



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

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

---

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, July 17, 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. FY 19-20 ELECTION OF OFFICERS**

**4. APPROVE MINUTES:**

- a) Approval of the regular meeting minutes from May 1, 2019

**5. REPORTS:**

- a) Executive Director Report
- b) AEG Monthly Update – May
- c) LATCB Monthly Update – May
- d) CIP Update

**6. DISCUSSION:**

None

**7. ACTION ITEMS:**

None

**8. 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  
May 1, 2019

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a special meeting on Wednesday, May 1, 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  
Commissioner Noel Hyun  
Commissioner David Stone

**ABSENT:**

Vice President, Otto Padron  
Vacant Position

**PRESENTERS:**

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

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

President Vein called the meeting to order at 9:00 a.m.

***Item 2a. Public Comment***

None

***Item 2b. Neighborhood Council***

None

***Item 3a. Approval of the regular meeting minutes from April 3, 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 clients regarding future events; presentations on expansion to the Construction Network; attended ED Committee with new Commissioner; the Mayor's State of the City and Green New Deal; and the GLP Community Outreach meeting.

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

Ms. Ellen Schwartz introduced Marc Hamilton, the Leader of the Quarter. Ms. Schwartz reported that LACC had hosted 13 local events and two citywide event resulting in over 147,850 attendees. In addition, LACC hosted nine filmings. Mr. Ben Zarhoud presented the financial data for March, reporting \$4.7M in gross revenue, which was \$0.8M below prior year due to fewer citywide events. Mr. Zarhoud reported a 68% occupancy rate, a decreased from the previous year due to small citywide events. Mr. Zarhoud also reported \$56M economic impact, \$18M from short term business and \$38M from citywide business.

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

Mr. Darren Green reported that LATCB processed 172 leads YTD, resulting in 268,606 room nights, versus 271,960 this time last year, with a year-end goal of 220 leads and projected 390,000 room nights. Mr. Green noted that the decrease in room nights is due to customer's reluctance to commit to future years without a firm construction timeline, noting that Cardio did not chose Los Angeles and IRSA left but will return once construction is completed. Mr. Green reported that the lack of booking due has resulted lost revenue of \$200M in 3 months and that booking trends continue to be down due to concerns of construction. Mr. Green presented an overview of recent site visits and the Meet LA Exchange hosted by LATCB as well as a related video.

***Item 5. Discussion***

None

***Item 6. Action Items***

None

**ADJOURNMENT**

The meeting was adjourned at 9:33 a.m.

# LOS ANGELES CONVENTION CENTER MONTHLY UPDATE

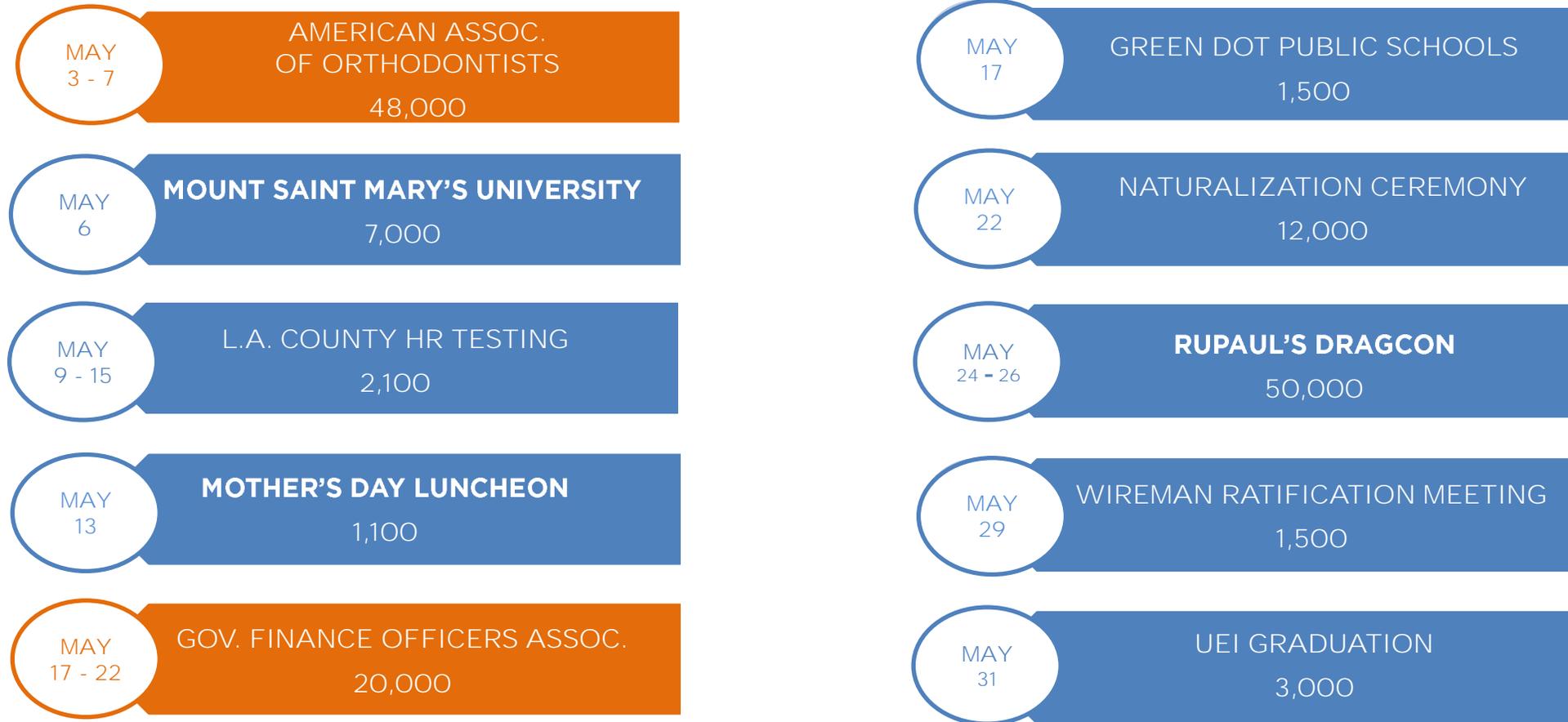
MAY 2019

ELLEN SCHWARTZ



*Los Angeles*  
CONVENTION  
CENTER  
Managed By AEG  
Facilities

# LACC MAY 2019 EVENTS

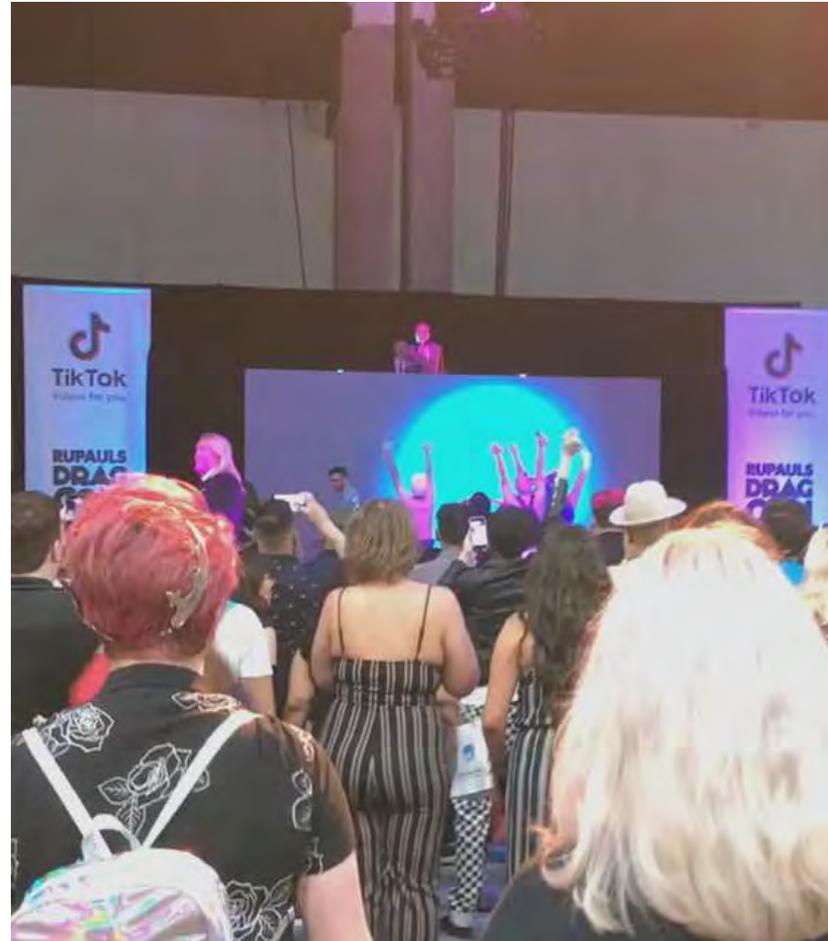


\*CITYWIDE

# MAY 2019 EVENTS



# MAY 2019 EVENTS



# LACC MAY 2019 FILMING & PHOTO EVENTS

<u>DATE</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
MAY 9 - 10	Good Trouble	Venice Garage	\$3,750
MAY 22 - 23	Good Trouble	Venice Garage	\$3,750
MAY 30	Good Trouble	Venice Garage	\$1,875

TOTAL FILMING: \$9,375

(Total for May 2018 - \$77,215)

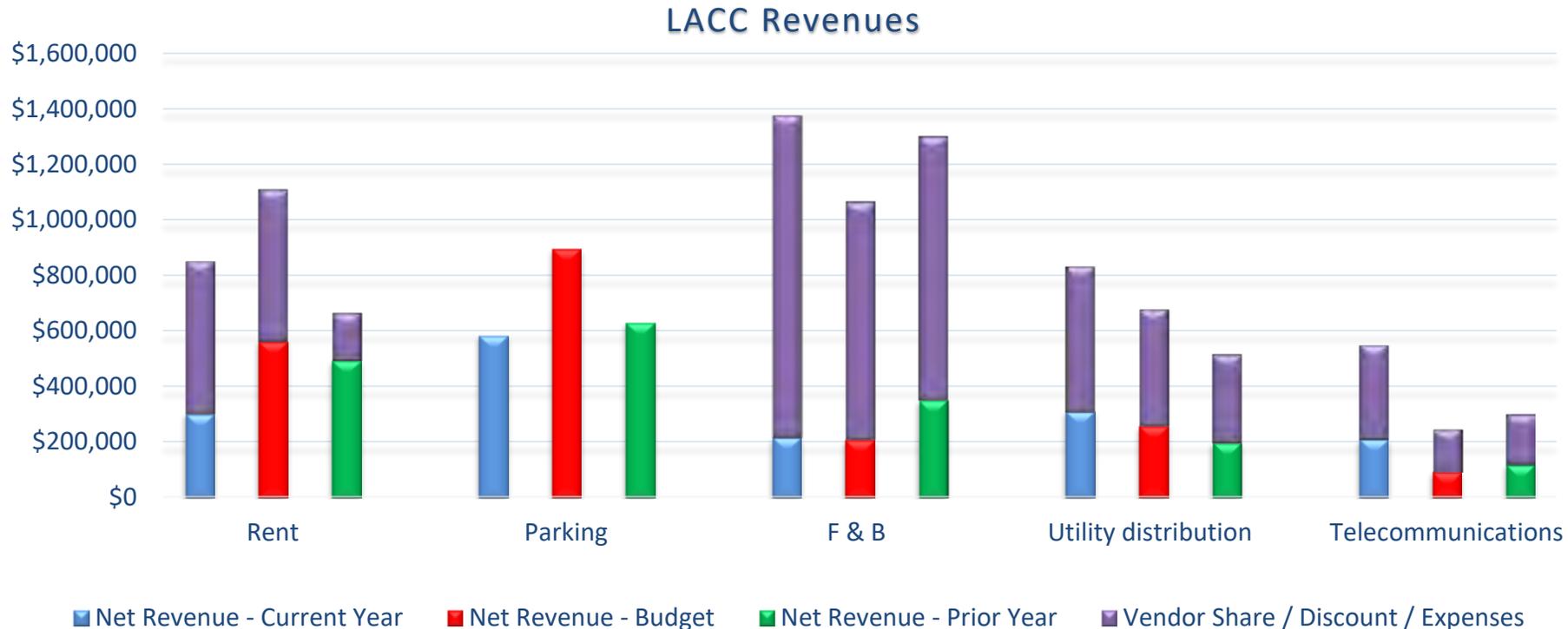
# LACC MAY 2019 FINANCIALS

## OPERATING SURPLUS (LOSS):

- (\$40K) (before approved City Reimbursements, A & I and Capital Projects)
- \$268K below budget
- \$41K below prior year

## REVENUES:

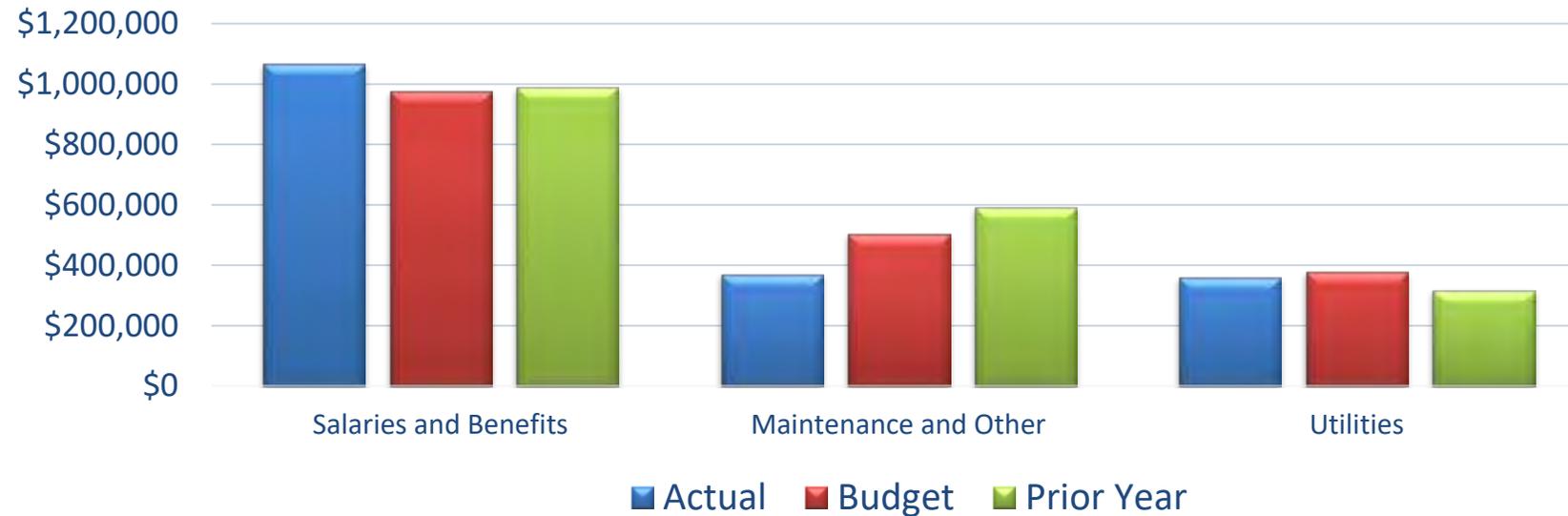
- \$4.7 million gross revenue (before discounts and service provider share)
- \$1.8 million net revenue
- \$328K below budget and \$142K below prior year



# LACC MAY 2019 FINANCIALS

## OPERATING EXPENSES:

- \$1.8 million (before approved A & I, Capital Projects, and City reimbursement)
- \$60K below budget and \$0.1 million below prior year

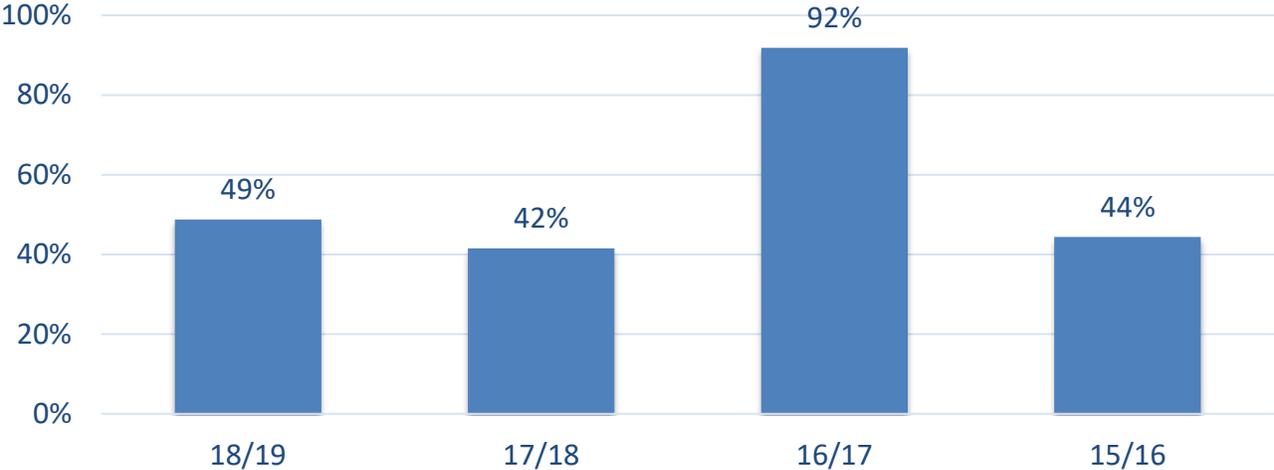


CITY REIMBURSEMENT - \$358K

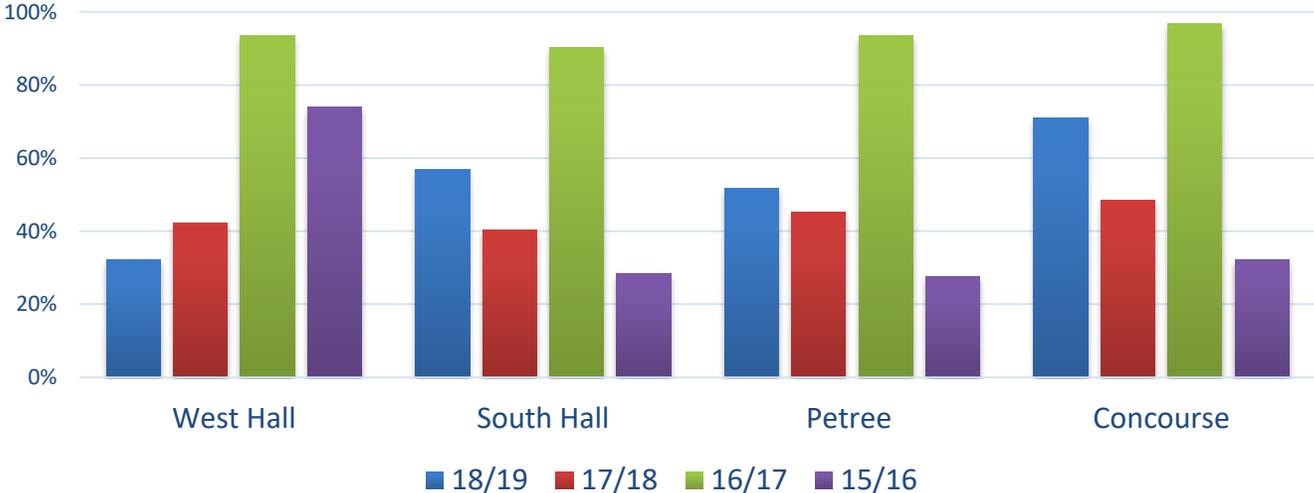
Capital and Alterations & Improvements

# LACC MAY 2019 OCCUPANCY

### Exhibit Hall Occupancy

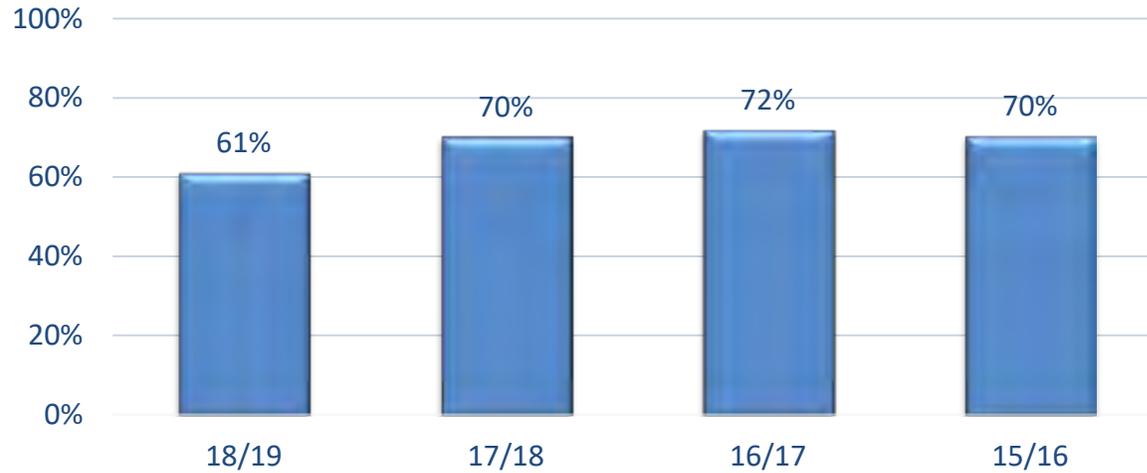


### Occupancy by Exhibit Hall

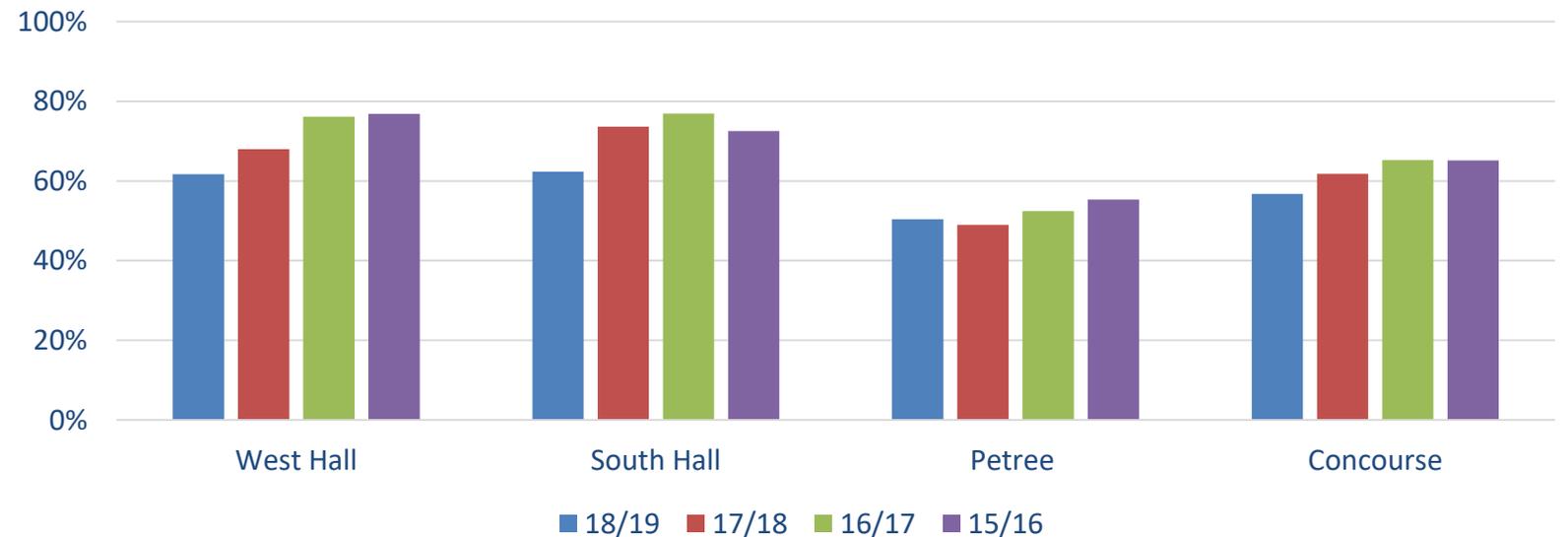


# LACC YTD 2018/2019 OCCUPANCY

## Exhibit Hall Occupancy - (July - May)



## Occupancy by Exhibit Hall - (July - May)



# LACC MAY 2019 ECONOMIC IMPACT

\$78.9 million in Projected Economic Impact



# CTD BOARD OF COMMISSIONERS MEETING

July 17, 2019

*Los Angeles*

Los Angeles Tourism & Convention Board

# CITYWIDE CONVENTION SALES FY 18/19 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 18/19 Goal	220
FY 18/19 YE	<b>221</b>
FY 17/18 YE	222

Booked Room Nights Produced	RNs Actual
FY 18/19 Goal	390,000
FY 18/19 YE	<b>428,374</b>
FY 17/18 YE	440,812

Dated July 11, 2019

# RECENT BOOKINGS

**HONDA**

The Power of Dreams

American Honda Motor Co., Inc.  
Honda Dealer Meeting  
August 5-7, 2020  
**5,583 Room Nights**



Cetera Financial Group  
Cetera Connect 2022  
July 11-14, 2022  
**17,420 Room Nights**



National Electrical Contractors Association  
NECA 2030 Annual Convention  
September 21-23, 2030  
**12,246 Room Nights**

**Canon**

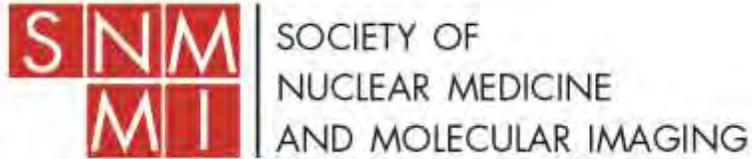
CANON U.S.A., INC.

Canon USA, Incorporated  
Canon EXPO 2021  
September 9-11, 2021  
**8,881 Room Nights**

# RECENT BOOKINGS



International Health, Racquet and Sportsclub Association  
IHRSA International Convention & Trade Show  
March 6-9, 2024  
March 4-7, 2026  
**14,508 Room Nights**

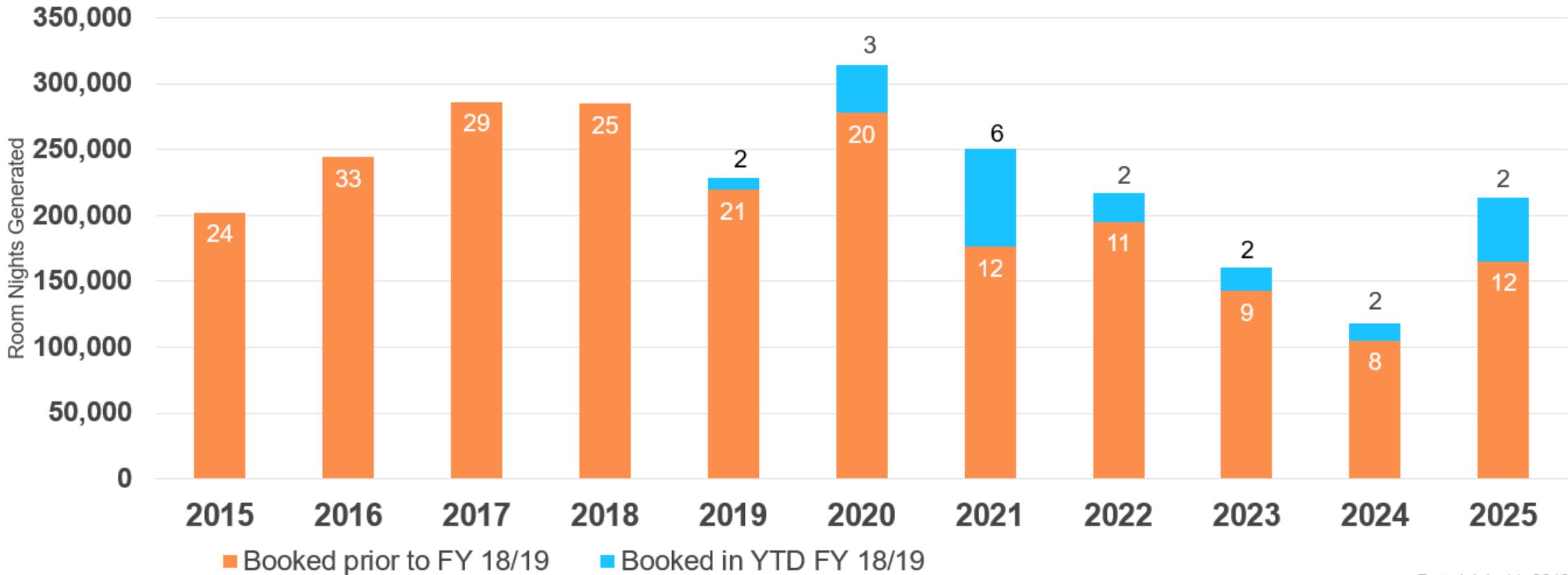


Society of Nuclear Medicine and Molecular Imaging  
SNMMI 2026 Annual Meeting  
June 6-9, 2026  
**11,500 Room Nights**



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

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



Dated July 11, 2019

# RECENT SITES



Blizzard Entertainment  
Blizzcon 2021  
August 25-28, 2021  
**14,224 Room Nights**



American Farm Bureau Federation  
2024 AFBF Annual Convention & IDEAg Trade Show  
January 5-10, 2024  
**9,350 Room Nights**



AMERICAN  
SPEECH-LANGUAGE-  
HEARING  
ASSOCIATION

American Speech-Language-Hearing Association  
ASHA 2031 Annual Convention  
November 6-8, 2031  
**16,825 Room Nights**

# PCMA EDUCON Hits All the Right Notes

- 1,000 business events professionals from more than 15 counties gathered in Los Angeles, setting a record for the event.
- The four-day event began with reception at The Novo and featured R&B group En Vogue.
- Unveiled a new hologram of the Los Angeles Convention Center expansion plan.



# PCMA EDUCON Hits All the Right Notes

- Closing reception at Universal Studios Hollywood
- Corporate Social Responsibility (CSR) activations included assembling toiletry kits for local homeless women and a 5K Fun Run with the Skid Row Running Club.



A group of people is running in an indoor space, possibly a mall or a community center. The background features vibrant, colorful murals with abstract patterns and shapes. A large, stylized mural of a person running is visible on the left. The runners are wearing various athletic gear, including bright green and blue t-shirts. The overall atmosphere is energetic and community-oriented.

CORPORATE  
SOCIAL  
RESPONSIBILITY

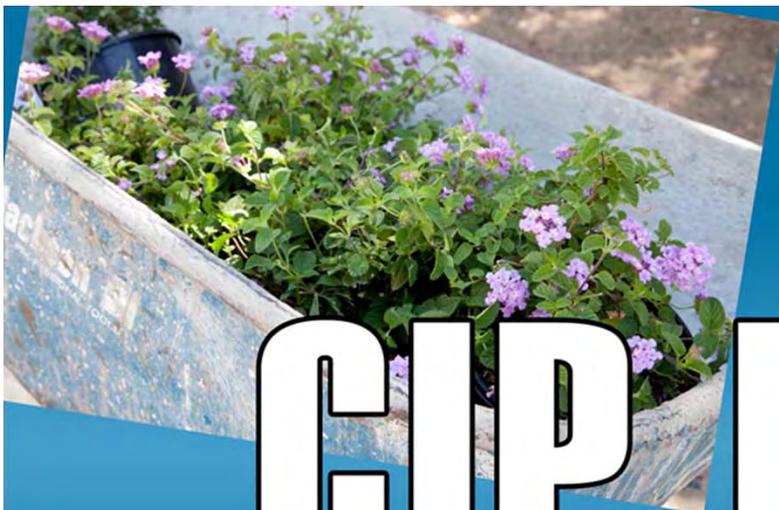
THANK YOU

Los Angeles

HOLLYWOOD

Los Angeles Tourism & Convention Board

# CIP UPDATE



# CIP UPDATE - SUMMARY

## PLANNING

Security Surveillance System – Phase IV

## TO BE COORDINATED WITH LACC EXPANSION PROJECT

West Hall Elevator

Escalator Replacement

Chiller Plant Modernization

## IN PROGRESS

Escalator and Elevator Repair/Modernization

Carbon Monoxide Sensors

LED Reader Boards for Parking

Fire Alarm System Peripheral Devices

Fire Alarm Panel Upgrade

Water Heater Replacement

VFD Installation

## LIGHTING UPGRADE PROJECTS

South Hall Parking Garage

# CIP UPDATE - SUMMARY

## COMPLETED

Petree & 500 Series Meeting Room Lighting Upgrade

Meeting Room Divider Wall Repair/Reconditioning

Carpet Replacement

New Security Command Center A/C

Painting of Exterior of West Hall

**Roof Replacement – Lower West Hall\***

**Automatic Transfer Switch Replacement\***

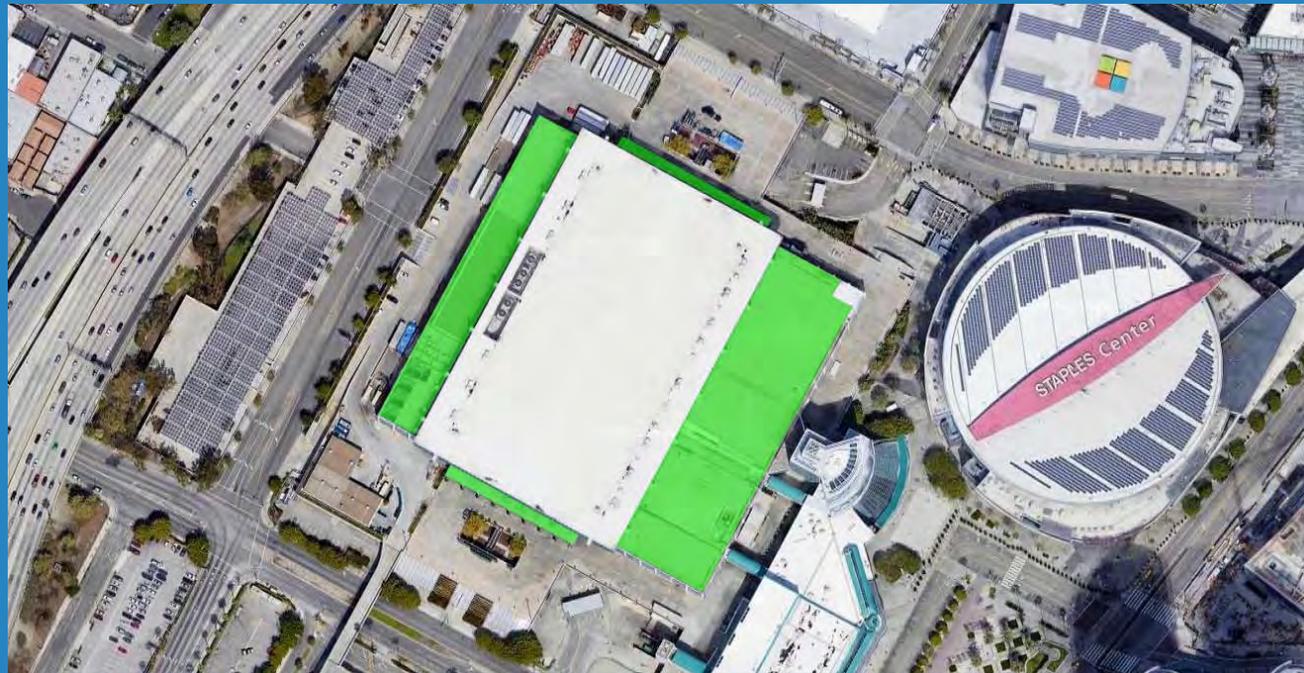
# Roof Replacement – Lower West Hall

**COMPLETED**



# Roof Replacement – Lower West Hall

**COMPLETED**



- Remainder of West Hall roof is now complete with “cool roof” system
- Over 144,000 square feet of roof replaced (shaded in green, above)
- Estimated annual savings of 13,000 kWh per year

# Automatic Transfer Switch Replacement

COMPLETED



- Replaced two of the oldest automatic transfer switches (ATS)
- New ATS have state-of-the-art microprocessor controls