



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, May 1, 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 April 3, 2019

4. REPORTS:

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

5. DISCUSSION:

None

6. ACTION ITEMS:

None

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
April 3, 2019

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a special meeting on Wednesday, April 3, 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
Commissioner David Stone

ABSENT:

Vacant Position

PRESENTERS:

Ellen Schwartz, AEG
Ben Zarhoud, AEG
Doane Liu, CTD
Tom Fields, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:02 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from March 20, 2019

UNANIMOUSLY APPROVED

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; with expansion working groups on legal documentation, design and construction, transportation and parking; with financial advisors relative to expansion; and with the LA Dodgers, LASEC, and LATCB regarding the 2020 All Star Game; presentations at the Tourism Marketing District Annual Meeting on expansion and modernization, at the LATCB Global Sales Meeting on expansion, modernization and the Tourism Master Plan; and speaking engagements at several forums on the future of DTLA.

Item 4b. AEG Monthly Update – February

Ms. Ellen Schwartz reported that LACC had hosted 13 local events and one citywide event resulting in over 91,000 attendees. In addition, LACC hosted three filmings. Ms. Schwartz noted that the Abilities Expo was the largest ever. Ms. Schwartz also reported that AEG Facilities, LLC renegotiated the food and beverage contract with the Grammys using Levy as the provider and that Levy did an outstanding job. Mr. Ben Zarhoud presented the financial data for February, reporting \$3.7M in gross revenue, 56% of which was generated by food and beverage, and parking. Mr. Zarhoud reported a 53% occupancy rate, a decreased from previous three years due to fewer citywide events and a 62% decrease year-to-date, mainly due to concern about construction and hotel inventory. Mr. Zarhoud also reported \$16M economic impact, \$7.9M from short term business and \$8.1M from citywide business. Mr. Zarhoud provided the Board with an electricity analysis, noting the investment in energy efficient projects, impact of those projects, and savings metrics.

Item 4c. LATCB Monthly Update – February

Mr. Darren Green reported that LATCB processed 163 leads YTD, resulting in 268,606 room nights with a year-end goal of 220 leads and projected 390,000 room nights, both of which is ahead of year over year pace. Mr. Green noted that two major groups did not return to Los Angeles resulting in a loss of 60,000 room nights, one due to contiguous space concerns. Mr. Green reported on recent bookings, noting that WeWork grew from a local event into a citywide event in a short time. Mr. Green presented information from the Sales Compression Report which noted that hotel inventory is a challenge and that rates are affected by compression, resulting in increased pricing for event room blocks and lower inventory. Mr. Green gave an overview of the upcoming PCMA Educon in June 2019 and the announcement that Los Angeles will host the Experient Envision in 2020.

Item 5. Discussion

None

Item 6. Action Items

None

ADJOURNMENT

The meeting was adjourned at 10:00 a.m.

LOS ANGELES CONVENTION CENTER MONTHLY UPDATE

MARCH 2019

ELLEN SCHWARTZ



Los Angeles
CONVENTION
CENTER
Managed By AEG
Facilities

LEADER OF THE 1ST QUARTER 2019



MARC HAMILTON
Business Concierge

LACC MARCH 2019 EVENTS

MAR
1 - 3

MAGIC FEST L.A. 2019
4,500

MAR
13 - 14

BOUTIQUE DESIGN WEST
5,000

MAR
22 - 23

FIRST ROBOTICS
3,000

MAR
2 - 3

JURASSIC TOUR 2019
9,417

MAR
14 - 17

TONY ROBBINS
58,000

MAR
22 - 23

CLIPPERS SCIFEST SO CAL
24,000

MAR
5 - 13

2019 NASPA ANNUAL CONF.
7,000

MAR
16 - 17

KAIROS KAI METANOIA
2,000

MAR
26 - 28

FIREHOUSE WORLD 2019
3,741

MAR
6 - 7

BUILD EXPO
2,500

MAR
17

TELEMUNDO HEALTH FAIR 2019
4,800

MAR
30 - 31

INNER ENGINEERING W/SADHGURU
5,000

MAR
7 - 8

THE MODEL EXPERIENCE
1,600

MAR
22 - 23

2019 L.A. MARATHON EXPO
15,000

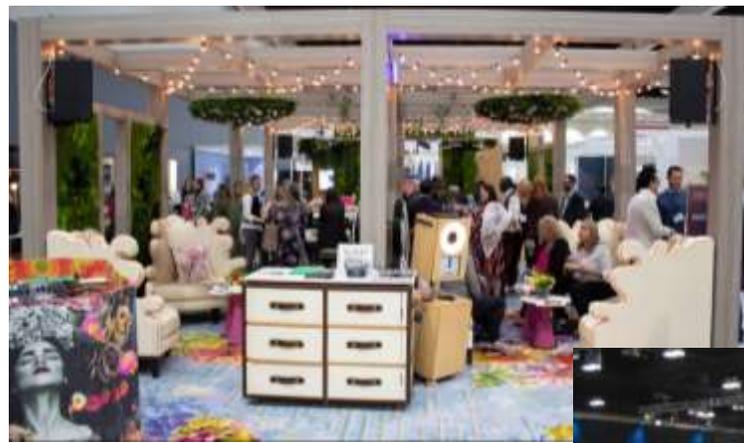
MAR 31
APR 03

AMERICAN ASSOC. COLLEGIATE
REGISTRARS AND ADMISSIONS
2,300

TOTAL

147,858

*CITYWIDE



LACC MARCH 2019 FILMING & PHOTO EVENTS

<u>DATE</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
Mar. 6	Zach Crawford	Top of Venice	\$5,510
Mar. 6 - 8	Legion	Bond/South	\$14,000
Mar. 11 - 12	Samsung	Kentia Hall	\$16,800
Mar. 11 - 15	Good Trouble	Venice Garage	\$9,000
Mar. 14 - 15	SWAT	Bond / West	\$15,000
Mar. 18	Jane the Novela	West Lobby / Concourse	\$27,760
Mar. 18 - 21	Sunnyside	Bond / South	\$21,000
Mar. 29	Good Trouble	Venice	\$1,500
Mar. 31	Audi	South Garage	\$20,160

TOTAL FILMING: \$130,730

(Total Mar. 2018: \$34,300)

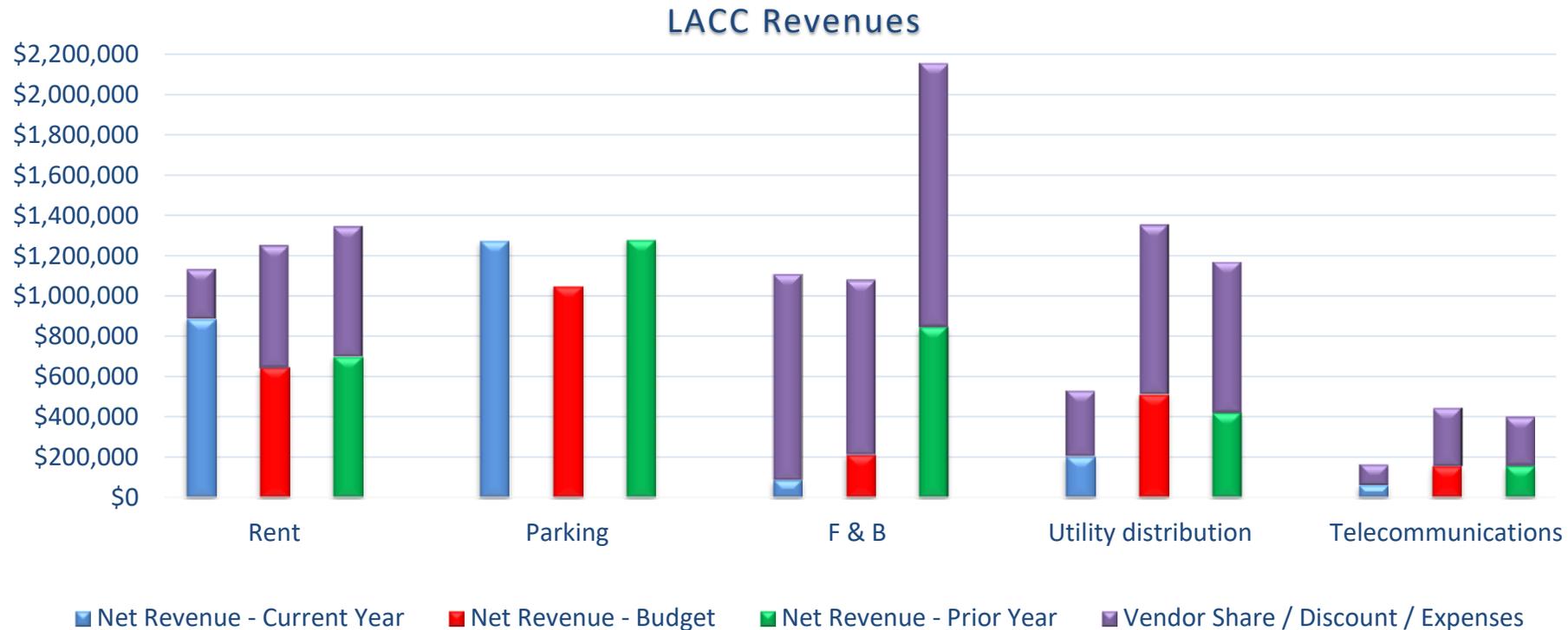
LACC March 2019 FINANCIALS

OPERATING SURPLUS (LOSS):

- \$1.1 million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.3 million above budget
- \$0.4 million below prior year

REVENUES:

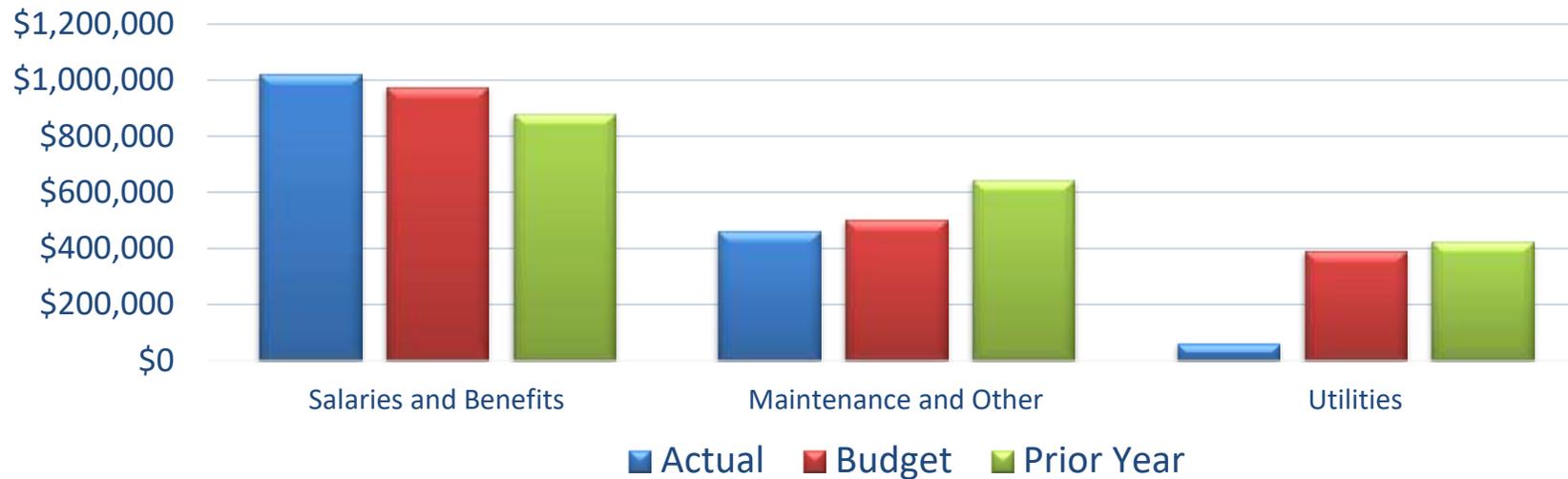
- \$4.7 million gross revenue (before discounts and service provider share)
- \$2.6 million net revenue
- \$48K below budget and \$0.8 million below prior year



LACC March 2019 FINANCIALS

OPERATING EXPENSES:

- \$1.5 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.3 million below budget and \$0.4 million below prior year
- Current month utilities include a \$0.3 million billing credit.

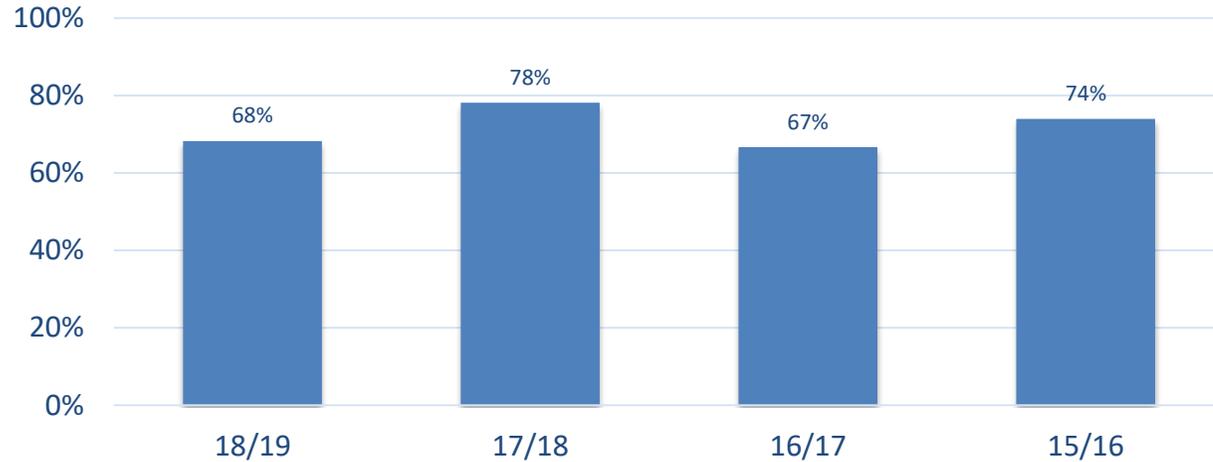


CITY REIMBURSEMENT - \$358K

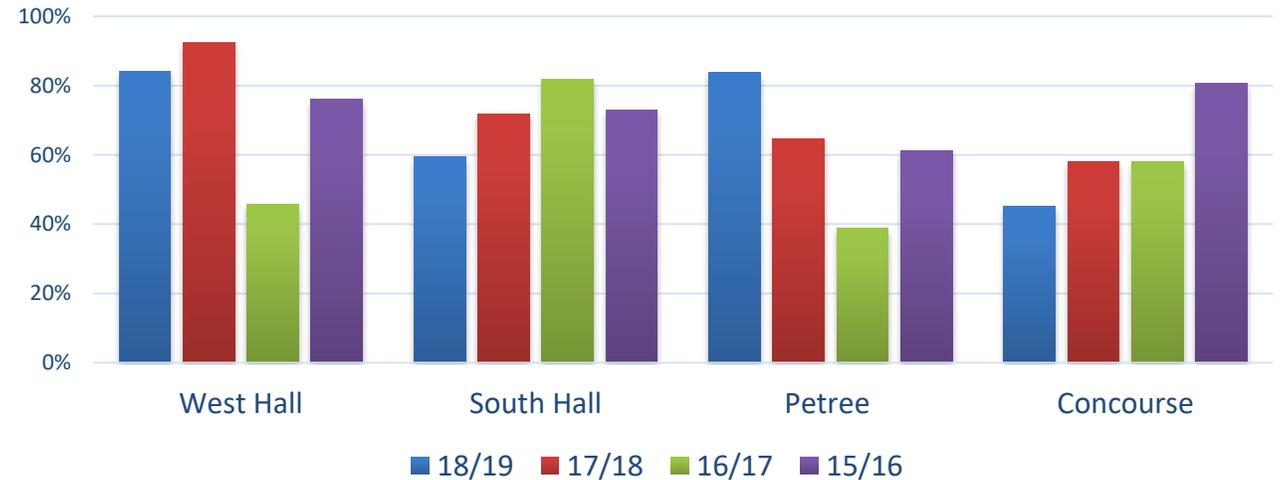
Capital and Alterations & Improvements

LACC March 2019 OCCUPANCY

Exhibit Hall Occupancy

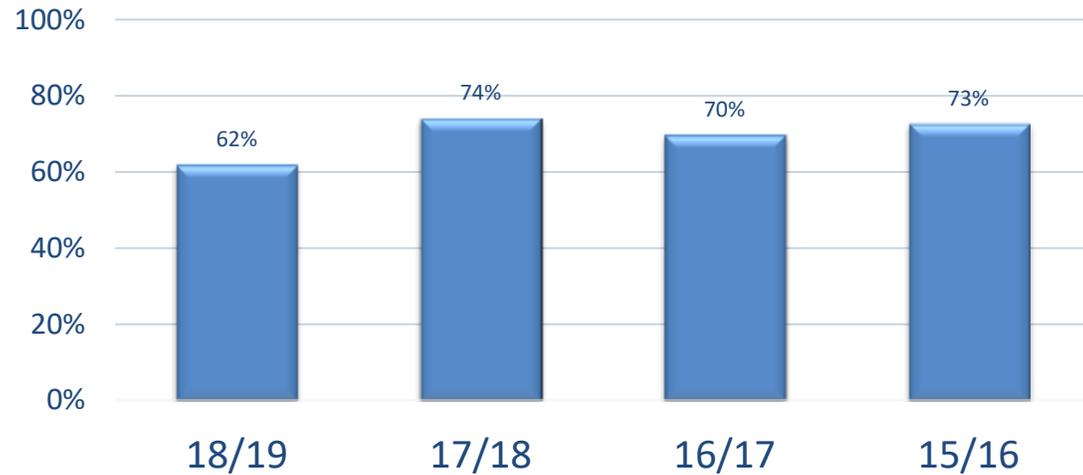


Occupancy by Exhibit Hall

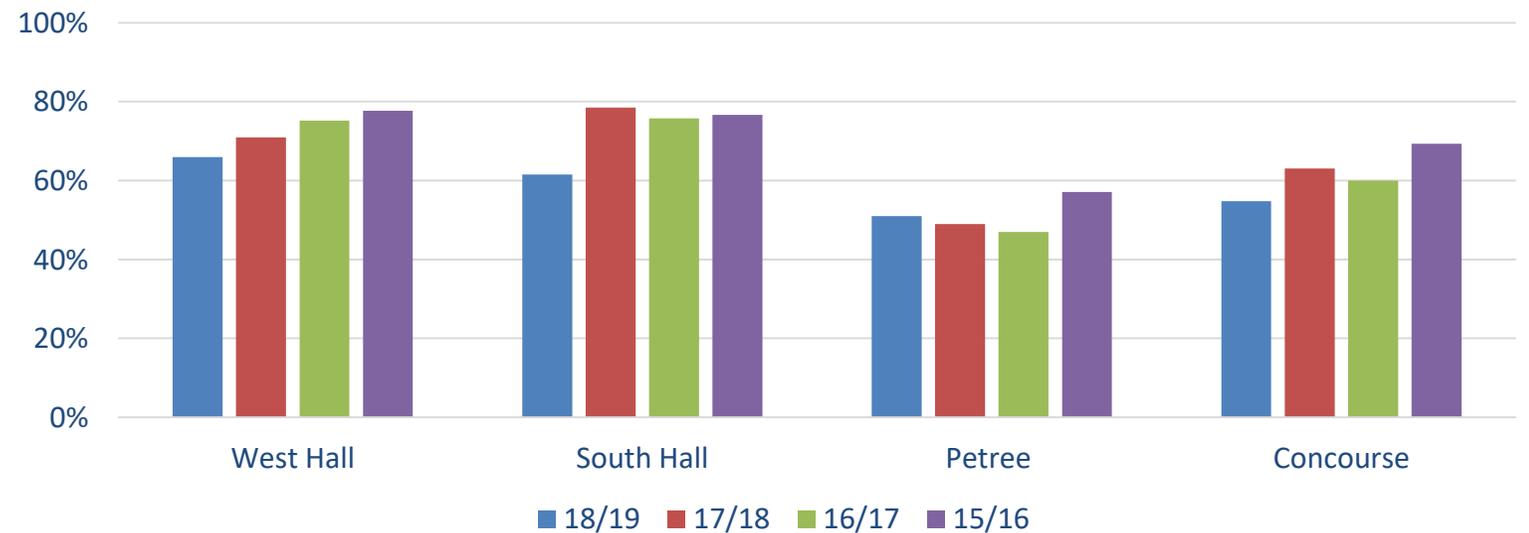


LACC YTD 2018/2019 OCCUPANCY

Exhibit Hall Occupancy - (July - March)

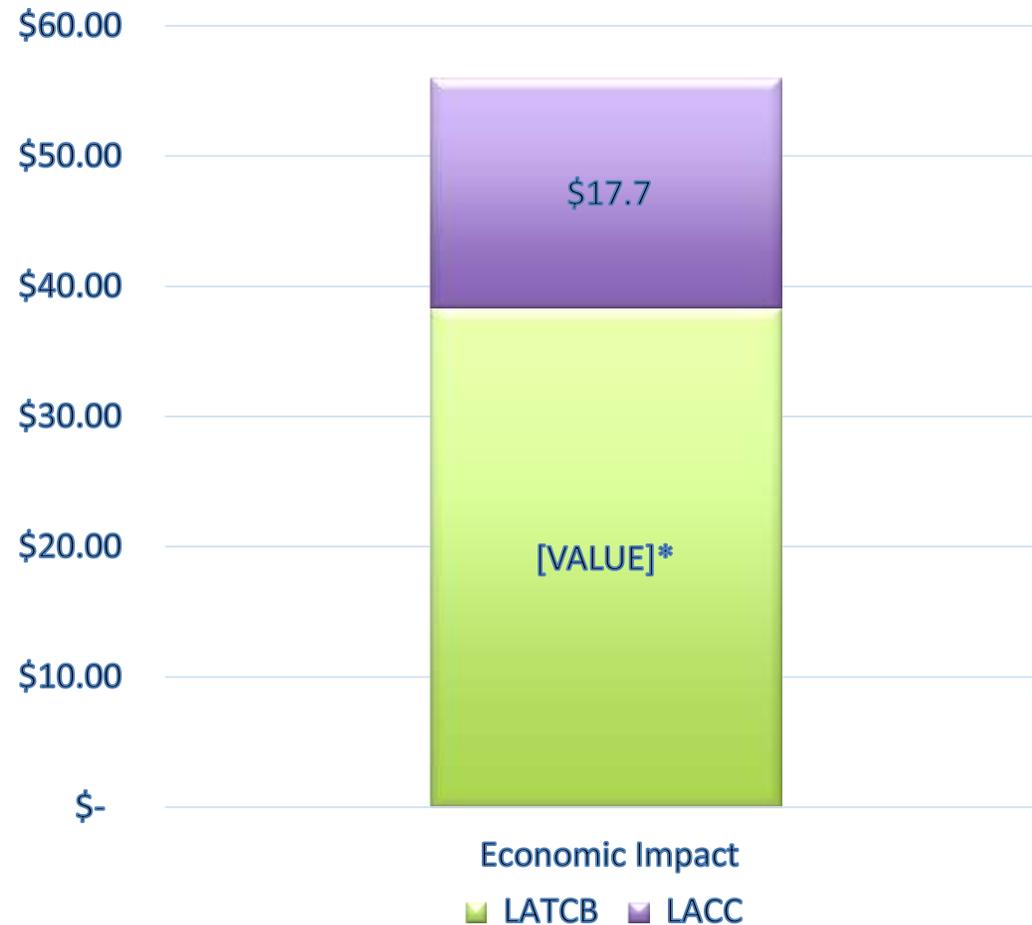


Occupancy by Exhibit Hall – (July – March)



LACC March 2019 ECONOMIC IMPACT

\$56 million in Projected Economic Impact



* Based on estimates provided by LATCB

CTD Board of Commissioners Meeting

May 1, 2019

*Los Angeles*TM

Los Angeles Tourism & Convention Board

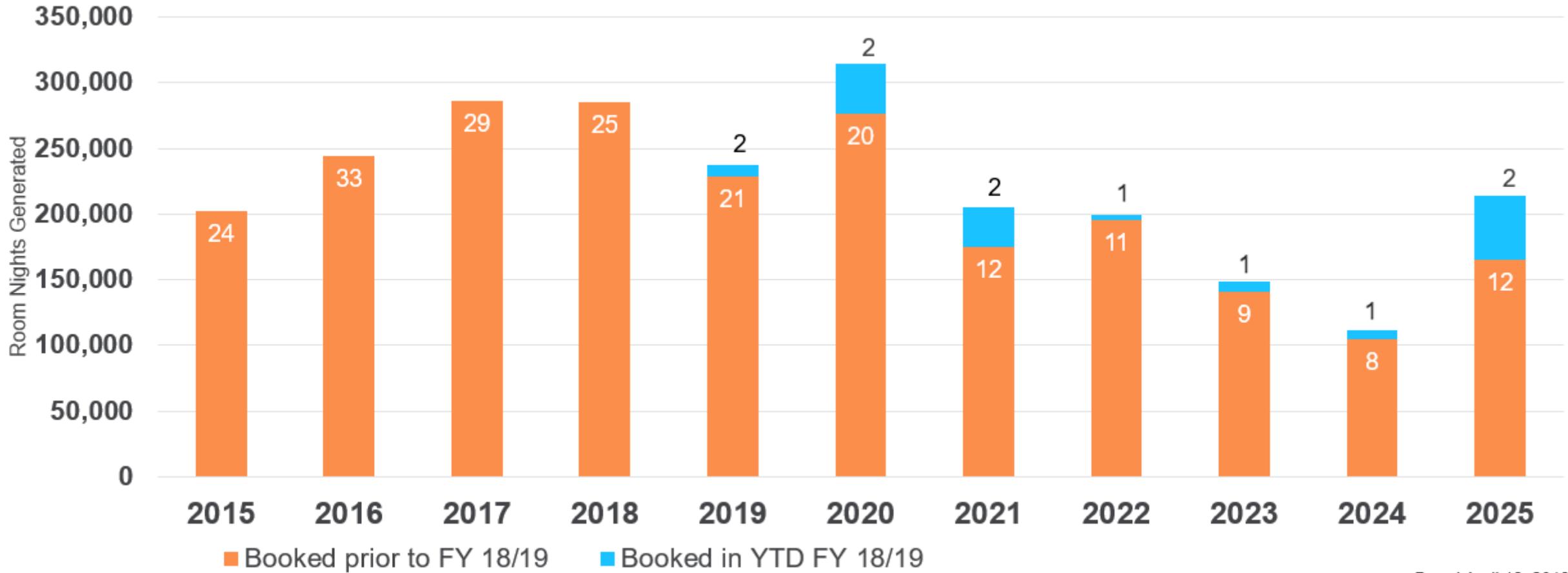
CITYWIDE CONVENTION SALES YTD FY 18/19 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 18/19 Goal	220
FY 18/19 YTD	172
FY 17/18 STLY	166

Booked Room Nights Produced	RNs Actual
FY 18/19 Goal	390,000
FY 18/19 YTD	268,606
FY 17/18 STLY	271,960

Dated April 18, 2019

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



Dated April 18, 2019

RECENT SITES



American College of Medical Genetics
ACMG 2021 Annual Clinical Genetics Meeting
April 12-17, 2021
7,155 Room Nights



Canon USA, Incorporated
Canon Camera Convention 2021
September 9-11, 2021
8,881 Room Nights



National Council of Teachers of Mathematics
2022 NCTM Annual Meeting & Exposition
September 27- October 1, 2022
17,055 Room Nights

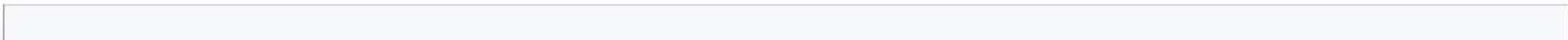
MEET L.A. EXCHANGE

April 2, 2019

- 6th Annual hosted at Banc of California
- 122 Attendees w/ 482 Total Appointments
- Marketplace Included: Delta Meetings Network, Extranet Leads, PCMA EduCon & Membership/Member Portal
- Guest Speakers:
 - Curren D. Price Jr., Council Member of The 9th District
 - Jill Przelenski, VP, Special Event Sales at Los Angeles Football Club



MEET LA EXCHANGE



00:00.00





Education Conference

JUNE 25-28, 2019 | LOS ANGELES



MEET

Los Angeles

JW Marriott Los Angeles

L.A. LIVE



With more than 7,000 members and an audience of more than 50,000 individuals, PCMA is the world's largest network of Business Events Strategists. The **PCMA Education Conference (EDUCON)** is an energetic and immersive program designed to attract industry thought leaders.

This year the event will be hosted in Los Angeles and will bring up to 500 meeting planners and an additional audience of suppliers to our city. Partners have a unique opportunity to connect their brand with this vast network of global meeting and convention professionals. Through sponsorship, you will create a strategic partnership that will deliver direct exposure and opportunities to work with the industry's most notable decision makers.

PCMA EDUCON

JUNE 25-28, 2019 | LOS ANGELES

PCMA Educon Buyer Audience



84%
7-10 years
industry
experience



49%
produce
tradeshows



1.3 million
avg. meeting
budget per
planner



69%
manage corporate,
association or
medical events



80%
influence or authorize
venue, hotel, and amenity selection

Los Angeles Tourism Boutique

Aside from the custom sponsorship opportunities available, you can also **showcase your brand or product at the Los Angeles Tourism Boutique**, a pop-up amenity store for attendees located at the J.W. Marriott L.A. LIVE, the headquarter hotel for the conference.



Other Sponsorship Opportunities

Other opportunities include but are not limited to:

- Decor
- Entertainment
- Transportation
- Pre- and post-event activities
- Food and beverage

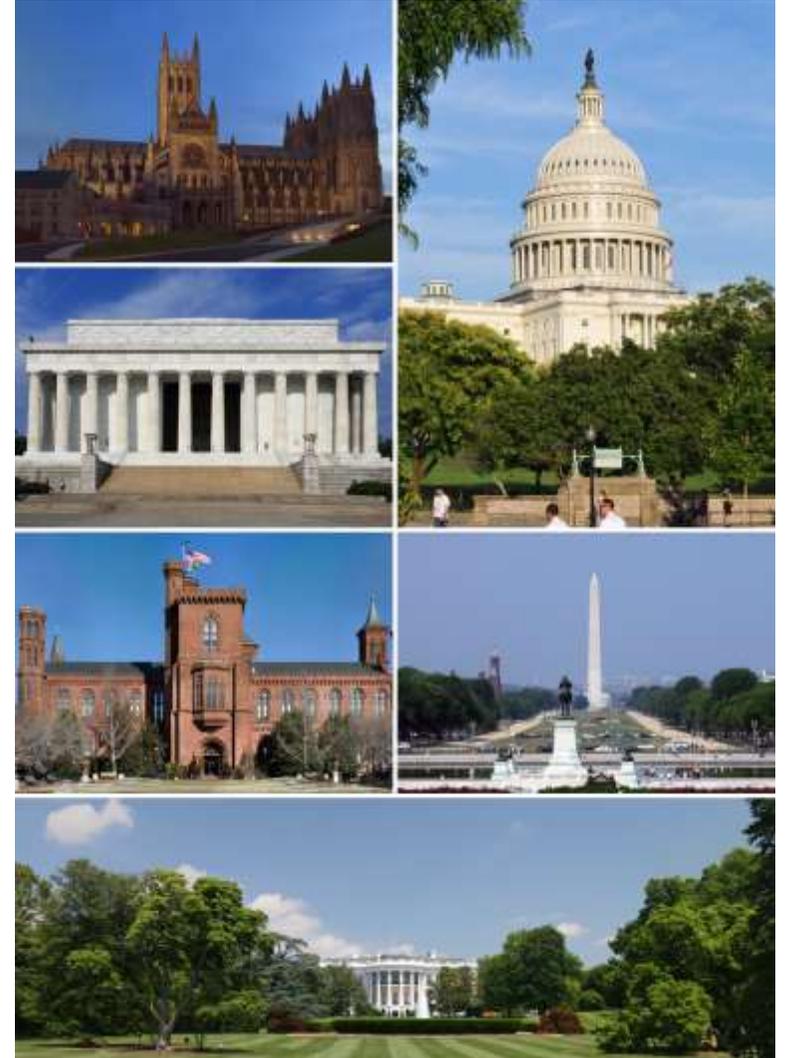
GM SALES MISSION 2019

Washington, D.C.

Dates: May 14-17, 2019

Objective:

- Target new business opportunities in key feeder markets
- Connect with existing customers, identify new business opportunities
- Incorporates a series of sales calls along with hosting various events
- Put them face to face with key partners



GM SALES MISSION 2019

Washington, D.C.



Attendees:

- Doane Lui, City of Los Angeles Department of Convention & Tourism Development
- Helen Simmons, Omni Los Angeles
- Javier Cano, JW Marriott L.A. LIVE & The Ritz-Carlton, Los Angeles
- Jill Przelenski, Banc of California Stadium
- Ken Pilgrim, The Westin Bonaventure Hotel & Suites
- Kim Weedmark, Universal Studios Hollywood
- Natalie Fulton, Warner Bros. Studios
- Nile Harris, InterContinental Los Angeles Downtown
- Scott Mills, The Garland



Agenda:

Tuesday, May 14th

Various	Arrivals
7:30 pm	Pre-Con Dinner @ Del Mar de Fabio Tradbocchi

Wednesday, May 15th

8:30 am – 10:00 am	Client Breakfast @ Hummingbird in Hotel Indigo Old Town Alexandria (25 Customers)
12:00 pm – 2:00 pm	Client Lunch @ Palette 22 (22 Customers)
6:00 pm – 8:00 pm	Client Reception @ Eaton D.C. Hotel (50 Customers)

Thursday, May 16th

8:30 am – 10:00 am	Client Breakfast @ Tavern 64 (20 Customers)
12:00 pm – 2:00 pm	Lunch & Sales Calls @ Entertainment Software Association Offices (E3)
3:00 pm – 6:30 pm	PCMA - Capital Chapter Discovery Studio @ The Westin Georgetown (200 Customers)
7:00 pm – 9:00 pm	Client Dinner @ Blue Duck Tavern (7 Customers)

Friday, May 17th

Various	Departures
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GM SALES MISSION 2019

ESA Meeting

Key Topics:

- History of E3 and how they've grown
- How the show has changed
- Where do they see E3 in the future
- Interaction with LA Tech and entertainment markets
- International growth
- Hotel Package and percentage of inventory at each Hotel
- Affiliates booking outside of the block
- Challenges with proposed renovation over future show dates





THANK YOU

Los Angeles

Los Angeles Tourism & Convention Board