

WELCOME TO THE CTD COMMISSION MEETING

January 18, 2023





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.

Regular Meeting
Wednesday, January 18, 2023
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 special meeting minutes from December 14, 2022

4. REPORTS

- a. Executive Director Report
- b. ASM Update
- c. LATCB Update
 - i. Sales Update
 - ii. Recap of PCMA Convening Leaders
 - iii. 2022 Recap and 2023 Highlights Video

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 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

December 14, 2022 Minutes



CITY TOURISM COMMISSION

Special Meeting Minutes December 14, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, December 14, 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
Commissioner Sandra Lee
Commissioner Germonique Ulmer

ABSENT:

Vice President Otto Padron
Commissioner David Stone

PRESENTERS:

Ben Zarhoud, ASM
Doane Liu, CTD
Darren Green, LATCB
Kimberly Miera, City Attorney's Office

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:05 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from November 16, 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 KITA site visit, LA Aerial Rapid Transit, California Comeback, and with National Apartment Association and ASM Exec. VP of Convention Centers; attending the LATCB Member Mixer, College Football Playoffs Press Conference, LA Zoo lights, ZA Hearing for Lightstone CUP, Michelin Guide event, Tim McOsker oath taking ceremony, Mayor Bass swearing in ceremony and GM Association Holiday Mixer; and visited the Auto Show Security Operations Center.

Item 4b. ASM Monthly Update

Mr. Ben Zarhoud reported on a total of 13 events during October 2022, with 44,580 total attendees, including two citywide events and one parking rental for a filming. Mr. Zarhoud presented the financial data for October, reporting an operating surplus of \$1.4M and \$6.9M in gross revenue, 64% of which was driven by F&B, rent and parking. Mr. Zarhoud also reported \$1.8M in operating expenses, noting that 18% of the power used was generated from the LACC

Board of City Tourism Commission

December 14, 2022

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solar panels. Mr. Zarhoud also reported October's exhibit hall occupancy at 61%, driven by two citywide events, Adobe and Human Genetics. President Vein requested that going forward previous years be added to the data for comparison.

Item 4c. LATCB Monthly Update

i. Sales Update

Mr. Darren Green reported that LATCB has processed 52 leads YTD and booked 141,085 room nights, noting both are ahead of last year. Mr. Green noted that future years are pacing well with robust room nights and although Amazon 2023 just cancelled, bookings are ahead of 2019. President Vein requested that going forward previous years be added to the data for comparison.

ii. Business Connect Program

Mr. Darren Green provided an overview of LATCB's Business Connect Program which connects clients and meeting planners with local businesses, including over 150 minority, women, LGBTQIA+, and veteran-owned businesses, which have a direct impact on the local community.

iii. Planner Creative

Mr. Darren Green updated the Board on challenges faced by industry partners noting that the lodging sector is working to manage new sustainability laws and global construction issues, and that the meeting planner sector is preparing for a financial downturn while still facing hiring challenges. Mr. Green shared the Customer Advisory Board takeaways, including that clients are doing more with less staff, response time from suppliers continues to be a primary challenge and that top level executives are now more involved in the decision-making process.

Item 5a: 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 9:38 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

NOVEMBER 2022

KIMBERLY WEEDMARK
AND
BEN ZARHOUD



LACC NOVEMBER 2022 EVENTS



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

LACC NOVEMBER 2022 EVENTS



LACC NOVEMBER 2022 FILMING & PARKING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
Nov. 1 - 5	HBO "Winning Time"	Hall K, Kentia, Bond Lot, Pico Dr.	\$66,743
Nov. 4	Good Trouble	Venice Garage	\$2,250
			TOTAL: \$68,993

SALES & MARKETING ACTIVITIES

LICENSED:

EVENT	DATES		TYPE
Life Surge Los Angeles	Jan 21, 2023	Assembly	
HR Star Conference	Mar. 14, 2023		Meeting
Future Green Leader Summit Event	Mar. 14 – 15, 2023	Consumer Show	
Yugioh! Championship Series	Apr. 1 – 2, 2023	Consumer Show	
KCON 2023	Aug. 17 – 20, 2023	Consumer Show	
Monat Global	Sept. 5 – 9, 2023	Citywide	
China Homelife USA	Sept. 11 – 16, 2023	Trade Show	

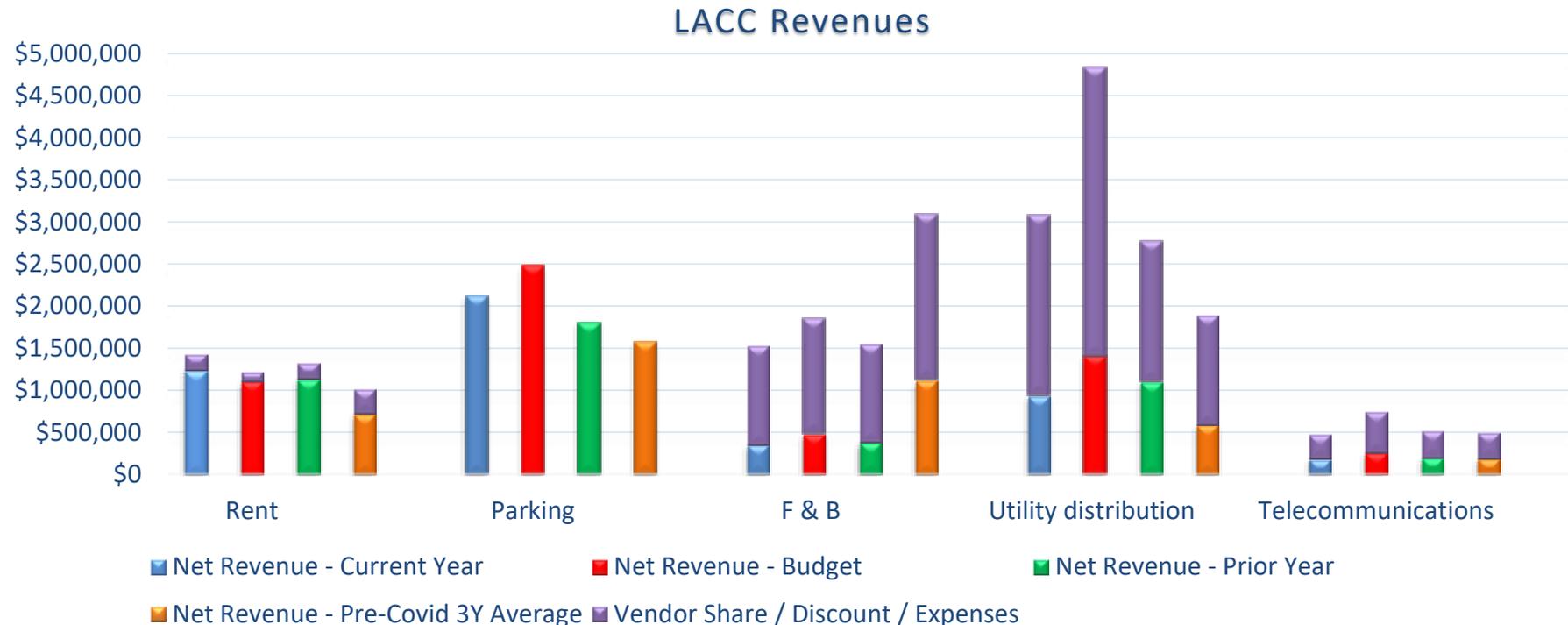
LACC NOVEMBER 2022 FINANCIALS

OPERATING SURPLUS (LOSS):

- \$2.8 million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.4 million below budget
- \$0.4 million below prior year and \$0.7 million above Pre-Covid 3Y average

REVENUES:

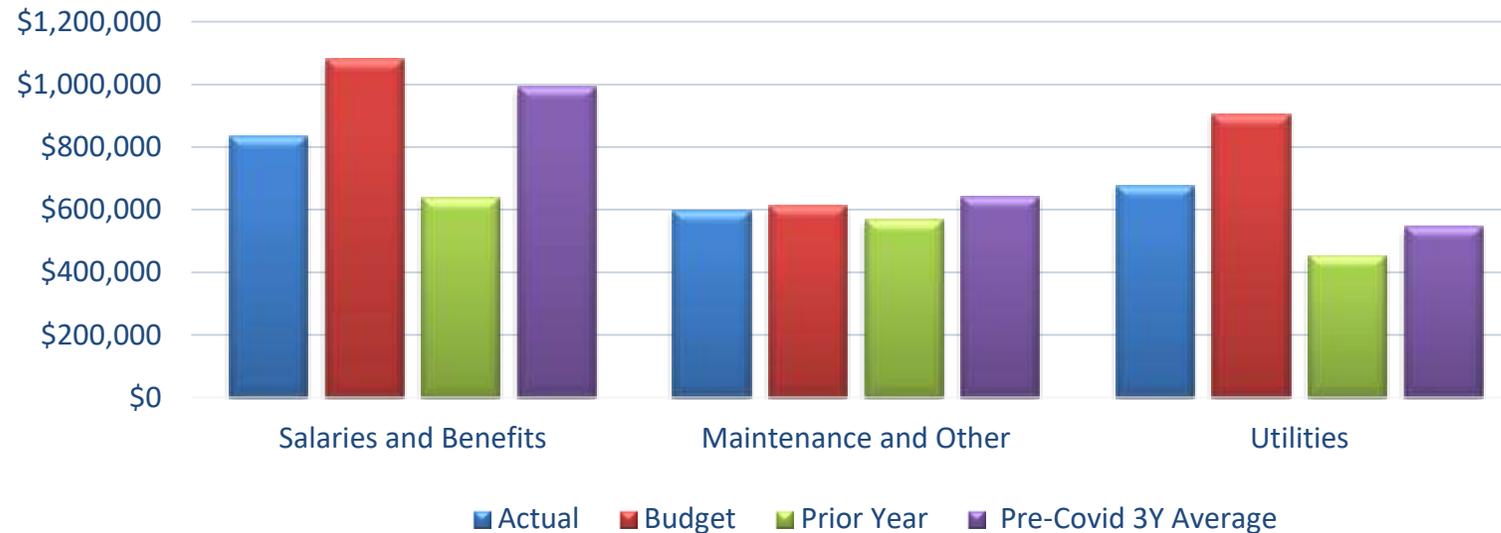
- \$8.9 million gross revenue (before discounts and service provider share)
- \$4.9 million net revenue
- \$0.9 million below budget
- \$0.1 million above prior year and \$0.6 million above Pre-Covid 3Y Average



LACC NOVEMBER 2022 FINANCIALS

OPERATING EXPENSES:

- \$2.1 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.5 million below budget
- \$0.4 million above prior year and \$0.1 million below Pre-Covid 3Y Average



CITY REIMBURSEMENT – \$0.1 million

Capital and Alterations & Improvements

LACC NOVEMBER 2022 OCCUPANCY

Exhibit Hall Occupancy

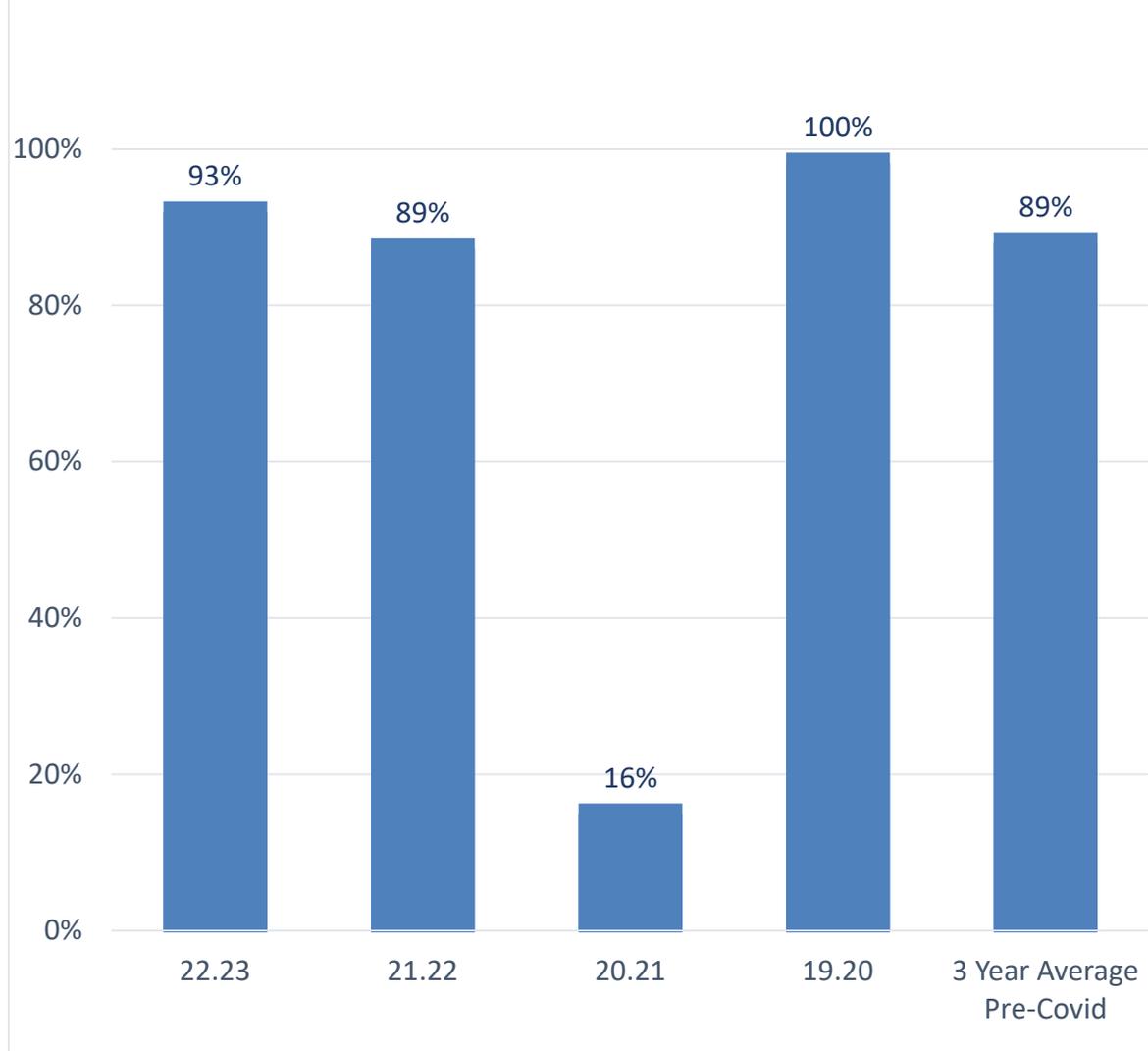
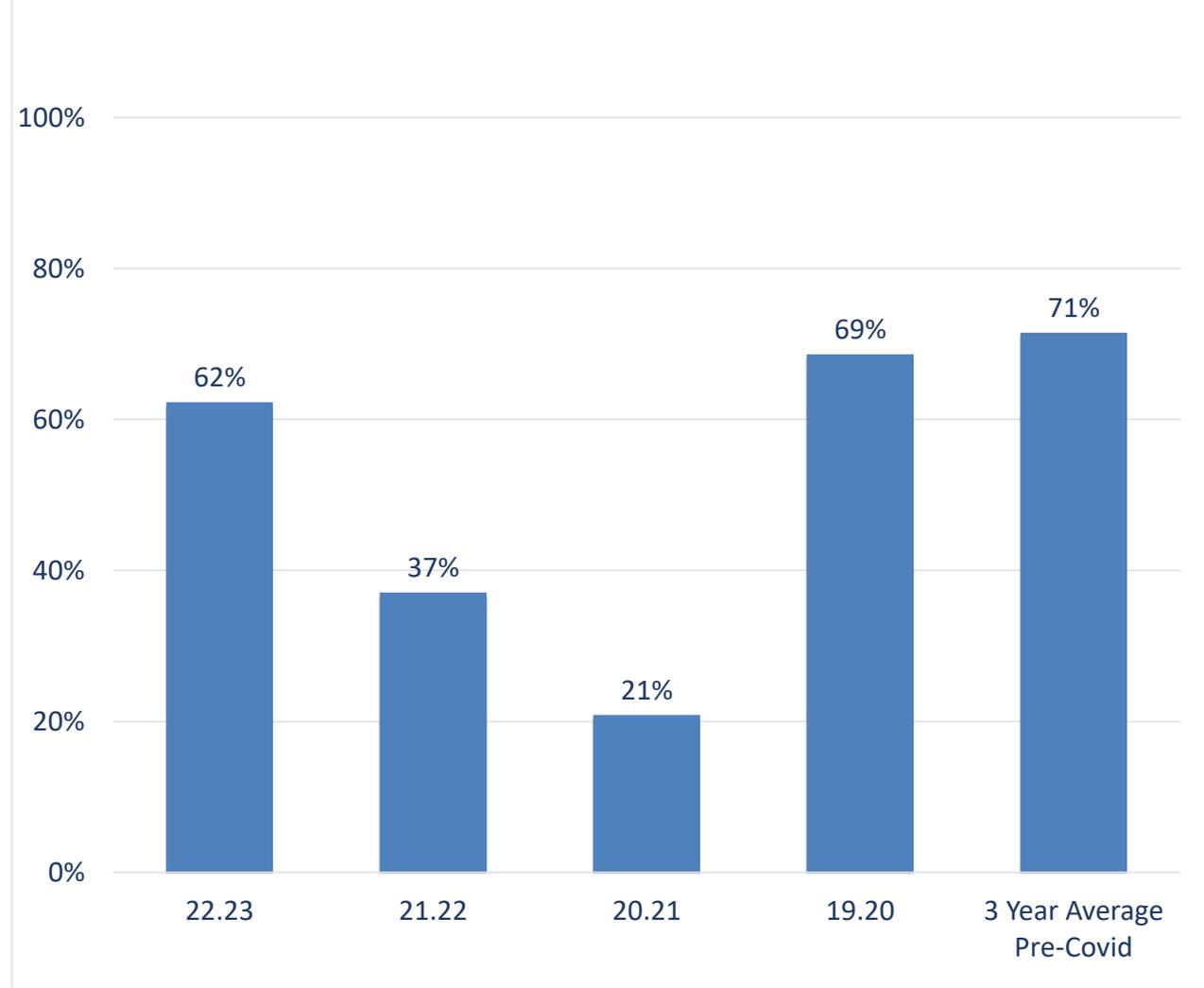


Exhibit Hall Occupancy - (July-November)



Item 4c

LATCB Update



CTD Board of Commissioners

January 18, 2023



Los Angeles Tourism & Convention Board



SALES UPDATES

Darren K Green

Chief Sales Officer



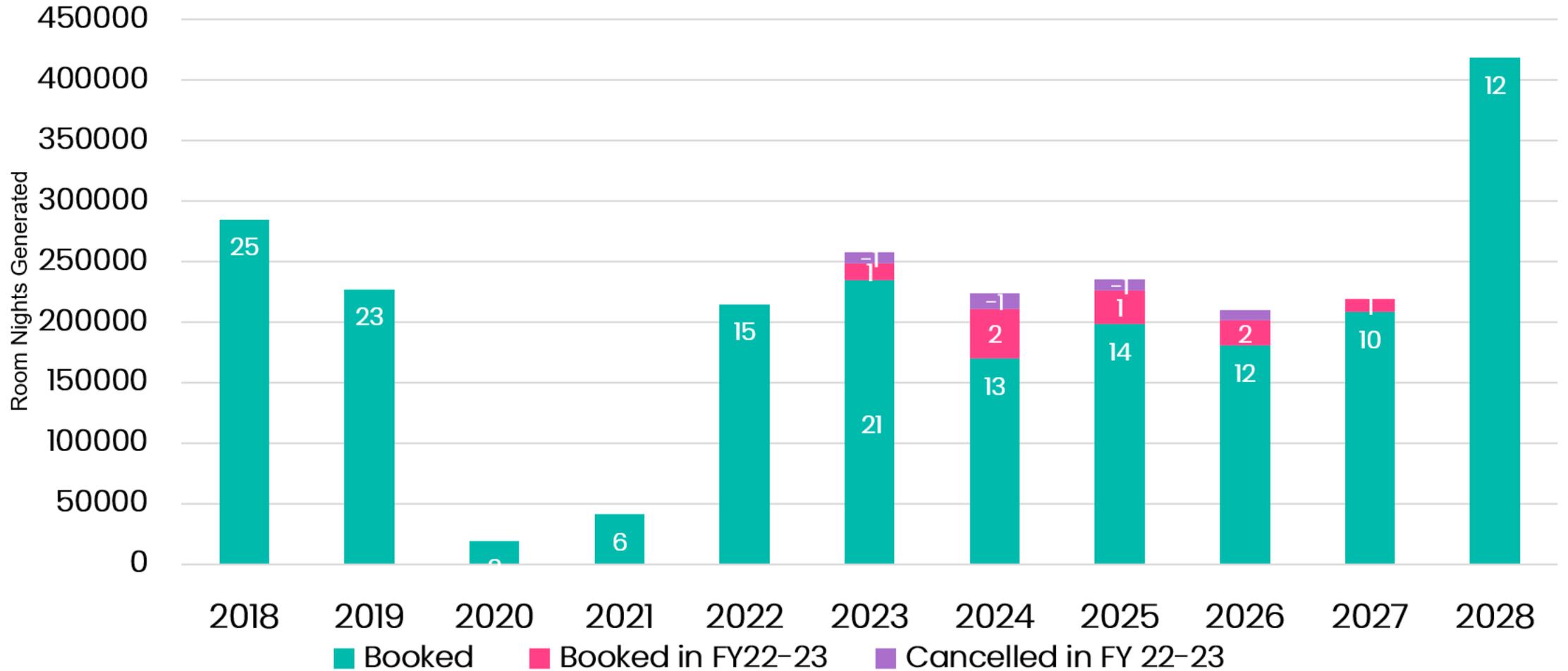
CITYWIDE CONVENTION SALES

YTD FY22/23 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 22/23 Goal	130
FY 22/23 YTD	57
FY 21/22 STLY	55
FY 2017-2019 STLY Average	105

Booked Room Nights Produced	RNs Actual
FY 22/23 Goal	225,760
FY 22/23 YTD	138,170
FY 21/22 STLY	62,108
FY 2017-2019 STLY Average	177,125

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2018-2028 CALENDAR YEAR ARRIVAL DATE



Dated January 10, 2023



CITYWIDE CONVENTION PIPELINE

YEAR	RNs	Last Update Variance
2023	3,500	0
2024	56,463	-9,720
2025	67,446	5,637

YEAR	RNs	Last Update Variance
2026	89,979	13,720
2027	171,382	17,215
2028	19,447	-7,608



**Convening
Leaders** pcma

2023 | COLUMBUS | JANUARY 8-11

**Ignite
your path.**

HOSTED BY EXPERIENCE
COLUMBUS

PCMA Convening
Leaders Recap

**Convening
Leaders** pcma

I'M A SPONSOR

**CL
23**
pcma

**PCMA Convening
Leaders
2023**

January 8 – 11, 2023

Greater Columbus Convention Center

Columbus, Ohio

Total registrations:

Business Event Organizers: 948 (37%)

Business Event Suppliers: 1,510 (60%)

Faculty + Students: 80 (3%)



PCMA Convening Leaders



Sun, January 8

California Gateway
Brunch



Mon, January 9

VIP Q&A Session with
Allyson Felix



Tue, January 10

LA Tourism Booth
Activation – Oculus
Experience



California Gateway Cities Annual PCMA Brunch at Del Mar SoCal Kitchen

Sun, Jan 8, 2023

196 Attendees

Co-hosted by:
LA Tourism

San Diego Tourism Authority
San Francisco Travel
Visit Anaheim



VIP Q&A Session with Opening Keynote Speaker & Olympian Allyson Felix



ALLYSON FELIX

EXCLUSIVE VIP EXPERIENCE

MONDAY, JANUARY 9TH

TIME: 10:30AM-11:15AM

Join us for a Q&A and photo opportunity with Allyson Felix! Allyson Felix is the most decorated U.S. track and field athlete in history. She has 11 Olympic medals, more than Carl Lewis (and Jamaica's Usain Bolt).

Those in attendance will also be entered into a drawing for the opportunity to win exclusive items from Allyson Felix's brand SAYSH.

RSVP to Events@latourism.org for more details.

Space is limited so RSVP soon!



“Meeting Allyson was an honor of my life! Thank you so much!” - Diane Kovats, Executive Director International Society for Computational Biology

“Thank you so much! Truly an amazing and inspiring experience” – Joy Womack, Director, Operations, Meetings & Events, Association of American Medical Colleges



Client Concerns Shared at PCMA

American Association for Cancer Research Annual Conference

9000 rooms on peak, 40,261 TRN with Economic Impact of \$60 million

- AACR had signed both 2025 and 2027 with the understanding that the convention center expansion would be completed in time for their **2025** Annual Conference which they had recently had to **cancel**.
- If the center is not completed in time for their 2027 Annual Conference, Los Angeles will be **excluded from all other future opportunities** and AACR will never consider coming to Los Angeles
- However, if the Center expansion is completed in time for their 2027 Annual, we stand to **gain 2-3 more** years which could equate to **\$180+ million in economic impact**
- AACR needs a firm commitment ASAP of the expansion and completion timeline no later than the **end of January** or she will start to source other destinations

A wide-angle photograph of a beach at sunset. The sky is a warm, golden-orange color. In the foreground, a person is walking away from the camera on a sandy beach that has distinct tire tracks. The ocean is to the right, with gentle waves washing onto the shore. In the distance, a long pier extends into the water. The overall mood is peaceful and reflective.

2022 YEAR IN REVIEW

THANK YOU



Los Angeles Tourism & Convention Board