



CITY TOURISM COMMISSION

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Bricia Lopez; David Stone; Germonique Ulmer



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 one minute per speaker.

Regular Meeting
Wednesday, April 20, 2022
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 the City Tourism Commission.

3. APPROVE MINUTES

- a. Approval of the special meeting minutes from March 23, 2022

4. REPORTS

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

5. ACTION ITEMS

- a. Findings to Continue Teleconference Meetings Pursuant to AB 361
Determination in accordance with AB 361 Section 3(e)(3) that, while the state of emergency due to the Covid-19 pandemic, as originally proclaimed by the Governor on March 4, 2020, remains active and/or state or local officials have imposed or recommended measures to promote social distancing, this legislative body has reconsidered the circumstances of the state of emergency and. that the state of emergency continues to directly impact the ability of the members to meet safely in person and/or state or local officials continue to impose or recommend measures to promote social distancing.

6. ADJOURNMENT

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 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.

Item 3a

Approval of the

March 23, 2022 Special Meeting Minutes



BOARD OF CITY TOURISM COMMISSIONERS

Special Meeting Minutes
March 23, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, March 23, 2022 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein, Presiding
Vice President Otto Padron - joined meeting at 9:12 am
Commissioner Bricia Lopez - left meeting at 10:00 am
Commissioner David Stone
Commissioner Germonique Ulmer

ABSENT:

None

PRESENTERS:

Doane Liu, CTD
Ellen Schwartz, ASM
Ben Zarhoud, ASM
Darren Green, LATCB
Jibran Shermohammed, IKE
Kim Nakashima, CTD
Steven Hong, Deputy City Attorney

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:01 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from February 16, 2022

UNANIMOUSLY APPROVED

Item 3b. Approval of the special meeting minutes from March 16, 2022

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu, Executive Director of the City Tourism Department (CTD), provided an overview of his activities since the last Board meeting, which included: various meetings regarding the Summit of Americas; meetings with the Mayor's office and City Administrative Officer regarding the CTD budget, San Pedro Chamber of Commerce regarding destination marketing with Royal Caribbean, City Planning Commission regarding the expansion of the Los Angeles Convention Center, Los Angeles Tourism & Convention (LATCB) Board of Directors meeting, City Council Committee regarding Summit of Americas Motion, Los Angeles Sports and Entertainment Commission and Councilmember Paul Krekorian regarding the Super Bowl; attended the Mayor's Executive Directive signing at the Griffith Park Observatory and the USCAP LACC Career Academy Day at the Los Angeles Convention Center (LACC).

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz, General Manager of the LACC, reported on three repeat events during January 2022, including one citywide event, with 13,100 total number of attendees. Mr. Zarhoud, Assistant General Manager of the LACC, presented the financial data for January, reporting an operating surplus of \$0.7M and \$2.5M in gross revenue, driven by 23% parking and 22% rent. Mr. Zarhoud also reported \$1.8M in operating expenses, noting management of overall costs and larger expenses as well as generating 0.7 KWh, 20% from solar panels. Mr. Zarhoud also reported January's exhibit hall occupancy at 30%, with year-to-date 35% occupancy, which was below expectations, however, overall percentages were in line with what is evident in the environment.

Item 4c. LATCB Monthly Update

Mr. Darren Green, Sr. VP of Sales at the LATCB, reported that LATCB has processed 78 leads year-to-date and booked 164,118 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting great short-term activity, but that expansion delays have caused future booking cancellations. Mr. Green reported on impacts from the Super Bowl which included the contract of 65K total room nights, a meeting of the industry's most influential leaders, activations at hotels and venues, and the Game Day Experience which led to three concrete leads. Mr. Green reported on group sale recovery trends and focus. Mr. Green also reported on Visit CA resources behind a statewide message that California is open for tourism with its goal being that all cities will benefit collectively.

Item 5: Update on Proposed Visitor Kiosks

Mr. Jibrán Shermohammed, Vice President of Development at Orange Barrel Media, presented the Board with an overview of the proposed visitors kiosks that may potentially be installed throughout the City noting that kiosks would be a technical alternative to visitor centers, building a wayfinding, tourism and city communication system and would be customizable with public safety features, local business and

points of interest, and directional information. Mr. Shermonhammed noted that the kiosks support the Los Angeles Tourism Master Plan's goals to modernize and improve wayfinding, reduce the use of cars, and provide tourist information and provided details on the next steps, including community outreach and Council office input.

Item 6a: Los Angeles Tourism and Convention Board 2022-23 Budget

Kim Nakashima, Director of Policy and Research at CTD, presented LATCB's proposed budget for Fiscal Year 2022-23. Ms. Nakashima provided a brief history, an overview of LATCB organization, and services provided under the contract between the City and LATCB. She also stressed the importance of LATCB's work in the City's economic recovery and that transient occupancy tax (TOT) is a critical source of revenue which was hit hard during 2021, but anticipate some recovery in 2022-23. Ms. Nakashima went over the City's TOT distribution as it relates to the agreement with LATCB; of the 14% tax, one percentage point funds LATCB and the remaining 13 percentage points go to the General Fund; LATCB's proposed TOT budget allocation for Fiscal Year 2022-23 totals \$18,931,000 (preliminary); and how the \$18.9 million is broken down by programs and services.

Recommendation: That the Board approve the Los Angeles Tourism & Convention Board FY 2022-23 TOT budget for inclusion in the Mayor's FY 2022-23 Proposed Budget.

UNANIMOUSLY APPROVED

Item 6b: Findings to Continue Teleconferencing Meetings Pursuant to AB 361

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

ADJOURNMENT

The meeting was adjourned at 10:26 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

FEBRUARY 2022

ELLEN SCHWARTZ



LACC FEBRUARY 2022 EVENTS



BLACK COLLEGE EXPO , FEB 19



MAKEUP LA & LUXEPACK, FEB 23-24



LACC FEBRUARY 2022 EVENTS





LACC FEBRUARY 2022 FILMING & PARKING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
Feb. 23	Little America	South Lobby, Pico Dr.	\$8,800
TOTAL:			\$8,800

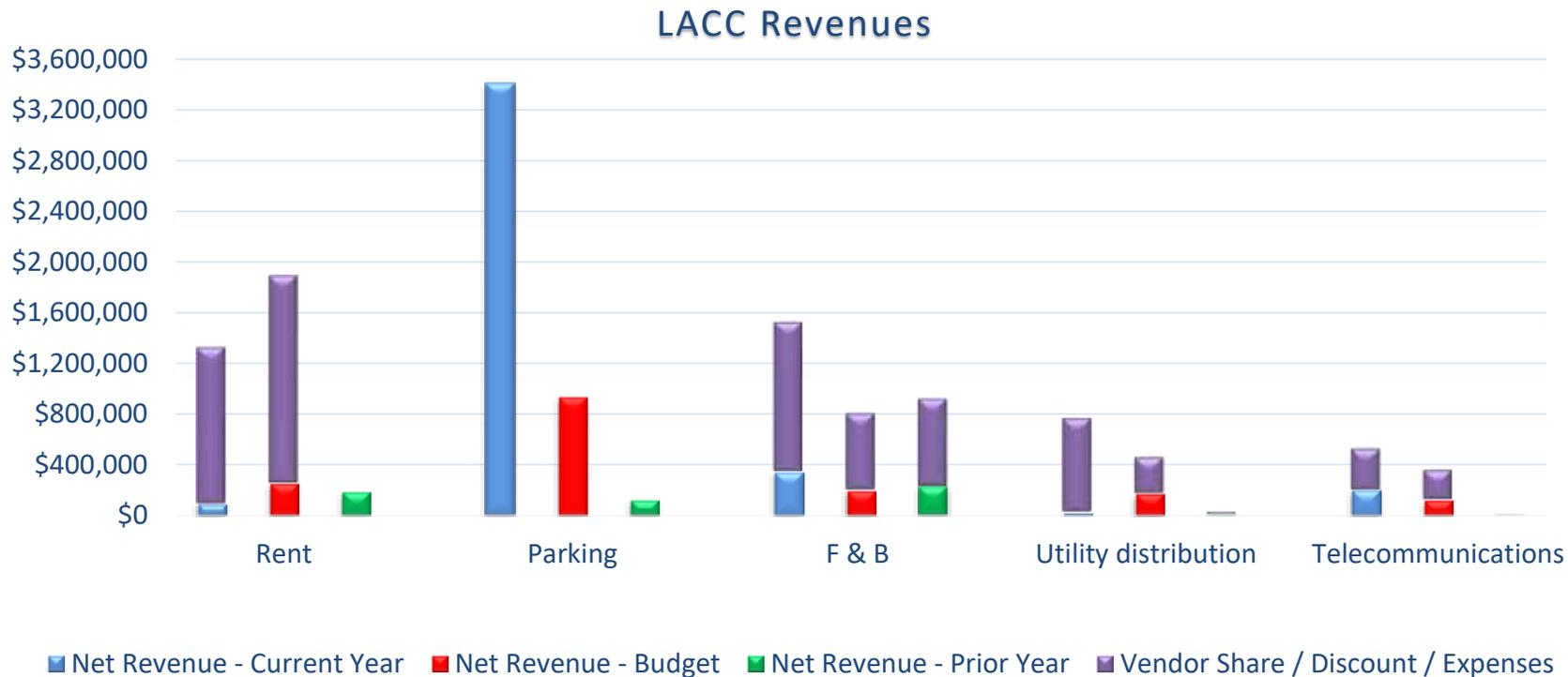
LACC FEBRUARY 2022 FINANCIALS

OPERATING SURPLUS (LOSS):

- \$2.6 million (before approved City Reimbursements, A & I and Capital Projects)
- \$2.3 million above budget
- \$3.0 million above prior year

REVENUES:

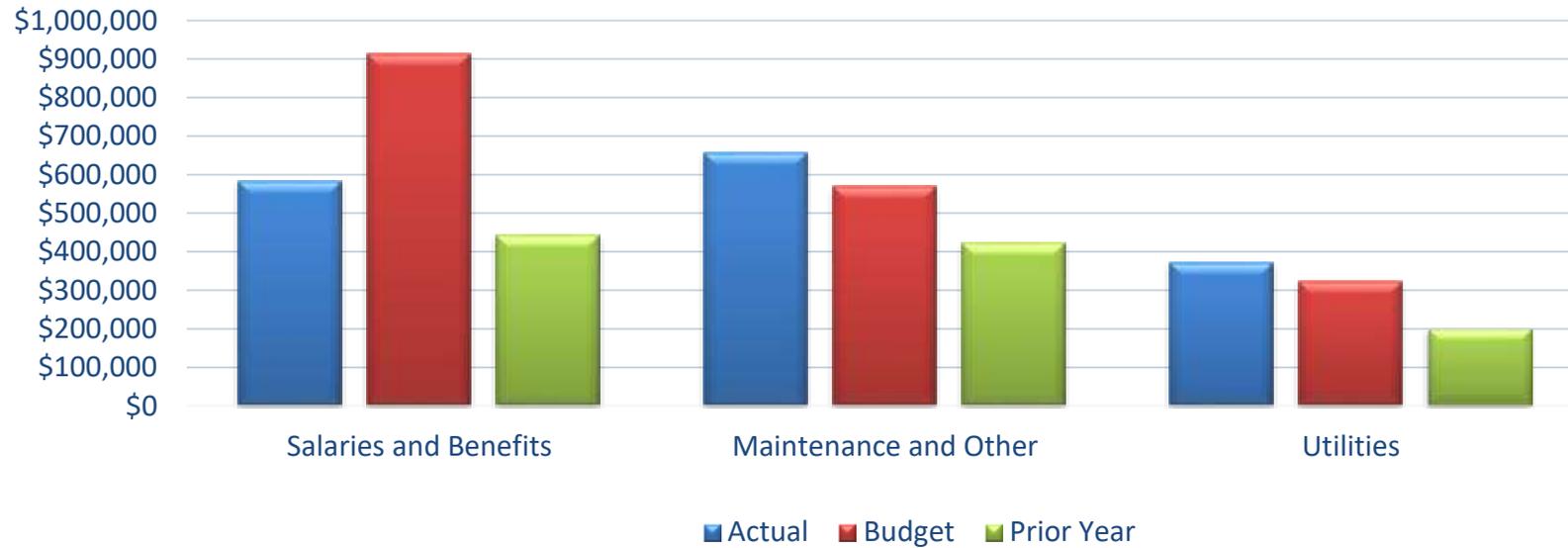
- \$7.9 million gross revenue (before discounts and service provider share)
- \$4.3 million net revenue
- \$2.1 million above budget and \$3.6 million above prior year



LACC FEBRUARY 2022 FINANCIALS

OPERATING EXPENSES:

- \$1.6 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.2 million below budget and \$0.5 million above prior year



CITY REIMBURSEMENT - \$0.1 million

Capital and Alterations & Improvements

LACC FEBRUARY 2022 OCCUPANCY

Exhibit Hall Occupancy

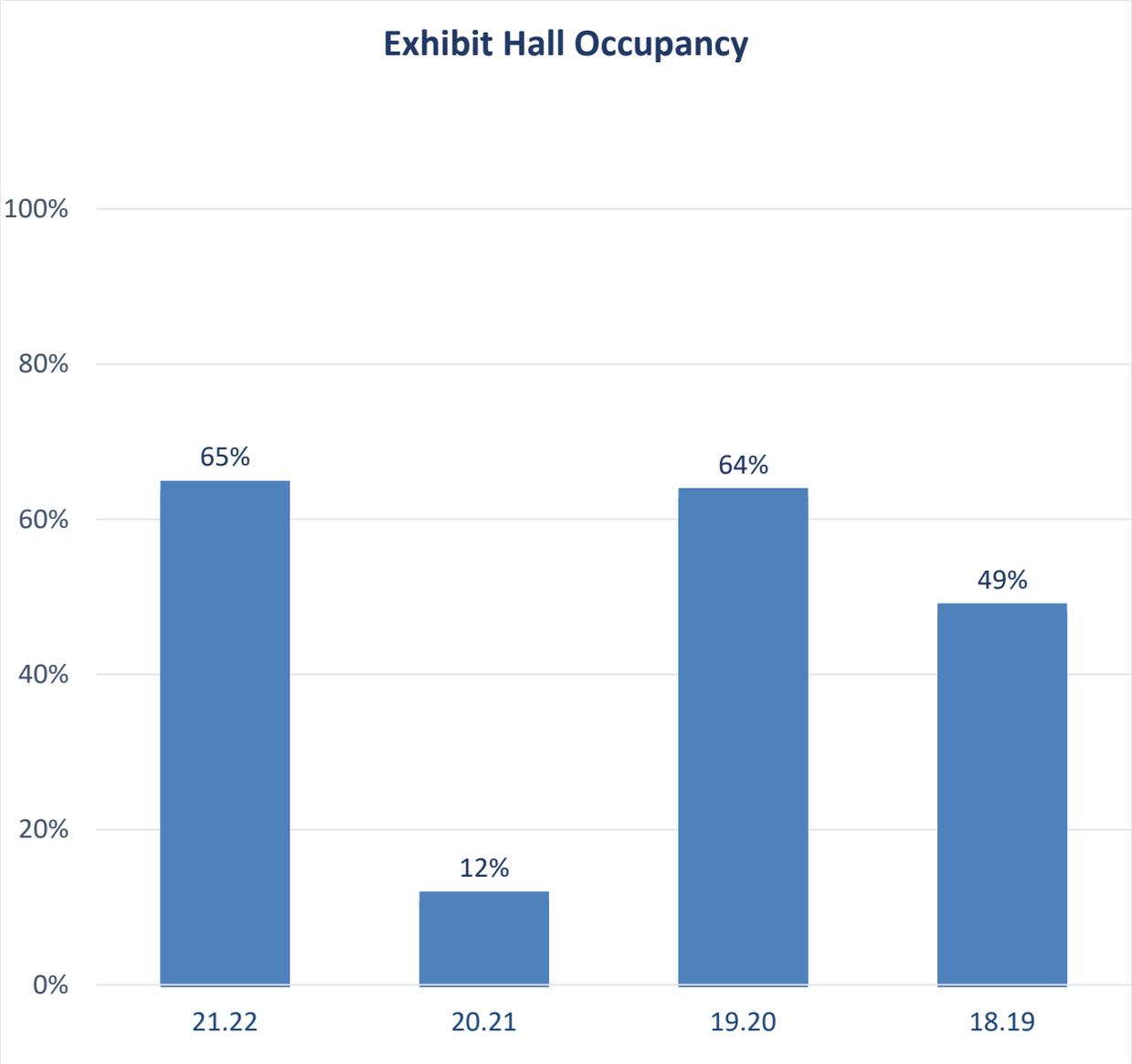
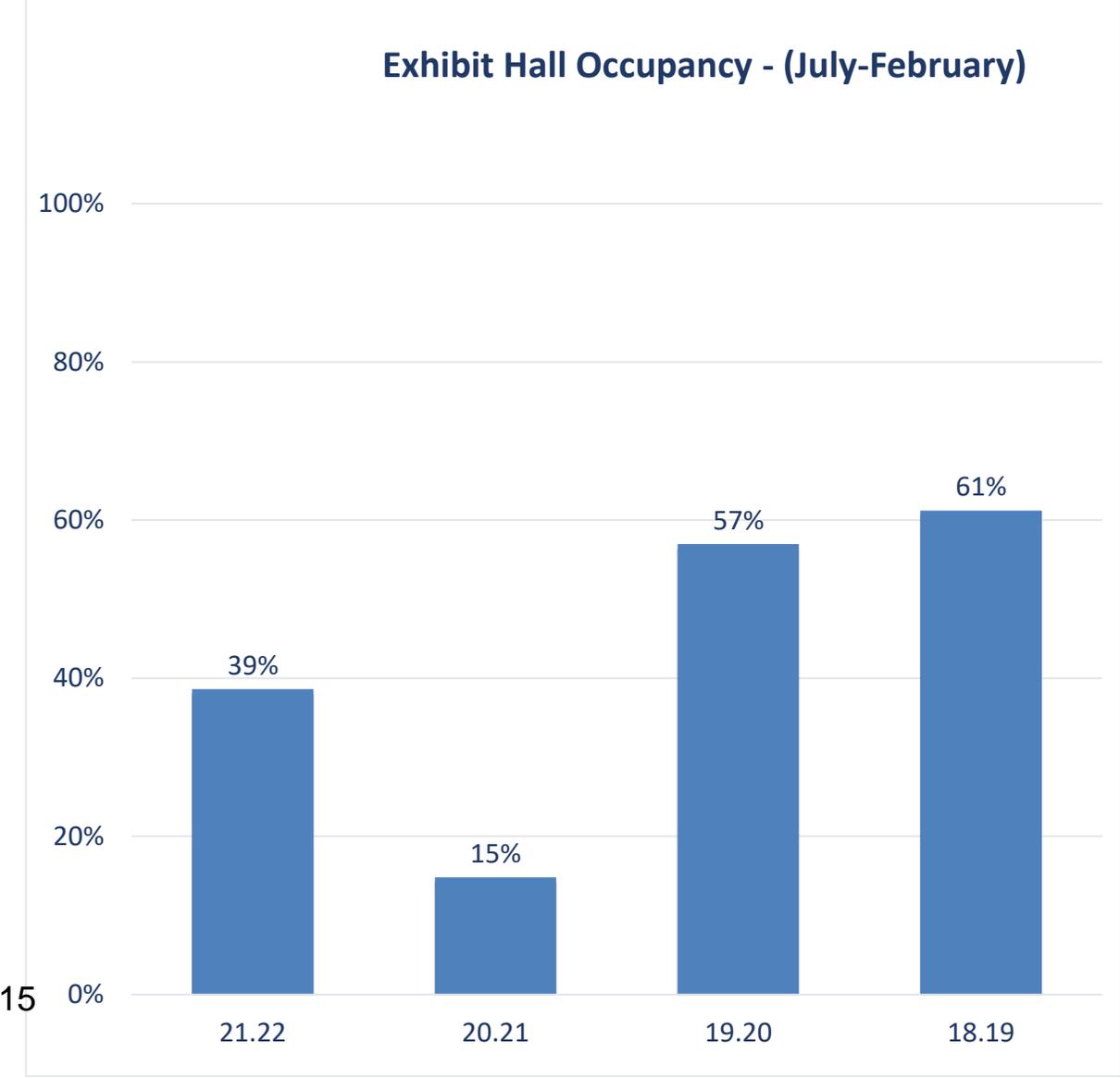


Exhibit Hall Occupancy - (July-February)



Item 4c

LATCB Update

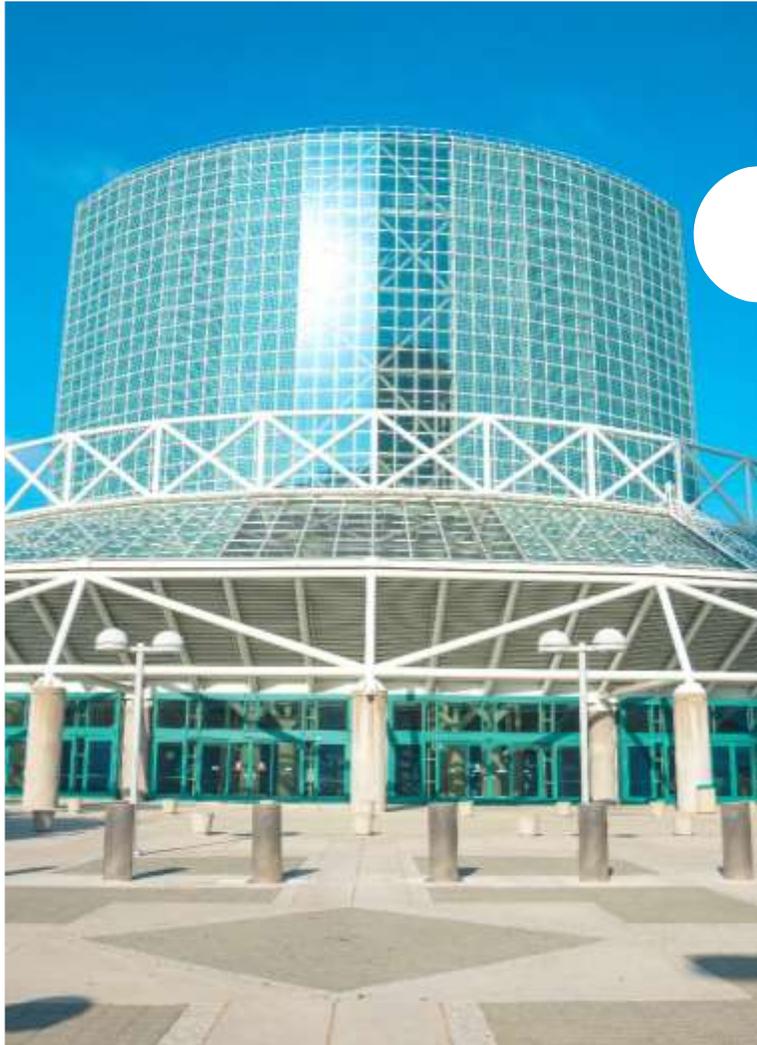


CTD Board of Commissioners

April 20, 2022



Los Angeles Tourism & Convention Board



SALES UPDATES

Darren K Green
Chief Sales Officer



CITYWIDE CONVENTION SALES

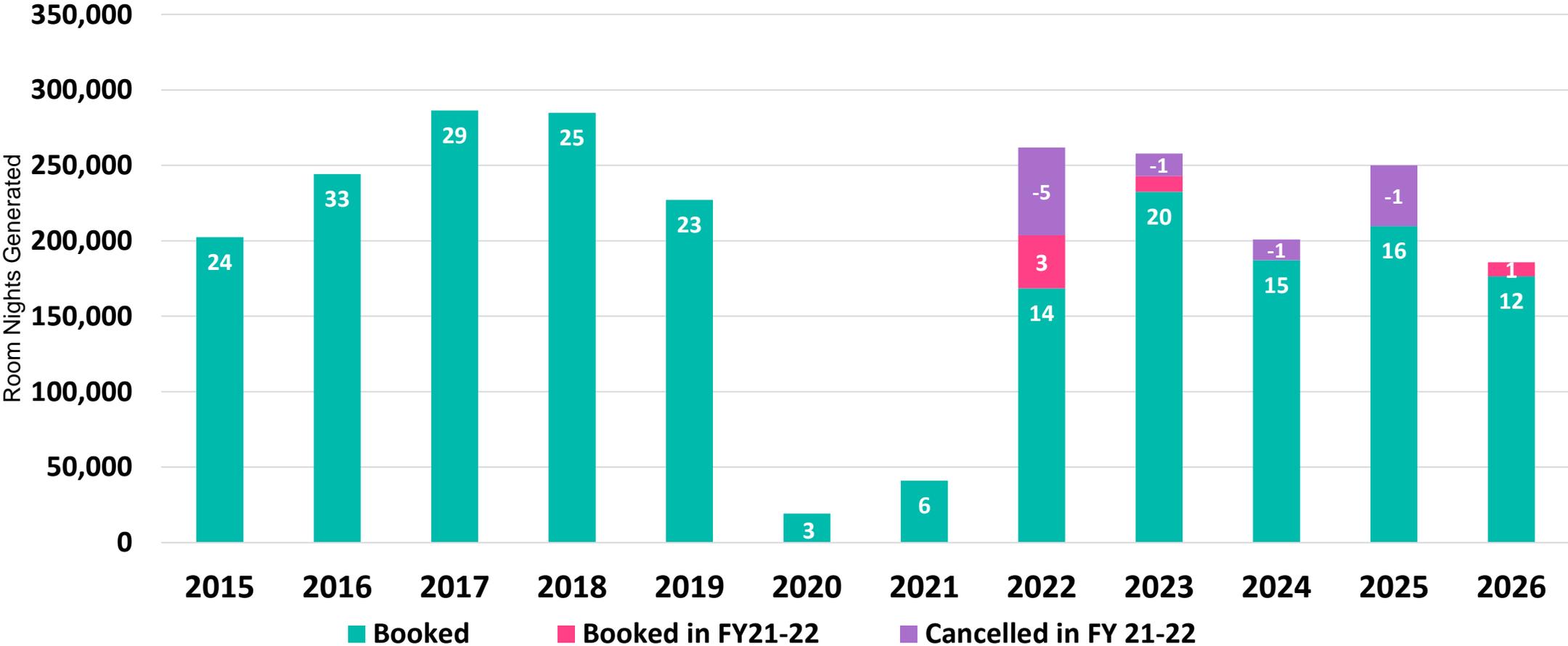
YTD FY21/22 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 21/22 Goal	176
FY 21/22 YTD	85
FY 20/21 STLY	56

Booked Room Nights Produced	RNs Actual
FY 21/22 Goal	225,000
FY 21/22 YTD	174,490
FY 20/21 STLY	230,539

Dated April 13, 2022

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2015-2026 CALENDAR YEAR ARRIVAL DATE



Dated April 13, 2022



CITYWIDE CONVENTION PIPELINE

YEAR	RNs	Last Update Variance
2022	39,170	19,688
2023	66,234	-22,432
2024	85,213	-96,802

YEAR	RNs	Last Update Variance
2025	42,259	-111,289
2026	62,083	-32,109
2027	8,180	-132,901

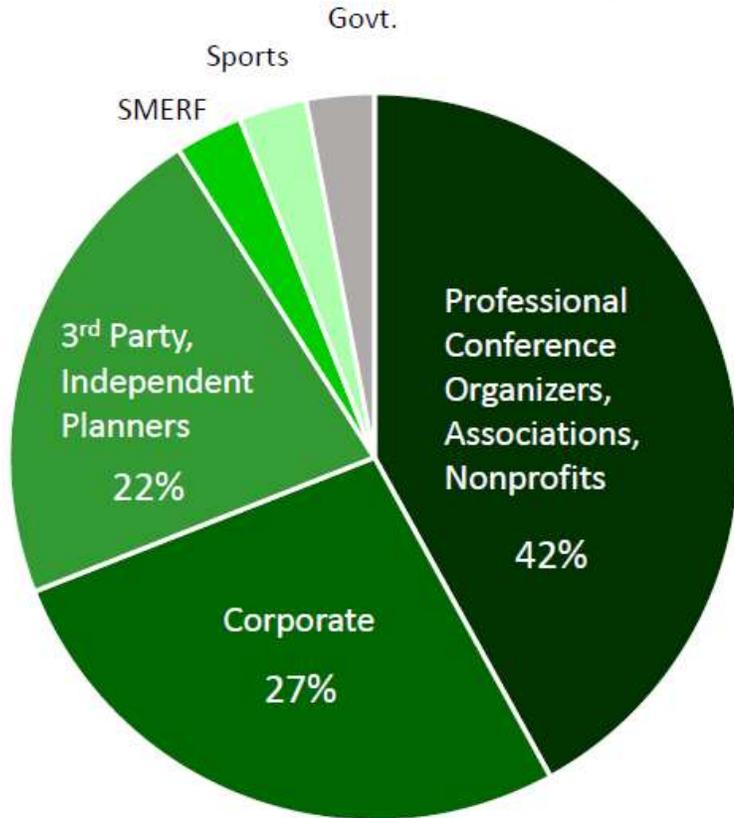
Dated April 13, 2022



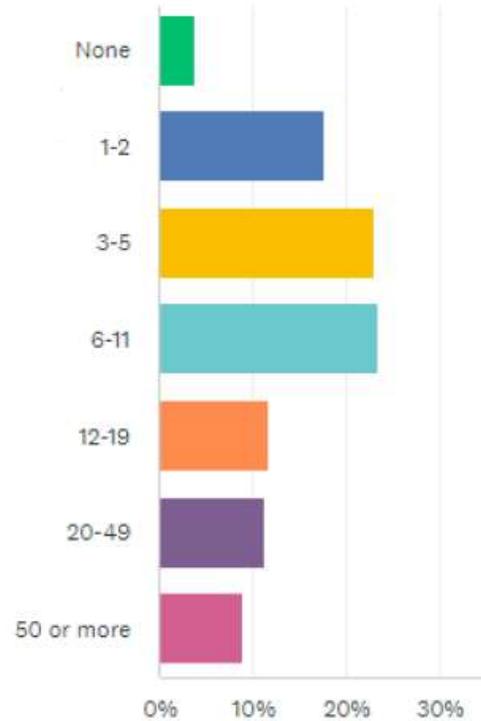
NORTHSTAR MEETINGS GROUP

Cvent Meetings Industry Pulse Survey

463 Valid Planner Responses as of March 29, 2022

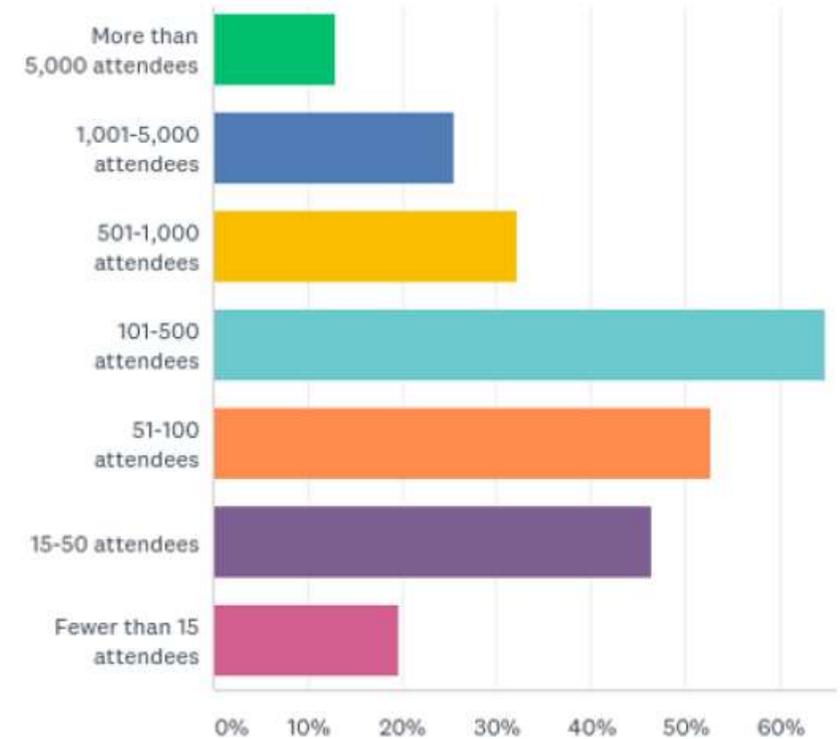


Type



23

of Meetings



Size of Meetings

Right Now: Planners are Optimistic About Their Present and Future

Key Takeaways:

- **75%** are more optimistic, more than tripling from 6 weeks ago
- **66%** are booking or actively sourcing, well above previous highs
- **81%** of all respondents report their next event will take place over the next 6 months, another high
- **At around 10%**, re-schedulings and cancelations are at an all-time low
- **56%** are not concerned about a new variant
- **40%** expect to plan more meetings/events in future years

About the Northstar/Cvent Pulse Survey

Northstar Meetings Group and Cvent surveyed 463 event professionals from March 15 to March 29, 2022 to get a glimpse at how the meetings and events industry is recovering.

Since March of 2020, the PULSE Survey has tracked planner sentiment, with many of the same questions asked consistently since the survey's inception. It provides the most statistically significant perspective of planner expectations, to guide both planners and suppliers in support of industry recovery.

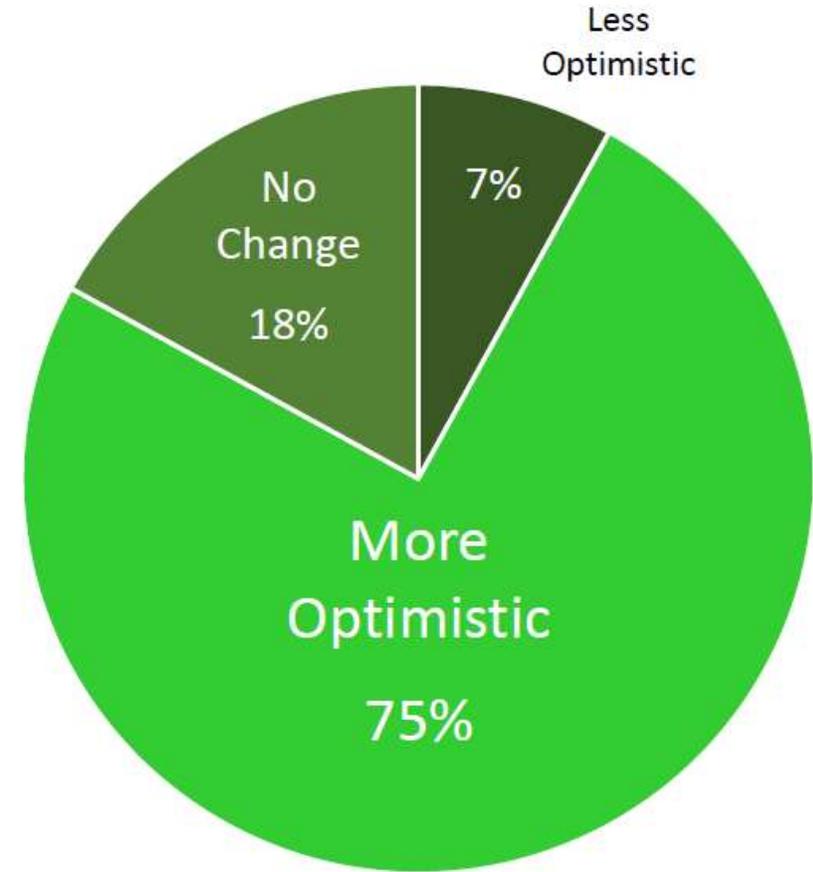
The Biggest Surge Now: Planner Confidence Levels



January 27, 2022



25



March 29, 2022

Meetings Unmasked

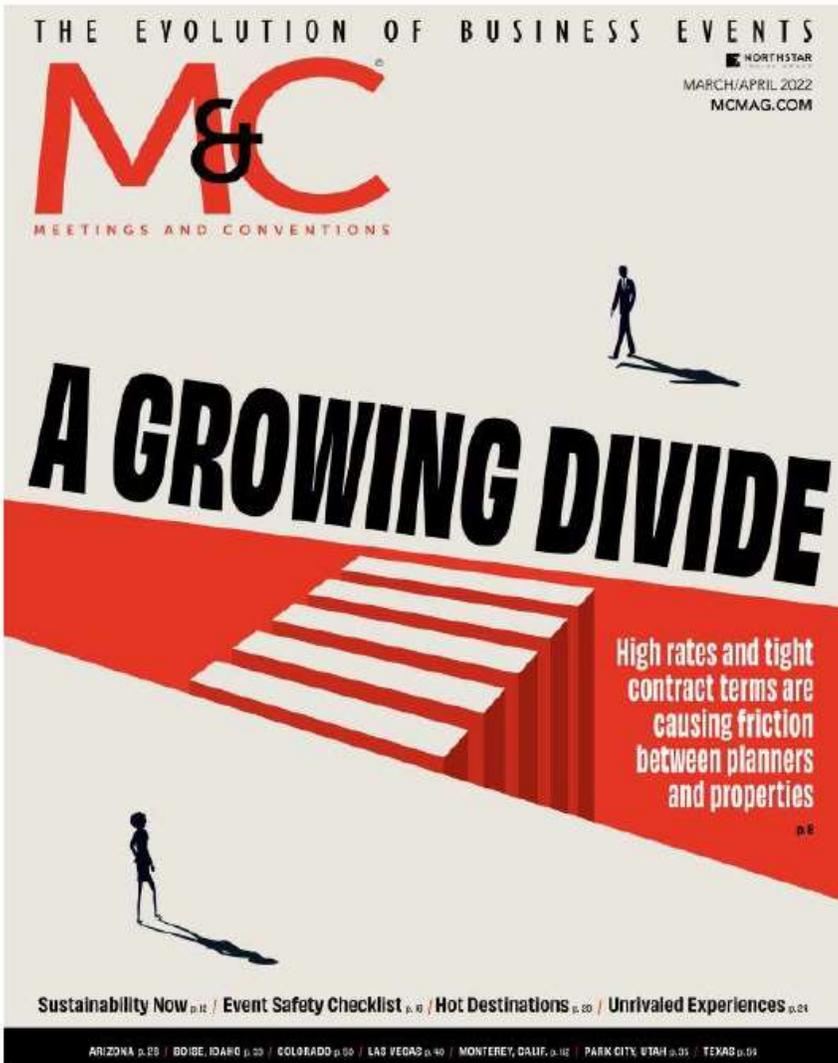


As quickly as mask mandates were restored post-Omicron, only 20% of planners expect to enact them at their next event.

March 29, 2022

Which of the following measures do you expect to enact at your next in-person event? (Select all that apply.)





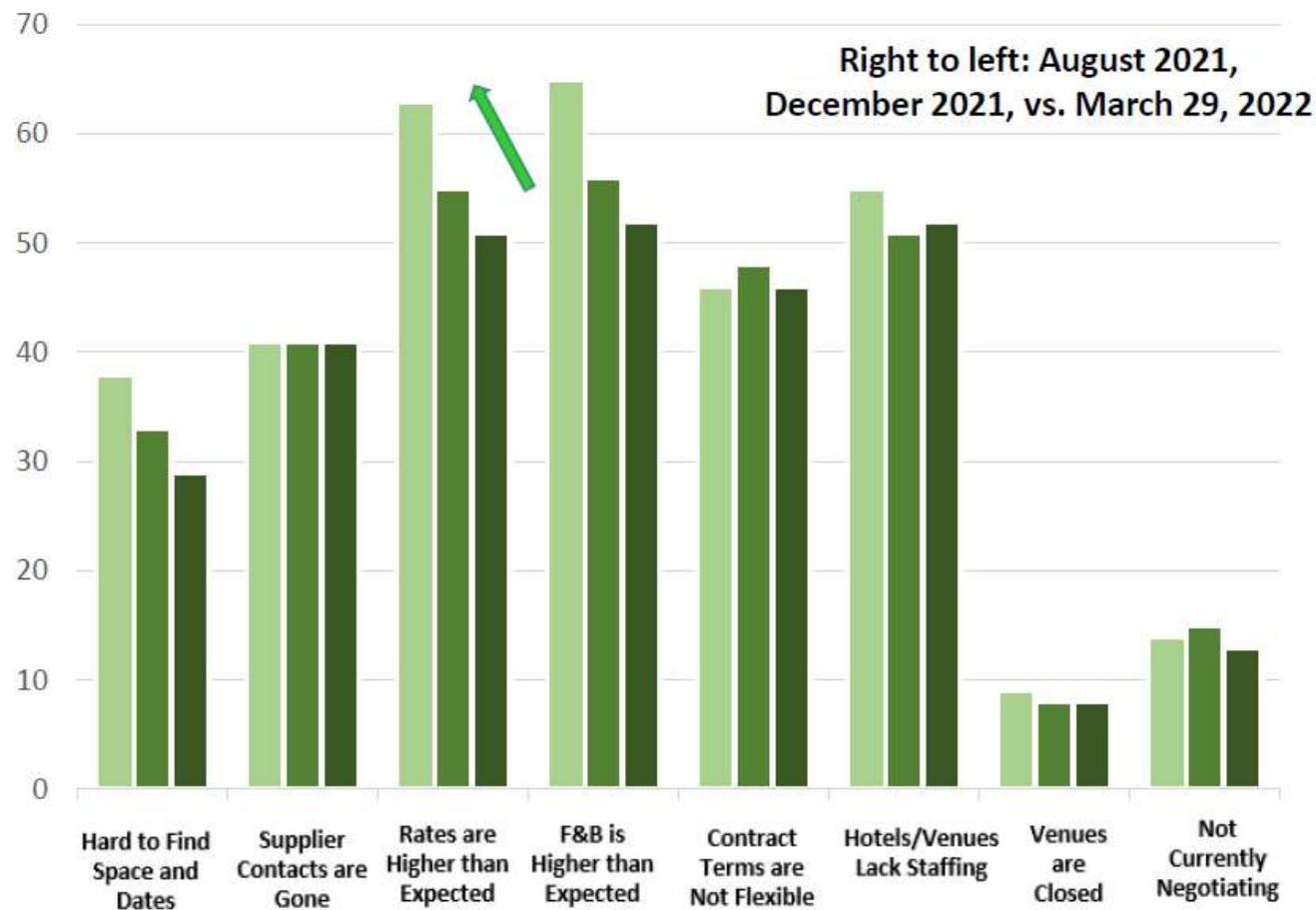
Planner Challenges . . .

- Higher Rates
- Contract Terms
- Market Compression
- Short Lead Times
- Supply-Chain Delays
- Labor Shortages
- Inexperience

Rates, F&B, Staffing Grow in Concern



If you are working with hotels and venues for future meetings or events, are you experiencing any of these difficulties? (Select all that apply.)



LATCB Lead and Site Activity

Leading Indicators of group recovery



Los Angeles Tourism & Convention Board

Lead Volume and Activity

- Month to month increase of 5.69%
- March 2022 shows an 86% increase compared to March 2021
- 2% increase to March 2020
- YTD {FY} leads monthly average: 106.33
- Last year {FY} same time monthly average leads: 35.66
- 19/20 FY same time monthly average leads: 183.11

LATCB

Site Inspection Activity

- Year to date, there is a 464% increase in sites, compared to same time last year (2021)
- March had 13 total sites (the MOST since February 2020)
- March 2022 shows an 18% increase over February 2022
- March 2022 shows a 160% increase to March 2020

Destination Capitol Hill (DCH)



The U.S. travel industry's premier legislative fly-in

Bringing together all tourism sectors to educate policymakers about
the power of travel

Four Key Areas where Congressional Support is needed

1. REBUILD THE TRAVEL WORKFORCE
2. REIGNITE IN-PERSON BUSINESS MEETINGS AND EVENTS
3. RESTORE INTERNATIONAL INBOUND TRAVEL
4. REIMAGINE THE ROLE OF TRAVEL AND TOURISM IN IMPROVING GLOBAL COMPETITIVENESS

THANK YOU



Los Angeles Tourism & Convention Board

Item 5a

Findings to Continue Teleconference Meetings

Pursuant to AB361

