



## 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

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, September 16, 2020  
9:00 a.m.

Dial in number  
1-669-254-5252  
Meeting ID: 160 661 2026

### 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 August 19, 2020

### 4. REPORTS:

- a. Executive Director Report
- b. ASM Update
- c. LATCB Update
- d. CIP Update

### 5. DISCUSSION:

- a. LACC Reserve Funds – Board Report #20-004

### 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.

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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.**

# ITEM 1

## Call to Order / Roll Call



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

# ITEM 2

## Comment from the Public



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

# ITEM 3a

## Approval of the Minutes



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

Regular Meeting Minutes  
August 19, 2020

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, August 19, 2020 at 9:00 a.m. via Zoom.

**PRESENT:**

President Jon F. Vein  
Commissioner Noel Hyun Minor  
Commissioner David Stone

**ABSENT:**

Vice President Otto Padron  
Commissioner Bricia Lopez

**PRESENTERS:**

Ellen Schwartz, ASM  
Ben Zarhoud, ASM  
Doane Liu, CTD  
Darren Green, LATCB  
Patti MacJennett, LATCB

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

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

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

None

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

None

***Item 3a. Approval of the regular meeting minutes from July 15, 2020***

UNANIMOUSLY APPROVED BY ROLL CALL VOTE

***Item 4a. Executive Director Report***

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with stakeholders regarding NFL 2022 Fan Fest, future GSMA event, LA Pride Parade, LA Streetcar, and IKE Kiosks; moderating a panel for the CCA on tourism; attending the COVID consortium, LATCB Board meeting, and LATCB Industry Update; presenting to the Trade, Travel and Tourism Committee; and meeting with CD6 to discuss motion for emergency CRF funding for LATCB marketing efforts.

President Vien asked for and Mr. Liu provided an update on the expansion noting that while moving forward, finalizing the project agreement has been delayed.

***Item 4b. ASM Monthly Update***

Ms. Ellen Schwartz reported that the only activity in June was the Emergency Medical Facility, National Guard, and Enterprise car rental. Mr. Ben Zarhoud presented the financial data for June, reporting an operating loss of \$0.72M for the month, \$1.46M in gross revenue, and \$1M in net revenue noting that June is usually biggest month but is well below prior years due to current environment and the impact of cancellation as a result of COVID. Mr. Zarhoud reported \$1.72M in operating expenses. Mr. Zarhoud reported a 29% occupancy rate for June and a 46% occupancy year-to-date, both also well below prior years.

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

Mr. Darren Green reported that LATCB processed 8 leads YTD and have booked 55,915 room nights (includes rebooking of COVID related 2020 cancellations), with year-end goals of 176 leads and projected 362,725 room nights which have been adjusted down 20% from pre-COVID goals. Mr. Green discussed the rebookings, noting that 17 2020 Citywide events cancelled, adding that 75-80% for the COVID related cancelled events have been rebooked for future years. Mr. Green provided an overview of the new protocols for in person site visits stating that clients are still wanting to do in person site visits of the venues. Ms. Patti MacJennett present the hotel performance and visitation forecast noting that LA County room nights at just over 50%, are the highest since March 2020 but are in mostly moderate cost outlying hotels, and that visitation is not expected to recover to 2019 numbers until 2023 with international numbers taking until 2025. Ms. MacJennett reported that LATCB is launching a new marketing campaign in August focusing on a sustainable, responsible reopening #travelresponsibly. Ms. MacJennett provided an legislative update providing information on the actions taken by US Travel Association in an effort to support the travel, tourism, hospitality sector.

***Item 5. Discussion***

None

***Item 6a. Action Items***

None

**ADJOURNMENT**

The meeting was adjourned at 9:49 a.m. without objection.

# ITEM 4a

## Executive Director Report

# ITEM 4b

## ASM Update



# LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

JULY 2020

ELLEN SCHWARTZ



# JULY SPECIAL EVENTS

## EVENT:

- **Emergency Medical Facility**
  - April 6 – August 15
  - South Hall GH



# WEEKLY NEWSLETTER





LOS ANGELES  
CONVENTION CENTER  
**NEWSLETTER**

8.31.20

**FROM THE DESK OF ELLEN SCHWARTZ**

It's hard to believe it's the end of August. Time seems like different phenomenon during this pandemic. Some weeks fly by and others seem like a month long.

In reflecting back on what's transpired since March, I really do feel we've been on a "coronacoaster." At the beginning we thought and were led to believe, this should pass quickly. That theory got taken off the table pretty fast. The one thing that has been a constant since the onset of the pandemic is the need to be nimble and the ability to adapt and pivot as needed.

Our LACC team has risen to all the challenges. We've been forced to make tough decisions. We've had to take on broader roles. We've had to work both harder and smarter. We've planned. We've learned.

I know I've both laughed and cried more during this time than I can remember. Both are necessary

releases. Sometimes the stress and the unknown – will I or any of my family, friends or co-workers get sick, when will we get a vaccine, and of course when can we get back to business – overwhelm. For me, when things feel overwhelming I have some go to things – I get outside for a walk, call a friend, visualize a happy memory or I turn on some music that lifts my spirits. It's amazing the impact of these small activities can have. I encourage each of you to find what works for you.

We're in this together. Make it a point to check in with each other and offer help when needed. I am so proud of our team – and hope that each of you feels that same pride. Hang in there. The road and journey are longer than we originally thought but we've got what it takes to come out the other side!

- Ellen Schwartz, General Manager

**QUARANTINE LIFE: BACK TO SCHOOL**

Whether you have kids or not, you know that Back-to-School Week looks very different this year. "Back to school" doesn't really mean you get to "go" anywhere; unfortunately we are all still quarantined at home, even the students and teachers.

Similar to every other year, kids are finding out who their new teachers are for their class, comparing schedules with friends, and checking their inventory of supplies to make sure they have everything they need to succeed. But unfortunately this year, there will be no reunion of the students on the first day of school in the courtyard or welcome back assembly with everyone crowded into the gymnasium. Parents of young children will not get to walk their kids into their first day of Kindergarten and parents of college-bound students aren't moving their young adult children into their dorm rooms.

It's a weird and trying time - that's not news to anyone - but the ultimate goal is health and safety for all.

Me in my kid's daily zoom meeting trying to learn second grade math



**It's Okay**

- \* To not know how to homeschool your own child
- \* To not know how to work from home
- \* To give kids more screen time than usual
- \* To make a colorful daily schedule or just wing it
- \* To not magically feel motivated to work out at home or take on a new hobby
- \* To not feel okay

This is not normal for any of us.  
Please be kind to yourself.

As working adults, many of us have set up our remote work stations within our homes and just as we finally figured out how to make our situations work, we now need to make sure our children have a designated area where they can "go" to school and succeed in distance learning. We need to support our kids as they figure out how to learn in their new environment and how to use the new technology required.

In the end, our hope is that everyone stays healthy, that students and parents both adjust to distance learning and everyone can return to school when it's deemed safe.

And to all those parent-teachers out there, be kind to yourself, even teachers have bad days now and again.

If you see me taking to myself this week, mind your business. I'm having a parent-teacher conference.



Son & Daughter of **Estella Flores** are well-prepared for their first day of virtual school. Estella even helped her daughter Maddie create a pipe & drape backdrop for her Zoom calls

Isatah, son of **Carisa Norton** tackling his first week of school.

"Link not valid..."  
The error message that consumed our first day of classes"  
- Carisa Norton

After a drive-thru school meet & greet, Jett, son of **Adrienne Hall**, takes inventory of his new supplies, including a Chrome Book. Definitely not your typical Kindergarten school supplies!



Jax and Jace, sons of **Ashley Russo**

"School has started – and it's nothing we could have ever imagined! Having two kids (and a cat) I have added school teacher to my growing list of job duties.

The time I have at home is interesting. Alyvia (6) schools from 8-noon and Aryn (8) schools from about 8a-1:45. Since I have become a parent teacher this school year, I started to realize and understand what teachers have to actually go through. It takes patience and understanding, a whole lot more patience than anything. That's why I didn't go into teaching. But actually, it's good experience to be a part of my kids schooling and help with homework. First day of school we encountered some challenges with access/ password issues, intermittent WIFI, terrible daddy teaching practices. All the above, just name it. Going back and forth from room to room to make sure everyone is signed on okay. But the kids have a system now, back into the swing of things. No more late nights staying up watching movies and eating pop tarts. Got to get ready for school in the morning, 4 feet away from your bed."

While we have had a few hiccups over the last few weeks (adults aren't the only ones that don't know how to mute) it has been amazing to see how resilient they are! This may not be ideal for anyone, but we are all learning how to adapt to our new normal!

Besides, I get to do arts and crafts, so it can't be that bad!

**ZERO THE HERO**  
HIP-HIP HOORAY IT'S THE FIRST DAY!



Daughters of **Scott Banks** in class

## IN THE KITCHEN WITH TASTE OF LA BY LEVY

FROM ASHLEY RUSSO,  
LEVY DIRECTOR OF SALES

### back to school PREP-AHEAD LUNCH STATION



I HAVE ALWAYS ENJOYED THE MORNING RITUAL OF PACKING HEALTHY LUNCHES AND SNACKS FOR MY KIDS TO BRING TO SCHOOL WHEN I'M NOT IN A HURRY. BUT MOST DAYS, PACKING LUNCH IS JUST ONE MORE TASK I NEED TO CHECK OFF BEFORE WE ALL RUSH OUT THE DOOR.

NOW THAT THE KIDS ARE LEARNING FROM HOME, AND THEY ARE A BIT OLDER (WITH THEIR OWN OPINIONS OF WHAT THEY WANT FOR LUNCH), WE PUT TOGETHER A FUN (AND HEALTHY) WAY FOR THEM TO DO IT THEMSELVES!

MY PREP-AHEAD LUNCH STATION MAKES IT EASY FOR THE KIDS TO PACK CHOOSE THEIR OWN LUNCH AND SNACKS. I MEAL-PREP A WEEK'S WORTH OF LUNCHES AND SNACKS AT THE BEGINNING OF THE WEEK AND STORE THE PRE-PORTIONED SNACKS AND FOODS IN FIVE DIFFERENT CATEGORIZED BINS: PROTEINS, WHOLE GRAINS, FRUITS, VEGETABLES AND TREATS. YOU CAN PULL THE BINS OUT ON TO THE COUNTER EACH MORNING AND LET KIDS CHOOSE ONE FOOD ITEM FROM EACH BIN. AFTER PACKING, JUST PUT THE BINS BACK IN THE FRIDGE AND PANTRY TO STORE UNTIL THE NEXT MORNING.



#### PROTEIN

CHEESE STICKS  
YOGURT CUPS  
DELI MEAT  
HARD-BOILED EGGS  
HUMMUS  
NUT OR SEED BUTTER  
EDAMAME POIS

#### FRUIT

APPLE SLICES  
BANANAS  
GRAPES  
BERRIES  
CLEMENTINES  
PEARS

#### TREATS

AIR-POPPED POPCORN  
DARK CHOCOLATE SQUARES  
COOKIES  
PRETZELS  
DRIED FRUIT  
CRANOLA BARS  
GRAHAM CRACKERS

#### VEGGIES

BABY CARROTS  
CELERY STICKS  
CHERRY TOMATOES  
BELL PEPPER STRIPS  
CUCUMBER SLICES  
SNAP PEAS

#### WHOLE GRAINS

WHOLE-GRAIN CRACKERS  
WHOLE-WHEAT TORTILLA  
WHOLE-WHEAT PASTA  
SALAD  
COOKED BROWN RICE

## INDUSTRY NEWS

*\*These materials not produced by ASM and are offered as learning resources only. They may not wholly reflect the views of ASM.*



[Boise State University's Extramile Arena Makes Seamless Transition From Live Entertainment Venue to Expanded Classroom - JAVM](#)



[California releases guidance for reopening colleges and universities - EdSource](#)



[Los Angeles Encourages Staycations With Dozens of Hotel and Restaurant Deals](#)

## EMPLOYEE RESOURCES: ENGAGEMENT OPPORTUNITIES



FROM SANDRA ARBIZU,  
HUMAN RESOURCES  
MANAGER

### "Guess that Baby!"

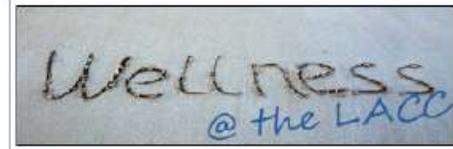
All employees are invited to play *Guess that Baby* during *The Weekly with Ellen* on September 17th.

Everyone is encouraged to participate in the game by sending in a baby picture of yourself between the ages 1 month – 16 months. Send the picture directly to [Sandra](#) by [Tuesday, September 15th](#).

All baby photos will be shared virtually during *The Weekly with Ellen* on Thursday, September 17th. Employees will get the opportunity to guess who is who from the baby photos and there may even be a prize for the winner.

More details to come about how we will play the guessing game, but for now please send in your baby picture!

And remember, *don't show your pictures around* – let's keep the true identity a mystery!



The Los Angeles Convention Center believes our employees deserve a health-conscious, balanced work environment, which promotes healthy lifestyles, enhances quality of life, and improves the overall productivity of our workforce.

This premise is centered on six core principles – Fitness, Nutrition, Health, Financial Well-Being, Emotional Well-Being, and Mindfulness – LACC encourages its employees to participate in Health & Well-Being activities. We advocate for the physical, financial, and personal well-being of all our employees, and support the ongoing pursuit of a healthy lifestyle habits that create a balanced work-life.

The Los Angeles Convention Center is committed to Work Well + Be Well.

Follow along in the coming weeks for more information about our *Wellness Warriors* and how they will help us over the mid-week hump focusing on *Wellness Wednesdays*.

## EAP RESOURCES

As an employee, you have access to the valuable Cigna Employee Assistance Program (EAP) at no cost to you.

Call or visit online anytime:

888-371-1125

[www.mycigna.com](http://www.mycigna.com)

Employer ID: asmglobal  
(for initial registration)

## COVID-19 EXPOSURE

If you have been exposed to a confirmed case of COVID-19, please inform your supervisor or the HR Dept ASAP.

Rest assured, this information will be kept in strict confidence.

## GREEN TIP



It is estimated that approximately 4 million trees are cut down each year in order to print new textbooks. Consider e-books, buying used or renting textbooks to both save money and the trees.

## ELLEN'S QUOTE CORNER

"Talk to yourself like you would to someone you love."

- Brené Brown

"We cannot direct the wind, but we can adjust the sails."

- Dolly Parton



# LACC PIVOTS

- Biweekly All Staff Virtual Meetings
- Random Acts of Kindness



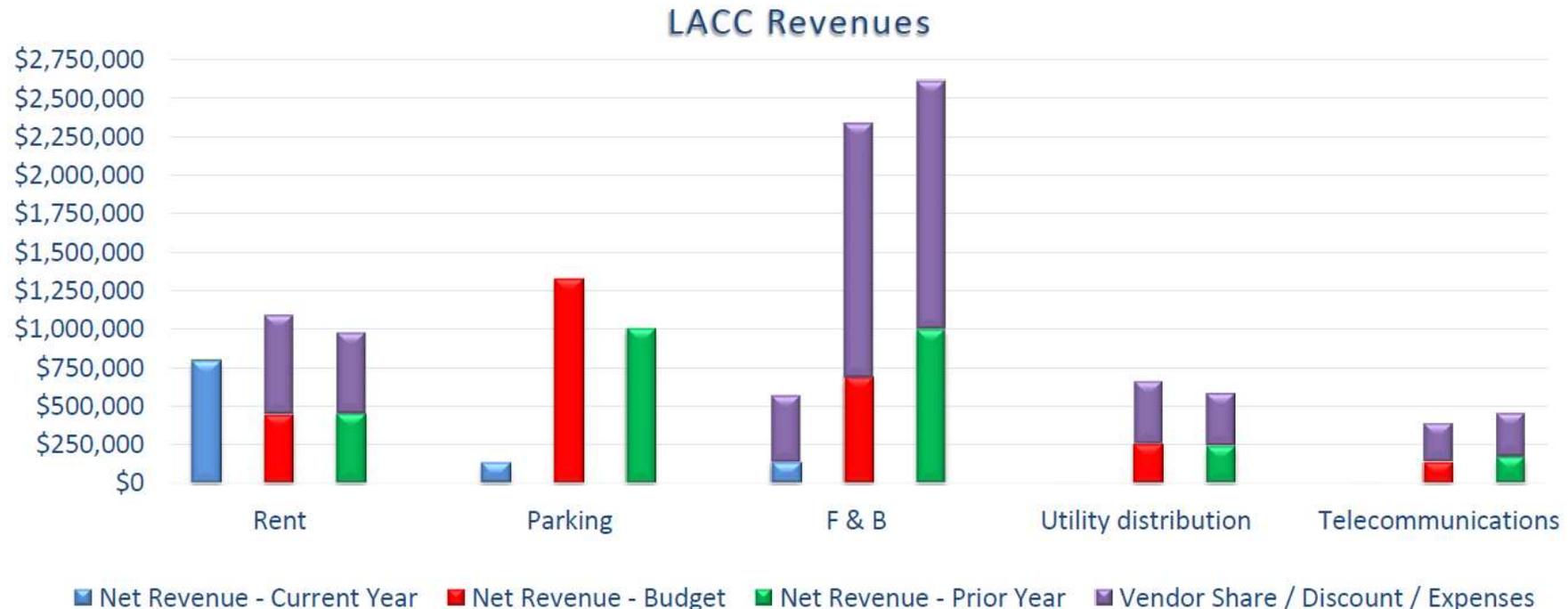
# LACC JULY 2020 FINANCIALS

## OPERATING SURPLUS (LOSS):

- \$0.13 million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.25 million below budget
- \$0.49 million below prior year

## REVENUES:

- \$1.60 million gross revenue (before discounts and service provider share)
- \$1.17 million net revenue
- \$1.73 million below budget and \$1.85 million below prior year



# LACC JULY 2020 FINANCIALS

## OPERATING EXPENSES:

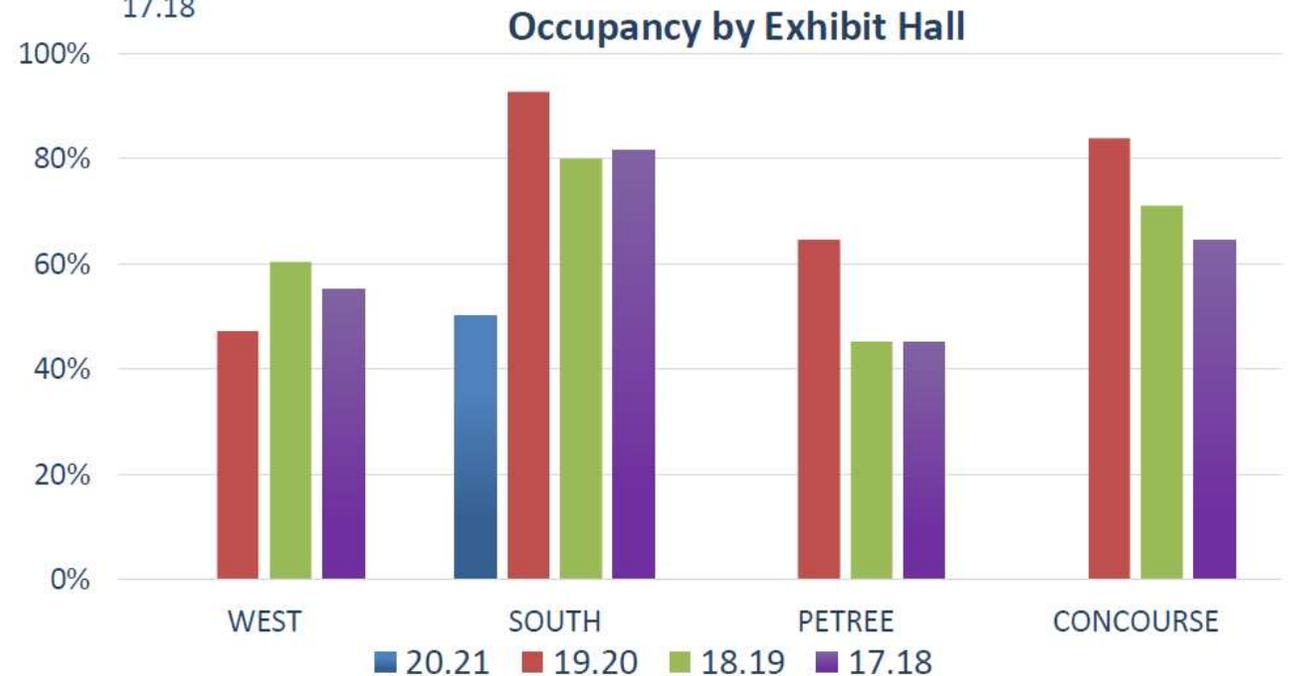
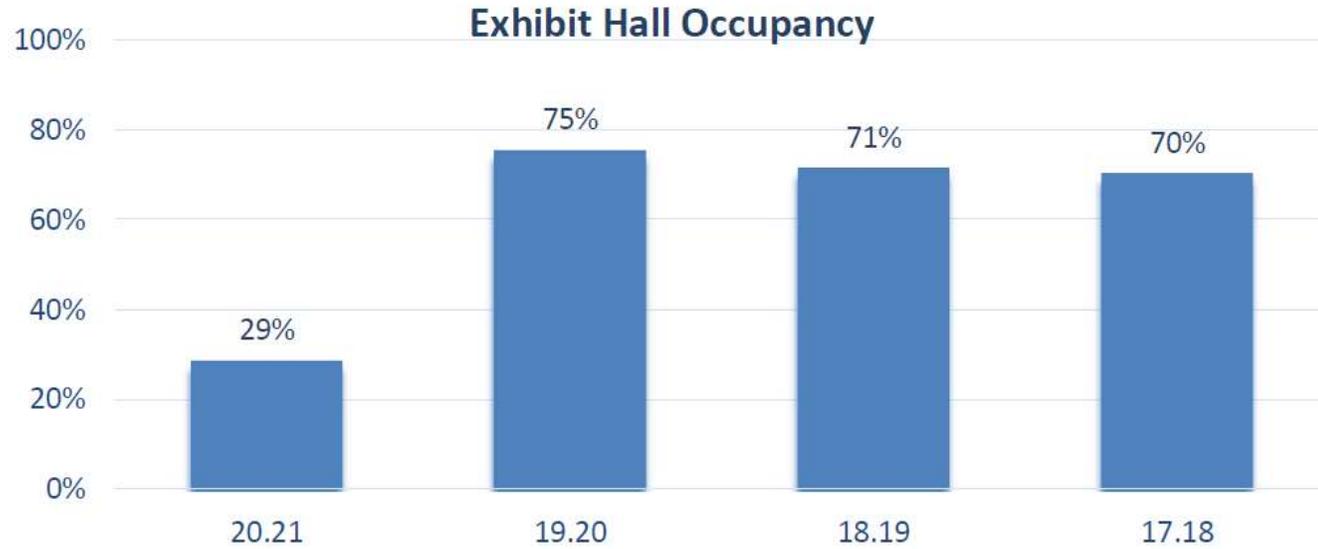
- \$1.04 million (before approved A & I, Capital Projects, and City reimbursement)
- \$1.48 million below budget and \$1.36 million below prior year



CITY REIMBURSEMENT - \$0.3M (excluding Utility User Tax)

Capital and Alterations & Improvements

# LACC JULY 2020 OCCUPANCY



# ITEM 4c

## LATCB Update



An aerial photograph of Los Angeles, California, showing a dense urban landscape with various buildings and green spaces. In the foreground, a prominent stone wall with a green roof and a modern building structure are visible. The text is overlaid on the image.

# CTD BOARD OF COMMISSIONERS MEETING

September 16, 2020

*Los Angeles*

Los Angeles Tourism & Convention Board

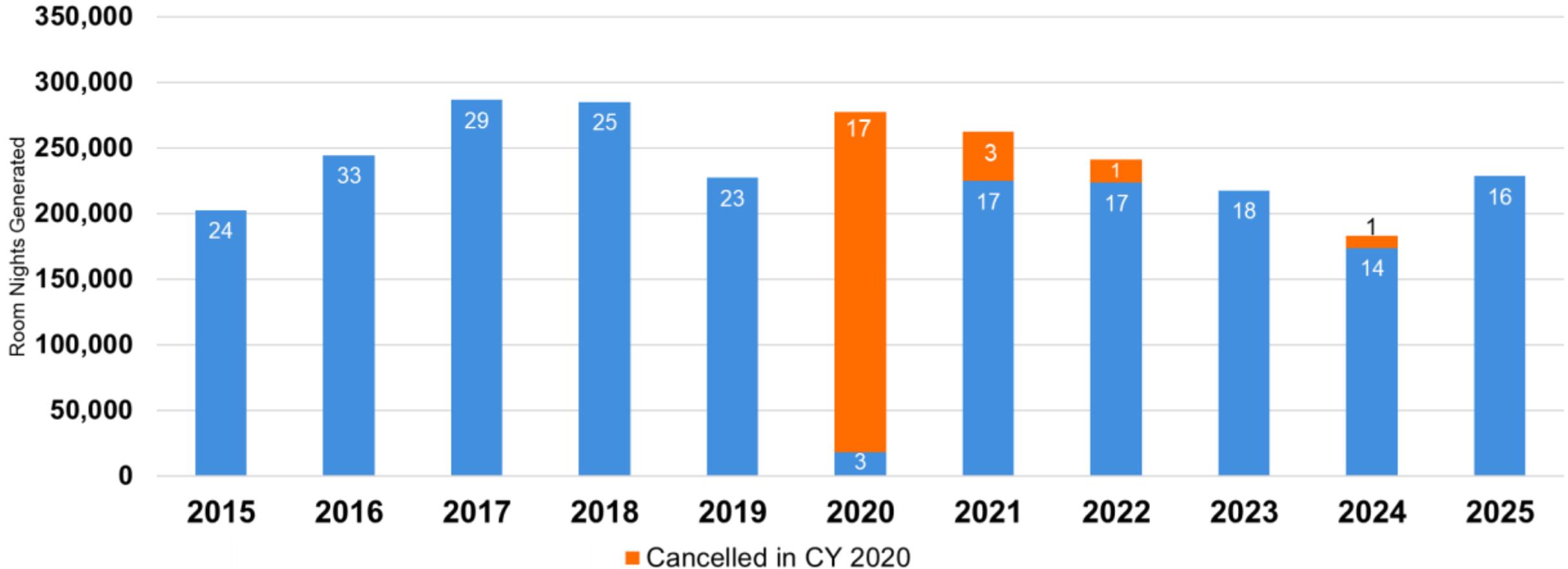
# CITYWIDE CONVENTION SALES YTD FY20/21 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 20/21 Goal	176
FY 20/21 YTD	<b>21</b>
FY 19/20 STLY	35

Booked Room Nights Produced	RNs Actual
FY 20/21 Goal	362,725
FY 20/21 YTD	<b>63,635</b>
FY 19/20 STLY	85,661

Dated September 9, 2020

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



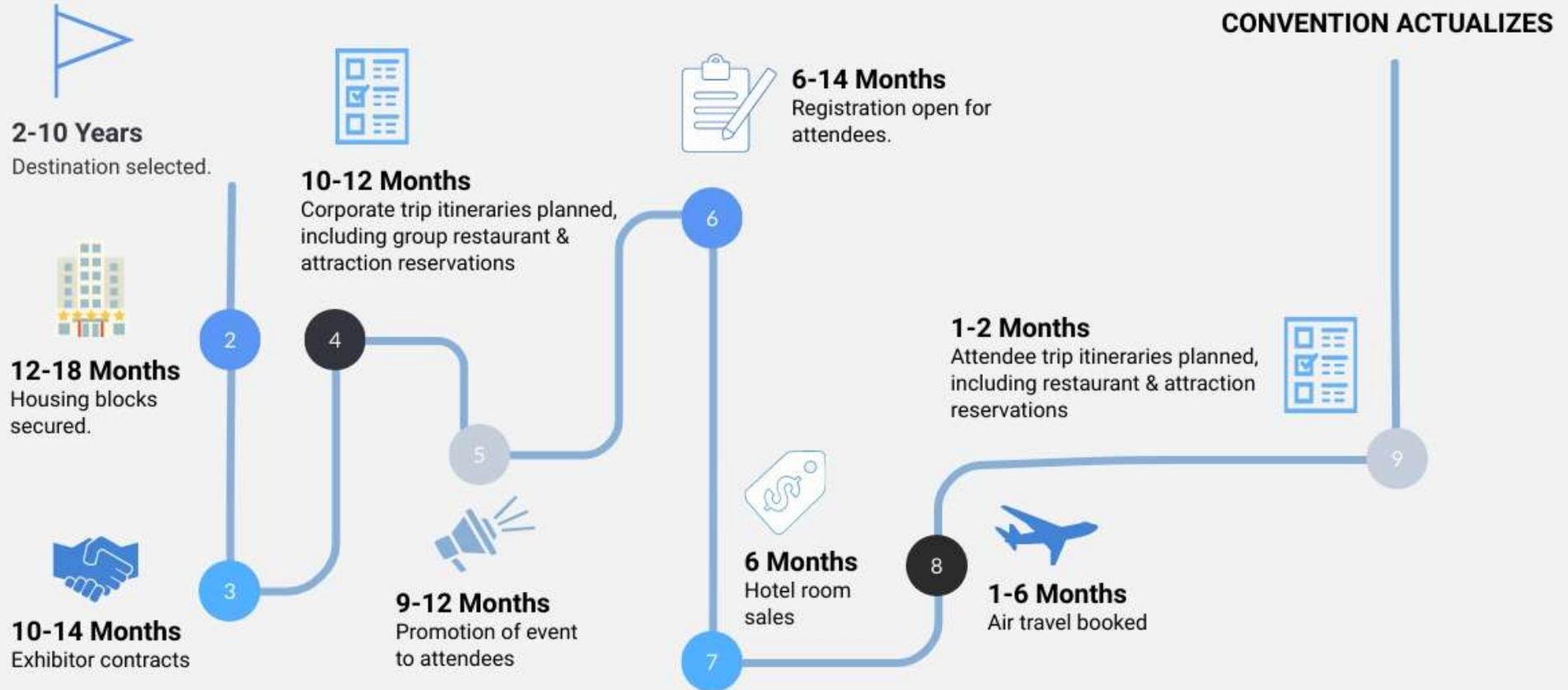
Dated September 9, 2020

# AUGUST BOOKING – 7,720 TRNs



International Health, Racquet and Sportsclub Association  
**IHRSA 2022 International Convention & Trade Show**  
March 14-17, 2022  
**7,720 Room Nights**

# Citywide Convention



# UPCOMING CITYWIDE CONVENTIONS

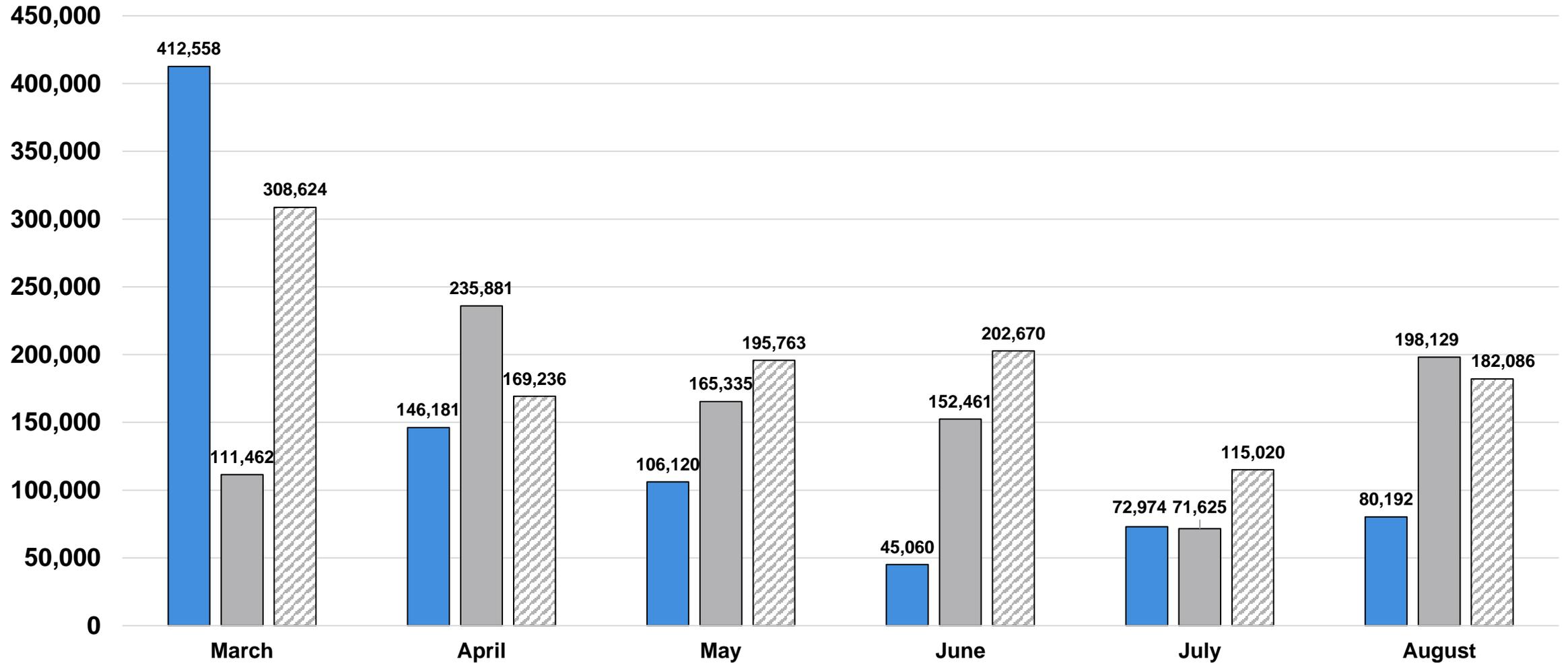
Convention	Sales Director	Arrival	Peak	Total Room Nights	Covid 19 Impact Notes	Room Block Revisions	Follow Up Steps
<b>Citrix Systems</b>	<b>Tarr</b>	<b>Jan 11</b>	<b>3,000</b>	<b>12,900</b>	Moving meeting to July/August with a new format, smaller meeting. Est. 2500 attendees. Will rebook Summit meeting in January 2025 or 2026.	2021 July/August meeting will require less guest rooms. 2025/2026 Summit 3000 peak, 5000 attendees.	Research dates and provide Citrix new availability for July/August 2021 and new dates for 2025/2026.
<b>American Pharmacists Association</b>	<b>Gallagher</b>	<b>Mar 12</b>	<b>2,200</b>	<b>8,888</b>	"Wait and see" approach, likely will be hybrid or virtual event		Evaluating liquidated damages if they move this event to 2026 (next open year);
<b>Herbalife International of America</b>	<b>McAdams</b>	<b>Mar 16</b>	<b>1,318</b>	<b>8,582</b>	Doing 2021 virtually. Concerned about ability for international attendees to travel to LA.		Herbalife has confirmed March 31-April 8, 2022 dates.
<b>LA Marathon</b>	<b>McAdams</b>	<b>Mar 19</b>	<b>1,100</b>	<b>2,445</b>	Have reached out for update. They announced a route change which will now end at Century City.		Client is looking to hold blocks in DTLA and Century City.
<b>National Catholic Educational Association</b>	<b>Gallagher</b>	<b>Apr 06</b>	<b>2,300</b>	<b>8,245</b>	Considering moving to virtual meeting; decision in October 2020; liquidated damages are \$1M if they cancel		Have provided client with liquidated damages under 3 scenarios (cancel; cancel and rebook 2024; cancel and rebook 2026) to provide to ED for mid-September Exec Committee meeting; full board vote in early October
<b>American College of Medical Genetics</b>	<b>Gallagher</b>	<b>Apr 12</b>	<b>1,925</b>	<b>7,155</b>	Expecting 30-40% in person; Hybrid model	Pending survey results, will revise blocks	ACMG is surveying members for viability of event and are they willing to travel. Will know more end of September. Have not researched alternate dates

# UPCOMING CITYWIDE CONVENTIONS

Convention	Sales Director	Arrival	Peak	Total Room Nights	Covid 19 Impact Notes	Room Block Revisions	Follow Up Steps
American Psychiatric Association	Gallagher	May 01	5,000	23,085	Monitoring situation and planning to hold a live event		Will continue to keep in touch with Paula on updates
Society for Science & the Public	Gallagher	May 09	1,600	9,672	LOST - unable to confirm in person event so they have committed to a virtual event for 2021. Will pursue for 2024/2027/2030 for multi year deal		
Entertainment Software Association	McAdams	Jun 15	6,100	27,609	Looking at all options, including live event, hybrid, satellite broadcast from studios.		Will know more by end of September. Monitoring ability to hold a large event in Los Angeles next June
United Fresh Produce Association	Gallagher	Jun 25	770	2,552	Officially moved from April to June	Reducing peak night from 1700 to 770 peak contracted to be conservative; LACC working on addendum to move to June	Will continue to monitor and if rooms need to be added, will work with Stacy on UFPA team to do so. Officially shifted from April to June dates and contracted hotels are Luxe, JW, Intercon. No additional hotels needed at this time and will revisit in Q1 2020 if additional hotels needed
Black Entertainment Television - BET	Gallagher	Jun 26	825	3,930	Monitoring situation and would like to hold live event		Will work on getting licensed at LACC (we license typically 1 year out)
ANIME EXPO	McAdams	Jul 02	4,034	17,845	Monitoring situation and would like to hold a live event. Rebooked 95% of their exhibitors. Will review situation after the first of the year.		

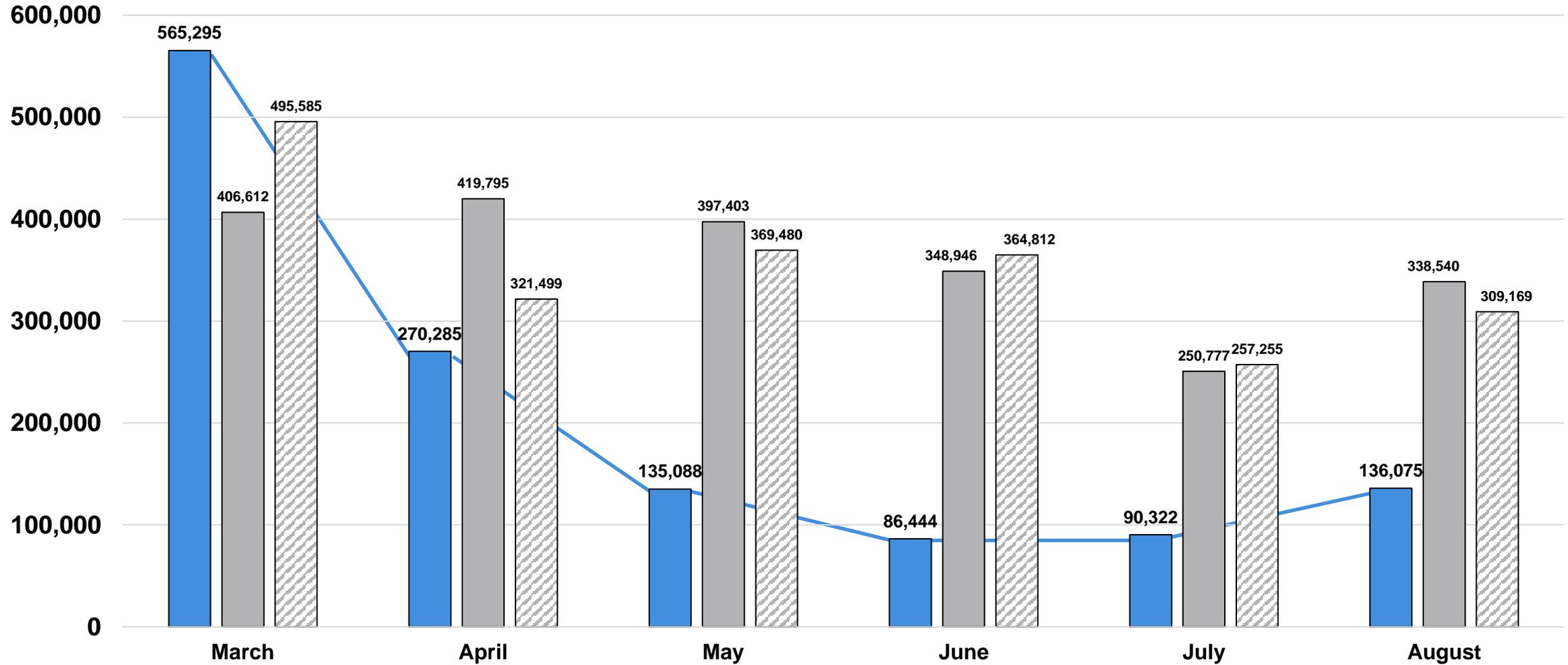
# CITYWIDE SALES LEAD ROOMNIGHTS

■ 2020 ■ 2019 ▨ Prior 3 Year Average



# SALES LEAD ROOMNIGHTS

■ 2020 ■ 2019 ■ Prior 3 Year Average



# DESTINATION RE-OPENING MEETINGS

As of 1<sup>st</sup> week of September

City	Source	Contact	Date Approved	Meeting Size	COVID Testing Protocols	Next Steps	% of convention center groups re-booked from cancellations	COMMENTS
Baltimore	Visit Baltimore	Dustin Arnheim	August 6, 2020	25% Max Capacity	Not defined at this time	TBD; Governor/State of Maryland has ability to utilize Baltimore Convention Center as a field hospital through December 31, 2020.	the % of citywide events that have rebooked ranges from 60-70%	<a href="https://mdlodging.org/8-7-20-baltimore-city-executive-order-indoor-dining-25-max-occupancy/">https://mdlodging.org/8-7-20-baltimore-city-executive-order-indoor-dining-25-max-occupancy/</a>
Boston	GBCVB	Beth Stehley	July, 2020	25pp	Mandatory masks, temperature checks before entering the building and ongoing monitoring	Waiting for gather number to increase	N/A	Meeting number includes venue staff and room must be set to meet state social guidelines
Seattle	Visit Seattle	Kelly Saling	Not Yet	NA- not yet allowed in modified phase 2	Not defined at this time for meetings or 'gatherings', but mask mandates are state wide and the Washington State Convention Center GBAC is certified	Proposal submitted in July to Governor for a percentage of attendance to be allowed based on size of room/ facility vs. current 'gathering of 5 people max' indoors. (Similar to what is allowed for restaurants which is 50% of capacity - similar in retail, gyms, museums)  Initial feedback at the end of August was looking good for favorable resolve - but needing to get alignment from counties as they could impose restrictions per county that could supercede state restrictions.	20% rebooked currently - This excludes annuals (17% of cancellations) and it excludes groups already on the books for a near future year (22% of cancellations)	No groups left in 2020, still have Q1 and Q2 2021 business, but changes are happening everyday.
Los Angeles	LATCB	Darren K. Green	TBD	10 or less	Varies by hotel, LACC GBAC Certified	Proposing small mtgs/150ppl or less	80%	Governor must approve then it goes to individual counties. Hoping to get small meetings approved followed by larger citywide conventions
Indianapolis	Visit Indy	Daren Kingi and Joyce Russell	12:00 AM	250 people per "space", but the Marion County Health Department has also allowed us to host larger events with an approved health and safety plan	Submit health plan to mayor which was approved. Masks mandatory with the exception of players in sporting events. Spent 7 million on safety protocols paid by center.	Bidding on 23,000 ppl conference in January, getting to Stage 5 would allow a complete opening.	70%	CEMA who owns PRI large group coming in Q1. Meeting weekly to discuss how it can happen and building confidence. Losing 18 annuals in 2021.
Nashville	NCVC	Adrienne Siemers	9/1/2020	125 or less	Varies by hotel brand standards, MCC is GBAC Certified	Unknown at this time, Phase 3 (out of 4 Phases) should be within the next few weeks	Low percentage based upon limited availability	Nashville/Davidson County is more restrictive than the rest of the counties in the state.
Orlando	Visit Orlando	Mike Waterman	June 2020	50% capacity in meeting/exhibit space. 50% in restaurants, 30% in Theme Parks	Required Facemask and temp checks. Orlando Health onsite at Center for testing	Based on positive tests, move to Phase 3 which would allow 75% capacity in restaurants and Convention Center. Not occupancy limits for hotels but meeting capacity same as Center	60% rebook excluding annual events and same events confirmed in future for Orlando	Laidoff 30% of staff since start of pandemic. Looking to bring back 15% in next 1-2 months.
San Francisco	SF Travel	Tom David	TBD	TBD	TBD	Waiting for the Governor's approval to allow for group gatherings of any size. The city health officials will follow the direction of the state	70-75%	Hotels are proposed to re-open for limited capacity in mid-September. No direction on allowing meetings.
Phoenix	Visit Phoenix	Lorne Edwards	June 29th Governor's Executive Order	Max 50ppl for Indoor Gatherings	Mandatory facemask when indoors and/or when social distancing cannot be maintained	Phoenix is currently adhering to CDC Guidance on re-opening phases for gathering sizes. Developing key stakeholder coalition along with medical advisory group to re-engage AZ Department of Health Services to extract convention and tradeshows from being grouped with concerts or other public fan-centric events thereby accelerating phase 3 inclusion.	Currently we have rebooked 42% of all citywides that had to be cancelled	

# DESTINATION RE-OPENING MEETINGS cont

As of 1<sup>st</sup> week of September

City	Source	Contact	Date Approved	Meeting Size	COVID Testing Protocols	Next Steps	% of convention center groups re-booked from cancellations	COMMENTS
Denver	VISIT DENVER	Rachel Benedick	August 21, 2020	Max 100 people indoors/175 outdoors using our social distancing calculator (which uses 12 feet instead of 6) this means you need about 20,000 sq ft to host 100 people. Link for calculator is below: <a href="https://covid19.colorado.gov/safer-at-home/social-distancing-calculator-for-indoor-and-outdoor-events">https://covid19.colorado.gov/safer-at-home/social-distancing-calculator-for-indoor-and-outdoor-events</a>	State wide mask mandate for indoors and outdoor IF social distancing cannot be maintained.	State just released some updates that are in the public input process. Link below: no real significant changes, Denver would stay where we are at until we can decrease our positivity rate between 0-75 per 100,000. <a href="https://drive.google.com/file/d/17Ooaf5B6xq76qkiP1i3qFvtMRAb70bvQ/view">https://drive.google.com/file/d/17Ooaf5B6xq76qkiP1i3qFvtMRAb70bvQ/view</a>	26% of the bookings have rebooked and we're working to rebook every day as you would imagine.	Convention Center is being used as an alternate care facility (exhibit level only) the State is currently extending this through year-end. Per the contract they also have the ability to extend through March 31, 2021. To date we have had NO patients in the facility. All convention center groups have been cancelled through year-end and we're in conversations with our first quarter groups about cancellation now.
Chicago	Choose Chicago	Dawn Young		50 or less	Masks required, hand sanitizer, social distancing	Phase 5 fully reopen with conventions, festivals and large events. Likely not until a vaccine.	Per Dawn, currently pulling the numbers together, unable to provide a percentage	Governor sets protocols for the state but Chicago Mayor has freedom to tighten up protocols for the city of Chicago. No conventions until vaccine for effective treatments are widely accessible.
Portland, OR	Travel Portland	James Jessie	July 22, 2020	Portland is currently in Phase 1 of the Governor's Re-Opening Plan. Gathering size restrictions for venues (Hotels included) not to exceed 50 people with physical distancing for indoors and outdoors.	Face coverings required for indoor public spaces and outdoor public spaces where physical distancing is not possible. Face coverings also required while at Portland International Airport.	Phase 2 will allow in-person meetings up to 100pp including staff. Phase 3 (Full Return to Large Meetings) not likely without a vaccine or treatment for COVID-19.	30-40% rebooking due to Governor's ruling directing cancellations through September 2020.	Phase 2 original gathering size allowance of up to 250 people has been decreased to 100. Governor's office sets all guidelines. Counties take individual control over applying for passage between Phases. Governor reserves the right to reverse Phase allowances.
Anaheim	Visit Anaheim	Junior Tauvaa	TBD	Awaiting on Governor's approval. Recommended 60% capacity in Meeting and Exhibit Space	TBD	Awaiting for Governor's approval. City of Anaheim and County of Orange will follow state	65-70% excluding Anaheim Annual conventions	Hotels are open with no max on occupancy. Beach hotels are operating at 60-80% Occupancy
Atlanta	Atlanta CVB	Mark Vaughan	June 2020	6 ft. physical distance in Meeting and Exhibit Space for attendees.	Recommend Mask and destination will support with temp checks	Update to Executive Order from June 2020 outlining 21 points to increase capacity in meeting/exhibit space or reduced social distance space. <a href="https://gov.georgia.gov/executive-action/executive-orders/2020-executive-order">https://gov.georgia.gov/executive-action/executive-orders/2020-executive-order</a>	60% rebooking	
Las Vegas	Visit Las Vegas	Laurae Clifford		Currently can have groups of up to 50 in any meeting space				Hotels are open with social distancing restrictions
San Diego	San Diego Tourism Authority	Julie Coker	not approved yet	outdoor wedding ceremonies only under 100 ppl – no reception. Meetings only under 10pp	CA required face mask, 6ft physical distance. Hotels – verbal disclosures at check in for guests. Employees – varies from hotel to hotel – at a minimum temp checks, training and disclosures	Awaiting Governor's approval.	13%	
Philadelphia	City of Philadelphia - Department of Health	Kavin Schieferedecker	9/1/20 1:20 PM	Great than 25+ Indoor / 50+ Outdoor	Verbal screening all attendees for symptoms (cough, shortness of breath, fever, chills, muscle pain, loss of taste/smell); temp check not required; keep a record of all attendee information (name, address, phone, email) for 14 days (to be used if contact tracing is necessary).	All events >25 indoor / >50 outdoor TBD depending on risk associated with each activity & the state of the virus in Philadelphia. Theater & indoor events re-open on 9/8/20. Restaurants with indoor seating re-open on 9/8/20 with restrictions (only seating at 25% capacity)	10%	
Houston	Visit Houston	John Solis	July 2020	50% capacity in meeting and exhibit space	Recommend Mask and Temp checks	Awaiting Governmental social gathering mandates for public facilities	80% excluding annuals	

# Managing for Recovery

## PHASE 1 – STABILIZATION

1. Manage cash flow and expenses to **maximize operating capacity**
2. Serve as a **trusted resource** to keep stakeholders up-to-date on key developments
3. Continue group sales efforts to **retain bookings** and secure **future business**
4. Leverage social/digital and PR to support the **local business community**
5. Develop **virtual networking opportunities** to create industry alignment

## PHASE 2 – PREPARATION

1. Identify budget requirements to **support future programming** in anticipation of recovery
2. Create **turn-key solutions** to enable Members to quickly ramp up once recovery begins
3. Develop detailed programming **timelines and deliverables** for all key target audiences
4. Continue to **evolve brand positioning** to drive competitive differentiation
5. Build **communications plan** to inform stakeholders of recovery programming and timing

## PHASE 3 – RECOVERY

1. Leverage **multiple funding sources** to increase reach and frequency
2. **Remain agile** and strategically deploy programming based on market/segment recovery
3. **Reevaluate staffing** to ensure necessary organizational capacity and expertise
4. Adapt **“Everyone is Welcome”** campaign to support recovery messaging and programming
5. Execute **major PR activations** with Members and civic leaders to amplify messaging

# Recovery Dashboard - July

KEY INDICATORS	MARKET SEGMENT					
	Drive Market	Short-Haul	Long-Haul	International	Self-Contained Groups	Citywide Groups
L.A. County Case Count & Hospitalizations	●	●	●	●	●	●
County Approved Safety Protocols Implemented	●	●	●	●	●	●
Consumer Confidence - Health & Safety	●	●	●	●	●	●
Consumer Confidence - Financial	●	●	●	●	●	●
Unemployment Rate	●	●	●	●	●	●
Air Service Recovery	●	●	●	●	●	●
Outdoor Activities Available	●	●	●	●	●	●
Availability of On-Site Restaurant Dining	●	●	●	●	●	●
Arts & Cultural Institutions Open	●	●	●	●	●	●
Small Meeting Venues Open	●	●	●	●	●	●
Theme Parks/Studio Tours Open	●	●	●	●	●	●
Sports Teams/Ticketed Venues Open	●	●	●	●	●	●
Convention Center Open	●	●	●	●	●	●

# Recovery Dashboard - August

KEY INDICATORS	MARKET SEGMENT					
	Drive Market	Short-Haul	Long-Haul	International	Self-Contained Groups	Citywide Groups
L.A. County Case Count & Hospitalizations	●	●	●	●	●	●
County Approved Safety Protocols Implemented	●	●	●	●	●	●
Consumer Confidence - Health & Safety	●	●	●	●	●	●
Consumer Confidence - Financial	●	●	●	●	●	●
Unemployment Rate	●	●	●	●	●	●
Air Service Recovery	●	●	●	●	●	●
Outdoor Activities Available	●	●	●	●	●	●
Availability of On-Site Restaurant Dining	●	●	●	●	●	●
Arts & Cultural Institutions Open	●	●	●	●	●	●
Small Meeting Venues Open	●	●	●	●	●	●
Theme Parks/Studio Tours Open	●	●	●	●	●	●
Sports Teams/Ticketed Venues Open	●	●	●	●	●	●
Convention Center Open	●	●	●	●	●	●





THANK YOU

*Los Angeles*

Los Angeles Tourism & Convention Board

# ITEM 4d

## CIP Update



# CAPITAL IMPROVEMENT PROJECT UPDATE



CITY OF  
*Los Angeles*

DEPARTMENT OF  
CONVENTION & TOURISM DEVELOPMENT

**VICTORIA WIGLE, PROJECT MANAGER**  
**SEPTEMBER 16, 2020**

# COMPLETED PROJECTS

South Hall Garage Lighting Upgrade	LED Reader Boards for Parking
Elevator Repair and Modernization	Room Lighting Dimming Control System Upgrade 300 Series Meeting Rooms
VFD Installation	<b>Security Surveillance System – Phase IV*</b>
<b>Fire Pump Controller Replacement*</b>	

# SECURITY SURVEILLANCE SYSTEM – PHASE IV



- CCTV expansion - 30 additional cameras installed
  - Installation focused on back of house and exterior areas
  - 360°+PTZ cameras have independent PTZ camera maneuverable without impacting the 360° view
- Card readers for access control

# FIRE PUMP CONTROLLER REPLACEMENT



- Replaced 4 fire pump controllers in South Hall
- Existing pump controllers had surpassed their expected life cycle
- New pump controllers provide increased reliability

# PROJECT LOOK AHEAD

## PLANNING

Room Lighting Dimming Control System Upgrade – 500 Series Meeting Rooms & Petree Hall

## IN PROGRESS

Kitchen Boiler Upgrade

Escalator and Elevator Repair/Modernization

ITEM 5a  
LACC Reserve Funds –  
Board Report #20-004



# LACC RESERVE FUND

BOARD OF LOS ANGELES CONVENTION AND TOURISM  
DEVELOPMENT COMMISSIONERS MEETING

SEPTEMBER 16, 2020



# BACKGROUND

## **LACC RESERVE FUND**

- Established by Section 6.4(b)(i) of the Management Agreement
- Annual contributions made by AEG Management LACC, LLC (AEG-LACC)
- Current LACC Reserve Fund balance of \$9.1M

## **REASON FOR THE USE OF THE LACC RESERVE FUND**

- Moratorium on mass gatherings
- Cancellation of events at the LACC
- Proactive steps to increase revenues

## **AUTHORIZATION TO USE THE LACC RESERVE FUND**

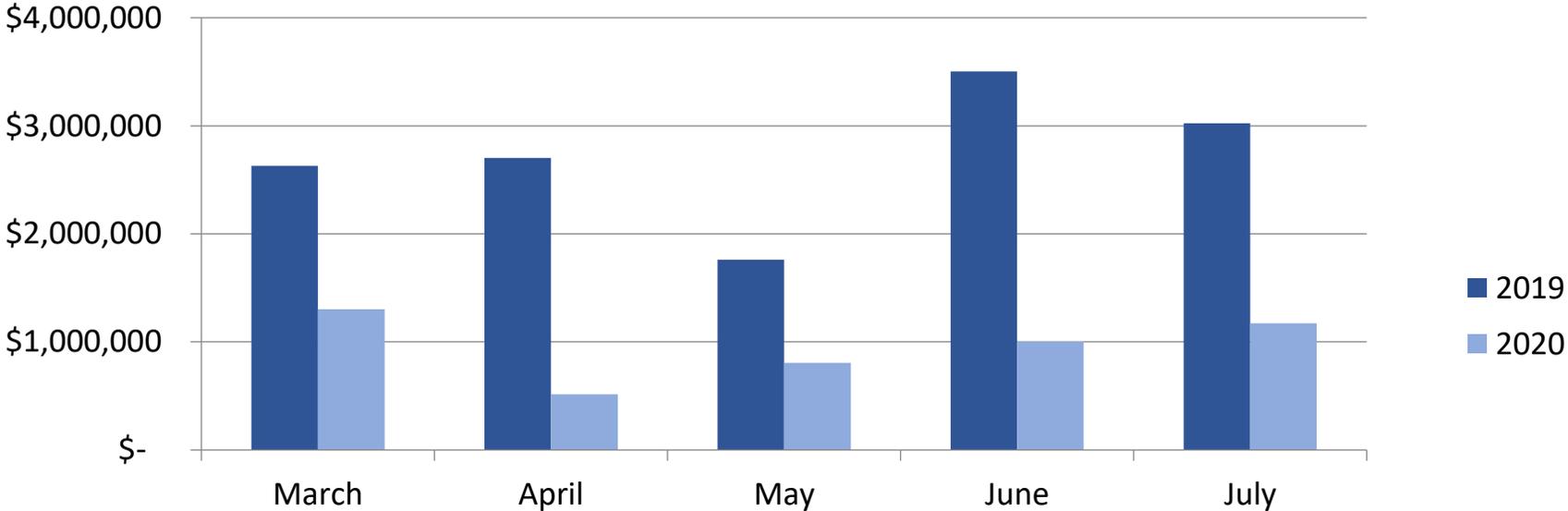
- The Management Agreement authorizes the Executive Director of Department of Convention & Tourism Development (CTD) to approve the use of the LACC Reserve Fund
- AEG-LACC requested the use of the LACC Reserve Fund on September 1, 2020
- CTD authorized the use of the LACC Reserve Fund for critical operations of the LACC on September 4, 2020

# LACC RESERVE FUND

<b>Fiscal Year</b>	<b>Annual Incremental Amounts (Accrual)</b>
<b>FY 2013-14</b>	\$678,273
<b>FY 2014-15</b>	\$2,648,870
<b>FY 2015-16</b>	\$2,802,660
<b>FY 2016-17</b>	\$1,000,000
<b>FY 2017-18</b>	\$1,000,000
<b>FY 2018-19</b>	\$1,000,000
<b>FY 2019-20</b>	\$0
<b>Total</b>	<b>\$9,129,803</b>

# COVID-19 IMPACTS ON LACC REVENUES

## LACC Revenues Accrual Basis\*



\* Note: Includes revenue for the Field Medical Station, which is under consideration for FEMA reimbursement.

# PROACTIVE STEPS TAKEN BY AEG-LACC

1. Leased part of the available parking to Enterprise Rent-A-Car
2. Levy, the LACC's food and beverage provider, has been providing thousands of meals per week through their partnerships with the City's Senior Meal Emergency Response Program and with the County's Project Roomkey
3. The marketing section is pursuing and booking filming events
4. Renegotiated vendor contracts
5. Implemented workforce reduction as well as temporary salary reductions

# PROJECTED USE OF THE LACC RESERVE FUND

	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21
Opening Balance	11,510,637	9,731,777	9,885,794	8,458,656	7,354,775	6,244,234	5,235,634	3,918,037	2,701,206	1,778,499
Field Medical Station Reimbursement										2,425,467
National Guard Reimbursement										310,400
MICLA Reimbursement		1,345,788		228,000					73,611	
Operating Revenue	307,908	111,938	117,484	117,484	116,584	117,484	117,484	117,484	117,484	117,484
Operating Expenses	(1,561,904)	(1,427,709)	(1,404,621)	(1,124,501)	(1,197,124)	(1,126,084)	(1,110,216)	(1,304,315)	(1,113,802)	(1,168,639)
City Expenses	(324,865)			(324,865)			(324,865)			(2,095,044)
A&I	(200,000)	124,000	(140,000)		(30,000)			(30,000)		
<b>Ending Balance</b>	<b>9,731,777</b>	<b>9,885,794</b>	<b>8,458,656</b>	<b>7,354,775</b>	<b>6,244,234</b>	<b>5,235,634</b>	<b>3,918,037</b>	<b>2,701,206</b>	<b>1,778,499</b>	<b>1,368,167</b>
Change in Reserve			(671,147)	(1,103,882)	(1,110,540)	(1,008,600)	(1,317,597)	(1,216,831)	(922,707)	(410,332)
<b>Ending Reserve Balance</b>	<b>\$9,129,803</b>	<b>\$9,129,803</b>	<b>\$8,458,656</b>	<b>\$7,354,774</b>	<b>\$6,244,234</b>	<b>\$5,235,634</b>	<b>\$3,918,037</b>	<b>\$2,701,206</b>	<b>\$1,778,499</b>	<b>\$1,368,167</b>

# CONCLUSION

This report is informational only and requires no action by the Board of Los Angeles Convention and Tourism Development Commissioners. AEG-LACC will draw from the LACC Reserve Fund as needed during the FY 2020-21 to fund critical operations of the LACC.

**CITY OF LOS ANGELES**  
INTER-DEPARTMENTAL CORRESPONDENCE

Date: September 10, 2020

To: Board of Los Angeles Convention and Tourism Development  
Commissioners

From: Doane Liu, Executive Director   
Department of Convention and Tourism Development

Subject: **LACC RESERVE FUND – BOARD REPORT NO. 20-004**

**SUMMARY:**

The Management Agreement between the City of Los Angeles (City) and AEG Management LACC, LLC (AEG-LACC) requires a reserve fund contribution as part of its annual operating budget, and since the Management Agreement was first executed in October 2013, the LACC Reserve Fund has accumulated over \$9.1 million (accrual basis). On September 1, 2020 AEG-LACC submitted a request to use the LACC Reserve Fund (attached). With the ongoing moratorium on large gatherings and events due to the pandemic, the Los Angeles Convention Center (LACC) has not hosted any regular events since the month of April 2020, and as a consequence, the loss of economic activity and business has had a significant adverse financial impact on the LACC. Based on the attached cash flow projection, AEG-LACC expects to draw against the LACC Reserve Fund in November 2020 or possibly even earlier.

Pursuant to Section 6.4 (b) (i) of the Management Agreement and under my authority as Executive Director, I authorized the use of the LACC Reserve Fund for critical operations of the LACC on September 4, 2020.

In accordance with Section 6.4(b) (i) of the Management Agreement, any sums drawn from the LACC Reserve Fund for use by AEG-LACC shall be reimbursed to the LACC Reserve Fund, to the extent that operating revenues are available, no later than thirty (30) days prior to the end of the agreement year in which the sums are drawn. In the event that there are insufficient revenues in the LACC operating account to repay the LACC Reserve Fund within the agreement year in which the money was drawn, AEG-LACC shall include repayment as an expense item for the following agreement year's proposed budget and thereafter to replenish the LACC Reserve Fund. Due to the magnitude of this crisis, it is expected that the entire balance of the LACC Reserve Fund will be expended during Fiscal Year 2020-21, and that the repayment of the funds may take several years.

**CONCLUSION:**

This report is informational only and requires no action by the Board of Los Angeles Convention and Tourism Development Commissioners (“Board”). AEG-LACC will draw from the LACC Reserve Fund as needed during Fiscal Year 2020-21 to fund critical operations of the LACC.

**ATTACHMENTS**