



## 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

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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 three minutes per speaker.

Regular Meeting  
Wednesday, August 19, 2020  
9:00 a.m.

Dial in number  
1-669-254-5252  
Meeting ID: 160 344 4879

1. **CALL TO ORDER / ROLL CALL**
2. **COMMENTS FROM THE PUBLIC**
  - a. General and Agenda Item Public Comments  
To make a public comment, dial the number again, enter the meeting ID#, then press \*9. Limit is one minute per speaker, per item.
  - 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 regular meeting minutes from July 15, 2020
4. **REPORTS:**
  - a. Executive Director Report
  - b. ASM Update
  - c. LATCB Update
5. **DISCUSSION:**
  - a. None
6. **ACTION ITEMS:**
  - a. 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.

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

Regular Meeting Minutes  
July 15, 2020

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, July 15, 2020 at 9:00 a.m. via Zoom.

**PRESENT:**

President Jon F. Vein  
Vice President Otto Padron  
Commissioner Noel Hyun Minor  
Commissioner David Stone

**ABSENT:**

Commissioner Bricia Lopez

**PRESENTERS:**

Ellen Schwartz, ASM  
Ben Zarhoud, ASM  
Doane Liu, CTD  
Kim Nakashima, CTD  
Darren Green, LATCB  
Don Skeoch, LATCB  
Jamie Simpson, LATCB

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

President Vein called the meeting to order at 9:03 a.m.

***Item 2. Vote for 2020-2021 Board Positions***

Commissioner Minor moved to reappoint Jon Vein as President, Commission Stone seconded. Commissioner Vein moved to reappoint Otto Padron as Vice President, Commissioner Minor seconded.

UNANIMOUSLY APPROVED BY ROLL CALL VOTE

***Item 3a. Public Comment***

None

***Item 3b. Neighborhood Council***

None

***Item 4a. Approval of the regular meeting minutes from June 3, 2020***

UNANIMOUSLY APPROVED BY ROLL CALL VOTE

***Item 5a. Executive Director Report***

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: hosting meetings with Airbnb and LA Tourism, Safe parking, Salesforce and LATCB; discussions with LATCB on reopening communications with the Mayor's office, and with Ted Fikre, AEG, regarding AEG LA Live campus projects, which have been delayed but are progressing; presenting the LATCB contract extension to Trade, Travel, and Tourism committee; joining the Zoom swearing in of Commissioner Otto Padron, who was reappointed and; participated in FIFA World Cup 2026 workshop and LA presentation led by LASEC. Mr. Liu reported that the FMS has been extended through July 31, 2020.

***Item 5b. ASM Monthly Update***

Ms. Ellen Schwartz reported that the contract with Enterprise to house cars expires July 31, 2020. Mr. Ben Zarhoud presented the financial data for May, reporting an operating loss of \$0.38M for the month, \$1.17M in gross revenue as a result of rent from the FMS, Enterprise contract and F&B revenue from the Senior Meals program. Mr. Zarhoud reported \$1.19M in operating expenses as cost saving measures, which have been in place since March, continues as does maintenance and improvements. Mr. Zarhoud reported a 29% occupancy rate and a 48% occupancy year-to-date which is well below prior years and is due to COVID related cancellations of events. In response to President Vein's question about the state of the reserves versus expected expenses, Mr. Zarhoud stated that staff was watching cashflow and with \$9.1M in reserves fund could be stretched until the end of May 2021. Ms. Schwartz responded that they have received several inquiries for filmings and commercials and are hopeful for some income.

Ms. Schwartz presented an overview of the LACC Recovery Plan, which included an outline of the six pillars of the plan: Smart Infection Control; Environmental Hygiene; A Safe Workplace; The Art of the Show; Food Service and; Communication and Public Awareness. Ms. Schwartz reported that the LACC was one of the first convention centers in the country to be awarded GBAC certification and has also created the LACC "Blue Tower Program".

***Item 5c. LATCB Monthly Update***

Mr. Green reported that LATCB processed 160 leads YTD and have booked 460,331 room nights, with year-end goals of 220 leads and projected 390,000 room nights, noting that while leads are behind last year, the room nights, driven by multi-year Adobe bookings, are still ahead of last year's actuals and this year's goal. Mr. Green discussed recent bookings and recent virtual tours, which have become a big part of sales. Mr. Green reported that the virtual tours include LACC space, LA Live campus, hotels, stadiums and are tailored to client needs and noted that clients are very optimistic. Mr. Green stated that LATCB staff is meeting with groups booked in early 2021 to discuss how events will work, attendee expectations, space use and other pertinent items.

Ms. Kathy McAdams reported that LATCB is part of a task force with New York, Houston, Chicago and are discussing hybrid events, part live and part virtual, and that this type of events can reach wider audiences.

Mr. Don Skeoch reported that Los Angeles is 4<sup>th</sup> in room demand, which 300,000 (the highest since March) and 3<sup>rd</sup> in Rev Par at \$54. Mr. Skeoch gave an overview of the 5 waves of recovery program, noting that Los Angeles is in Phase 2, the “Stay-cation”.

Ms. Jamie Simpson gave an overview of virtual programming, noting that 58% of American travelers agree road trips will be for those wanting to travel surrounding areas, LATCB marketing will target Angelinos, including messaging on how to travel in Los Angeles and safety measures, giving them a reason to stay local. LATCB presented a video on the message.

***Item 6a. Discussion***

None

***Item 7a. Event Policy Recommendations for the Los Angeles Convention Center – Board Report #20-003***

Mr. Doane Liu noted that the current policies need to be updated to be flexible for Citywide designation during the COVID crisis and through construction.

Ms. Kim Nakashima reported the immediate need to generate revenue and that changes to the Administrative Code would be required to address lodging impacts, dramatic decrease room nights, and possible ADR decreases. Ms. Nakashima noted that the industry expectation for hotel demand recovery is 2023 and 2024 for ADR which may result in FY20 TOT receipts to be \$50-60M below budget as well as lower than expected in future years. Ms. Nakashima provided recommendations for changes in the Administrative Code, Internal Protocol, and other terms and conditions and closed with the recommendation that the Board approve the recommend adjustments to the Citywide Discount Policy and internal protocol as noted in Board Report No. 20-003.

**UNANIMOUSLY APPROVED BY ROLL CALL VOTE**

**ADJOURNMENT**

The meeting was adjourned at 10:33 a.m.

# EXECUTIVE DIRECTOR REPORT



CITY OF  
*Los Angeles*  
DEPARTMENT OF  
CONVENTION & TOURISM DEVELOPMENT

# LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

JUNE 2020

ELLEN SCHWARTZ



*Los Angeles*  
CONVENTION CENTER

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Managed By 

# JUNE SPECIAL EVENTS

## EVENT:

- **Enterprise Car Rental**
  - March 17 – July 31
  - Venice Garage and South Garage
  - Storing 3,000 cars
  
- **Emergency Medical Facility**
  - April 6 – August 15
  - South Hall GH
  
- **National Guard**
  - May 31 – June 07
  - South Hall JK and West Hall AB
  - Provide security during the BLM protests

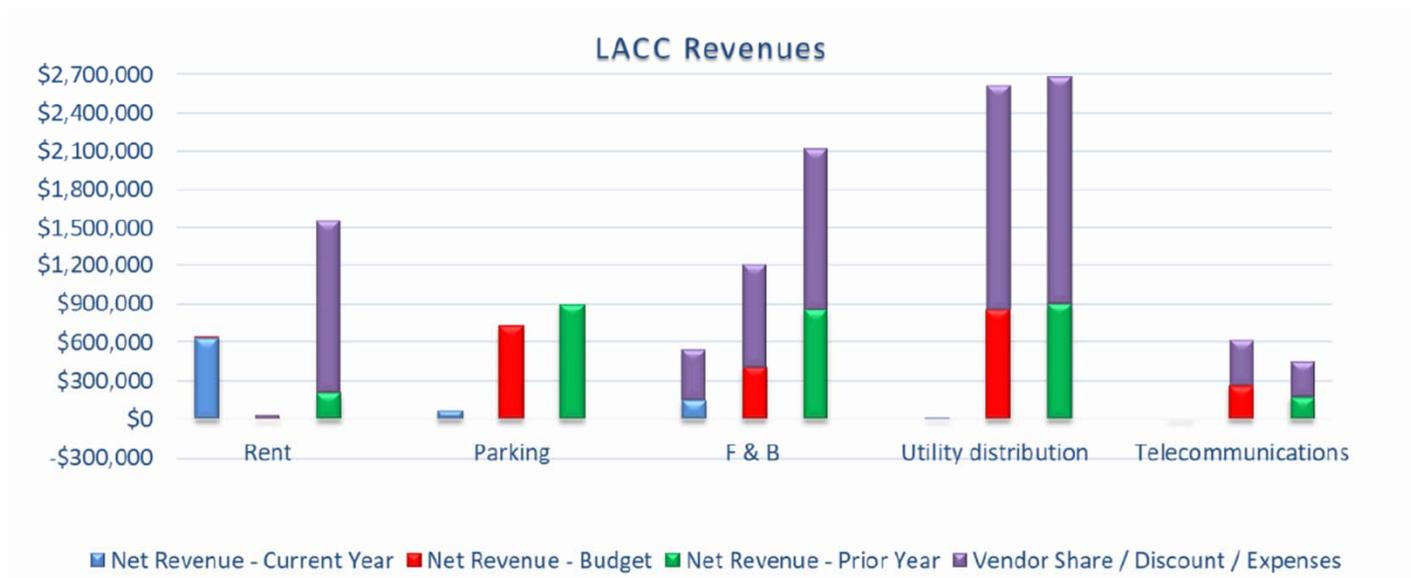
# LACC JUNE 2020 FINANCIALS

## OPERATING SURPLUS (LOSS):

- (\$0.72) million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.66 million below budget
- \$1.46 million below prior year

## REVENUES:

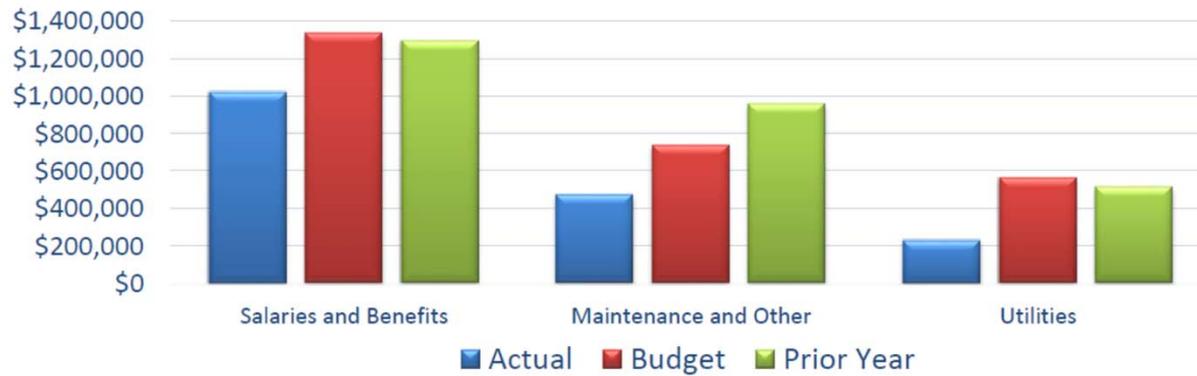
- \$1.46 million gross revenue (before discounts and service provider share)
- \$1.0 million net revenue
- \$1.57 million below budget and \$2.50 million below prior year



# LACC JUNE 2020 FINANCIALS

## OPERATING EXPENSES:

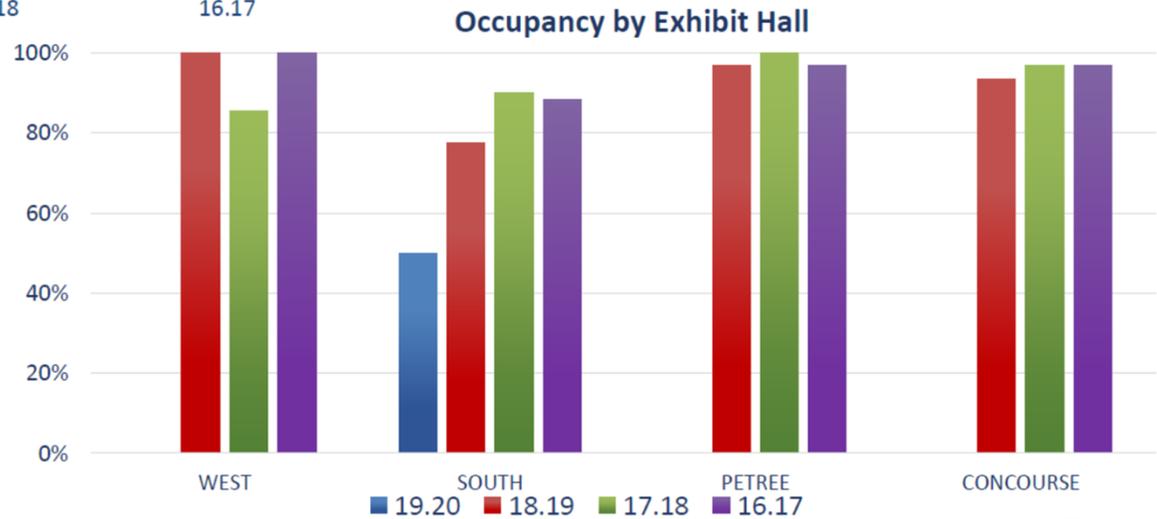
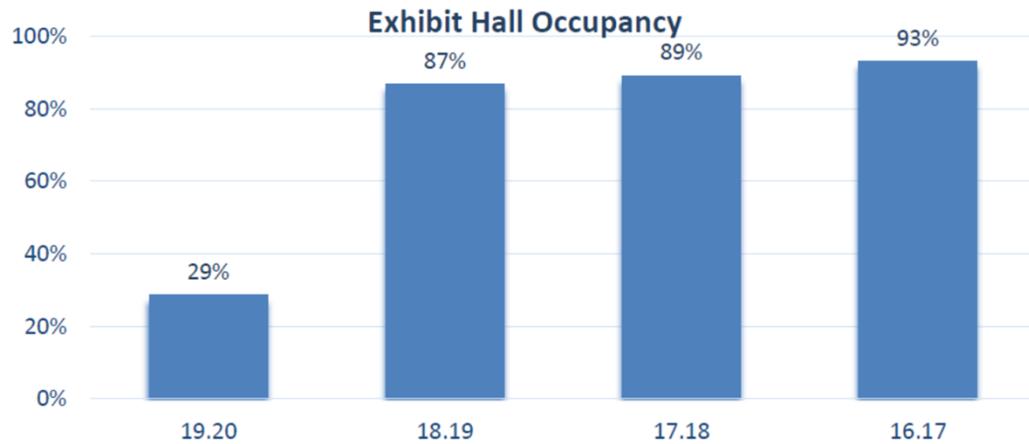
- \$1.72 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.91 million below budget and \$1.04 million below prior year



CITY REIMBURSEMENT - \$0.23 million (excluding Utility User Tax)

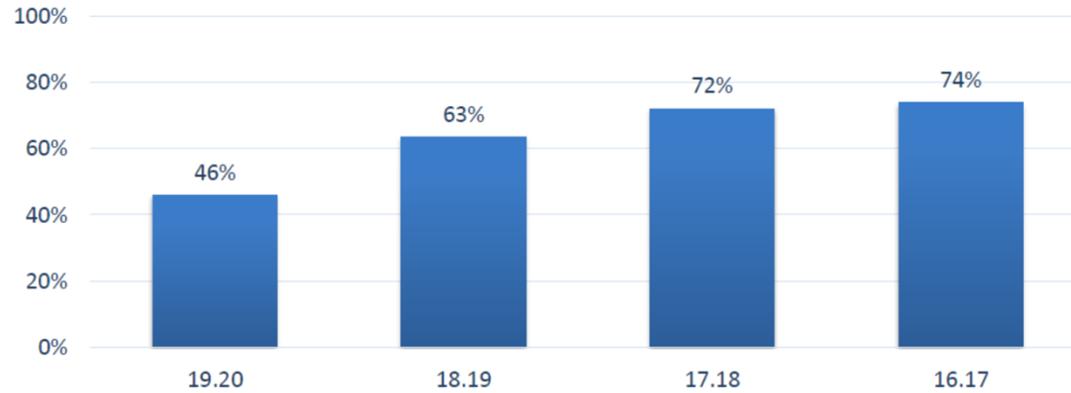
Capital and Alterations & Improvements

# LACC JUNE 2020 OCCUPANCY

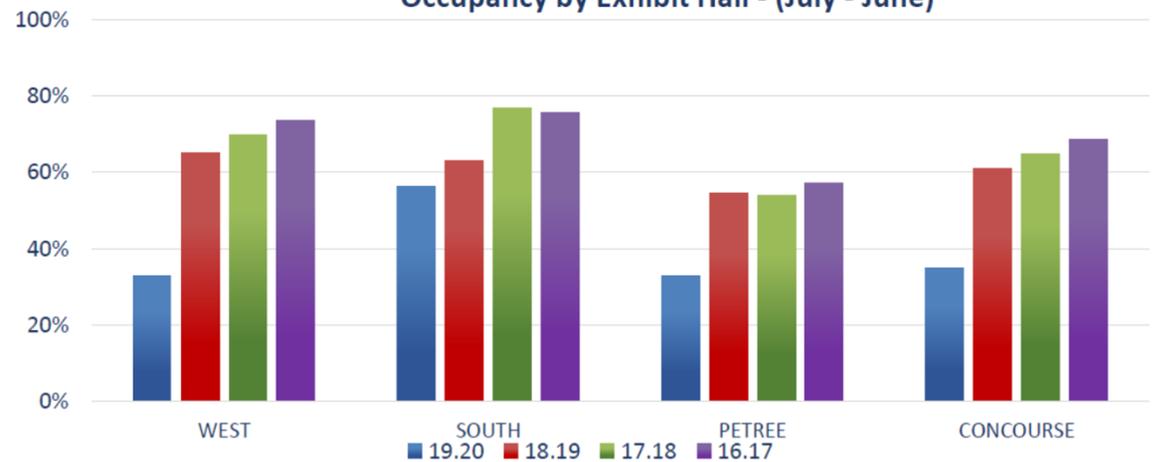


# LACC YTD 2019/2020 OCCUPANCY

Exhibit Hall Occupancy - (July - June)



Occupancy by Exhibit Hall - (July - June)



# CTD BOARD OF COMMISSIONERS MEETING

August 19, 2020

*Los Angeles*<sup>™</sup>

Los Angeles Tourism & Convention Board

# CITYWIDE CONVENTION SALES YTD FY20/21 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 20/21 Goal	176
FY 20/21 YTD	8
FY 19/20 STLY	15

Booked Room Nights Produced	RNs Actual
FY 20/21 Goal	362,725
FY 20/21 YTD	<b>*55,915</b>
FY 19/20 STLY	46,415

FY 20 21 Goals: 20% reduction from prior year.

\*YTD Production Equals Rebookings of Covid-19 Related 2020 Cancellations

Dated August 11, 2020

# JULY REBOOKINGS – \*55,915 TRNs



Major League Baseball  
**MLB 2022 All-Star Week**  
July 14-19, 2022  
**12,185 Room Nights**



American Federation of State County  
And Municipal Employees  
**50<sup>th</sup> AFSCME International Convention 2026**  
August 15-21, 2026  
**20,000 Room Nights**

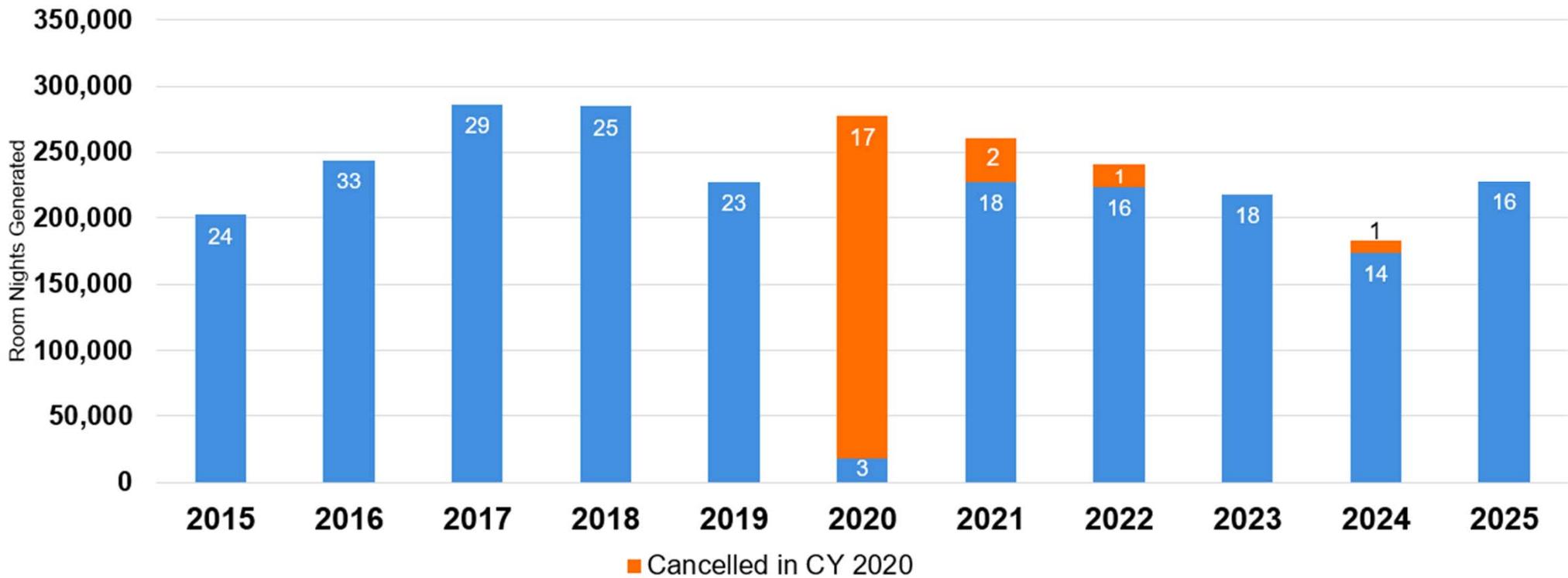


Intelligent Transportation Society of America  
**ITS World Congress 2022**  
September 18-23, 2022  
**5,840 Room Nights**



American Institute of Architects  
**2028 AIA Conference on Architecture**  
May 11-13, 2028  
**17,890 Room Nights**

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



Dated August 11, 2020

# NEW PROTOCOLS FOR IN PERSON SITES

## Limited Participation

- Limit each site to 3 client attendees max
- Additional participants may join portions of the site online or view a recording later
- Partners limited to 1 representative/venue

## Transportation

- Get health and safety protocols from transportation company in advance
- Discuss capacity and assigned vehicle types
- Walk as much as possible to limit time inside a vehicle



# NEW PROTOCOLS FOR IN PERSON SITES

## Health and Safety Precautions

LA Tourism to provide safety kits to clients including:

- A branded mask or masks
- Hand sanitizer
- Tissues

LA Tourism will provide health and safety guidelines for the duration of the site including:

- No handshaking
- Wearing of masks
- Washing hands after every venue site
- Physical distancing
- An assigned person to open and close doors
- Protocol in case of illness during site



# NEW SITE PROTOCOLS – OTHER CONSIDERATIONS

## Meals

- Take out/delivery only or boxed meals
- Client to provide meal selection ahead of time
- Group to return to venue that has pre-set tables for meals with social distancing

## Amenities

- Delivered to home or office after the site

## Resources

Health and Safety protocols implemented by city to answer questions that clients may have



GSMA<sup>®</sup>  
**Thrive**

# GSMA Thrive North America featuring the CTIA 5G Summit

October 27-29, 2020

# GSMA Thrive North America

## featuring the CTIA 5G Summit

Save the Date: October 27-29, 2020

Three days of online experiences with industry leaders discussing the most pertinent topics for the North American market.

These topics are pervasive, and influence every part of our lives, society and businesses. Our industry therefore, has a huge responsibility, and **collaboration** is key.

We believe **connecting** is always the answer. When everyone and everything is intelligently connected, we can power a better future, **together**.



# GSMA Thrive

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At this challenging time, the role of connected technologies has never been more important. They are key to retaining any semblance of normality in our social and professional lives. We are better together.

GSMA Thrive is a new platform bringing people together online. It sits at the centre of our fast changing world. Shaping our future. Shining a light on the way ahead. It unleashes the best of the mobile industry to learn from and to connect with.

**MWC Los Angeles** has always been a showcase of exceptional talent, innovation, and networking. Thrive NA will give you a taste of that experience, while we adapt to the challenges of physical distancing.

**Welcome to GSMA Thrive. Innovation on demand.**



# Speakers

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**Mats Granryd**  
Director General  
GSMA



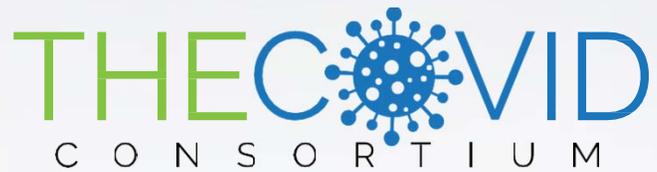
**Meredith Attwell Baker**  
President & CEO  
CTIA



**Sree Menon**  
COO  
Tophatter

## Speaker Invites:

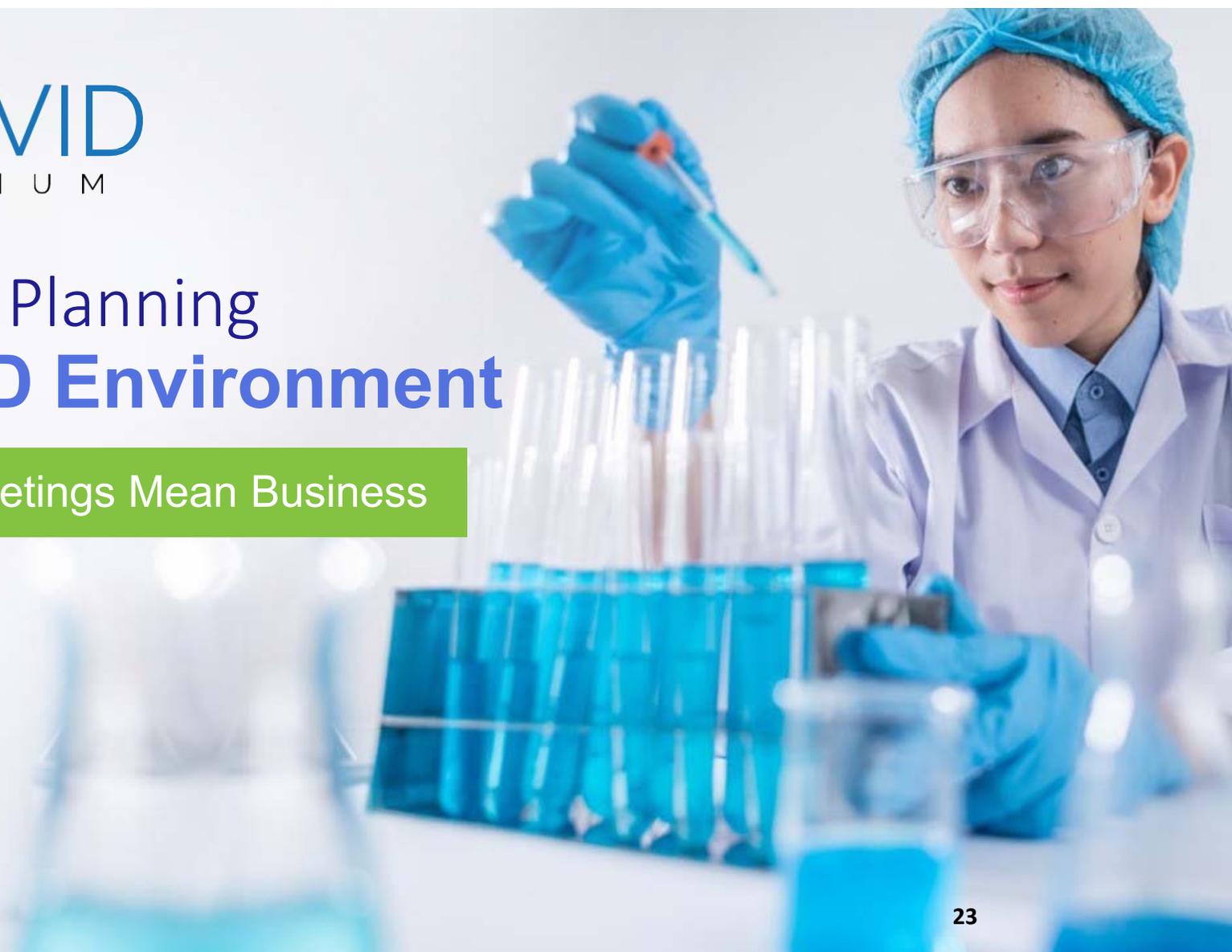
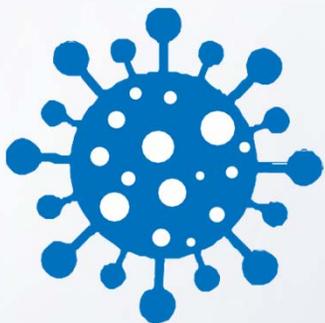
- Eric Garcetti, Mayor, Los Angeles
- Hans Vestberg, CEO, Verizon Communications
- Mike Sievert, CEO, T-Mobile
- Ajit Pai, Chairman, FCC
- John Stankey, CEO, AT&T
- Gillian Zucker, President, Business Operations LA Clippers
- Niklas Heuveldop, Senior Vice President and Head of Market Area North America, Ericsson
- Carlos Slim, Chairman, America Movil
- Anthony Fauci, Director, National Institute of Allergy and Infectious Diseases
- Meg Whitman/Jeff Katzenberg, Co-Founders, Quibi
- Reed Hastings, Founder & CEO Netflix



# Convention Planning in a **COVID Environment**

Prepared for Meetings Mean Business

➤ July 27, 2020

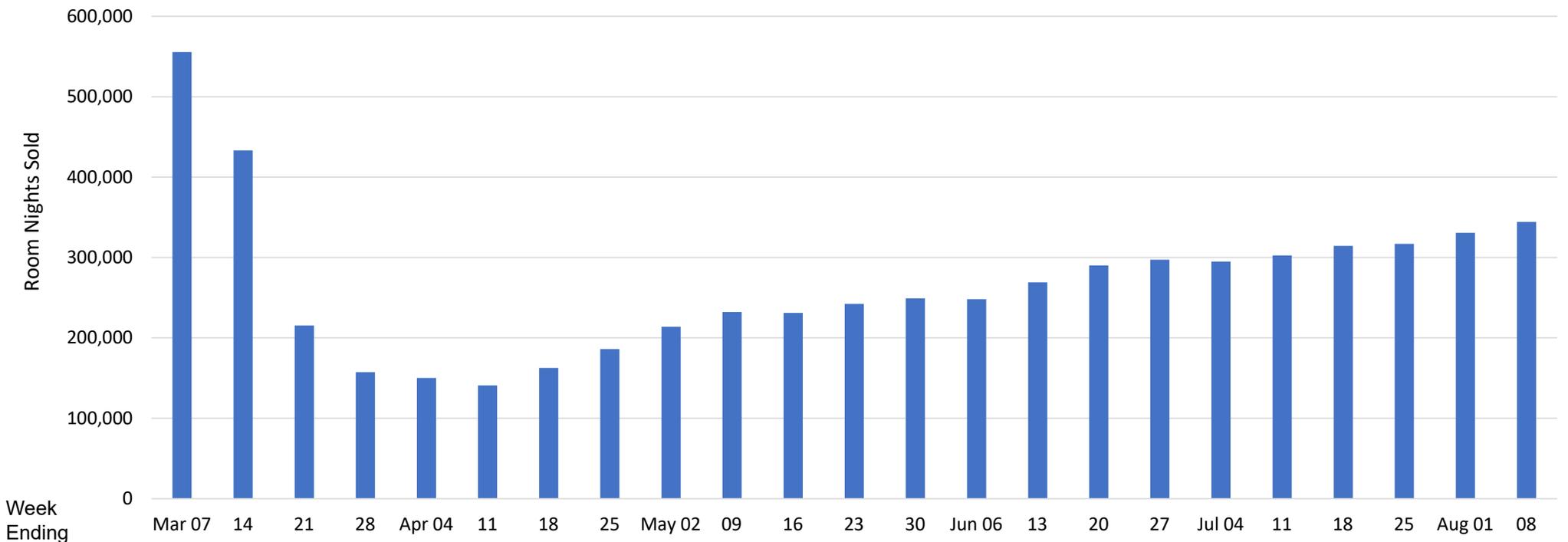


# HOTEL PERFORMANCE & VISITATION FORECAST

# L.A. COUNTY WEEKLY ROOM DEMAND

- **Week of August 02 - 08, 2020**

- 344,287 room nights sold – highest weekly room nights since the week ending March 14<sup>th</sup>
- Weekend occupancy reached 55%



Los Angeles Tourism & Convention Board

# TOURISM ECONOMICS FORECAST

- The following are NEW hotel occupancy updates through August 1st
  - Hotel occupancies for the balance of 2020 have decreased slightly since our July forecast update
  - L.A. County is forecasted to end 2020 with an occupancy of 51.4%

Month	May	June	July	August	Status
January	72.8%	72.8%	72.8%	72.8%	STR Actual
February	79.0%	79.0%	79.0%	79.0%	STR Actual
March	42.5%	42.5%	42.5%	42.5%	STR Actual
April	24.2%	25.6%	25.4%	25.4%	STR Actual
May	24.6%	35.8%	36.6%	36.6%	STR Actual
June	27.9%	40.1%	42.6%	42.3%	STR Actual

Month	May	June	July	August	Status
July	28.6%	45.1%	47.5%	45.3%	TE Forecast
August	38.7%	46.1%	49.8%	50.4%	TE Forecast
September	39.9%	50.1%	54.1%	50.4%	TE Forecast
October	43.0%	55.1%	57.6%	53.6%	TE Forecast
November	45.0%	55.1%	59.6%	55.4%	TE Forecast
December	45.4%	56.1%	60.6%	56.4%	TE Forecast

# TOURISM ECONOMICS FORECAST

- **Los Angeles County visitation is not expected to recover to 2019 until 2023**
  - Recovery will be lead by domestic visitation
  - International visitation will not reach 2019 levels until 2025
- **Hotel Room Demand also is not expected to recover to 2019 levels until 2023**

	2019		2020		2021		2022		2023	
	#		#	%	#	%	#	%	#	%
<b>Total Visitation</b>	50.7 m		30.2 m	-40.3%	40.0 m	32.1%	47.0 m	17.5%	51.0 m	8.5%
Domestic Visitation	43.3 m		27.7 m	-36.0%	35.8 m	29.1%	41.3 m	15.4%	44.4 m	7.4%
International Visitation	7.4 m		2.5 m	-65.7%	4.2 m	64.8%	5.7 m	35.5%	6.6 m	16.6%
Hotel Room Demand	30.6 m		18.7 m	-38.6%	25.0 m	33.2%	29.3 m	17.2%	31.3 m	7.1%
Hotel ADR	\$180.39		\$143.16	-20.6%	\$164.10	14.6%	\$174.32	6.2%	\$181.95	4.4%

# MARKETING LAUNCH

## MARKETING RECOVERY: WAVE 1 DISCUSSION

**Staff Recommendation:** Begin “Staycation” Program on August 24<sup>th</sup>

### **Considerations:**

- 1) **Case Counts:** Some steady declines in cases and deaths in LA County recently (including 7 day rolling average); assuming alignment with Public Health
- 2) **Financial:** Investment is \$40,000; minimal compared to Wave 2 (Drive Markets)
- 3) **Product:** Periodic discussion with museums; most can open with 1 week lead time
- 4) **Competition:** San Diego began local marketing plans on Monday, July 27<sup>th</sup>
- 5) **Retraction:** Ability to put plans in place and retract on August 19<sup>th</sup> if necessary

# MARKETING RECOVERY: WAVE 1 RECAP

## Local Initiative: “Staycation”

### -Key Insights:

- 3 Night Hotel Stay, 3 Museums, 3 Restaurants by every employed Angeleno results in \$1.4 billion in tourism spending and creates over 20,000 new jobs

-Markets: 5 County Area (LA, Orange, Riverside, San Bernardino, Ventura)

-Investment: \$40,000 (Expedia media buy match by 50% bonus weight for \$60,000)

### -Support:

- PSAs on all local TV stations, I-Heart radio, digital outdoor
- Four week, Expedia media buy in the 5 county area
- Landing page with over 100 tourism offers to local residents

# LEGISLATIVE UPDATES

# NATIONAL: US TRAVEL ASSOCIATION

## Covid-19 Legislative Relief Phase 4

- Expand **eligibility** to Paycheck Protection Program (PPP) to include **DMOs**
- Extend **PPP to the end of 2020**, and increase maximum PPP loan cap
- Create Temporary Tax Credits/Deductions to include **travel industry related tax credits**
- Provide additional emergency assistance to **U.S. airports.**

## Call to Action – ACT NOW

U.S. TRAVEL  
ASSOCIATION®

# LOS ANGELES COUNTY

## L.A. County Department of Public Health Protocols:

- Restaurants (**Outdoor** Dining) – Appendix I
- Hotel (**Individual** Guests) – Appendix P
- Museums & Cultural (**Outdoor** Spaces) – Appendix M
- Professional Sports & Facilities - Appendix N
- Retail Establishments – Appendix B

[Publichealth.lacounty.gov/media/coronavirus](http://Publichealth.lacounty.gov/media/coronavirus)

## L.A. County Department of Consumer & Business Affairs

- Small Business Administrative Loans & Tax Deferment
- [concierge@dcba.lacounty.gov](mailto:concierge@dcba.lacounty.gov)



# CITY OF LOS ANGELES

## L.A. Al Fresco Dining

- Sidewalks, parking lots
- Street parking (parklets, lane closures)
- Temporary 90-day permits
- Effective upon application
- Permitted restaurants can serve alcohol outside

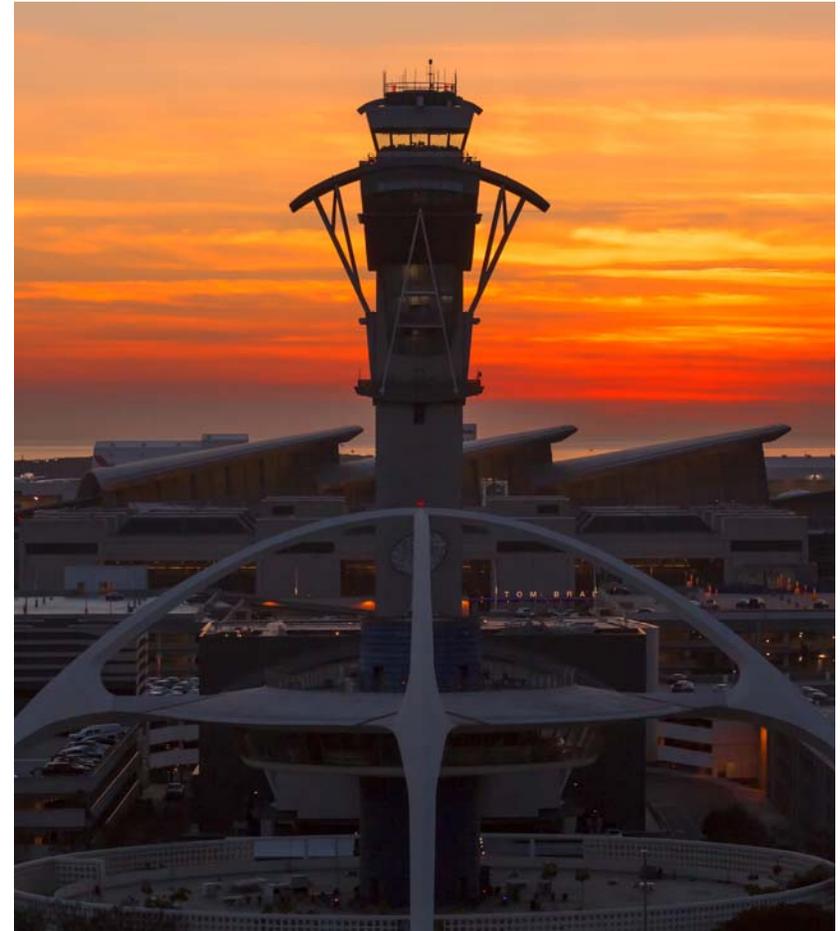
## Small Business Emergency Microloan Program

- \$5,000 - \$20,000 Loans
- Deferred repayment
- <https://www.lacity.org/business/popular-information>



# LAX TRAVEL SAFELY

- **LAX initiative to build confidence**
  - Hand sanitizer stations/Touchless faucets
  - Face coverings
  - Cleaning & Sanitation protocols
  - Restaurant & Food service protocols
  - Passenger Health Screening
  - Advanced Air Filtration
- <https://www.surveymonkey.com/r/LAXtravelSafely>





THANK YOU

*Los Angeles*

Los Angeles Tourism & Convention Board