



CITY TOURISM COMMISSION

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, August 18, 2021
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 City Tourism Commission.

3. APPROVE MINUTES

a. Approval of the regular meeting minutes from July 21, 2021

4. REPORTS

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

5. ACTION ITEMS

None

6. ADJOURNMENT

NOTICE TO PAID REPRESENTATIVES

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 987-1960 or ethics.commission@lacity.org.

Materials related to an item on this agenda submitted to the City Tourism Commission after distribution of the agenda packet are available for public inspection in the Executive Office at the Los Angeles Convention Center, 1201 S. Figueroa Street, Los Angeles, CA 90015, during normal business hours.

Item 3a

Approval of the minutes



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

Regular Meeting Minutes
July 21, 2021

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, July 21, 2021 at 9:00 a.m. via Zoom.

PRESENT:

Vice President Otto Padron, Presiding
Commissioner Noel Hyun Minor
Commissioner David Stone

ABSENT:

President Jon F. Vein
Commissioner Bricia Lopez

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Doane Liu, CTD

Item 1. Call to Order / Roll Call

Vice President Otto Padron called the meeting to order at 9:05 a.m.

Item 2. Vote for 2021-2022 Board Positions

Vice President Padron moved to reappoint Jon Vein as President, Commissioner Stone seconded. Commissioner Stone 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 2, 2021

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: meetings with LACTB and Erich Hermanns of GSMA, Christy Castillo of SoFi Stadium and John Saboor of Wrestlemania, Justin Erbacci and LAWA staff to review the TMP, City Planning staff to review the Downtown General Plan, Fashion District building owners regarding Market Week, MLB and BaAM regarding the 2022 event ; attending Super Bowl LVI Legacy Program event at SoFi Stadium; participated in the distribution of N95 masks to 130 nonprofits with Mayor Garcetti, in presenting the LACC expansion/modernization plan to the DLANC; and noted that Commissioner Noel Hyun Minor's reappointment was approved in both EDJC Committee as well as full Council.

Item 5b. ASM Monthly Update

Ms. Ellen Schwartz reported four filmings for the month of May and that the Sparks were playing at the LACC. Ms. Schwartz presented video of the building of the Sparks court. Mr. Ben Zarhoud presented the financial data for May, reporting an operating loss of \$0.7M, which is \$0.5M above the revised budget projection and \$0.3M below prior year, and \$0.7M in gross revenue, which is \$0.2M above the revised budget projection and \$1.0M in operating expenses, which is \$0.3M below revised budget and \$0.1M below prior year, noting that expenses are driven by labor costs, operating expenses and utility payments. Mr. Zarhoud reported the May Exhibit Hall occupancy was 11% and the YTD Exhibit Hall occupancy was 16% noting that occupancy was driven by filmings and the Sparks.

Item 6: Action Items

None

ADJOURNMENT

The meeting was adjourned at 9:30 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

JUNE 2021

ELLEN SCHWARTZ



LACC JUNE 2021 FILMING/EVENTS

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
June 1 – 30	LA Sparks	West Hall B	\$257,263 (Partial)
June 3 – 4	Reset Commercial	South Loading, Conv. Ctr. Dr., Fig Dr. Kentia Hall, Pico Dr.	\$17,000
June 8 - 10	Lake Mead	South Lobby, Compass, Fig Dr., Pico Dr., Bond Lot	\$69,180
June 30	West World	South Lobby, Compass, Fig Dr., Pico Dr., Bond Lot. South Garage	\$16,230 (Partial)

TOTAL: \$359,673

LEADER AND EMPLOYEE OF THE 2ND QUARTER 2020

LEADER OF THE QUARTER



Xavier Corral
Assistant Building Superintendent

EMPLOYEE OF THE QUARTER



John Mendoza
Mechanic

LEADER AND EMPLOYEE OF THE 3rd QUARTER 2020

LEADER OF THE QUARTER



Janae Conway
Business Process Manager

EMPLOYEE OF THE QUARTER



Javier Martinez
Levy Warehouse Attendant

LEADER AND EMPLOYEE OF THE 1st QUARTER 2021

LEADER OF THE QUARTER



Nelson Bonilla
Levy Executive Sous-Chef

EMPLOYEE OF THE QUARTER



Robert Haro
Painter

LEADER AND EMPLOYEE OF THE 2ND QUARTER 2021

LEADER OF THE QUARTER



Kitty Silbereich
Sr. Sales Manager

EMPLOYEE OF THE QUARTER



Brian De Los Trinos
Security Guard

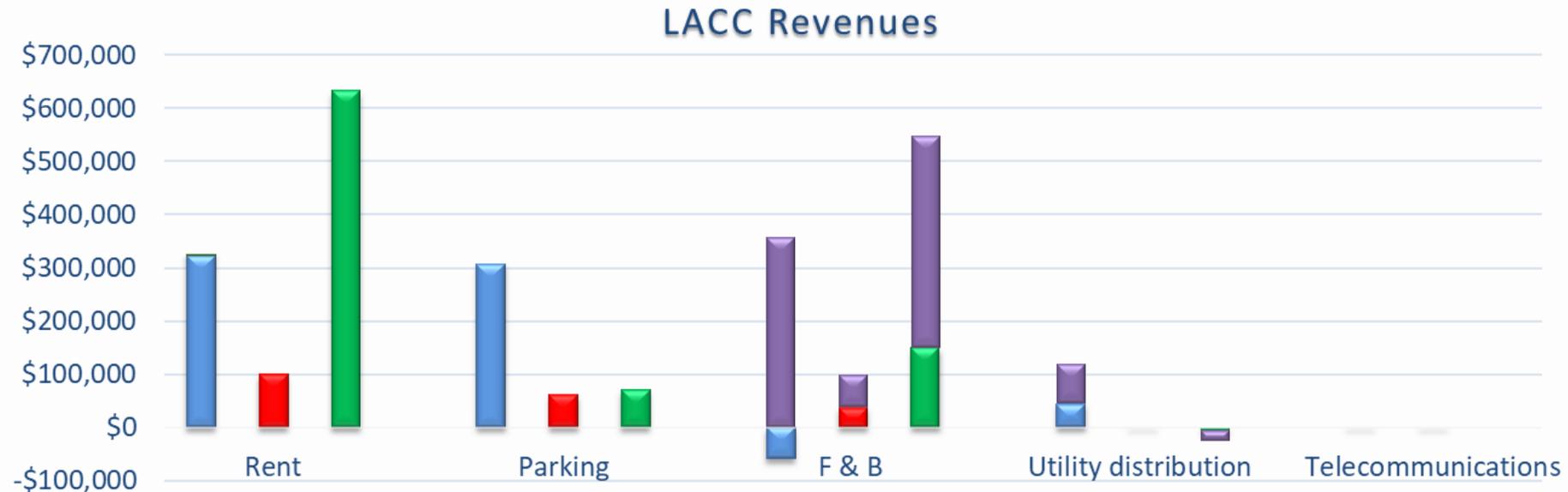
LACC June 2021 FINANCIALS

OPERATING SURPLUS (LOSS):

- (\$1.7) million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.3 million above revised budget
- \$0.9 million above prior year

REVENUES:

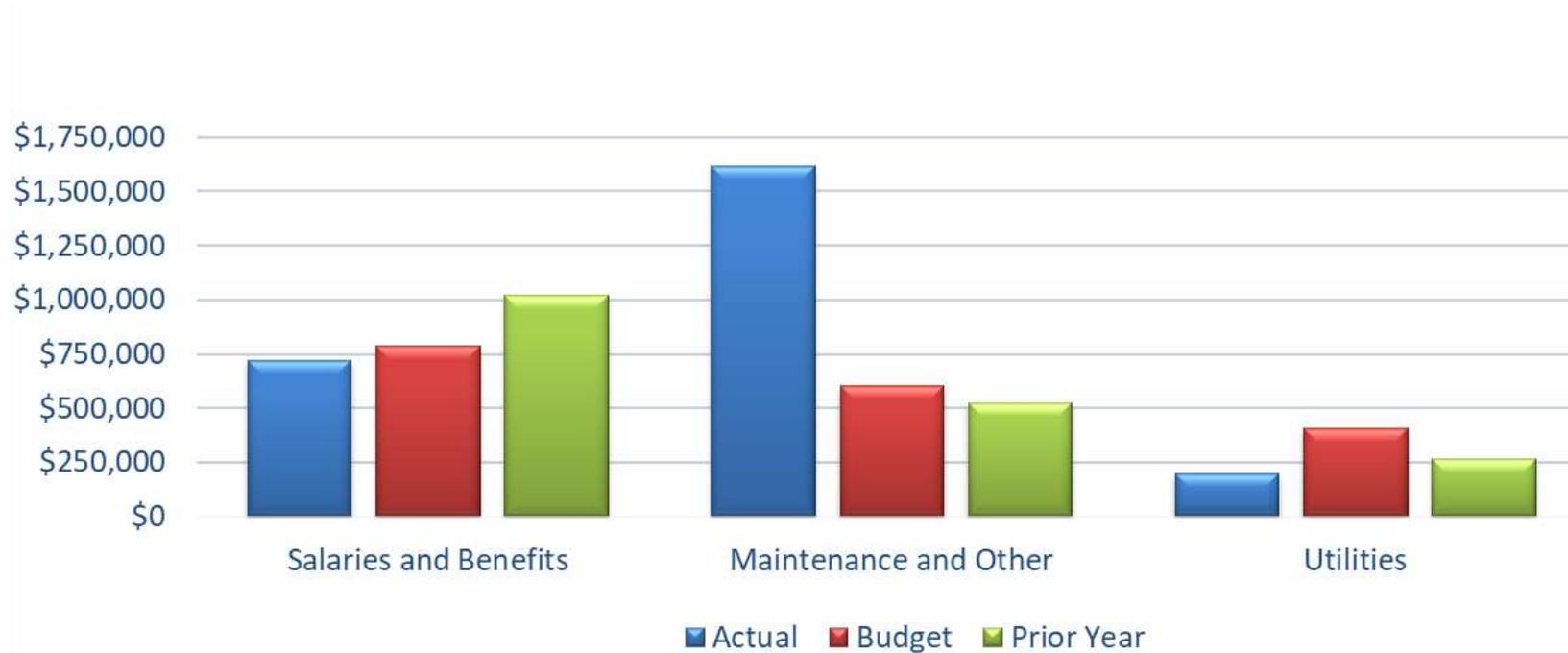
- \$1.3 million gross revenue (before discounts and service provider share)
- \$0.8 million net revenue
- \$0.5 million above revised budget and \$0.2 million below prior year



LACC June 2021 FINANCIALS

OPERATING EXPENSES:

- \$1.7 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.3 million above revised budget and \$0.9 million above prior year



CITY REIMBURSEMENT - \$0.1 million

Capital and Alterations & Improvements

LACC June 2021 OCCUPANCY

Exhibit Hall Occupancy

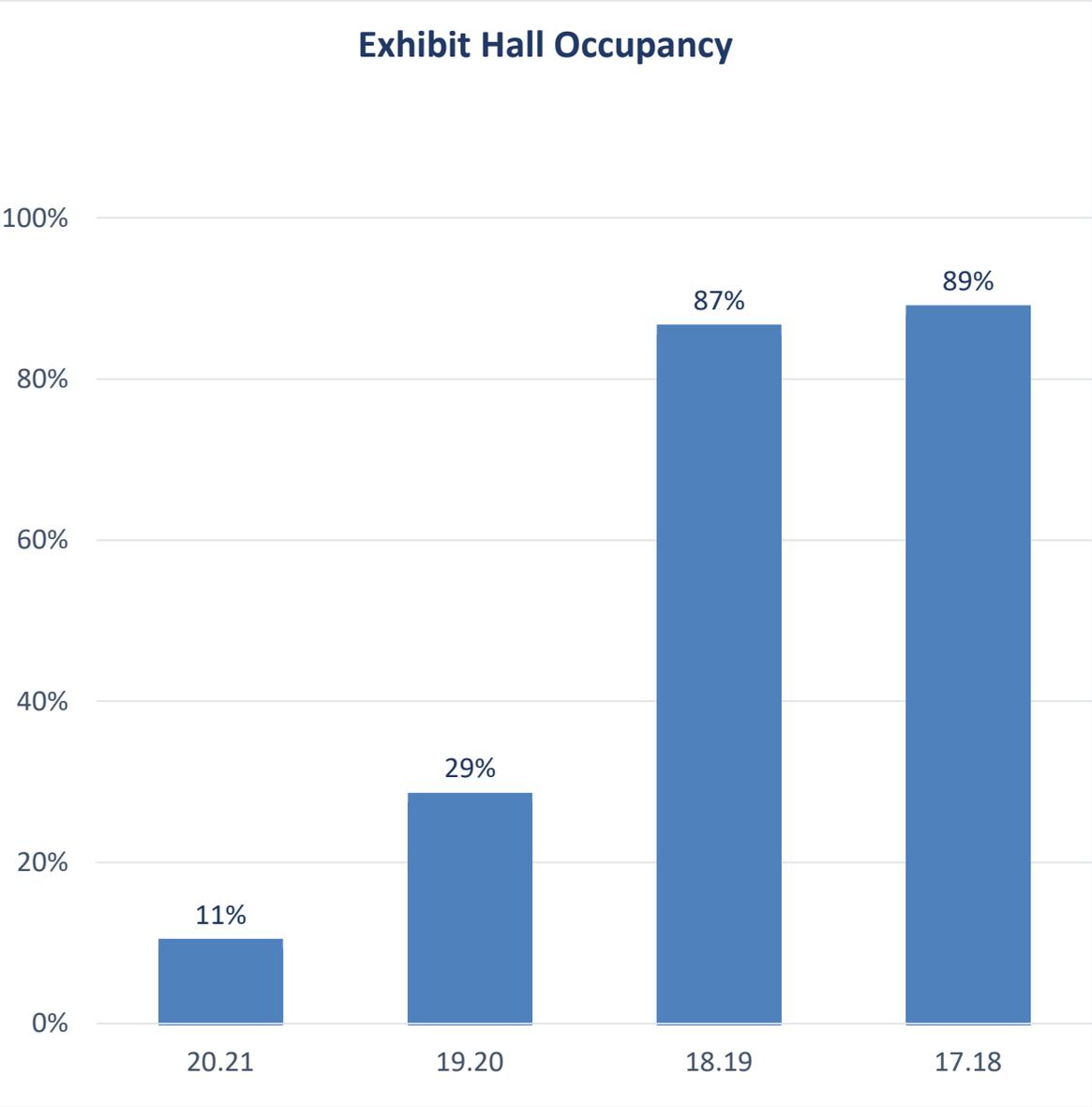
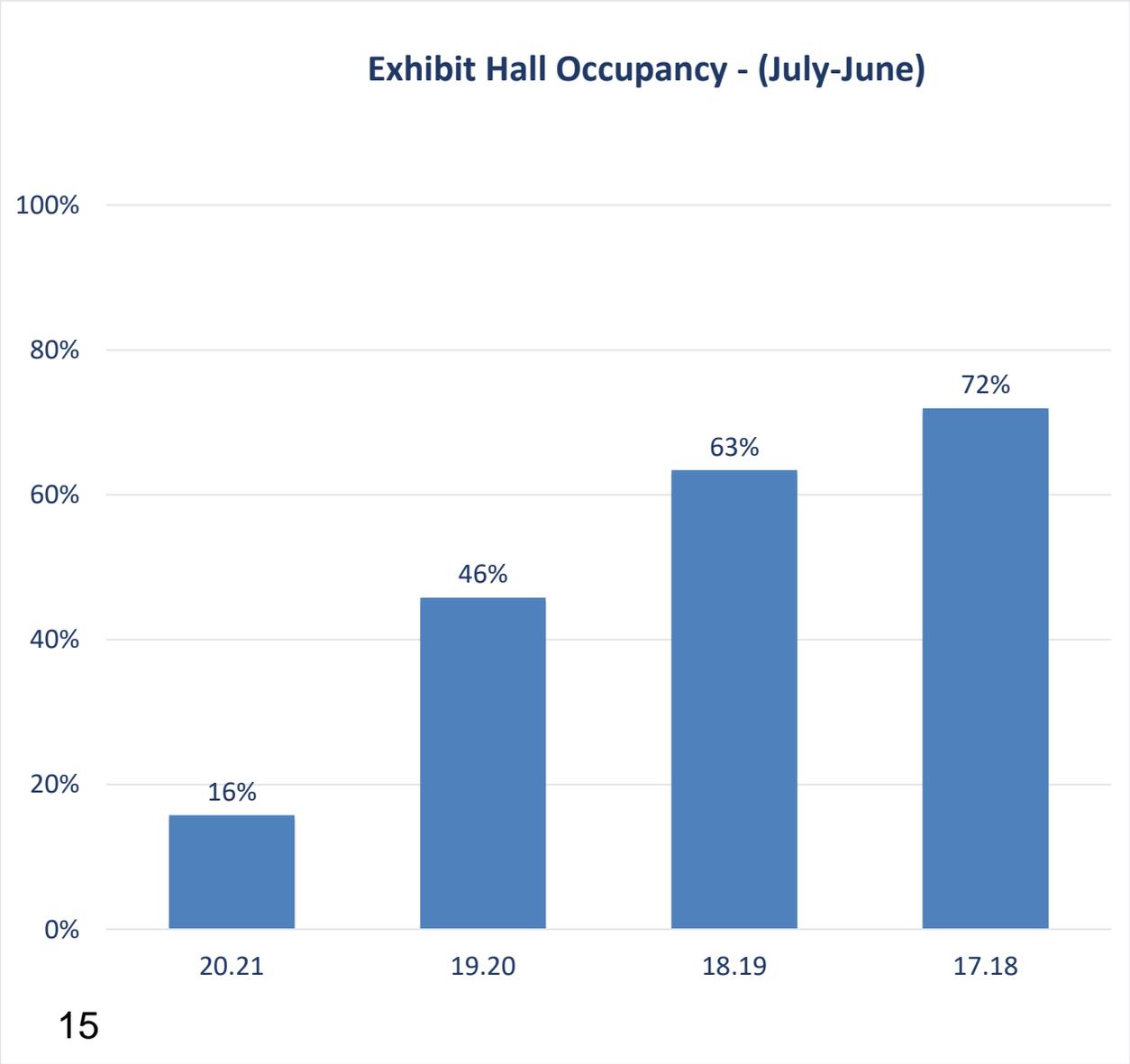


Exhibit Hall Occupancy - (July-June)



Item 4c

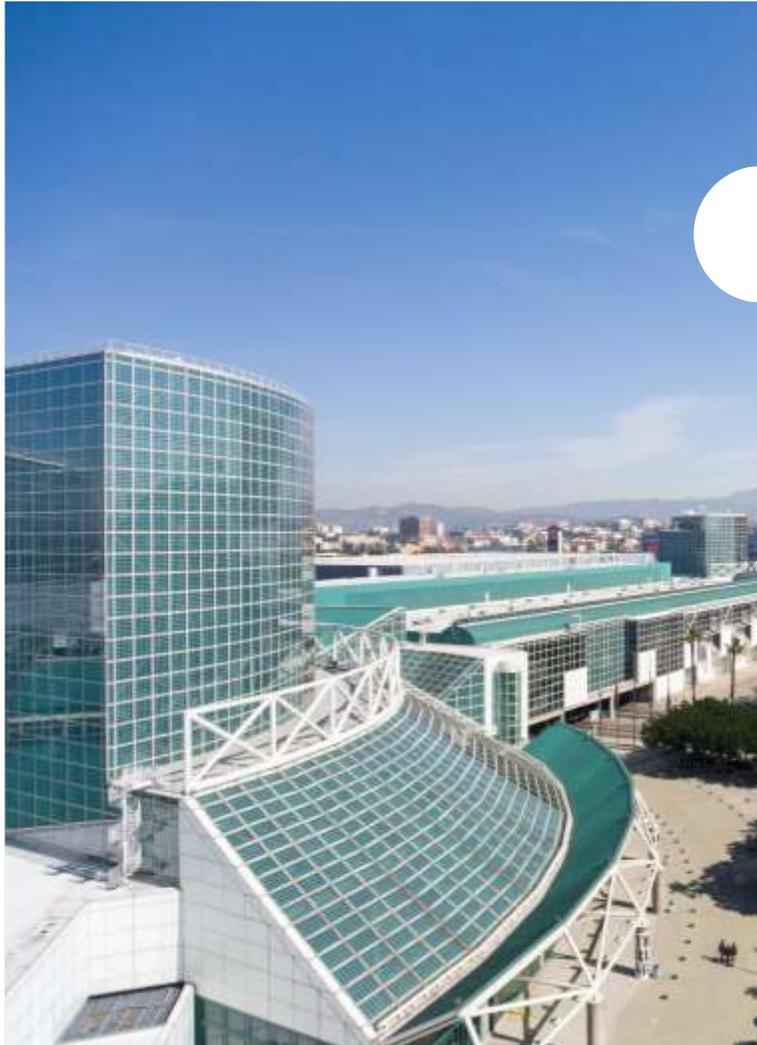
LATCB Update



CTD Board of Commissioners

August 18, 2021





SALES UPDATES

Kathy McAdams

SVP, Citywide Convention
Sales



CITYWIDE CONVENTION SALES

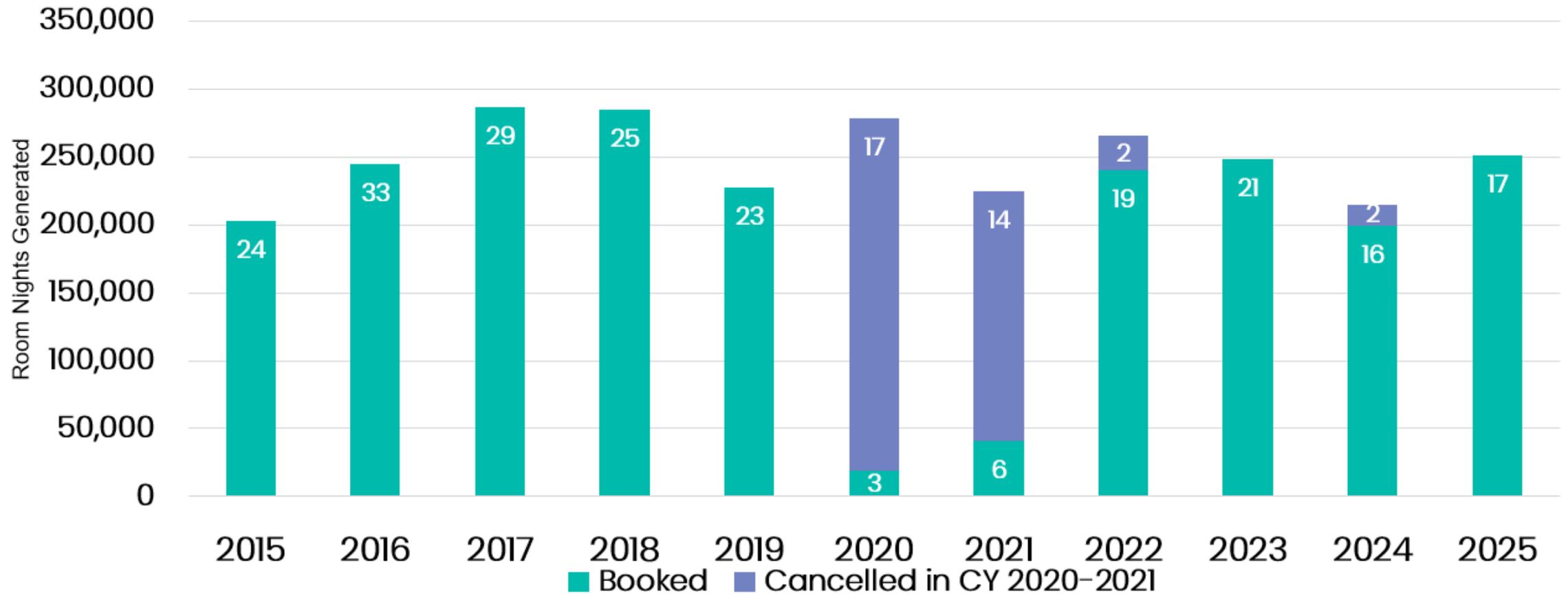
YTD FY20/21 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 20/21 Goal	176
FY 20/21 YTD	87
FY 19/20 STLY	160

Booked Room Nights Produced	RNs Actual
FY 20/21 Goal	362,725
FY 20/21 YTD	313,571
FY 19/20 STLY	456,007

Dated July 1, 2021

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



Dated August 12, 2021

CITYWIDE AREAS OF FOCUS



Key Metrics/Trends



Deployment



Convention Center
Expansion



City Wide
Experience

INDUSTRY TRADE SHOWS & CONFERENCES

DATE	EVENT	LOCATION
May 24-26, 2021	CONNECT	Las Vegas, NV
June 1-3, 2021	MIC of Colorado	Denver, CO
June 15-17, 2021	MPI WEC	Las Vegas, NV
June 28-30, 2021	HelmsBriscoe ABC	Dallas, TX
July 7-9, 2021	PCMA EduCon	Phoenix, AZ
July 11-13, 2021	MLB All-Stars	Denver, CO
August 14-17, 2021	DI Annual Convention	Baltimore, MD
July 26-28, 2021	CEMA Summit	Phoenix, AZ



INDUSTRY TRAVEL

Top Takeaways

- Workforce Development
- Ability for Hotels to fully Reopen
- Inconsistency from each Destination
- Mid-week Business
- Every Changing Meetings Landscape

SALES DIRECTOR REGION QUESTIONS

- What you're hearing in terms of needs of the customer?
- Timeliness of hotel responses/best practices?
- Protocols in your respective cities/impact on sites/sales calls?
- Lost Business Reasons/Cities?
- What assets/tools/support can be provided to assist in your sales efforts?
- Lead Time/Lead Volume fluctuations and changes?

SALES DIRECTOR REGION UPDATES

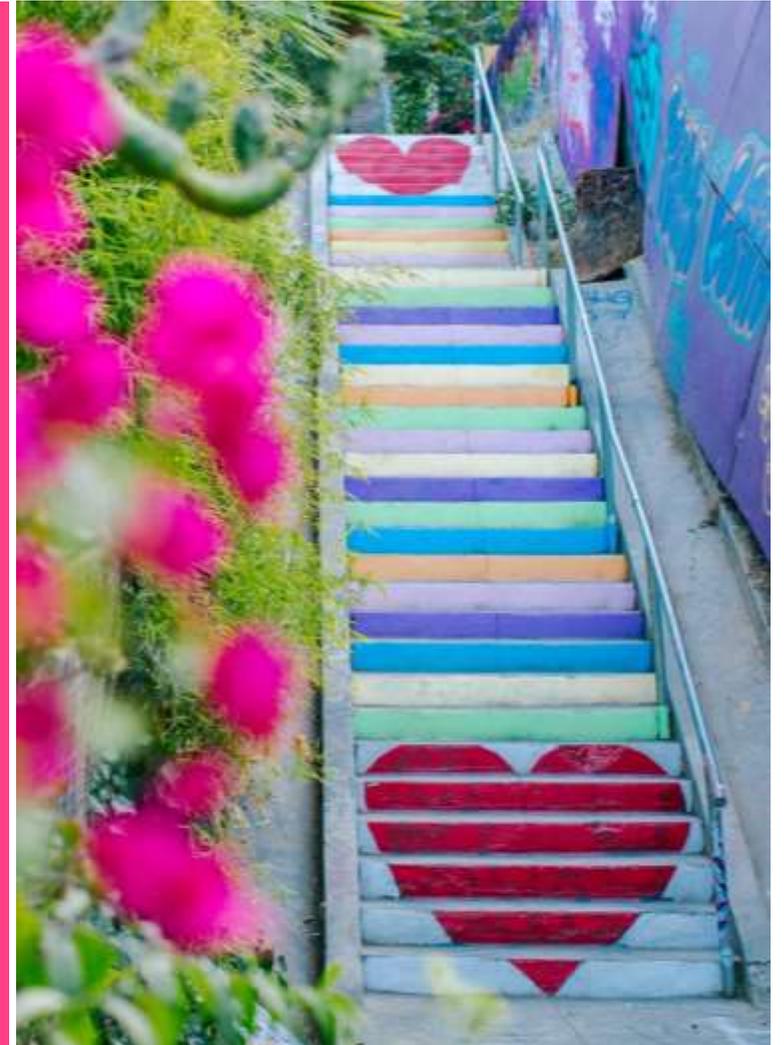
- ✓ “Customers are looking at contract language that will guarantee the **staff at hotel properties** will be properly trained and providing brand-level service.”
- ✓ “Media coverage is creating misperceptions. Information is key- **regular updates** on the current status of things to address any clients’ concerns”
- ✓ “Clients are ready to travel and get back to work and go on **sites**”
- ✓ “**Typical rotation schedules** have been disrupted and selections are based on availability”
- ✓ “Leads are slowing down. Clients are still focusing on **rebooking canceled business**, so the next available open year is getting pushed further out”
- ✓ “Seeing corporate cancellations for this fall”



SALES MARKETING

Paige Cram Fakhari

Sr. Marketing Director, Sales &
Services



MEETINGS MARKETING AREAS OF FOCUS

Campaigns are estimated to deliver over 10.6 Million Impressions
with focus on digital marketing

1

Citywide

2

Regional Drive
Market

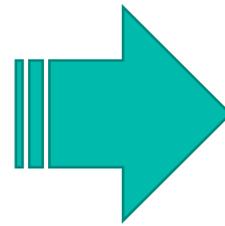
3

Diversity &
Inclusivity

4

Tech & Medical
Focused

COMEBACK CAMPAIGN FOR B2B AUDIENCE



COMEBACK CAMPAIGN VIDEO

Group Business

A grayscale, high-angle photograph of the Los Angeles skyline, featuring numerous skyscrapers and buildings. The image is semi-transparent, serving as a background for the text.

Los Angeles

PLAN YOUR COMEBACK

MEETLA.COM

THANK YOU



Los Angeles Tourism & Convention Board