



CITY TOURISM COMMISSION



Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Sandra Lee; 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 three minutes per speaker. Meeting packets may be found on the City Tourism Department website, tourism.lacity.org.

Under Municipal Code Section 200.123, individuals entering the City facility would be required to show proof of full vaccination. Alternatively, visitors may show proof of a negative PCR or antigen COVID-19 test conducted within 72 hours before entry.

Regular Meeting
Wednesday, November 16, 2022
9:00 a.m.
1201 S. Figueroa St.
Los Angeles, CA 90015

1. CALL TO ORDER / ROLL CALL

2. COMMENTS FROM THE PUBLIC

- a. General and Agenda Item Public Comments
- b. Neighborhood Council representatives on any Neighborhood Council Resolution or Community Impact Statement filed with the City Clerk which relate to any agenda item listed or being considered on this agenda for the City Tourism Commission.

3. APPROVE MINUTES

- a. Approval of the regular meeting minutes from October 19, 2022

4. REPORTS

- a. Executive Director Report
- b. ASM Monthly & Year End Update
- c. LATCB Update
 - i. Sales Update
 - ii. LAWA Partnership Update

5. ACTION ITEMS

- a. Proposed Appendix E for Fiscal Year 2022-23 to the Agreement between CTD and LATCB - Board Report #22-006
- b. 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

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.



CITY TOURISM COMMISSION



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

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

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 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 2a & 2b

Public Comments / Impact Statements



Item 3a

Approval of the

October 19, 2022 Minutes



CITY TOURISM COMMISSION

Regular Meeting Minutes

October 19, 2022

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, October 19, 2022 at 9:00 a.m. at the Los Angeles Convention Center (LACC), located at 1201 S. Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

PRESENT:

President Jon F. Vein
Vice President Otto Padron (arrived 9:40)
Commissioner Sandra Lee
Commissioner David Stone
Commissioner Germonique Ulmer

ABSENT:

None

PRESENTERS:

Ben Zarhoud, ASM
Doane Liu, CTD
Tigran Avetisyan, CTD
Darren Green, LATCB
Jaques Chargois, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:02 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from September 21, 2022

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings regarding LACC safety and security, Hollywood sign, College Football playoff event, VICA business forecast conference, Royal Caribbean's Navigator, and LA for All event; attending a Metro K Line event, and the Cal Travel Summit; and participating in LATCB's Sales Mission to Mexico City.

Item 4b. ASM Monthly Update

Mr. Liu introduced the new General Manager of the LACC, Ms. Kimberly Weedmark. Ms. Weedmark provided information about herself and experience. Mr. Ben Zarhoud reported on a total of 5ight events during August 2022, including; two citywide events, with 51,725 total number

of attendees, and two filming/parking space rental. Mr. Zarhoud also presented the financial data for August, reporting an operating loss of \$1.5M and \$3.2M in gross revenue, driven by 67% by F&B, rent and parking. Mr. Zarhoud also reported \$1.5M in operating expenses, noting the utility's usage with the panels successfully generating power thus reducing utility expenses and that staff is continuing to manage usage. Mr. Zarhoud also reported August's exhibit hall occupancy at 42%, driven by KCon and Western Food, which is a 58% increase in year-to-date occupancy but is still lagging behind pre-pandemic occupancy.

Item 4c. LATCB Monthly Update

i. Sales Update

Mr. Darren Green reported that LATCB has processed 35 leads YTD and booked 116,415 room nights, which is up compared to last year. Mr. Green noted that there are currently 23 citywide events booked for 2023. The team is hoping bookings will normalize over the next few years. Mr. Green stated that the team has a 10-12% closure rate compared to 20% pre-pandemic but the rate will increase once the LACC modernization plans are finalized.

ii. Market Outlook Forum Highlights

Mr. Green reported on the annual Market Outlook Forum which brought together 400 attendees in the hospitality industry to discuss insights on Los Angeles' comeback and how to build a sustainable future and shared a recap video of the event.

iii. Lead Trends

Mr. Jacques Chargois provided an overview of the Sales Division and how they support LATCB by translating data into actionable strategies, data analytics and reporting. Mr. Chargois noted that the Sales Division provides business intelligence and strategic solutions to sales leadership and stakeholders to grow future sales opportunities.

iv. Dashboard

Mr. Chargois highlighted three dashboard platforms used; Symphony, Future Pace, and Cvent which provides a visualization of several realtime datasets, allowing informed strategic decisions as well as performance and goal tracking. Mr. Chargois noted that the dashboard shows sales performance for fiscal year to date are ticking up in all areas, e.g. events booked, attendees, and total room nights and that 70% of year to date RFP's are for the corporate sector with tech and pharma as the biggest market sections.

Item 5a: Fiscal Year 2023-24 Budget Proposal - Board Report #22-005

Mr. Tigran Avetisyan provided details on the FY 2023-24 budget process and timeline as well as an overview of the AEG-LACC operating budget, highlighting the opportunities and risks. Mr. Avetisyan also provided an overview of the proposed LACC related appropriations and expenditures including the detailed budget line items including total salaries, total operating expenses, and other budget items. In addition, Mr. Avetisyan provided details on the proposed Capital & Technology Improvement Expenditures Program requests. Mr. Avetisyan noted CTD's recommendation that the Board of City Tourism Commissioners approve the CTD departmental budget submission for consideration by the Mayor's Office for the FY 2023-24 Proposed Budget.

THE BOARD UNANIMOUSLY APPROVED THE FY 2023-24 Budget Proposal.

Item 5b: Findings to Continue Teleconference Meetings Pursuant to AB 361

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

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

ADJOURNMENT

The meeting was adjourned at 10:09 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Monthly and Year End Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

SEPTEMBER 2022

KIMBERLY WEEDMARK

AND

BEN ZARHOUD



LACC SEPTEMBER 2022 EVENTS

SEPT
03

CHOSUN TAEKWONDO CHAMPIONSHIP

3,500

SEPT
14 - 15

BUILD EXPO 2022

2,000

SEPT
18

IREST

4,700

SEPT
10

YUGIOH! REGIONAL QUALIFIER

976

SEPT
15

NET ZERO CONFERENCE

800

SEPT
24

MESSIANIC ROSH HASHANAH CELEBRATION

180

SEPT
11

9/11 NATIONAL DAY OF SERVICE

650

SEPT
17 - 23

ITS WORLD CONGRESS 2022

16,000

SEPT 27
OCT. 1

NAT'L COUNCIL OF TEACHERS OF MATHEMATICS

4,350

SEPT
12

2022 EMMYS GOVERNOR GALA

9,000

SEPT
18

CALIFORNIA BRIDAL &
WEDDING EXPO

3,000

- *CITYWIDE
- *CONSUMER SHOW
- *ASSEMBLY
- *TRADE SHOW
- *MEETING

TOTAL
ATTENDEES

45,156

LACC SEPTEMBER 2022 EVENTS

SEPTEMBER EVENT RECAP IN CASE YOU MISSED IT

9/11 DAY OF REMEMBRANCE



ITS WORLD CONGRESS

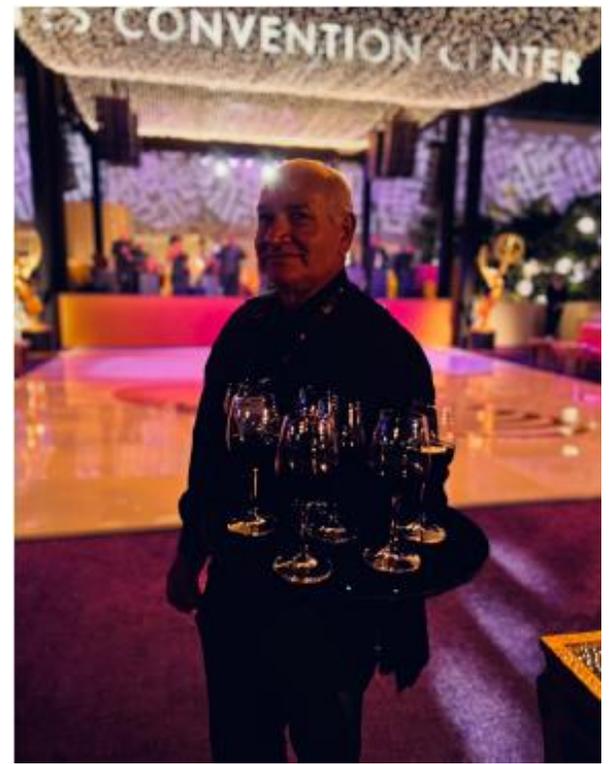


NATIONAL COUNCIL OF TEACHERS MATHEMATICS

TAEKWONDO CHAMPIONSHIP



EMMYS 2022



LACC SEPTEMBER 2022 FILMING & PARKING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
Aug. 31 – Sept. 02	Beverly Hills Cop	Kentia Hall, Bond Lot, Convention Ctr. Dr.	\$25,840
Sept. 21 – 24	Beverly Hills Cop	Bond Lot, Bond Street	\$10,500
			TOTAL: \$36,340

SALES & MARKETING ACTIVITIES

LICENSED:

EVENT	DATES	TYPE
2022 NextGen Life Kick-off Meeting	October 13, 2022	Assembly
7th Sense Research	Oct. 31 – Nov. 03, 2022	Trade Show
Bushiroad World Championship	January. 28, 2023	Consumer Show
Digimon Nationals	Feb. 25 – 26, 2023	Consumer Show
IDEA World	July 10 – 14, 2024	Citywide
Build Expo 2023	Sept. 20 – 21, 2023	Trade Show

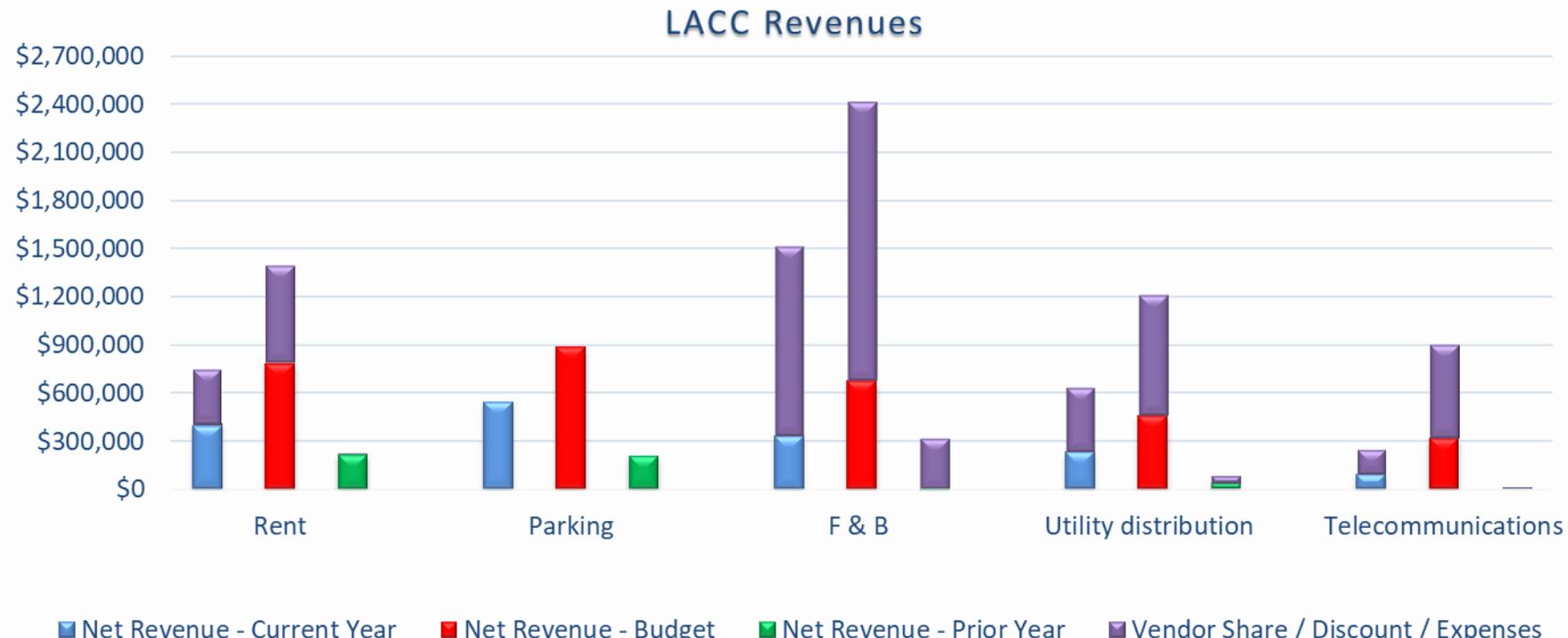
LACC SEPTEMBER 2022 FINANCIALS

OPERATING SURPLUS (LOSS):

- \$0.2 million (before approved City Reimbursements, A & I and Capital Projects)
- \$1.0 million below budget
- \$0.8 million above prior year

REVENUES:

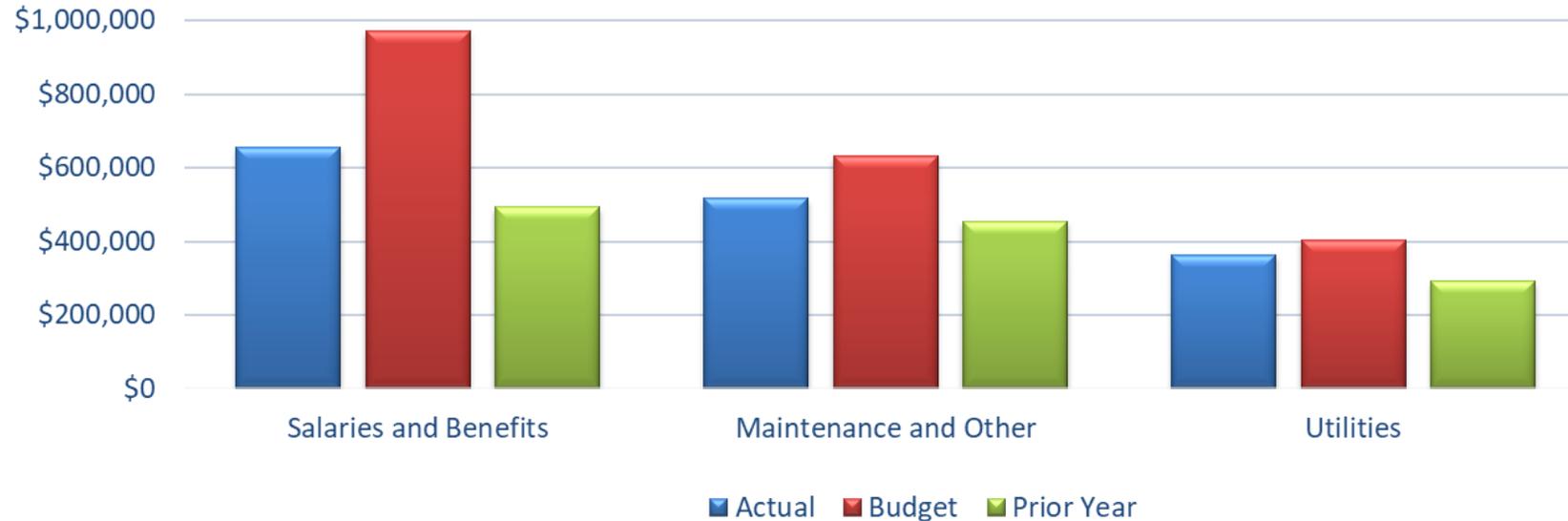
- \$3.9 million gross revenue (before discounts and service provider share)
- \$1.8 million net revenue
- \$1.5 million below budget and \$1.1 million above prior year



LACC SEPTEMBR 2022 FINANCIALS

OPERATING EXPENSES:

- \$1.5 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.5 million below budget and \$0.3 million above prior year



CITY REIMBURSEMENT – \$0.1 million

Capital and Alterations & Improvements

LACC SEPTEMBER 2022 OCCUPANCY

Exhibit Hall Occupancy

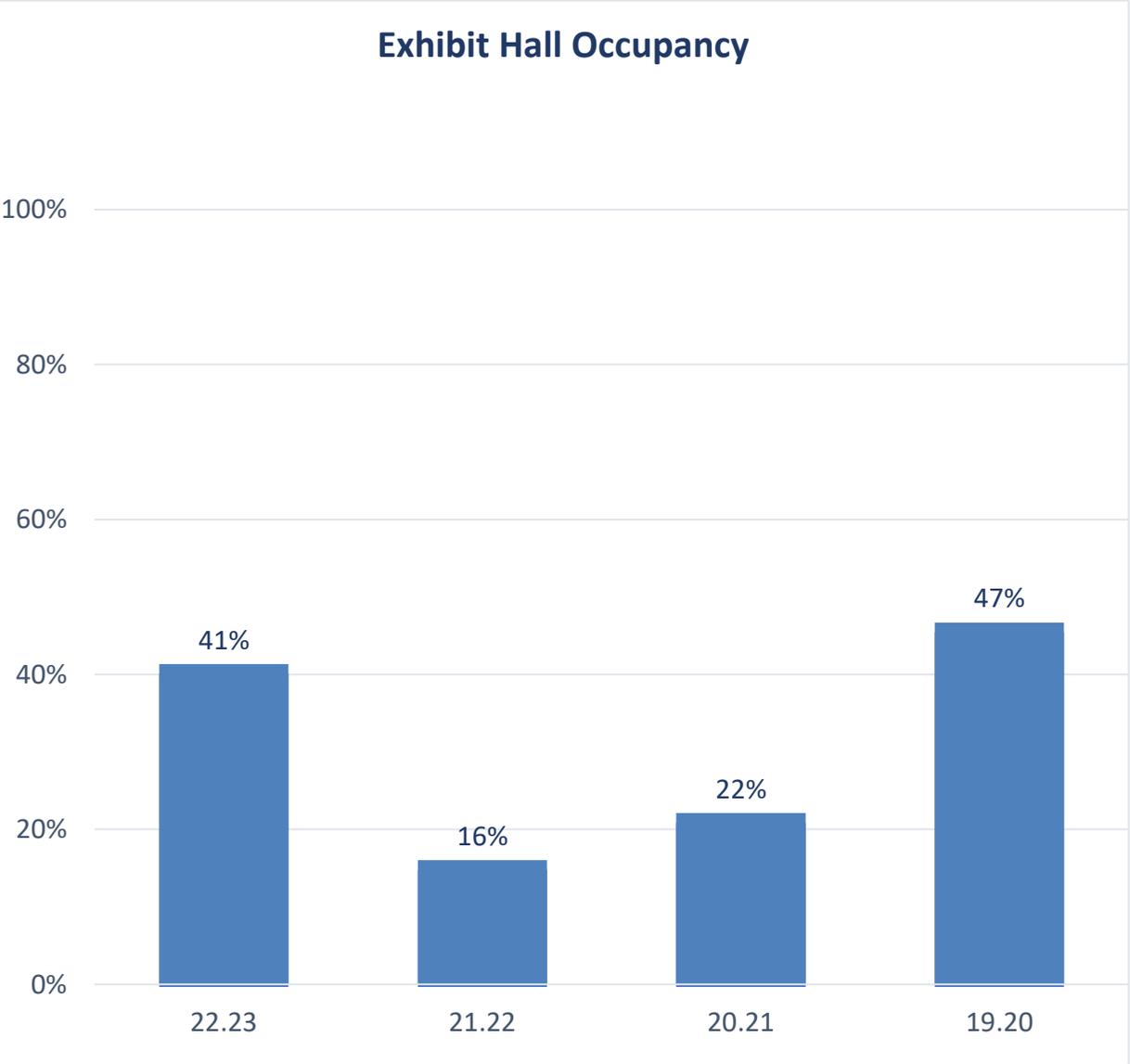
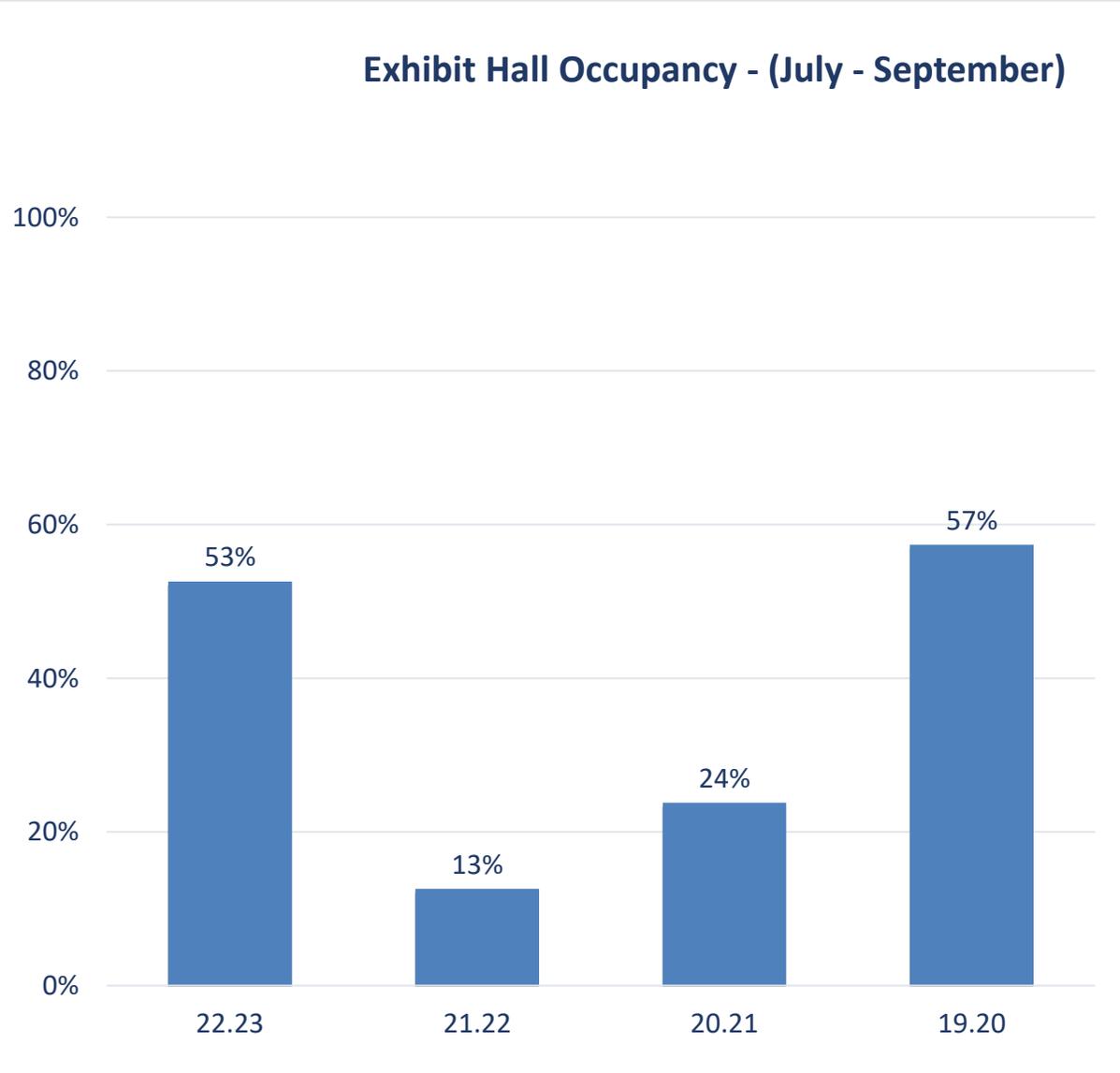
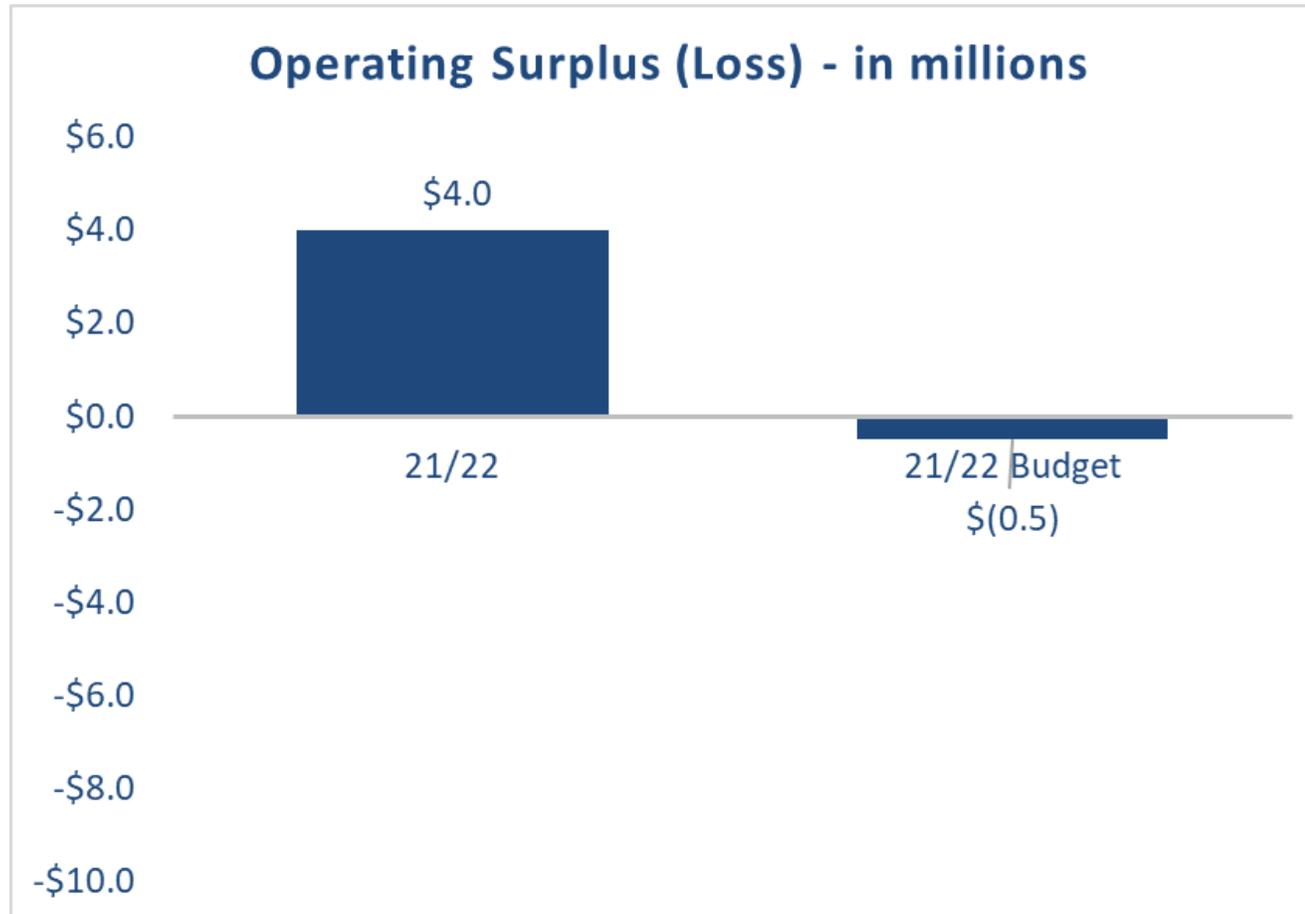


Exhibit Hall Occupancy - (July - September)



LACC 2021/2022 FISCAL YEAR-END FINANCIALS

LACC Operating Profit \$4.0 million
(before city reimbursements, and Alterations and Improvements)

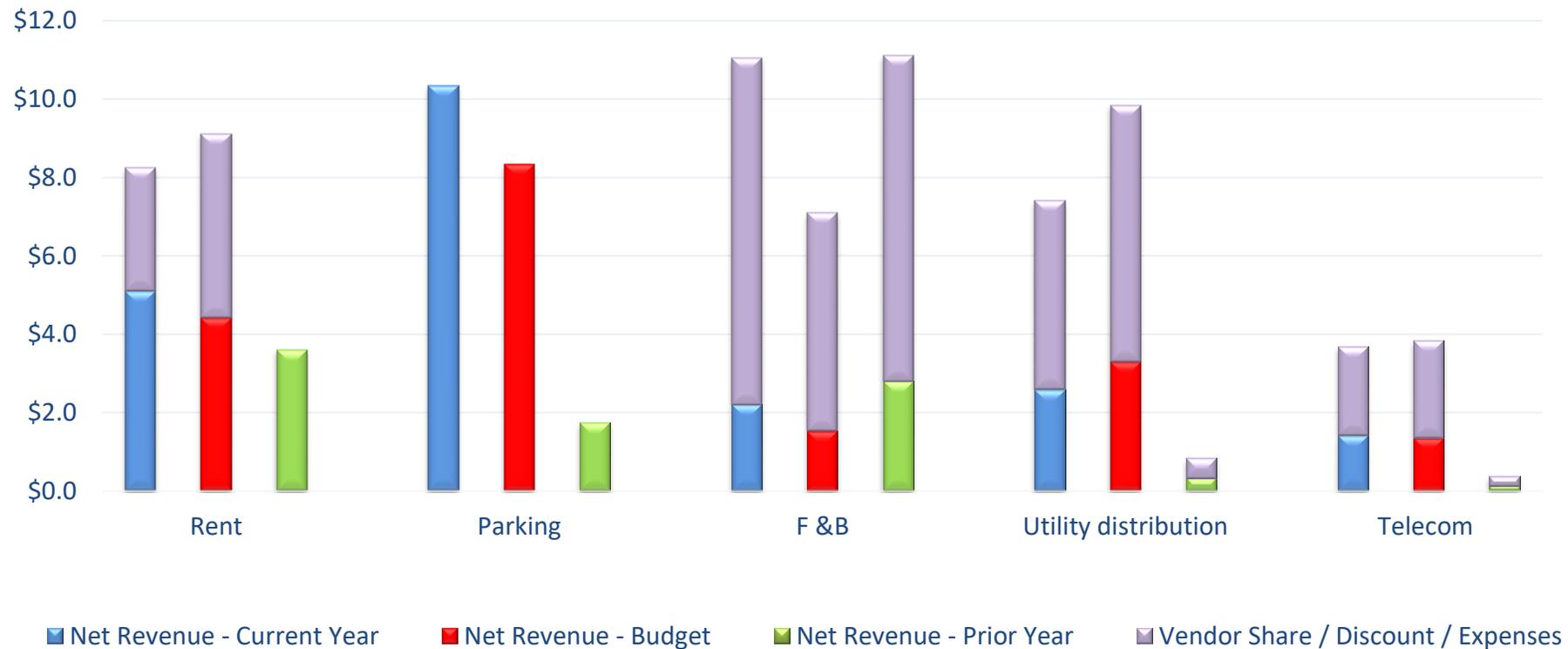


LACC 2021/2022 FISCAL YEAR-END FINANCIALS

Revenues:

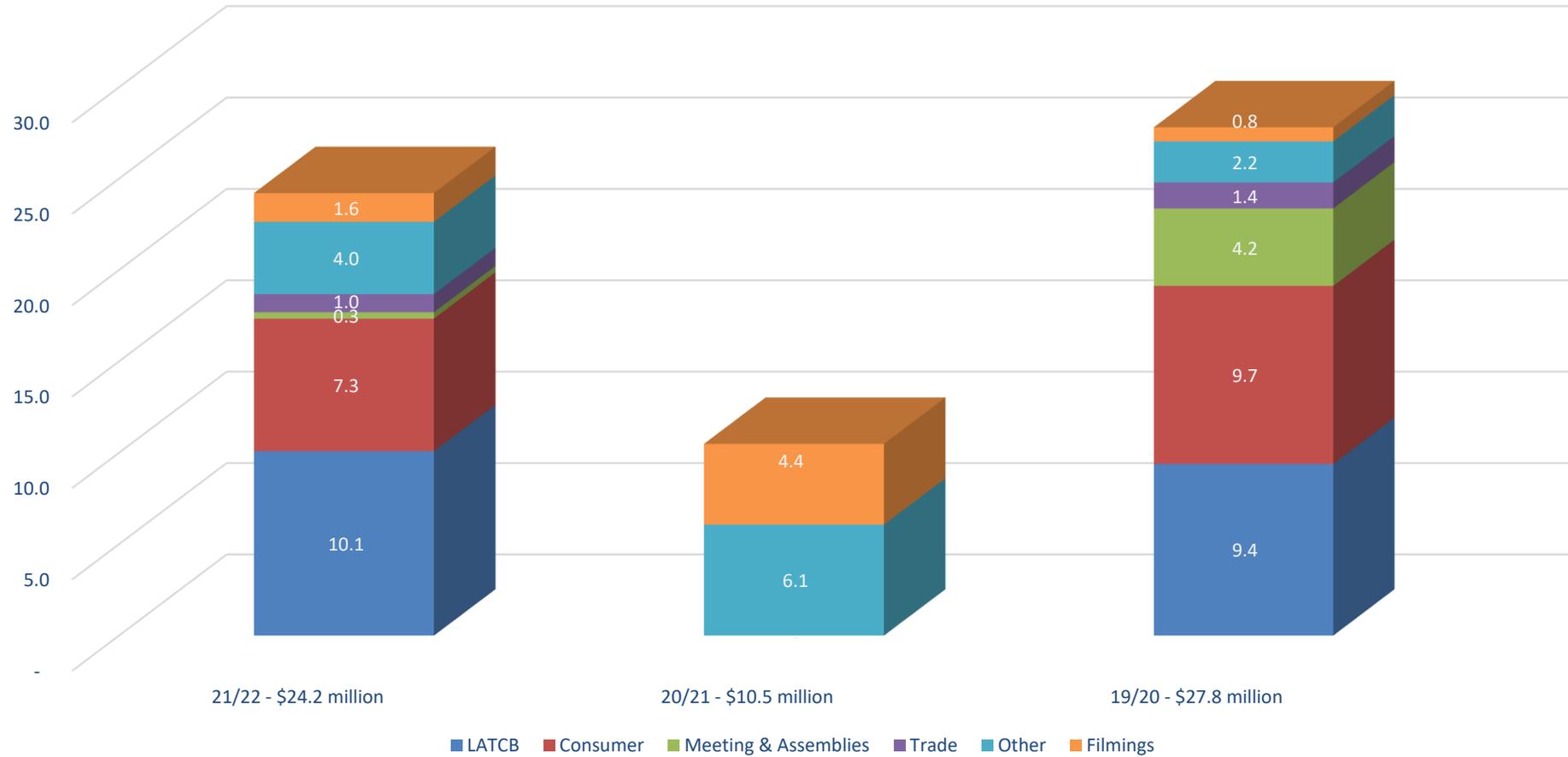
- \$24.2 million vs budget \$20.9 million
- \$3.2 million above budget
- \$13.7 million above prior year

LACC Revenues (in millions)



LACC 2021/2022 FISCAL YEAR-END FINANCIALS

Revenue by Event Type (in millions)

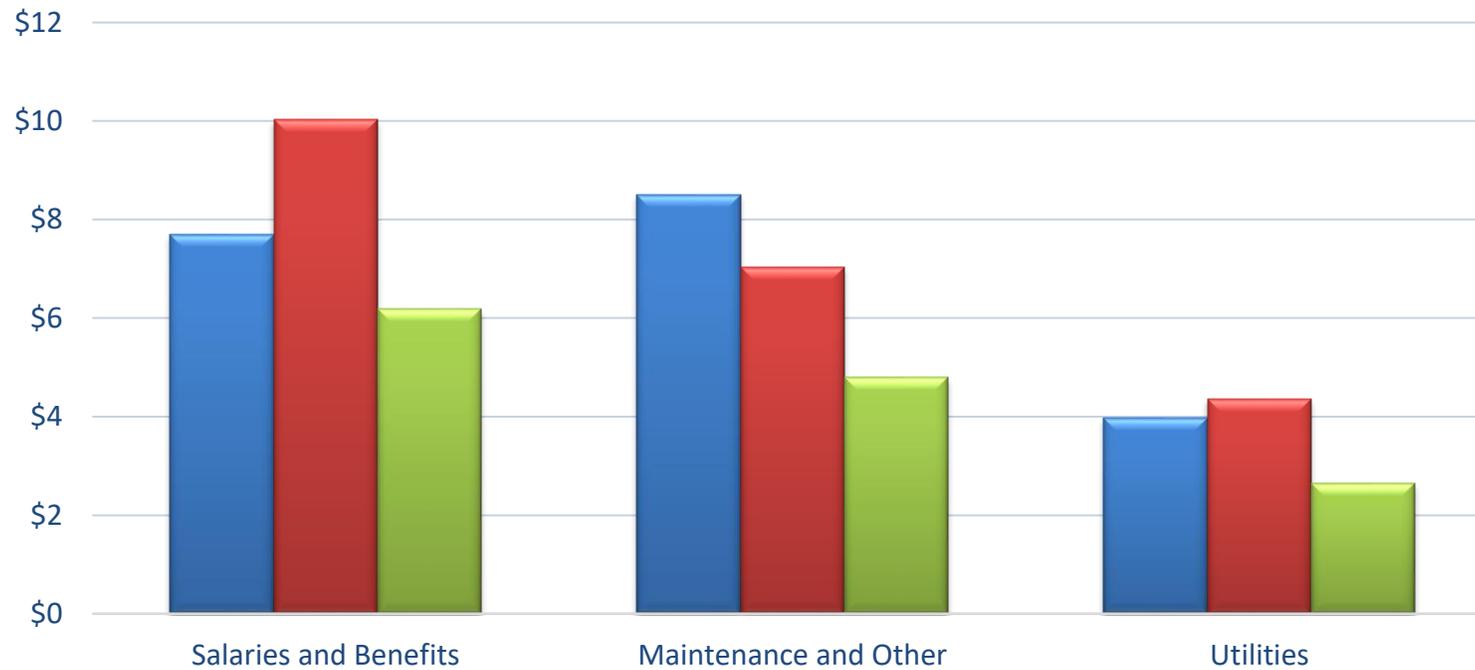


LACC 2021/2022 FISCAL YEAR-END FINANCIALS

OPERATING EXPENSES:

- \$20.2 million (before approved A & I, Capital Projects, and City reimbursement)
- \$1.2 million below budget
- \$6.6 million above prior year

LACC Expenses (in millions)

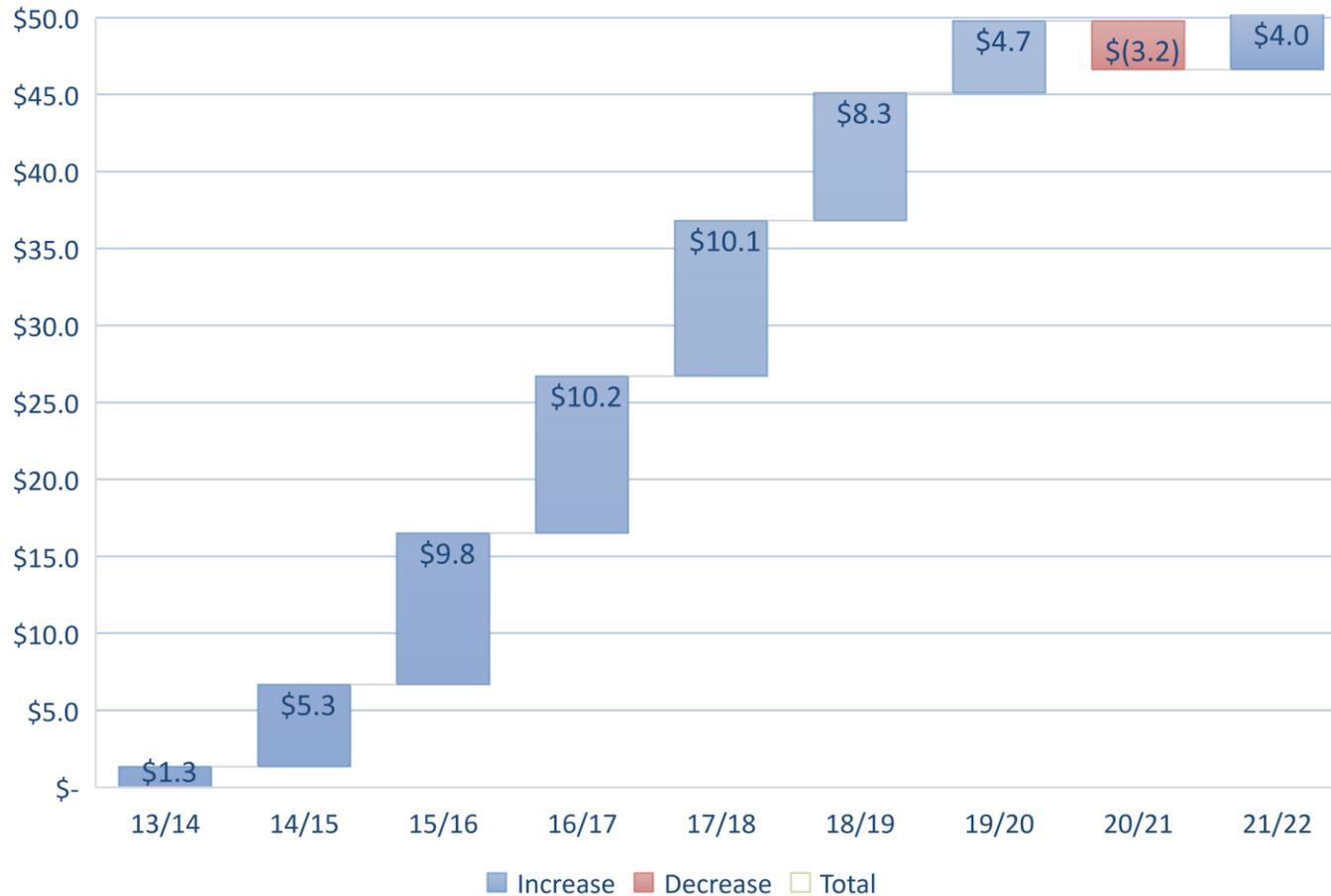


■ Actual ■ Budget ■ Prior Year

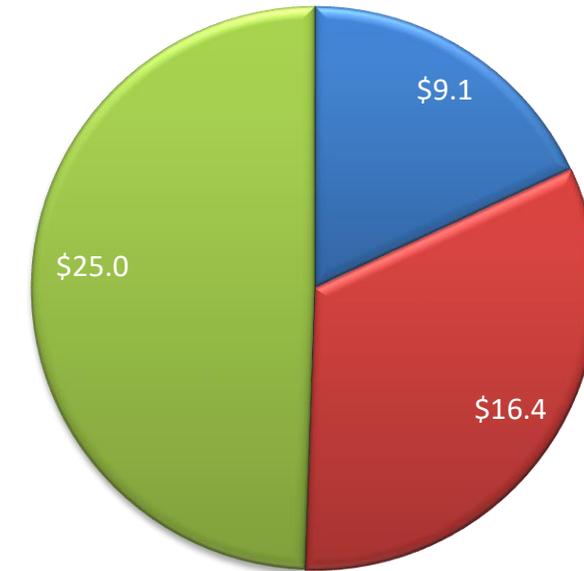
LACC 2021/2022 FISCAL YEAR-END FINANCIALS

Cumulative Operating Surplus/Allocations

\$50.5 million in operating surplus

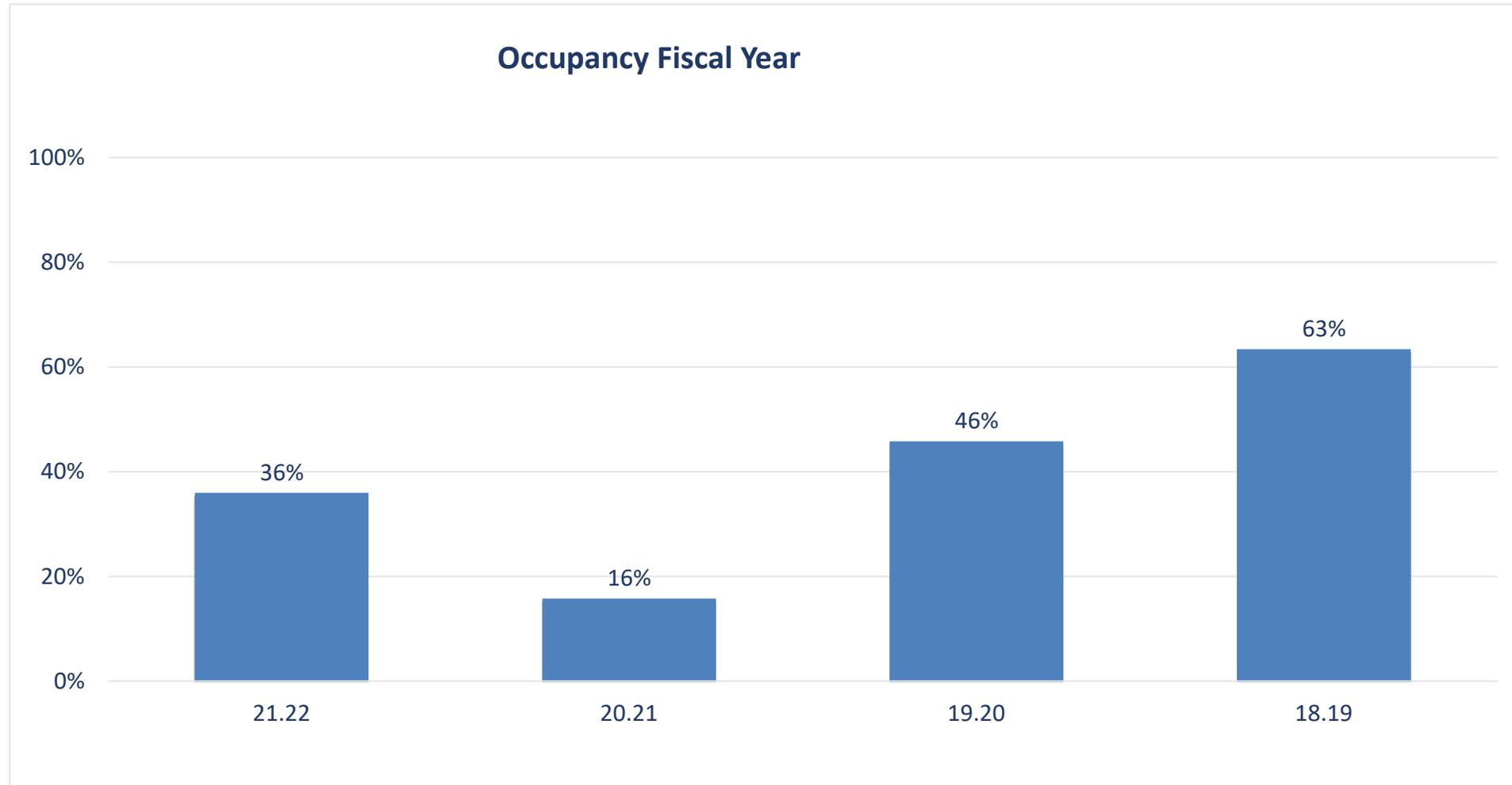


LACC surplus allocation since private management

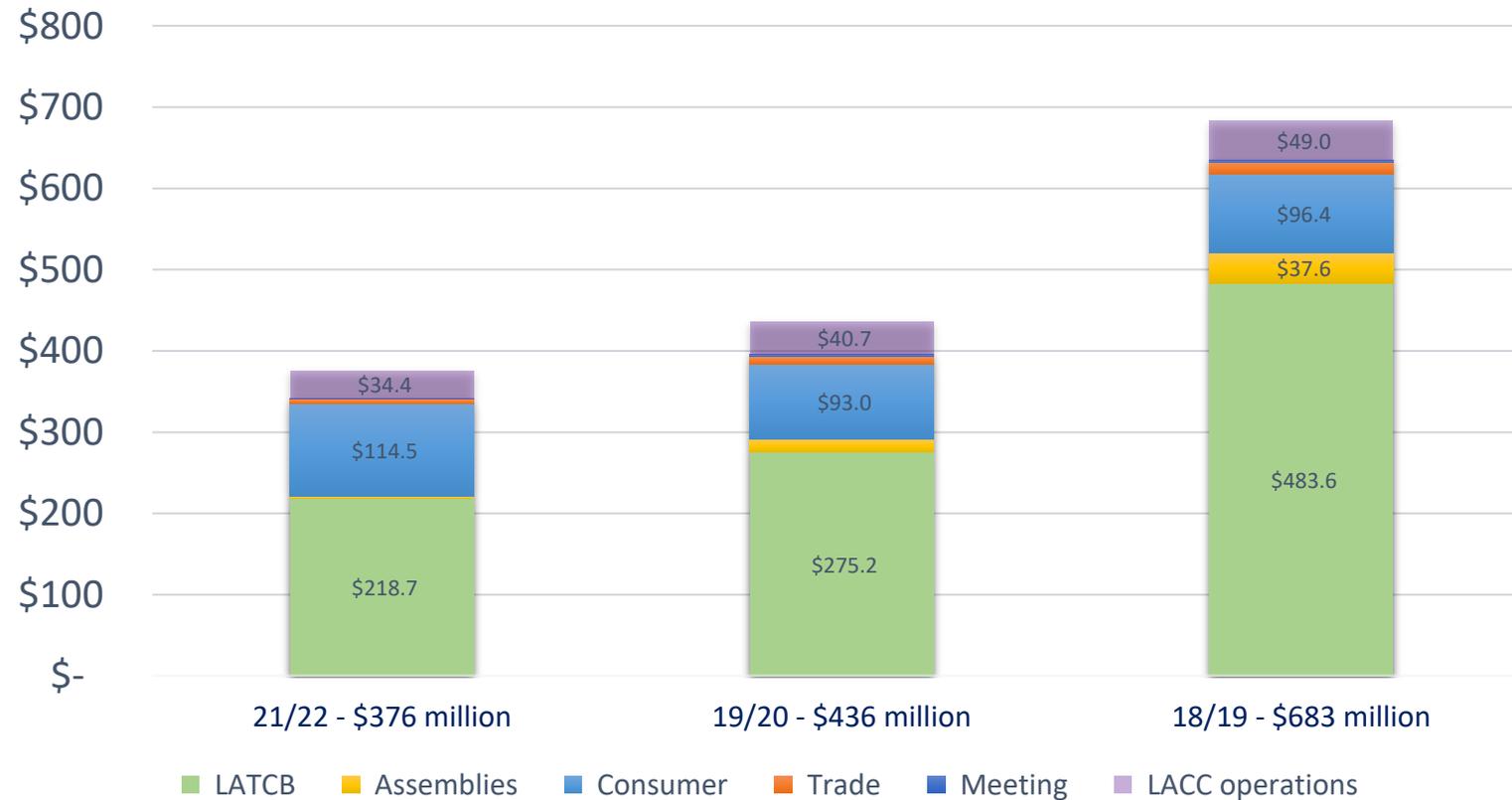


- Reserve Contribution
- CIP and Alteration and Improvements
- City Reimbursement and Allocation

LACC 2021/2022 FISCAL YEAR-END FINANCIALS



LACC 2021/2022 FISCAL YEAR-END FINANCIALS



Item 4c

LATCB Update

i. Sales Update

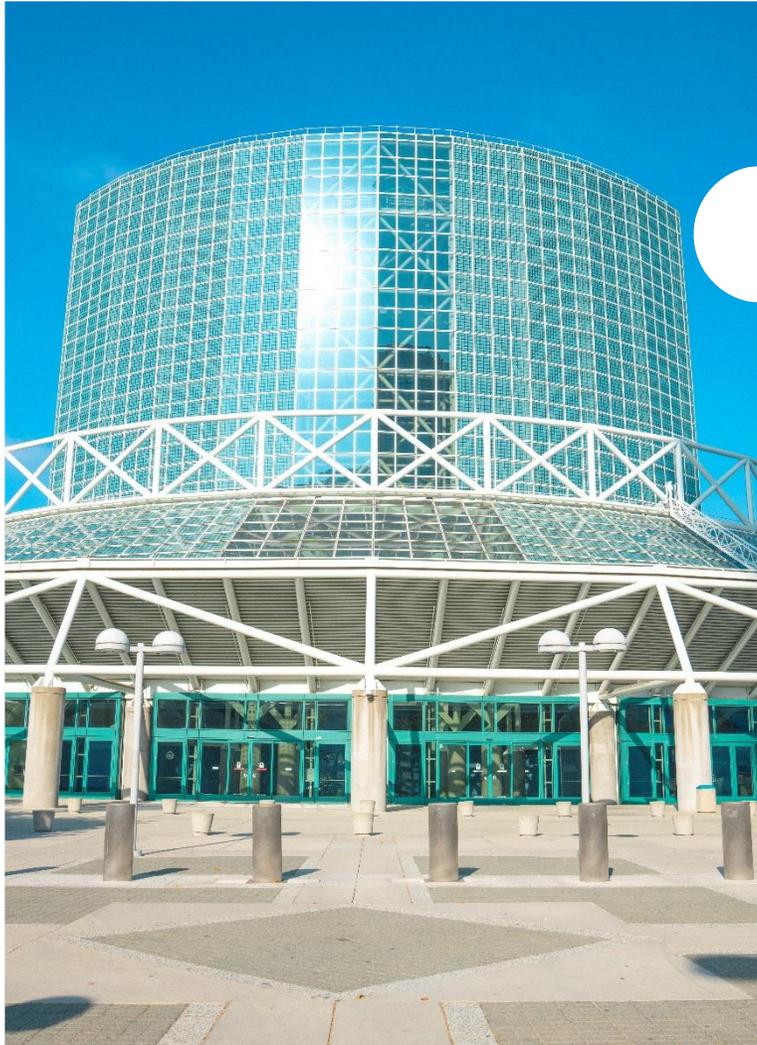


CTD Board of Commissioners

November 16, 2022



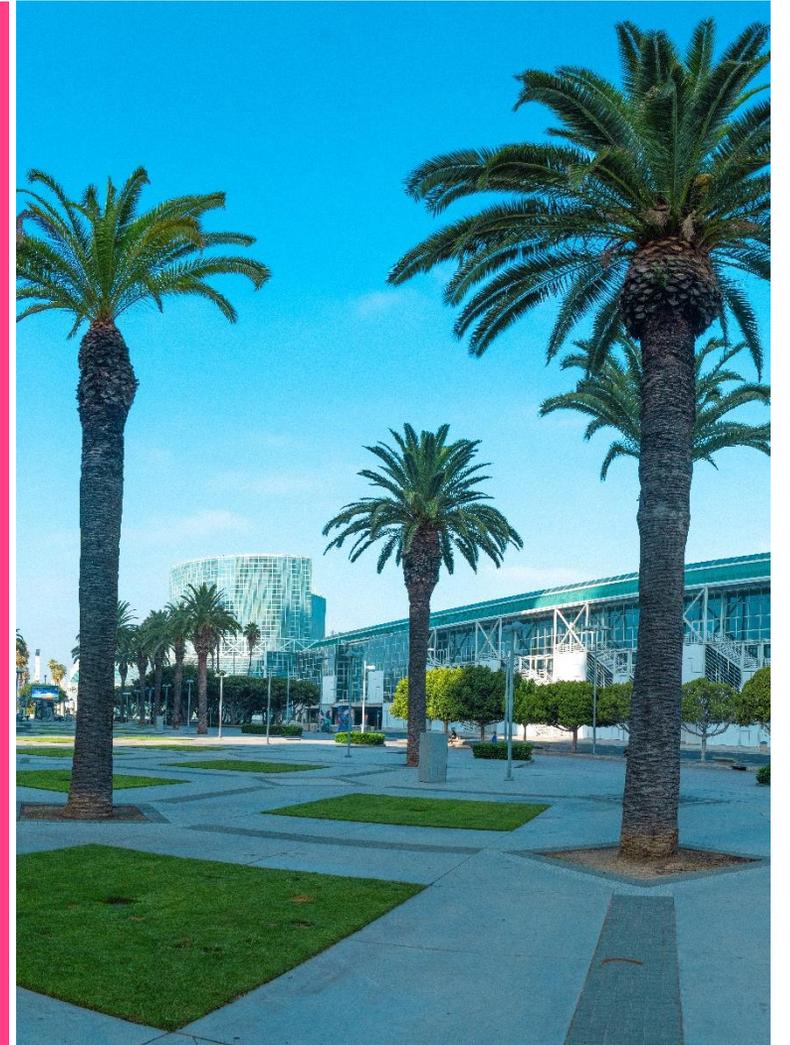
Los Angeles Tourism & Convention Board



SALES UPDATES

Kathy McAdams

Sr. Vice President,
Convention Sales



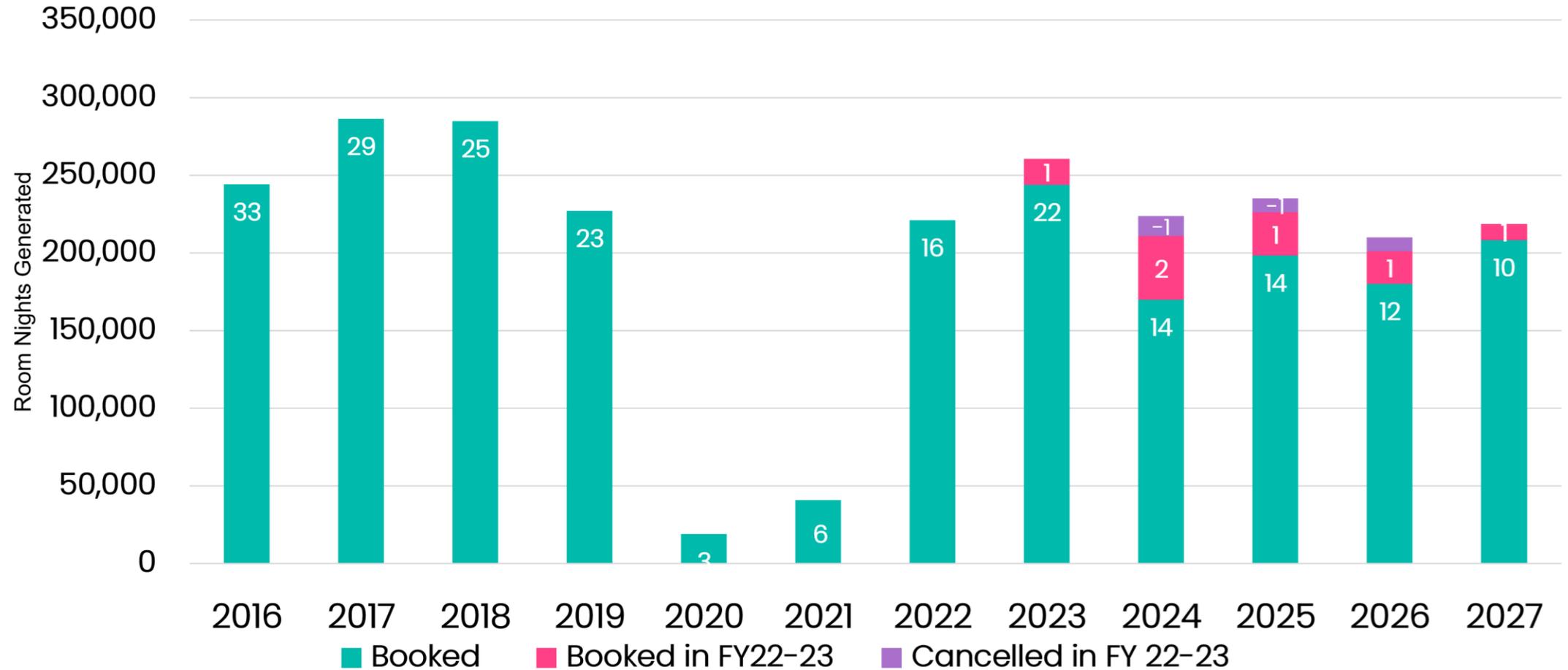
CITYWIDE CONVENTION SALES

YTD FY22/23 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 22/23 Goal	130
FY 22/23 YTD	44
FY 21/22 STLY	35

Booked Room Nights Produced	RNs Actual
FY 22/23 Goal	225,760
FY 22/23 YTD	116,415
FY 21/22 STLY	16,804

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2016-2027 CALENDAR YEAR ARRIVAL DATE



Dated November 9, 2022



CITYWIDE CONVENTION PIPELINE

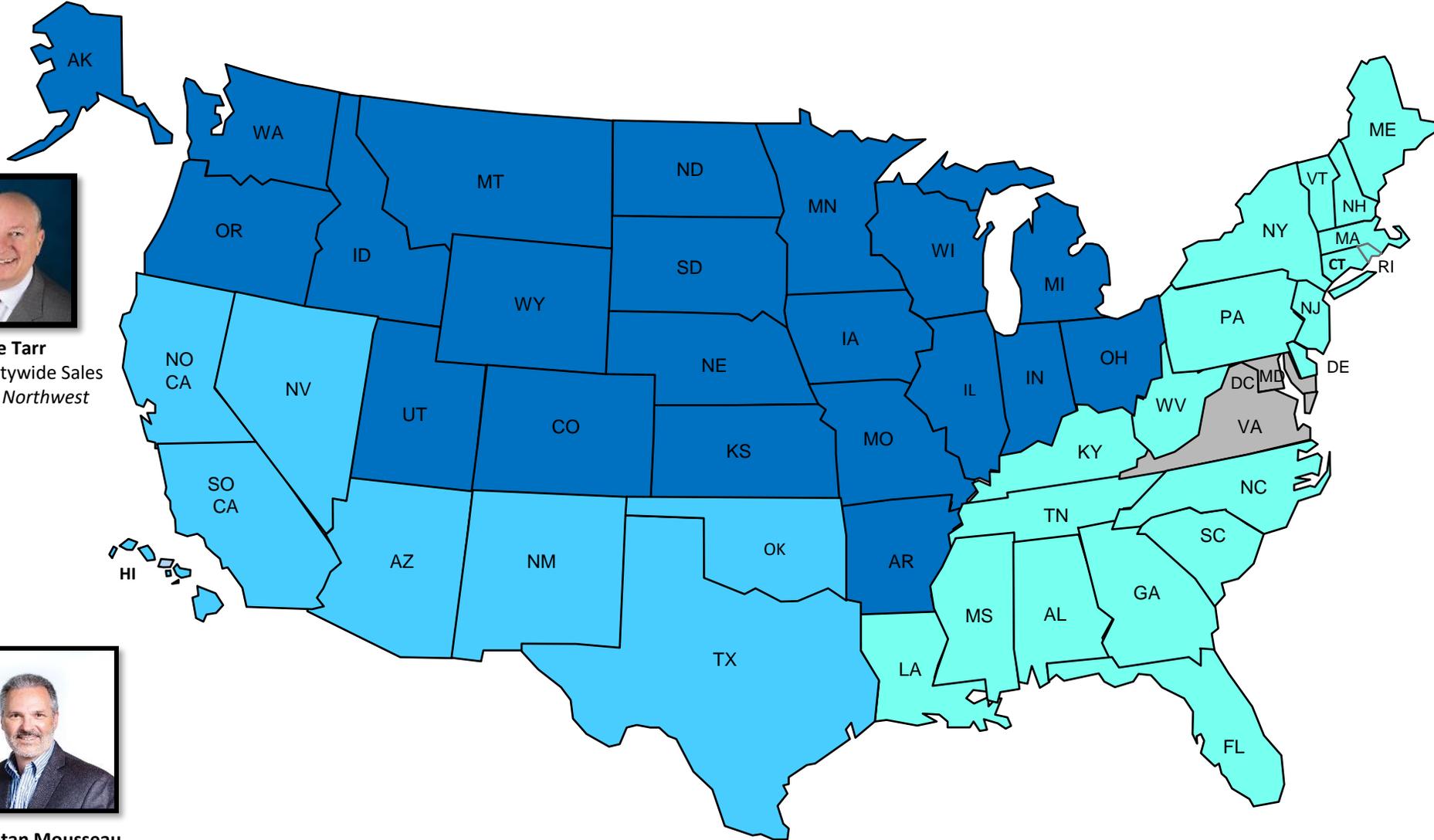
YEAR	RNs	Last Update Variance
2023	3,500	-2,441
2024	74,087	-51,716
2025	66,767	-33,001

YEAR	RNs	Last Update Variance
2026	59,489	3,035
2027	154,167	6,656
2028	27,055	20,161

Dated November 9, 2022



CITYWIDE SALES TEAM



● **Mike Tarr**
Director, Citywide Sales
Midwest, Northwest



Kathy McAdams
Sr. VP, Citywide Conventions
Sales
Signature Accounts
Major Sporting Events



● **Mary Gallagher**
Vice President, Citywide Sales
DC, MD, VA



● **Larisa Faust**
Director, Citywide Sales
North East, South East,
SPJA/Anime



● **Gaetan Mousseau**
Director, Citywide Sales
California, Southwest





NEW HOTELS DOWNTOWN

- **Conrad Hilton Hotel:** 305 rooms across from the Walt Disney Concert Hall. Part of a mixed-use project designed by Frank Gehry called The Grand. Opened JULY 2022.
- **The Hoxton, Downtown LA:** Built in the historic Los Angeles Transit Building, with 5,000 square feet of event space including a rooftop bar.
- **Downtown L.A. Proper Hotel:** 6,800 square feet of unique meeting space including a city-view rooftop restaurant/bar.
- **AC & MOXY Hotels:** 727 rooms in two towers across from the Los Angeles Convention Center. Scheduled for completion winter 2022.

NEW HOTELS DOWNTOWN



AC / MOXY Downtown LA



Hotel Perla



Conrad Hotel



AC Terrace



Bar Clara



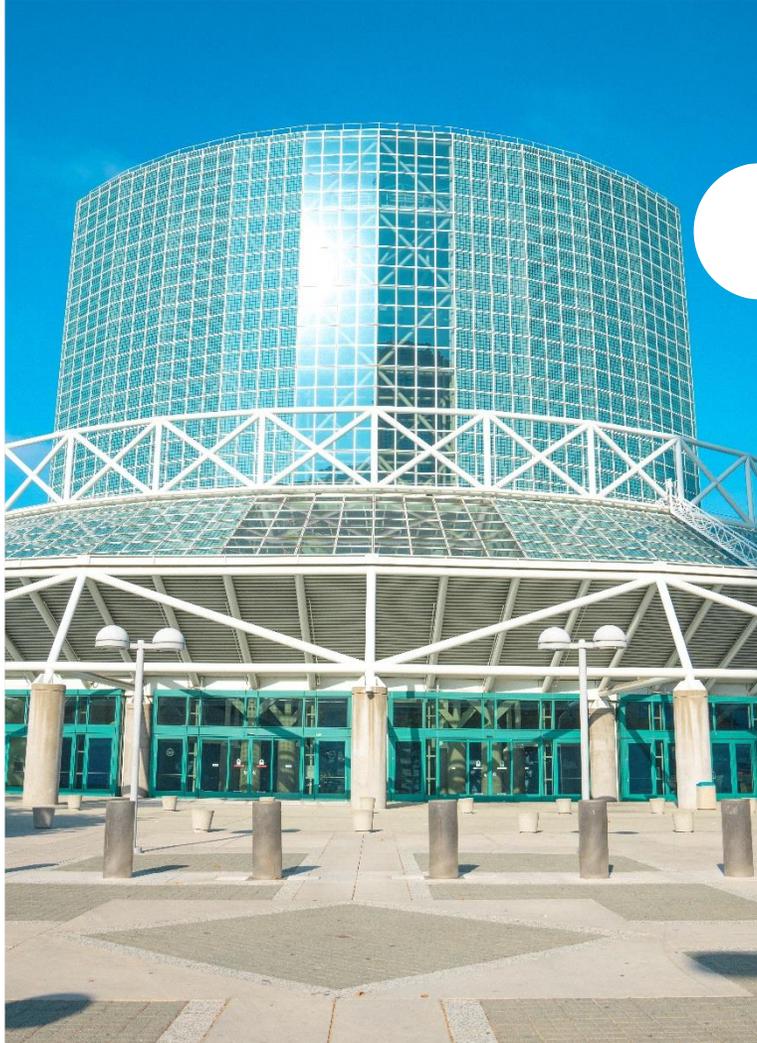
San Laurel

Item 4c

LATCB Update

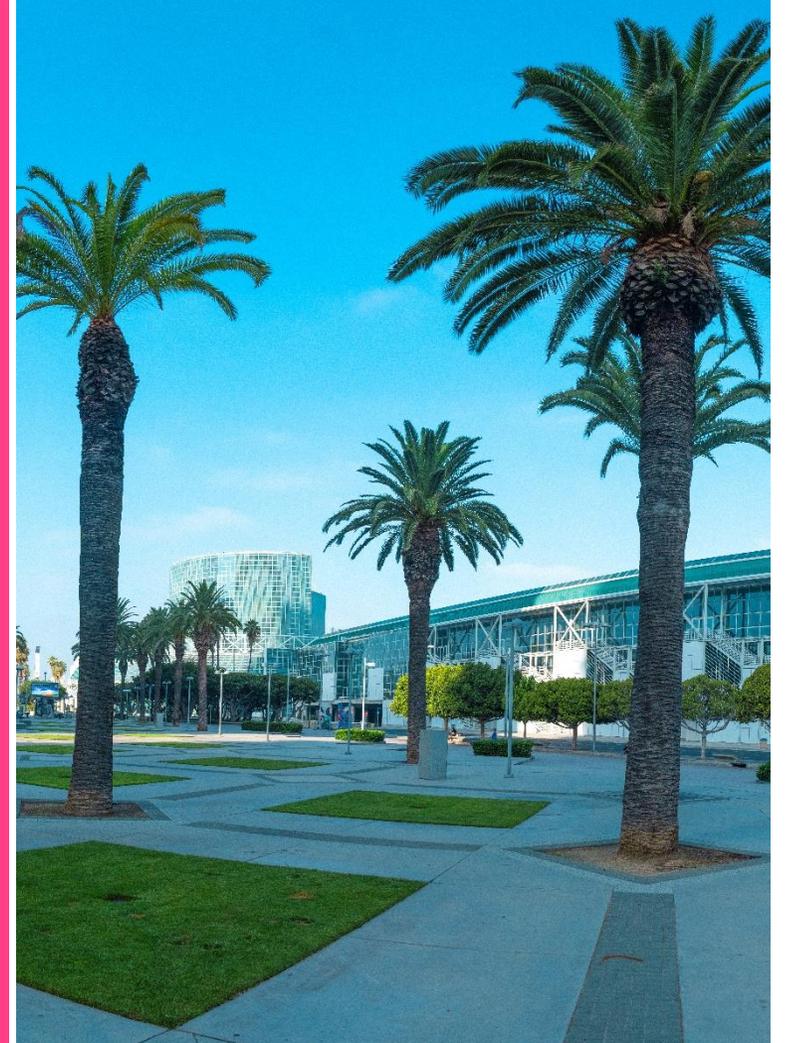
ii. LAWA Partnership Update





Los Angeles World Airports Update

Patti MacJennett
Chief Stakeholder
Officer



AIR SERVICE GROWTH 4th Quarter

LAX AIRPORT: New Air Service

As international travel continues to pick-up, new air service is on the rise. Here is a snapshot of the new and expanded direct air service at Los Angeles International Airport (LAX).

*(*expanded service)*

Month	Airline	Route
OCT	Air Premia	ICN-LAX
OCT	WestJet	YWG-LAX
OCT	American Airlines	SYD-LAX
OCT	American Airlines, Delta Air Lines, ANA	HND-LAX*
OCT	United Airlines	HND-LAX
OCT	Zip Air	NRT-LAX
OCT	Flair	YEG-LAX
NOV	United Airlines	MEL-LAX
NOV	Cayman Airways	GCM-LAX
NOV	Flair	YVR-LAX
DEC	Delta Air lines	PPT-LAX
DEC	Aeromexico	MTY-LAX



INTERNATIONAL FLIGHT RECOVERY



INTERNATIONAL GATEWAY ADVANTAGE



World Routes Conference – Oct 2022



“Best Airport in Northern America”
Business Traveler Award

THANK YOU



Los Angeles Tourism & Convention Board

Item 5a

Proposed 2022-23 Appendix E of the
Agreement between CTD & LATCB
Board Report #22-006



CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: November 10, 2022

To: Board of City Tourism Commissioners

From: Doane Liu, Executive Director
Los Angeles City Tourism Department



Subject: **PROPOSED 2022-23 APPENDIX E OF THE AGREEMENT BETWEEN THE CITY TOURISM DEPARTMENT AND THE LOS ANGELES TOURISM & CONVENTION - BOARD REPORT #22-006**

SUMMARY

The Los Angeles Tourism & Convention Board (LATCB) provides a variety of services, including marketing the City of Los Angeles (City) as a premiere tourist destination and booking citywide events at the Los Angeles Convention Center (LACC). The City Tourism Department (CTD) administers the LATCB Agreement (Agreement). Appendix E of the Agreement, however, is updated annually and is attached to this report for the consideration of the Board of City Tourism Commissioners (Board).

DISCUSSION

The primary goal of the City's engagement with LATCB is to grow the local economy by promoting the City. As such, the Agreement defines four core objectives to assist with achieving that goal. Appendix E outlines services, deliverables and performance metrics that align with each of the four core objectives to help the City evaluate how well these goals are being met. The objectives and metric categories for tracking performance, developed in collaboration with CTD and LATCB, remain the same during the term of the Agreement. However, due to the ongoing recovery related to the novel coronavirus (COVID-19) pandemic and larger economic conditions, LATCB's contractual performance shall be measured, in part, by a qualitative analysis of their ability to execute contractual services and deliverables, rather than the quantitative measure of performance metrics.

In addition, LATCB tracks and updates specific market data in a separate category as part of the annual Appendix E review. This market data provides the City with comprehensive information on external convention and tourism industry trends and statistics to keep policymakers current on the status of tourism as an economic driver. Although not specifically related to LATCB's performance, this market data ensures Los Angeles stays competitive and is thus considered important and directly relevant to the four objectives identified in the Agreement.

Aside from this annual review process, the Board receives monthly sales updates from LATCB and quarterly reports from CTD that include status updates on metrics and revised forecasts where applicable.

RECOMMENDATION

That the Board of City Tourism Commissioners approve the proposed Appendix E for Fiscal Year 2022-23 to the Agreement between CTD and LATCB.

ATTACHMENT

DL:kn

APPENDIX E

Services to be Provided by Contractor In Contract Fiscal Year 2022-2023

The primary goal of the City of Los Angeles' engagement with the Los Angeles Tourism & Convention Board (LATCB) is to grow the local economy by promoting the City of Los Angeles (City) as a site for citywide conventions, business meetings, major tradeshows and as a destination for leisure travel. LATCB will endeavor to achieve this goal by executing the services and deliverables described below that align with the four core objectives identified in Section 3(a) of the Agreement.

Under normal circumstances, performance metrics that align with each core objective help the City evaluate how well these objectives are being met. The City recognizes that LATCB's ability to meet annual performance goals can be impacted both positively and negatively by broader economic trends and factors, specifically at this time, the ongoing recovery from the novel coronavirus (COVID-19) pandemic and fears of potential economic recession. As a result, there are a number of material variables that make it impractical to accurately project operating results or set goals for many of the performance metrics included in Appendix E for Fiscal Year 2022-23, including:

- While meetings, conventions and tradeshows are now permitted, there are still impediments to the recovery of group travel, including risk aversion by participants, corporate policies and budget constraints that restrict travel and economic uncertainty.
- A number of international countries, including some of Los Angeles' top-performing inbound markets, have ongoing restrictions or lengthy visa waiting times that are still impacting international travel to the United States.

Therefore, the City has determined that measuring LATCB's performance solely by these metrics will not properly attribute accomplishments due to their efforts. Therefore, for Fiscal Year 2022-23, LATCB's performance shall, in part, be measured by the qualitative analysis of their execution of services and deliverables and their ability to adapt to ongoing challenges in this rapidly changing environment; and the continued execution of their Recovery Strategy (Exhibit 1). The foregoing notwithstanding, it remains critical that LATCB continue to track and report all the performance metrics to the best of their ability in Appendix E in order to properly assess the pace of Los Angeles' economic recovery.

To achieve the objectives stipulated in the Agreement, the City encourages LATCB to leverage these contract funds with other sources of funding to drive paid room demand yielding increased transient occupancy tax (TOT) revenues and visitor spending that benefits the City's General Fund and the Los Angeles economy.

OBJECTIVE 1

Increase the number of people visiting Los Angeles as both a convention and tourist destination in order to increase the economic benefits derived from out-of-town visitors to the City.

Services and Deliverables Related to Objective 1:

- a. Promote the City of Los Angeles and its facilities and attractions as a desirable location for association and corporate meetings, conventions and major trade shows. Efforts shall include but not be limited to, representing the City in domestic and international convention and tourism industry associations; attending industry trade shows, customer events, and sales missions; and advertising in key industry trade publications.
- b. Solicit sales leads for such conventions, meetings and trade shows to be held in the City of Los Angeles with an emphasis on using the Los Angeles Convention Center (LACC) and City of Los Angeles hotels.
- c. Book citywide conventions and convention center events at LACC for future years that will produce room nights at hotels within the City of Los Angeles.
- d. Provide customary client services to citywide conventions at the LACC.
- e. Develop and execute a sales and marketing plan for booking events at the LACC that focuses on leveraging the LACC's strengths and opportunities, mitigating the LACC's weaknesses and challenges, and provides specific strategies and tactics for addressing them. In addition, once plans are finalized, develop and execute ongoing communications with all appropriate audiences regarding LACC's expansion and modernization plans.
- f. Use best efforts to promote the geographic and cultural diversity of the City to drive overnight stays with additional focus on areas of the City that may have been overlooked by traditional tourism efforts with the intent of spreading the economic benefits of tourism throughout the City.
- g. Promote Los Angeles in the media. Keep CTD staff and commissioners apprised of major destination advertising and tourism media campaigns, including ongoing reporting regarding the proportion of these efforts funded by non-TOT funds.
- h. Assist the City as requested with efforts related to the expansion and modernization of the Convention Center. Assistance may include, but is not limited to, providing design input and attending design meetings, providing data as requested, which may involve the use of third-party consultants, and visiting other convention centers to evaluate competitive designs.
- i. Regularly report to CTD staff and commissioners on overall marketing strategy and major campaigns.

- j. Maintain close communications and collaboration with CTD and AEG Facilities staff regarding proprietary customer information, proprietary sales strategies, conversion rates and other data.
 - k. Provide the City with a comprehensive collection of convention and tourism industry data that will inform policymakers on the performance of tourism as an economic driver. Data may include research compiled or acquired with non-TOT funds. Research includes, but is not limited to, drivers of decision making for meeting planners and data on competitive centers.
- l. Metrics for Objective 1:

Objective 1 Performance Metrics	Reporting Frequency	FY 20/21 Actual	FY 21/22 Forecast	FY 21/22 Actual	FY 22/23 Forecast
1.1 Number of Citywide/Center Events Sales Leads (combined)	Month	88	176	119	130
1.2 Number of Citywide/Center Events Booked for future years (track separately)	Month	19	15	14	20
1.3 Number of Room Nights Booked for future years	Month	313,571	225,000	196,721	225,760
1.4 Number of Citywide/Center Events Hosted (track separately)	Month	0	11	11	23
1.5 Reported Number of Delegates from Hosted Citywide/Center Event	Quarter	0	119,100	124,852	449,470
1.6 Total Number of Room Nights from Hosted Citywide/Center Events (convention actuals)	Quarter	0	127,993	115,701	244,110
Objective 1 LA County Market Data <i>Source: September 2022 Tourism Economics Estimates</i>					
	Reporting Frequency	FY 20/21 Actual	FY 21/22 Forecast	FY 21/22 Actual	FY 22/23 Forecast
1.a Total Visitors to L.A. County	Annual	34.4 million	42.1 million	43.0 million	48.82 million
1.b Total Overnight Domestic Visitors	Annual	18.8 million	22.5 million	22.9 million	25.63 million
1.c Total International Visitors	Annual	2.1 million	2.9 million	3.4 million	5.30 million
1.d Total Day Visitors	Annual	13.4 million	16.6 million	16.7 million	17.90 million

OBJECTIVE 2

Measure the economic impact from citywide conventions and the tourism and hospitality sector

Services and Deliverables Related to Objective 2:

- a. Report on economic impact of citywide conventions and provide detail on methodology for calculating economic impact.
- b. Produce audits on hotel room nights consumed by conventions.
- c. Provide data on economic impact of tourism and hospitality industry.
- d. Metrics for Objective 2:

Objective 2 Performance Metrics	Reporting Frequency	FY 20/21 Actual	FY 21/22 Forecast	FY 21/22 Actual	FY 22/23 Forecast
ECONOMIC IMPACT OF CITYWIDE / CENTER EVENTS Sources: Tourism Economics/CBRE/LATCB					
2.1 TOT from Hosted Citywide/Center Events 14% (track separately) Source: CBRE Hotel Audits	Quarter	\$0.0	\$4.0 million	\$5.5 million	\$9.3 million
2.2 TOT revenue for the City Source: City of Los Angeles	Month	\$110.4 million	\$183.3 million	\$239.1 million	\$263.2 million
L.A. COUNTY LODGING PERFORMANCE Sources: STR Actuals, September 2022 Tourism Economics Estimates and Secondary Data Sources					
	Frequency of Reporting	FY 20/21 Actual	FY 21/22 Forecast	FY 21/22 Actual	FY 22/23 Forecast
2.3 Hotel Room Night Demand (Sold)	Month	21.0 million	26.9 million	28.5 million	30.94 million
2.4 Hotel Occupancy Rates	Month	54%	62.0%	69.8%	73.9%
2.5 Hotel Average Daily Rates	Month	\$142.20	\$157.26	\$190.24	\$202.70
2.6 Revenue Per Available Hotel Room	Month	\$76.79	N/A	\$132.76	\$149.75
2.7 Jobs from Leisure and Hospitality Sector Sources: CA EDD, LAEDC	Month	374,642	412,692	478,300	505,900
Objective 2 L.A. County Market Data Source: Tourism Economics Estimates (FY)					
	Frequency of Reporting	FY 20/21 Actual	FY 21/22 Forecast	FY 21/22 Actual	FY 22/23 Forecast
2.a Visitor Direct Spending	Annual	\$13.0 billion	\$16.6 billion	\$19.1 billion	\$24.4 billion
2.b Visitor Indirect/Induced Spending	Annual	\$7.9 billion	N/A	\$12.5 billion	\$15.9 billion
2.c Local Tax Revenue from LA County Visitors	Annual	\$1.038 million	N/A	\$1.5 billion	\$2.0 billion
2.d Overnight Visitor Average Trip Spend in LA County	Annual	\$622	\$650	\$776	\$783

Objective 2 City Market Data <i>Source: DMAI Impact Calculator</i>	Frequency of Reporting	FY 20/21 Actual	FY 21/22 Forecast	FY 21/22 Actual	FY 22/23 Forecast
2.e Local Business Sales based on direct spending from Citywide/Center Events	Annual	\$0.0	\$112.5 million	\$118.8 million	\$241.7 million
2.f Local Tax Revenue based on total economic impact from Citywide/Center Events (track separately)	Annual	\$0.0	\$8.3 million	\$8.5 million	\$14.8 million
2.g Fulltime Equivalent (FTE) Jobs based on total economic impact from Citywide/Center Events(track separately)	Annual	0	1,301	1,414	2,762

OBJECTIVE 3

Facilitate and track engagement with those visiting Los Angeles for conventions and leisure travel to enhance the visitor experience with the intent of encouraging repeat visitation, and longer lengths of stay

Services and Deliverables Related to Objective 3:

- a. Survey citywide clients to obtain feedback on specific aspects of the client experience at the LACC (e.g., event services, security, facility condition, food and beverage service, LAX, participating hotels, and other related venues and service providers).
- b. Host and facilitate Customer Advisory Board (CAB) meetings as requested by the CTD to obtain feedback from current and potential clients on long-term strategic issues such as designs for the expansion and modernization of the facility, industry trends and client needs.
- c. Enhance the visitor experience through an integrated network of visitor information resources, including digital channels, interactive digital wayfinding and visitor service kiosks (pending public/private agreements), visitor information publications (digital or print) and in-market servicing of group clients providing convenient and relevant destination information and resources. Note: Physical visitor information centers are currently closed with future plans pending.
- d. Maintain a mobile optimized web site and social media platforms to engage potential visitors to Los Angeles. Provide ongoing performance data to CTD.
- e. Leverage emerging and immersive technology, including interactive digital wayfinding, and visitor service kiosks (pending public/private approvals), in providing compelling information to LA's visitors and in differentiating LA from its competitors.
- f. Collaborate with CTD to find new options and venues that would expand outreach to LA's visitors.
- g. Report on visitor perceptions and satisfaction levels (including studies conducted with non-TOT funding) to inform the City as to how it may improve the visitor experience with

the goal of encouraging repeat visitation, increasing the likelihood of visitors recommending the destination to others and driving longer lengths of stay/increase spending.

h. Maintain and digitally provide L.A. Tourism Calendar of Events.

i. Metrics for Objective 3:

Objective 3 Performance Metrics <i>Source: LATCB Post-Con Surveys</i>	Frequency of Reporting	FY 20/21 Actual	FY 21/22 Forecast	FY 21/22 Actual	FY 22/23 Forecast
3.1 Overall Host City Rating Citywide Client Satisfaction (5-point scale)	Semi-Annual	-	4.2	4.4	4.2 (goal)
3.2 Overall LACC Rating Citywide Client Satisfaction (5-point scale)	Semi-Annual	-	3.9 (goal)	4.2	3.9 (goal)
3.3 Overall LATCB Client Services Rating Citywide Client Satisfaction (5-point scale)	Semi-Annual	-	5.0 (goal)	4.8	5.0 (goal)
3.4 Number of visitor impressions from publications, digital guides (visitor centers closed, kiosks pending)	Quarter	N/A	1.0 million	1.0 million	1.0 million
3.5 Number of unique visitors to web site and e-comm <i>As of FY 21/22: social platforms moved to 3.6</i>	Quarter	4.8 million	5.4 million	7.0 million	8.0 million
3.6 Social media activity – social platforms, social channels (Facebook, Twitter, Instagram, WeChat and Weibo followers)	Quarter	5.0 million	5.0 million	5.0 million	5.0 million
Objective 3 Market Data	Frequency of Reporting	FY 20/21 Actual	FY 21/22 Forecast	FY 21/22 Actual	FY 22/23 Forecast
3.a Visitor Satisfaction Ratings from Visitor Profile Study <i>Source: Destination Analysts FY20 (Funded by non-TOT resources)</i>	Every 3 years or when conducted	N/A	N/A	N/A	N/A
3.b Average Length of Stay of Overnight Visitors <i>Source: Tourism Economics</i>	Annual	TBD	N/A	3.4	N/A
3.c Percent of Repeat Visitors from Visitor Profile Study <i>Source: Destination Analysts Preliminary Data from FY20 (Funding by non-TOT resources)</i>	Every 3 years or when conducted	N/A	N/A	N/A	N/A

OBJECTIVE 4

Effectively leverage TOT funds with other sources of funds to promote conventions and tourism to maximize the yield from the City's investment

Services and Deliverables Related to Objective 4:

- a. Use best efforts to develop other sources of revenue, such as Memberships, sponsorships, partnerships and advertising sales to support the promotion of tourism in Los Angeles.
- b. Use best efforts in booking the City's convention facilities to maximize total revenues for the LACC facility with the priority of booking quality business that drives hotel room nights and spending from out-of-town visitors that stimulates the local economy and generates TOT to the City of Los Angeles.
- c. Generate earned media to create awareness and excitement among potential visitors, with an emphasis on driving feature stories in which at least 50% of content is specifically about Los Angeles.
- d. Submit TOT-funded budget for review by CTD Board and inclusion in the Mayor's proposed budget.
- e. Deliver audited financial statements within 120 days after close of fiscal year. Note: for Fiscal Year 2021-22, LATCB and CTD agreed to delay delivery of these statements until December 15, 2022.
- f. Regularly update CTD staff and commissioners on key performance metrics.
- g. Submit monthly financial reports to CTD on use of TOT vs. non-TOT funds.

h. Metrics for Objective 4:

Objective 4 Performance Metrics	Frequency of Reporting	FY 20/21 Actual	FY 21/22 Forecast	FY 21/22 Actual	FY 22/23 Forecast
4.1 Percent of Rental Income from Citywides Retained After Discounts <i>Source: LACC Operator</i>	Quarter	0.0%	16.9%	35.9%	17.0%
4.2 Non-TOT Funds <i>Note: From LATCB Budget</i>	Quarter	\$13.0 million	\$18.3 million	\$24.8 million	\$30.33 million
4.3 Total Paid Advertising Value from multiple funding sources	Annual	\$5.0 million	\$13.8 million	\$12.7 million	\$11.1 million
4.4 Earned Media Feature Stories* as Percentage of Total Earned Media <i>*Note – in FY23, Feature Story is defined as any story where at least 50% of the content is about L.A.</i>	Annual	87%	46%	63%	55%
Objective 4 Market Data	Frequency of Reporting	FY 20/21 Actual	FY 21/22 Forecast	FY 21/22 Actual	FY 22/23 Forecast
4.a Rental Income Retained from Citywides <i>Source: LACC Operator</i>	Quarter	\$0.0	\$957,939	\$1,534,357	\$1,093,410

CTD Approval _____ Executive Director
Signature Title Date

LATCB Approval _____ President & CEO
Signature Title Date

LATCB Approval _____ Chief Stakeholder Officer
Signature Title Date

EXHIBIT 1

LATCB RECOVERY STRATEGY

PHASE 1 – STABILIZATION (FY 2020-21)

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 (FY 2020-21) (FY 2021-22)

1. Identify budget requirements to support future programming in anticipation of recovery
2. Continue to evolve brand positioning to drive competitive differentiation
3. Build communications plan to inform stakeholders of recovery programming and timing

PHASE 3 – RECOVERY (FY 2021-22)

1. Leverage multiple funding sources to increase reach and frequency
2. Reevaluate staffing to ensure necessary organizational capacity and expertise
3. Continue to utilize the umbrella campaign of “Everyone is Welcome” to support recovery messaging and programming with the “Comeback” campaign
4. Execute major PR activations with Members and civic leaders to amplify messaging

PHASE 4 – RECOVERY (FY 2022-23)

1. Continue to leverage multiple funding sources to increase reach and frequency
2. Strategically deploy programming based on market/segment recovery
3. Reactivate international in-market representatives and launch advertising in select key international markets
4. As funding resources increase, hire key positions to ensure organizational capacity
5. Launch the new sequel version of branding campaign, “Now Playing” which follows the successful recovery version “Comeback” all under the umbrella campaign of “Everyone is Welcome” in key markets, execute PR activations with Members and City leadership as appropriate and continue to partner with US Travel and Visit California

OVERVIEW OF 2022-23 APPENDIX E LOS ANGELES TOURISM & CONVENTION BOARD CONTRACT

BOARD OF CITY TOURISM COMMISSIONERS
NOVEMBER 16, 2022



LATCB BACKGROUND

Los Angeles Tourism & Convention Board (LATCB)

- First contracted with the City in 1976
- CTD's governance gives oversight of LATCB contract to CTD
- Current contract term through June 30, 2030

Services Provided

- To book and assist in licensing the Los Angeles Convention Center
- To book meetings and conventions in hotels
- To promote Los Angeles in domestic and international markets

Constituents

- Los Angeles Convention Center, City of Los Angeles
- Hoteliers
- Hospitality and tourism industry partners
- Customers (meeting planners, travel industry, visitors)
- Consumer and travel trade media

LATCB FUNCTIONAL OVERVIEW

SALES

CITYWIDE SALES

CLIENT SERVICES

HOTEL SALES

DESTINATION SERVICES

MARKETING

BRAND MARKETING

DIGITAL MARKETING

COMMUNICATIONS (P.R.)

INTERNATIONAL TOURISM

TOURISM INSIGHTS (RESEARCH)

OPERATIONS

FINANCE

INFORMATION TECHNOLOGY

HUMAN RESOURCES

VICs & DIGITAL KIOSKS-TBD

STAKEHOLDER RELATIONS

MEMBERSHIP

CITY TOURISM DEPARTMENT

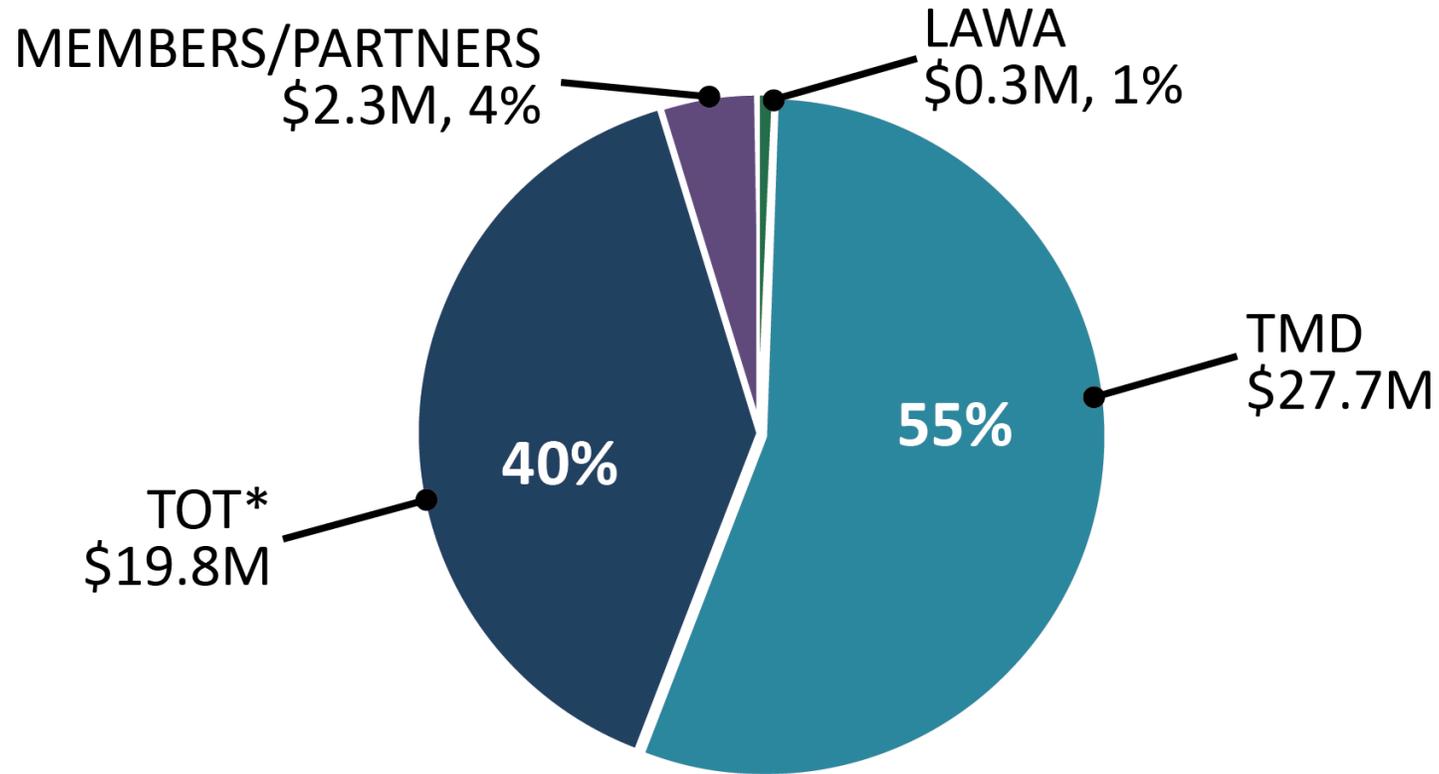
TOURISM MARKETING DISTRICT

LOS ANGELES WORLD AIRPORTS

CITY & INDUSTRY STAKEHOLDERS

LATCB RESOURCES FY 2022-23

Source: LATCB Budget, as of November 2022



TOTAL BUDGET = \$50.1M

*Gross collections less City Services

TOT FUNDS FOR LATCB CONTRACT

14% hotel occupancy tax collected by hotel/motel operators and short-term rentals and remitted to the City

- 1 percentage point - Los Angeles Tourism & Convention Board
- 13 percentage points - City's General Fund
 - 1 percentage point - Department of Cultural Affairs
 - 3.5 percentage points - Allocated towards LACC Debt Service

NET TOT ALLOCATION TO LATCB		
Actual 2020-21	Actual 2021-22	LATCB Adopted Budget 2022-23
\$8,138,731	\$18,070,736	\$19,840,000

PRIMARY GOAL OF LATCB CONTRACT

- TO GROW THE LOCAL ECONOMY BY PROMOTING THE CITY AS A PREMIER DESTINATION GLOBALLY.
- Four core objectives outlined in Appendix E to assist with achieving this goal.

CORE OBJECTIVES

1. Increase number of people visiting LA as both a convention and tourist destination to increase economic benefits derived from out-of-town visitors to the City;
2. Measure economic impact from citywide conventions and the tourism and hospitality sector;
3. Facilitate and track engagement with those visiting LA for conventions and leisure travel to enhance visitor experience with the intent of encouraging repeat visitation and longer stays; and
4. Effectively leverage TOT funds with other sources of funds to promote conventions and tourism to maximize yield from City's investment.

FISCAL YEAR 2022-23 APPROACH

Typical approach:

- Goals set while considering actuals, trends and changes
- LATCB performance is measured by metrics

Fiscal Year 2022-23 approach, as the industry continues to recovery:

- Metrics and outcomes are still materially influenced by external factors
- Use qualitative analysis of services and deliverables to measure LATCB's performance

METRICS HIGHLIGHTS

Objective 1: Increase the number of visitors to LA	FY 2019-20 Actual	FY 2020-21 Actual	FY 2021-22 Actual	FY 2022-23 Forecast
Total visitors to LA County	38.8 M	34.4 M	43.0 M	48.8 M
Total overnight domestic visitors	20.2 M	18.8 M	22.9 M	25.6 M
Total international visitors	4.5 M	2.1 M	3.4 M	5.3 M
Citywide/center events hosted at the LACC				
Number of events	12	0	11	22
Reported number of delegates	227,059	0	124,852	449,470
Total number of room nights	121,158	0	115,701	244,110

METRICS HIGHLIGHTS

Objective 2: Measure the economic impact of citywide conventions and tourism	FY 2019-20 Actual	FY 2020-21 Actual	FY 2021-22 Actual	FY 2022-23 Forecast
City of LA TOT revenue	\$253.5 M	\$110.4 M	\$239.1 M	\$263.2 M
Number of room nights sold (LA County)	24.5 M	21.0 M	28.5 M	30.9 M
Hotel average daily rate (LA County)	\$170.52	\$142.20	\$190.24	\$202.70
Visitor direct spending	\$17.3 B	\$13.0 B	\$19.1 B	\$24.4 B
Jobs from leisure and hospitality sector	491,958	374,642	478,300	505,900

RECOMMENDATION

The Board of City Tourism Commissioners approve the proposed Appendix E for Fiscal Year 2022-23 to the Agreement between CTD and LATCB.

Item 5b

Findings to Continue Teleconference Meetings

Pursuant to AB361

