FY2019-20 Proposed Budget

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 2019-20 Budget Proposal to the City Council.

UNANIMOUSLY APPROVED

Note: At 9:44 a.m., President Vein departed leaving the Board with less than a quorum. The Board resumed as an informational meeting only.

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with design working groups and AEG relative to expansion; quarterly report to the City Council's Trade, Travel and Tourism Committee; client meetings with Los Angeles Tourism and Convention Board (LATCB); presentation to the Central City Association on the Tourism Master Plan; interviews with financial consultant candidates for the LACC Public-Private Partnership; and travel to Mexico City to celebrate the 50th anniversary of Sister Cities partnership between the City of Los Angeles and Mexico City and to promote a Discover LA event with LATCB.

Item 4b. AEG Monthly Update – January

Ms. Ellen Schwartz reported that LACC had hosted six local events and one citywide event resulting in over 106,000 attendees. In addition, LACC hosted seven filmings. Mr. Ben Zarhoud presented the financial data for January, reporting \$3.7M in gross revenue. Mr. Zarhoud reported a 46% occupancy rate, a decreased from previous three years due to limited events. On a positive note, the vacancy has allowed for building maintenance and improvements. Mr. Zarhoud also reported \$20M economic impact, \$40M from short term business and \$6M from citywide business.

TAKEN OUT OF ORDER

Item 4d. LATCB Monthly Update – January

Tom Fields provided a summary of the ongoing CIP items as well as a list of the completed items.

Item 4c. LATCB Monthly Update – January

Mr. Bruce McGregor reported that LATCB processed 157 leads YTD, resulting in 215,521 room nights with a year-end goal of 220 leads and projected 390,000 room nights. Mr. McGregor reported on recent bookings, highlighting its economic impact for 2019 of \$319M and 2010 of \$455M. One group to note, EPA is booked for December of this year which will bring in \$5.6M in economic impact. Mr. McGregor also reported on LATCB's recent bookings, site visits, LATCB retreat, and highlighted the necessity for LACC's expansion which included cancellations due to facility being unsuitable, key west coast competitor renovations, loss of citywides which results in loss of booked room nights.

ADJOURNMENT

The meeting was adjourned at 10:21 a.m.

LOS ANGELES CONVENTION CENTER MONTHLY UPDATE

FEBRUARY 2019

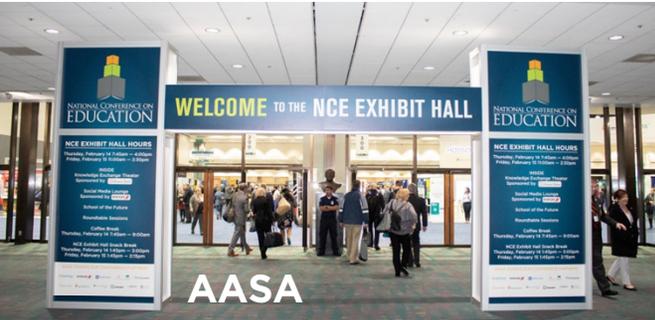
ELLEN SCHWARTZ



LACC FEBRUARY 2019 EVENTS



*CITYWIDE



LACC FEBRUARY 2019 FILMING & PHOTO EVENTS

<u>DATE</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
Feb. 3	Caviar Web Series	Hall K, Conv. Ctr Dr., Kentia Dock	\$26,690
Feb. 12	SWAT	Figueroa Drive	\$20,380
Feb. 25	Curb Your Enthusiasm	South Lobby, Venice Garage	\$30,090

TOTAL FILMING: \$77,160

(Total Feb. 2018: \$38,480)



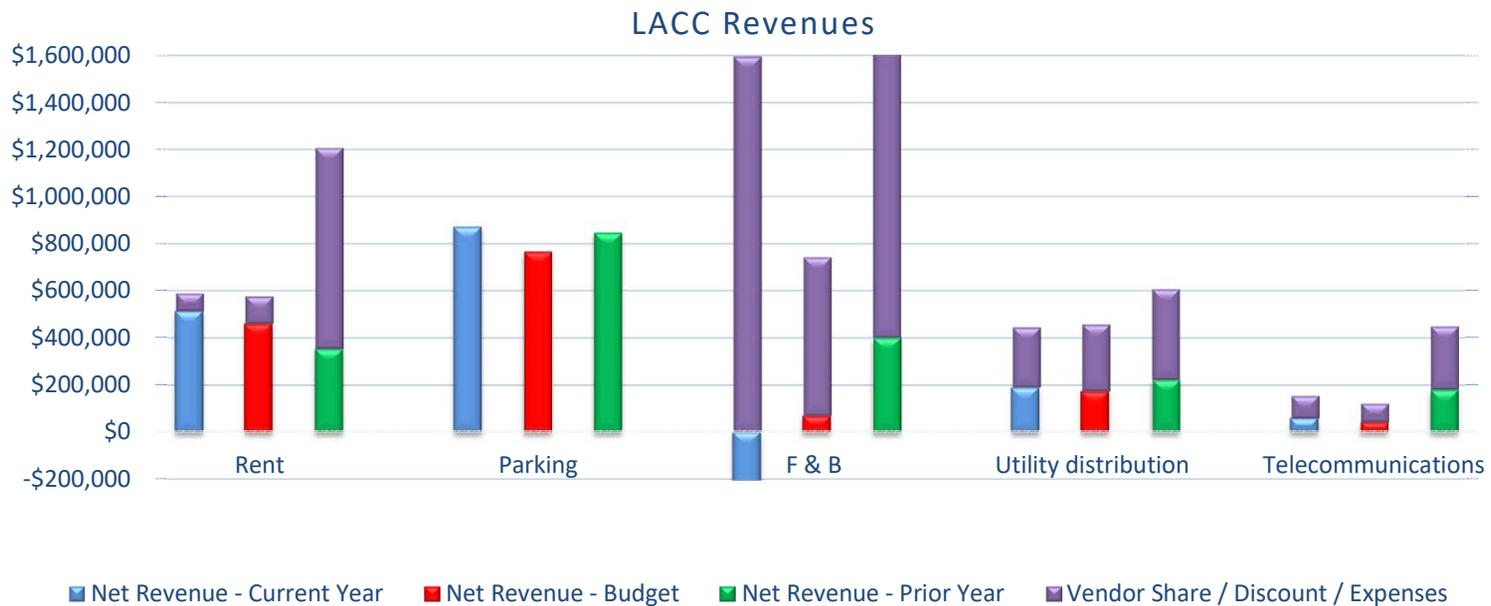
LACC FEBRUARY 2019 FINANCIALS

OPERATING SURPLUS (LOSS):

- (\$0.5) million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.2 million below budget
- \$0.6 million below prior year

REVENUES:

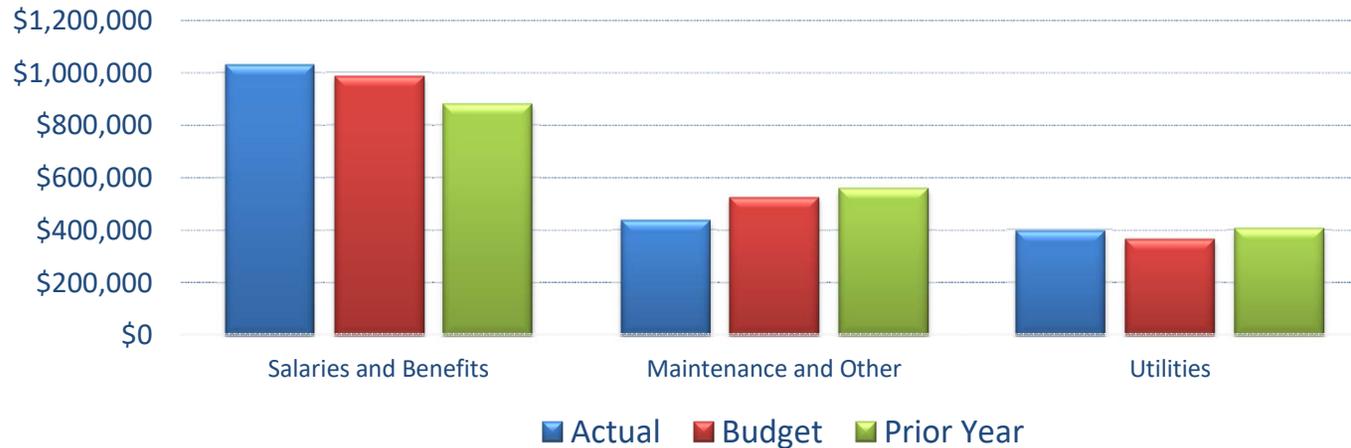
- \$3.7 million gross revenue (before discounts and service provider share)
- \$1.4 million net revenue
- \$0.2 million below budget and \$0.6 million below prior year



LACC FEBRUARY 2019 FINANCIALS

OPERATING EXPENSES:

- \$1.9 million (before approved A & I, Capital Projects, and City reimbursement)
- \$12K below budget and \$18K above prior year

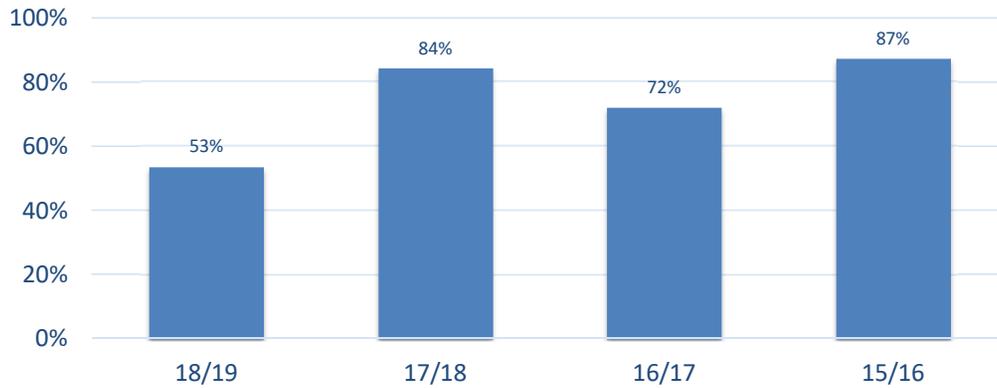


CITY REIMBURSEMENT - \$358K

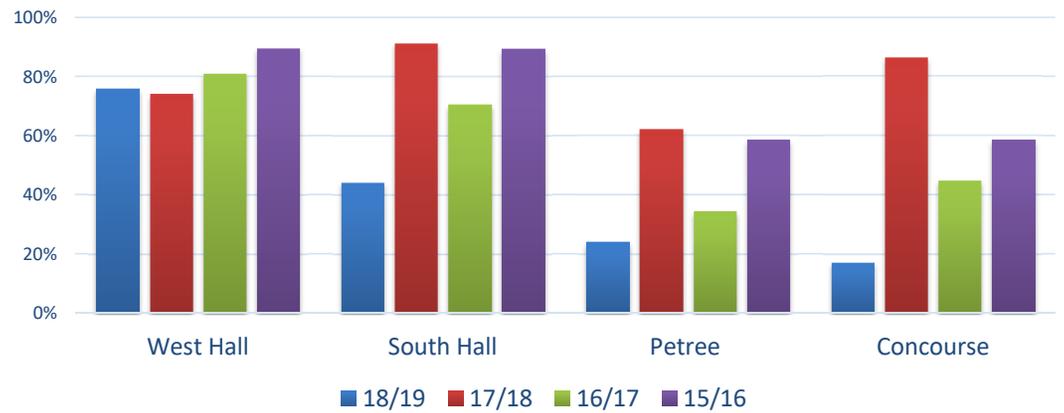
Capital and Alterations & Improvements

LACC FEBRUARY 2019 OCCUPANCY

Exhibit Hall Occupancy

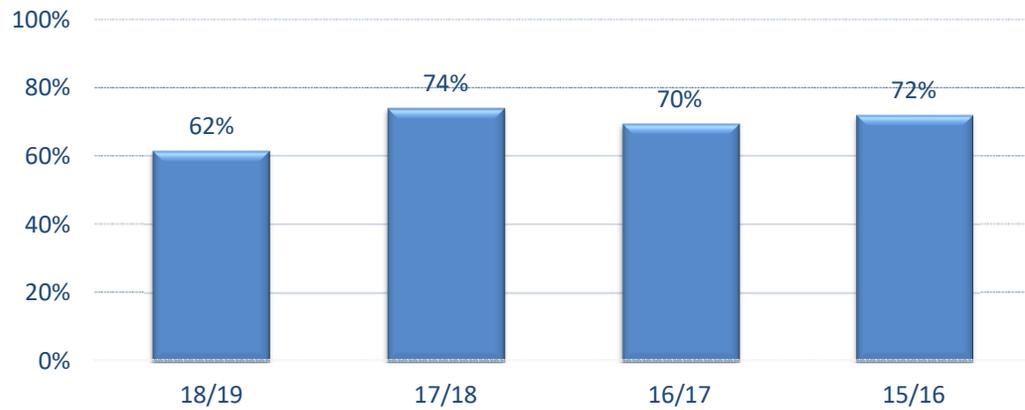


Occupancy by Exhibit Hall

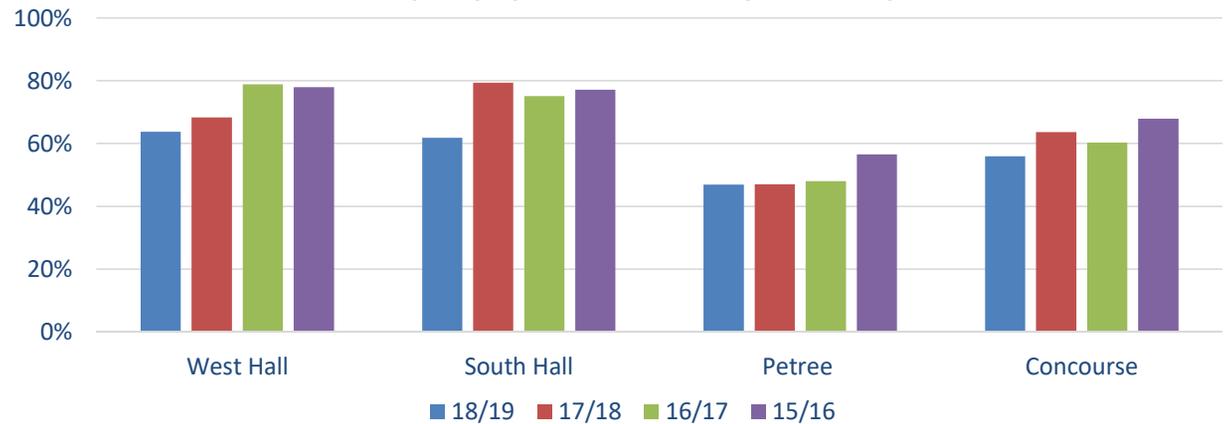


LACC YTD 2018/2019 OCCUPANCY

Exhibit Hall Occupancy - (July - February)



Occupancy by Exhibit Hall - (July - February)



LACC FEBRUARY 2019 ECONOMIC IMPACT

\$16 million in Projected Economic Impact



Los Angeles Convention Center

Electricity Analysis Presentation - Energy Costs and Solar Savings

April 3, 2019

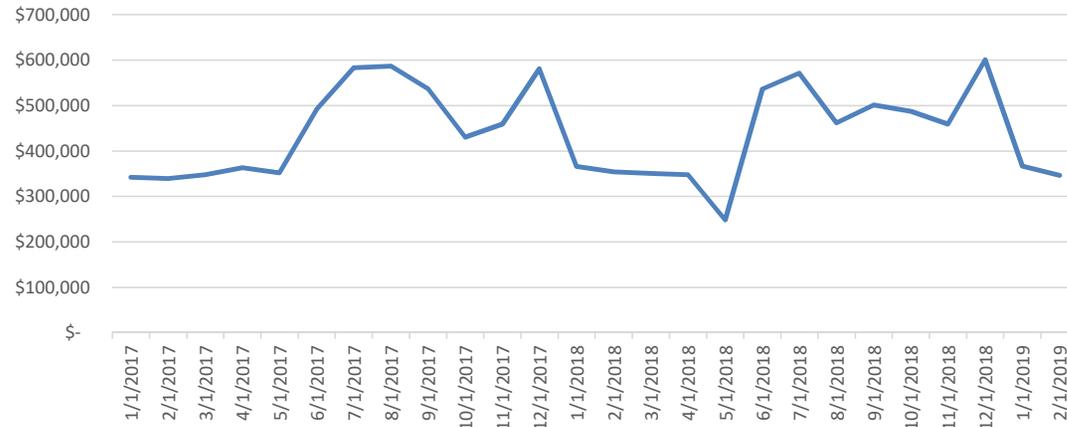
LACC Electricity Analysis - Overview

- Investment in Energy Efficient Projects
 - Solar Panels 2.21 GW
 - LED efficient lightning
 - Paint
 - Roof Replacement
- Impact of Projects
 - Sustainability
 - Reduction of carbon print
 - Promoting City Initiatives
- Metrics
 - Solar savings of 3.3 GWH
 - Expected Energy Ratio of more than 95%
 - Annual savings of \$0.5 million
- Why is our Utility Costs Increasing?

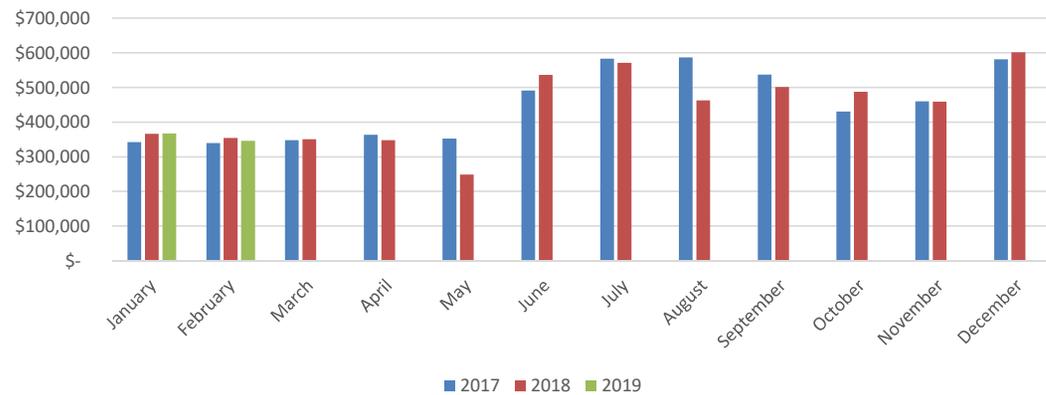
LACC Electricity Analysis - Cost

Total Invoice	2017	2018	2019
January	\$ 342,490	\$ 365,802	\$ 367,000
February	\$ 339,161	\$ 354,070	\$ 346,269
March	\$ 348,080	\$ 350,914	\$ -
April	\$ 363,423	\$ 347,693	\$ -
May	\$ 352,102	\$ 248,570	\$ -
June	\$ 491,486	\$ 536,581	\$ -
July	\$ 583,454	\$ 571,509	\$ -
August	\$ 586,939	\$ 462,203	\$ -
September	\$ 537,113	\$ 501,473	\$ -
October	\$ 430,703	\$ 487,270	\$ -
November	\$ 459,484	\$ 459,296	\$ -
December	\$ 581,029	\$ 601,051	\$ -
Total	\$5,415,464	\$ 5,286,431	\$ 713,269

Total Invoice Amount



Total Invoice Amount



LACC Electricity Analysis – Normalized Cost

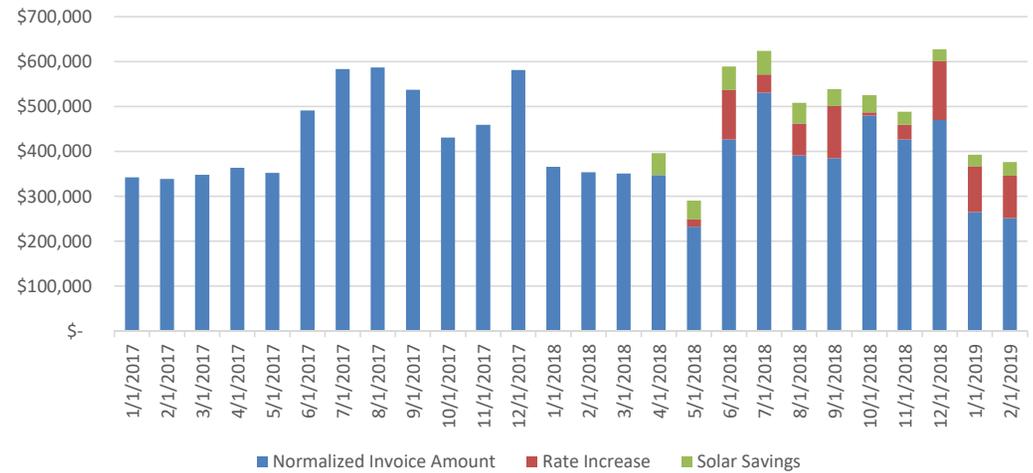
Total Invoice	2017	2018	2019	2018	2019	Solar Savings
				Rate/Cons. Increase	Rate/Cons. Increase	
January *	\$ 342,490	\$ 365,802	\$ 264,779	\$ -	\$ 102,221	\$ 25,584
February *	\$ 339,161	\$ 354,070	\$ 251,305	\$ -	\$ 94,964	\$ 30,149
March	\$ 348,080	\$ 350,914		\$ -	\$ -	\$ -
April	\$ 363,423	\$ 347,693		\$ -	\$ -	\$ 48,381
May	\$ 352,102	\$ 232,399		\$ 16,172	\$ -	\$ 42,016
June	\$ 491,486	\$ 427,000		\$ 109,581	\$ -	\$ 52,729
July	\$ 583,454	\$ 531,349		\$ 40,160	\$ -	\$ 52,312
August	\$ 586,939	\$ 391,108		\$ 71,095	\$ -	\$ 45,789
September	\$ 537,113	\$ 384,826		\$ 116,647	\$ -	\$ 37,510
October	\$ 430,703	\$ 480,111		\$ 7,159	\$ -	\$ 37,829
November	\$ 459,484	\$ 426,818		\$ 32,478	\$ -	\$ 29,384
December	\$ 581,029	\$ 469,806		\$ 131,245	\$ -	\$ 26,630
Total	\$5,415,464	\$ 4,761,896	\$ 516,084	\$ 524,535	\$ 197,185	\$ 428,313

Normalized Invoices uses 2017 effective rate of \$0.22/KWH adjusted for 10% yearly
 * Solar savings in January and February are related to 2019

Normalized Invoice Amount

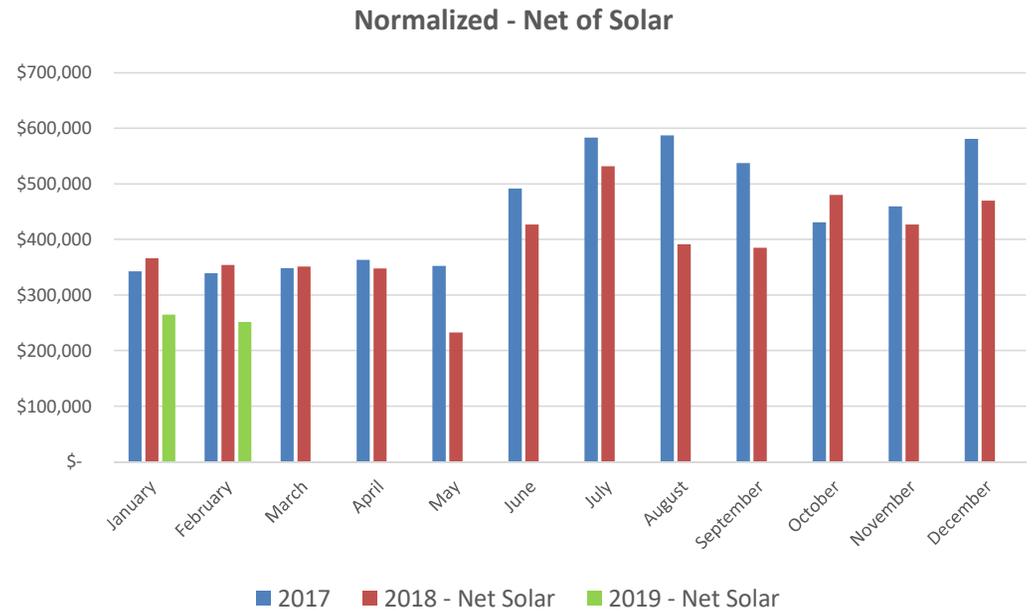


Normalized Invoice Amount



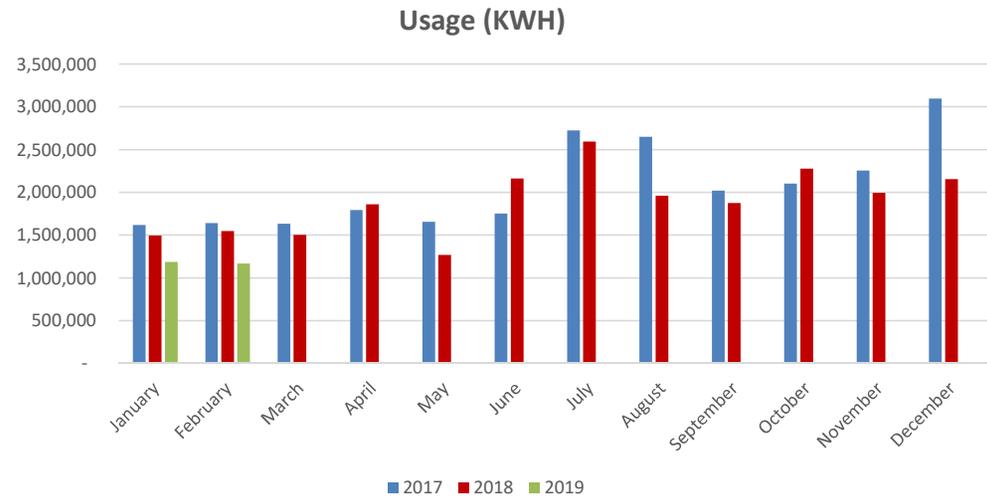
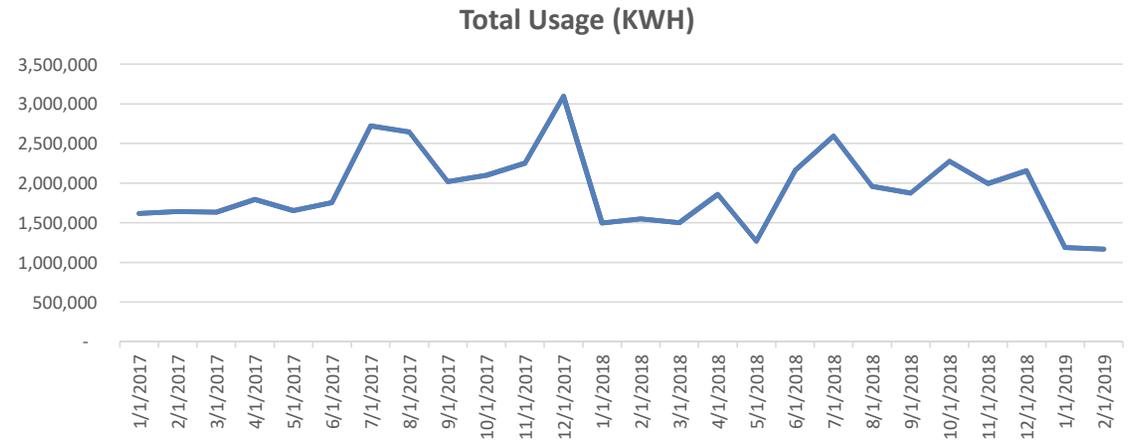
LACC Electricity Analysis – Normalized Cost Cont.

Total Invoice	2017	2018 - Net Solar	2019 - Net Solar
January	\$ 342,490	\$ 365,802	\$ 264,779
February	\$ 339,161	\$ 354,070	\$ 251,305
March	\$ 348,080	\$ 350,914	
April	\$ 363,423	\$ 347,693	
May	\$ 352,102	\$ 232,399	
June	\$ 491,486	\$ 427,000	
July	\$ 583,454	\$ 531,349	
August	\$ 586,939	\$ 391,108	
September	\$ 537,113	\$ 384,826	
October	\$ 430,703	\$ 480,111	
November	\$ 459,484	\$ 426,818	
December	\$ 581,029	\$ 469,806	
Total	\$5,415,464	\$ 4,761,896	\$ 516,084



LACC Electricity Analysis - Usage

Total Usage (KWH)	2017	2018	2019
January	1,617,193	1,497,072	1,188,292
February	1,639,912	1,549,328	1,169,306
March	1,633,072	1,503,000	
April	1,793,056	1,858,655	
May	1,654,712	1,269,714	
June	1,753,568	2,159,880	
July	2,723,536	2,593,637	
August	2,647,576	1,960,598	
September	2,018,864	1,875,758	
October	2,100,248	2,276,784	
November	2,253,928	1,994,033	
December	3,094,504	2,154,459	
Total	24,930,169	22,692,918	2,357,598

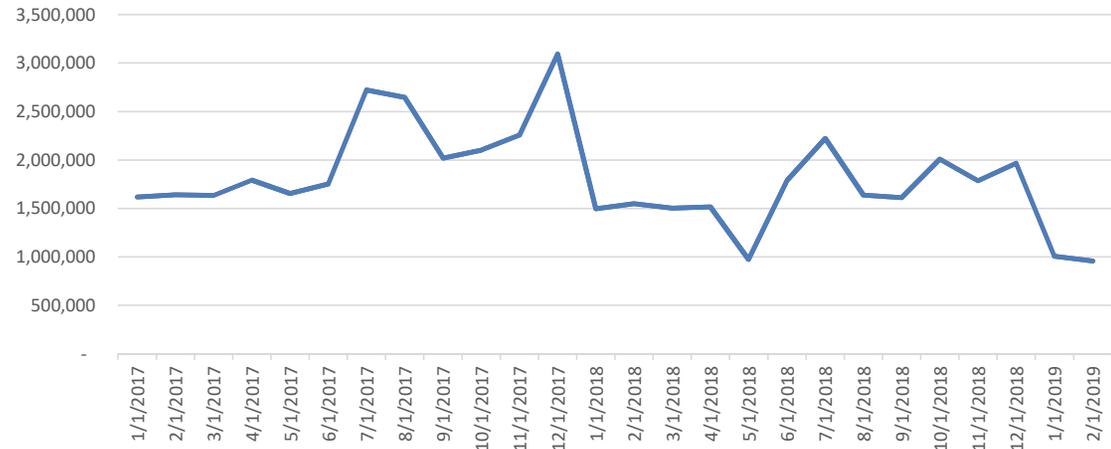


LACC Electricity Analysis – Usage Cont.

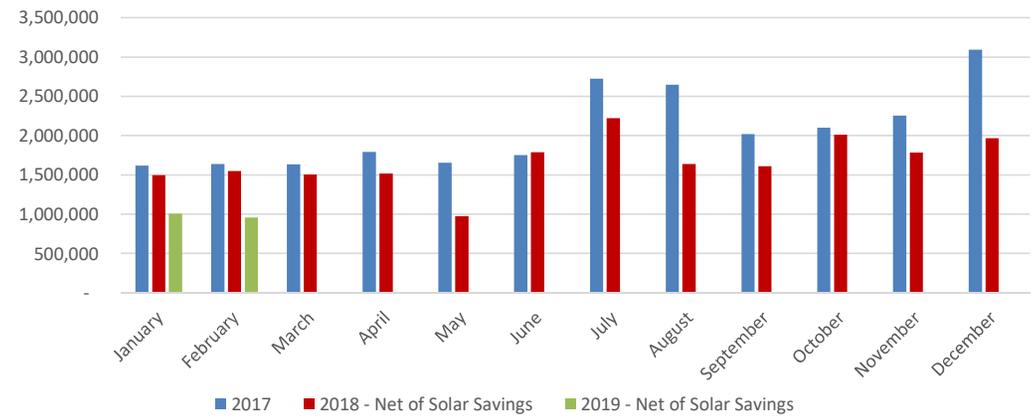
Total Usage (KWH)	2017	2018	2019	2018 - Net of Solar Savings	2019 - Net of Solar Savings	Solar savings
January *	1,617,193	1,497,072	1,188,292	1,497,072	1,007,368	180,924
February *	1,639,912	1,549,328	1,169,306	1,549,328	956,104	213,202
March	1,633,072	1,503,000		1,503,000		-
April	1,793,056	1,858,655		1,516,520		342,135
May	1,654,712	1,269,714		972,592		297,122
June	1,753,568	2,159,880		1,787,000		372,880
July	2,723,536	2,593,637		2,223,704		369,933
August	2,647,576	1,960,598		1,636,792		323,806
September	2,018,864	1,875,758		1,610,504		265,254
October	2,100,248	2,276,784		2,009,272		267,512
November	2,253,928	1,994,033		1,786,240		207,793
December	3,094,504	2,154,459		1,966,144		188,315
Total	24,930,169	22,692,918	2,357,598	20,058,168	1,963,472	3,028,876

* Solar savings in January and February are related to 2019

Total Usage – Net of Solar (KWH)

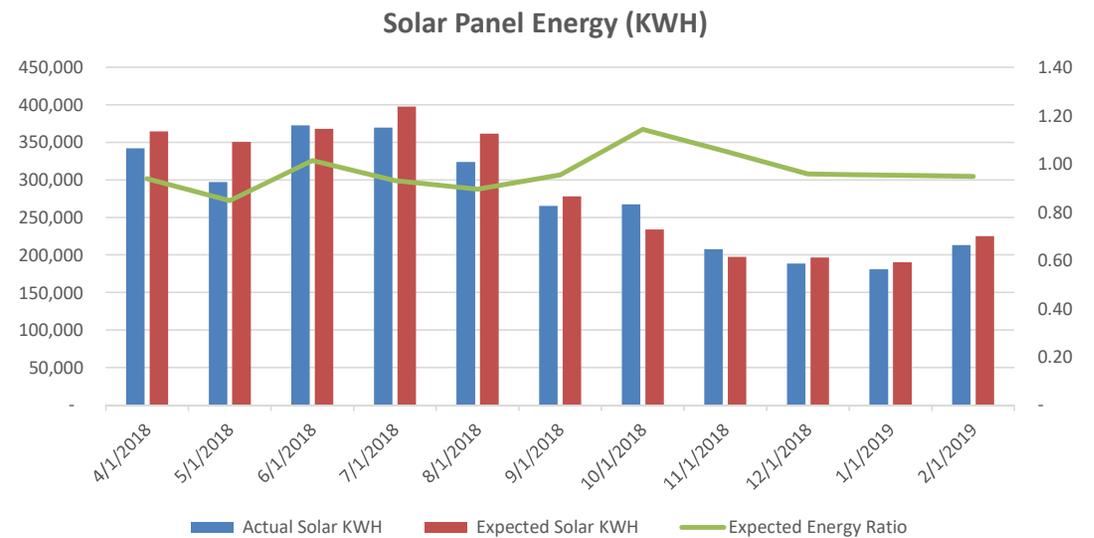


Usage Net of Solar (KWH)



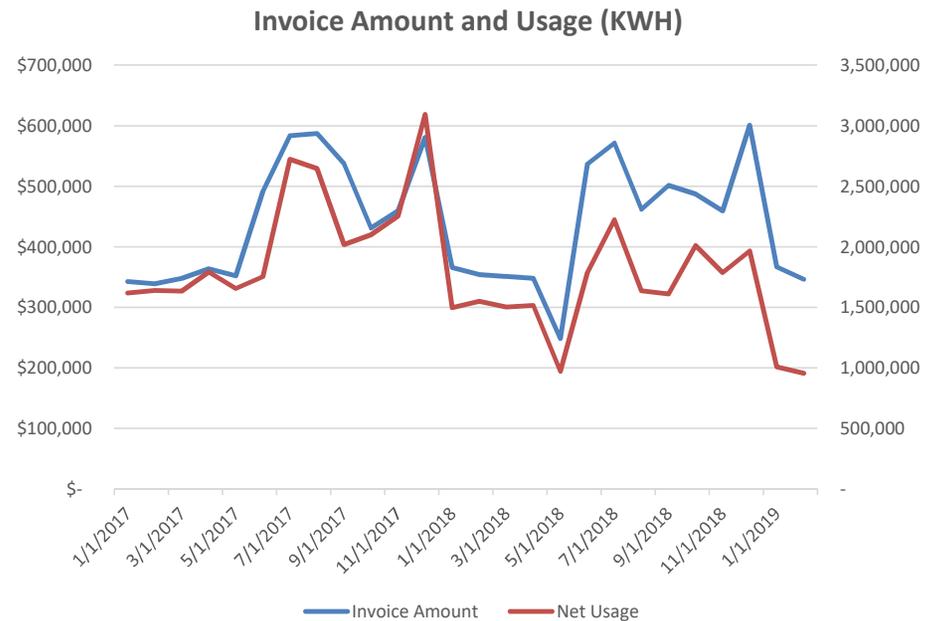
LACC Electricity Analysis – Solar Energy

	Actual Solar KWH	Expected Solar KWH	Expected Energy Ratio
2/28/2019	213,202	225,000	0.95
1/31/2019	180,924	190,000	0.95
12/31/2018	188,315	196,600	0.96
11/30/2018	207,793	197,600	1.05
10/31/2018	267,512	234,000	1.14
9/30/2018	265,254	278,100	0.95
8/31/2018	323,806	361,800	0.89
7/31/2018	369,933	397,800	0.93
6/30/2018	372,880	368,000	1.01
5/31/2018	297,122	350,700	0.85
4/30/2018	342,135	364,600	0.94
Total	3,028,876	3,164,200	0.96



LACC Electricity Analysis – Cost & Usage

	Invoice Amount			Usage (KWH)		
	2017	2018	2019	2017	2018	2019
January	\$ 342,490	\$ 365,802	\$ 367,000	1,617,193	1,497,072	1,007,368
February	\$ 339,161	\$ 354,070	\$ 346,269	1,639,912	1,549,328	956,104
March	\$ 348,080	\$ 350,914		1,633,072	1,503,000	
April	\$ 363,423	\$ 347,693		1,793,056	1,516,520	
May	\$ 352,102	\$ 248,570		1,654,712	972,592	
June	\$ 491,486	\$ 536,581		1,753,568	1,787,000	
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August	\$ 586,939	\$ 462,203		2,647,576	1,636,792	
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November	\$ 459,484	\$ 459,296		2,253,928	1,786,240	
December	\$ 581,029	\$ 601,051		3,094,504	1,966,144	
Total	\$ 5,415,464	\$ 5,286,431	\$ 713,269	24,930,169	20,058,168	1,963,472



CTD Board of Commissioners Meeting

April 3, 2019

Los Angeles

Los Angeles Tourism & Convention Board

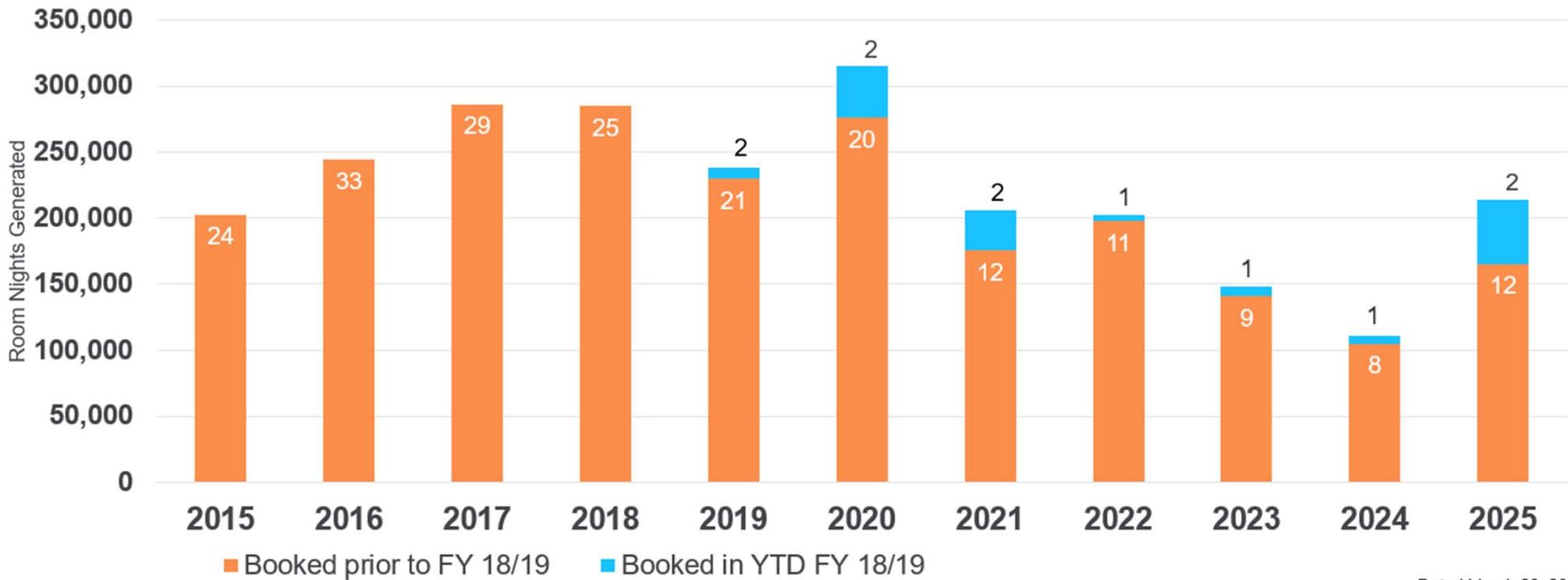
CITYWIDE CONVENTION SALES YTD FY 18/19 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 18/19 Goal	220
FY 18/19 YTD	163
FY 17/18 STLY	155

Booked Room Nights Produced	RNs Actual
FY 18/19 Goal	390,000
FY 18/19 YTD	268,606
FY 17/18 STLY	256,728

Dated March 28, 2019

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2015-2025 CALENDAR YEAR ARRIVAL DATE



Dated March 28, 2019

RECENT BOOKINGS

AMERICAN
PSYCHIATRIC
ASSOCIATION



American Psychiatric Association
2021 Annual Meeting
May 1 – 5, 2021
23,085 Room Nights

wework

WeWork
Annual Employee Summit 2020
January 13 – 15, 2020
29,700 Room Nights

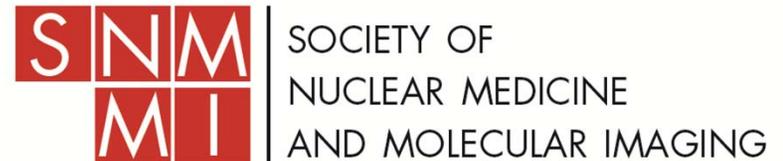
RECENT SITES



Shoppers Drug Mart
2022 Shopper Drug Mart National Conference
February 23-26, 2022
10,216 Room Nights



American Academy of Neurology
2028 Annual Meeting
April 22-26, 2028
40,650 Room Nights



Society of Nuclear Medicine and Molecular Imaging
SNMMI Annual Meeting
June 6-9, 2026
13,500 Room Nights



**AMERICAN
COLLEGE of
CARDIOLOGY**

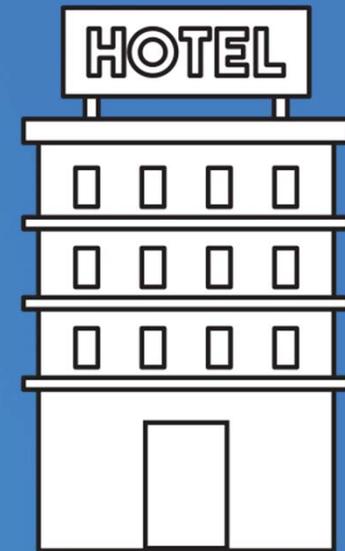
American College of Cardiology
ACC Annual Meeting 2023,2024,2026
March 11-13, 2023
13,500 Room Nights

L.A. TOURISM SALES COMPRESSION REPORT

Daily property-level data from STR used to explore how placed room nights generated by LA Tourism impacts hotels.

- Beach Cities/LAX (60 Hotels)
- The Valley (34 Hotels)
- Downtown (27 Hotels)
- Hollywood (24 Hotels)
- Westside (24 Hotels)

247



L.A. TOURISM SALES COMPRESSION REPORT



+\$2.56

RevPAR increase per 500 additional placed rooms by LA Tourism Sales

MAJOR EVENTS MATTER

Market RevPAR on the peak event day yielded a 133.2% increase..

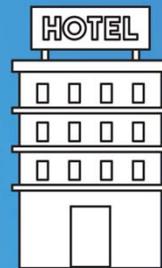


DOUBLE-DIGIT

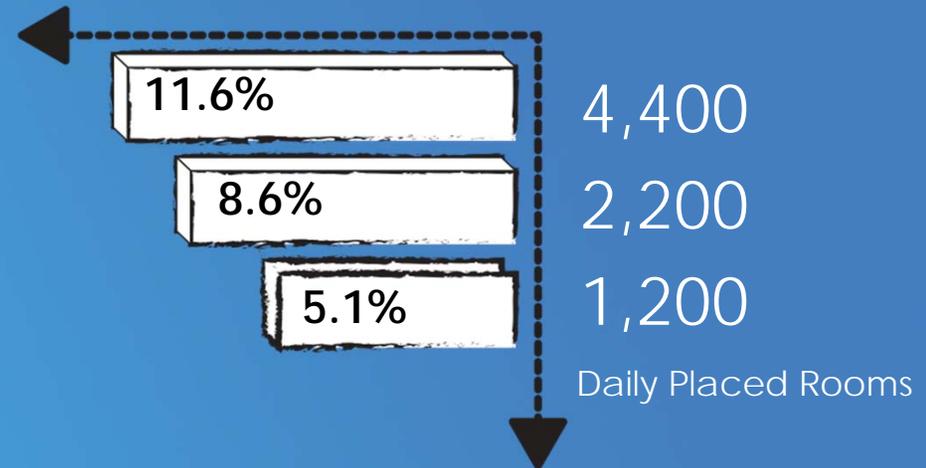
increases in RevPAR market performance when L.A. Tourism books

4,186

or more daily rooms



REGION REVPAR IMPACT



PCMA EDUCON

JUNE 25-28, 2019 | LOS ANGELES

REGISTER NOW

Hosted by

Los Angeles
TOURISM & CONVENTION BOARD



JW MARRIOTT

PCMA EDUCON JUNE 2019: SPONSORSHIP OPPORTUNITIES

The Buyer Audience of PCMA:

- 7,000+ members
- 69% state the economic value of all events is between \$1-10M
- 22% state the economic value of all events is \$10M or more
- Average meeting budget is \$1.3M
- Average attendance is 5,048
- Average exhibition is 100,000 sq. ft.
- Average room pick up is 3,037

The Buyer Audience from 2018 PCMA Education Conference:

- 84% have 7-10 years of industry experience
- 75% identify, influence or authorize venue selection
- 72% are senior managers and above
- 49% produce trade shows
- 43% represent healthcare/medical events
- 15% produce SMERF events

EXPERIENT ENVISION

Los Angeles Announced Host City

March 16-20, 2020

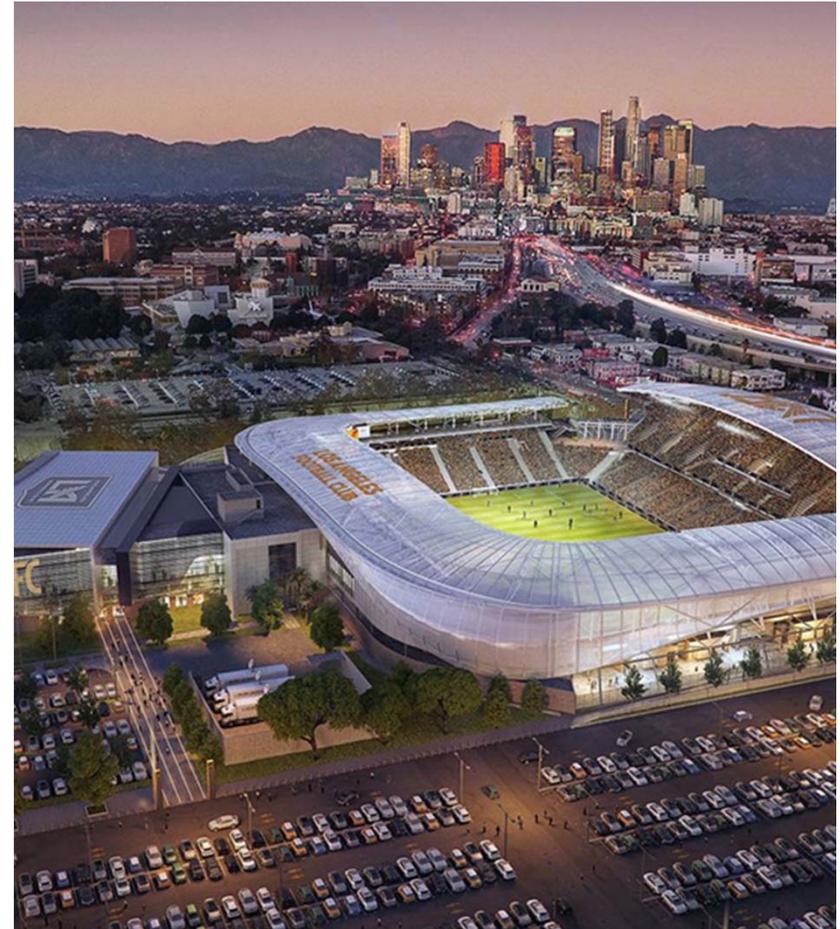
- JW Marriott Host Hotel
- Regional Event Programming

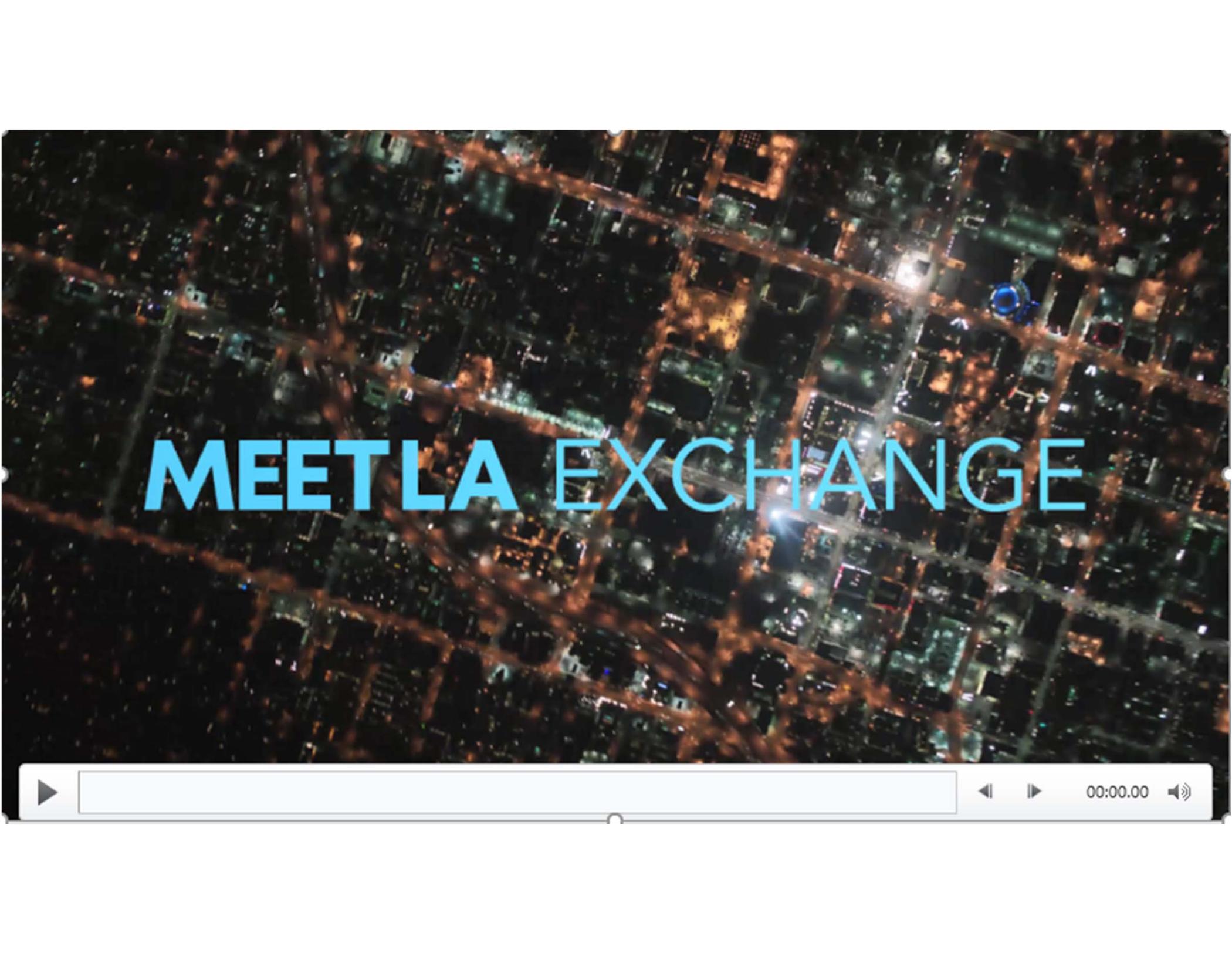


MEET L.A. EXCHANGE

April 2, 2019

- Banc of California Stadium
- Event: 2:00pm-6:00pm
- Reception: 6:00pm-7:30pm
- Meet 35+ L.A. Tourism Directors
- 500 Appointments



An aerial night view of a city grid, likely Los Angeles, showing a dense network of streets and buildings illuminated by warm orange and yellow lights. A prominent blue circular marker is visible in the upper right quadrant of the city grid.

MEET LA EXCHANGE



00:00.00



THANK YOU

Los Angeles

HOLLYWOOD

Los Angeles Tourism & Convention Board