



## CITY TOURISM COMMISSION



Commissioners: Jon F. Vein, President; Kathleen Rawson, Vice President;  
Taelor Bakewell; Cameron Onumah; Angelia Sheppard

Public comments will be taken in person only. Members of the public who wish to speak during the meeting must submit a "Request to Speak" form for each agenda item of interest to the Board Secretary prior to the commencement of the public comments. 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 Comments." Public speaking will be limited to a total of three minutes per speaker. Meeting agendas and minutes may be found on the City Tourism Department website, [tourism.lacity.gov](http://tourism.lacity.gov).

Regular Meeting  
Wednesday, November 20, 2024  
9:00 a.m.  
1201 S. Figueroa St.  
Los Angeles, CA 90015

### 1. CALL TO ORDER / ROLL CALL

### 2. COMMENTS FROM THE PUBLIC

- General and Agenda Item Public Comments
- 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

- Approval of the regular meeting minutes from October 16, 2024

### 4. REPORTS

- Executive Director Report
- ASM Update
- LATCB Update

### 5. DISCUSSION

- Expansion Update

### 6. ACTION ITEMS

NONE

### 7. 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](http://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 987-1960 or [ethics.commission@lacity.org](mailto: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

October 16, 2024 Minutes



## **CITY TOURISM BOARD OF COMMISSIONERS**

### **Regular Meeting Minutes**

**October 16, 2024**

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, October 16, 2024, at 9:00 a.m. at the Los Angeles Convention Center, 1201 S. Figueroa St., Los Angeles, CA 90015.

#### **PRESENT:**

President Jon F. Vein  
Vice President Kathleen Rawson  
Taelor Bakewell  
Cameron Onumah  
Angelia Sheppard

#### **ABSENT:**

#### **PRESENTERS:**

Kim Weedmark, ASM  
Ben Zarhoud, ASM  
Doane Liu, CTD  
Tigran Avetisyan, CTD  
Kim Nakashima, CTD  
Bryan Churchill, LATCB

#### ***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 special meeting minutes from August 21, 2024***

UNANIMOUSLY APPROVED

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

Doane Liu provided an overview of his activities since the last Board meeting, which included: attending CalTravel Summit industry Celebration, DTLA DOSM/LATCB Sales meeting, LATCB Market Outlook Forum, Hospitality Training Academy Open House, full day Design Workshops; meetings with Deputy Mayor Freeman for GM Review, Adam Burke of LATCB, LATCB for the spring creative update, Agnelia Sheppard, Max Reyes, Monique Tello for a CTD briefing, LACC and LA28, Cara Banasch regard LA Jazz Festival, EXCO Leadership - Daegu, South Korea, Carmen Chang GM of Neighborhood Empowerment, ASAE CEO Michelle Mason and LATCBI, Art Show staff regarding a Sister City Project, American Postal Workers Union representatives; hosting safety and security roll calls for PMI, IAPP, NACAC, and ID Week and; participated in the Tourism Master Plan kick-off meeting, Mobility 21 Panel, Construction

Network, and the Mayor's SEDS event. Mr Liu noted that Commissioner Shepperd was confirmed by Council and the Council approved the Discount Policy.

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

Ms. Kim Weedmark reported on 19 events hosted during August 2024, which was a mix of meetings, consumer shows, assemblies, and one citywide event. The sales and marketing team licensed 14 events in the month of August. Mr. Ben Zarhoud presented the financial data for August reporting an operating surplus of \$0.1M and \$5.3M in gross revenue, with approximately 62% from rent, food and beverage, and parking, noting parking was lower than usual due to fewer Crypto events. Mr. Zarhoud also reported that operating expenses totaled \$2.4M, which is consistent with prior year and is below budget. Mr. Zarhoud stated that August's exhibit hall occupancy rate was 38%, which is lower than prior year due to a shift in event dates and resulting in an total economic impact of \$23.6M, \$5.2M generated by LACC events and \$18.4M generated by the citywide events.

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

Mr. Adam Burke provided an overview of the IMAX America event, noting that several citywide clients are ready to commit once the LACC expansion has been confirmed Mr. Bryan Churchill reported that booked room nights are 16,908, which is 28% of the year-to-date goal of 303,257. Mr. Churchill reported 2 bookings, which is -67% year-over-year with 16,908 which is -79% year-over-year. Mr. Bill Katz provided an update on their Now Playing Event Marketing Campaign, which ran July through September 2024 and targeted local and drive markets. Using video advertisements, the campaign emphasized staycation content and weekend events while featuring every region across Los Angeles, including cultural neighborhoods and the Valley. Mr. Katz also noted that the team also partnered with various business to offer guests special offers, noting that through these efforts, the campaign brought in over 140 million views.

***Item 5a. Expansion Report***

None

***Item 6a. Approval of FY 2023-24 Earned and discretionary Incentive Payments - Board Report # 24-002***

Mr. Tigran Avetisyan provided an overview of the EIF and DIF requirements and approval process as well as provided the category goals and results. Mr. Avetisyan provided the CTD recommendation that the Board approve the payment of the Discretionary Incentive Fee and Earned Incentive Fee for Fiscal Year 2023-24 in the amount of \$207,965.27.

THE BOARD UNANIMOUSLY APPROVED THE FY 2023-24 EIF AND DIF AMOUNT.

***Item 6b. FY 2024-25 Incentive Fee Goals - Board Report # 24-003***

Mr. Tigran Avetisyan provided an overview of DIF goals, the goal setting process, as well as the category details. Mr. Avetisyan provided the CTD recommendation that the Board adopt the proposed Discretionary Incentive Goals for the 2024-25 Fiscal Year.

THE BOARD UNANIMOUSLY APPROVED THE FY 2024-25 DIF GOALS.

***Item 6c. Proposed Appendix E for Fiscal Year 2024-25 to the Agreement between CTD and LATCB - Board Report # 24-004***

Ms. Kim Nakashima provided details on the FY 2024-25 Appendix E, including background on the LATCB and CTD agreement, a functional overview of LATCB, a breakdown of LATCB revenue resources, details on the TOT funds for the LATCB contract, the primary goal of the LATCB contract, the core objectives, and metrics highlights. Ms. Nakashima stated that staff recommended that the Board of City Tourism Commissioners approve the proposed Appendix E for FY 2024-25 to the Agreement between CTD and LATCB.

THE BOARD UNANIMOUSLY APPROVED APPENDIX E FOR FISCAL YEAR 2024-25.

***Item 6d. Fiscal Year 2025-26 Budget Proposal - Board Report # 24-005***

Mr. Tigran Avetisyan provided 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 detailed CTD 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 2025-26 Proposed Budget.

THE BOARD UNANIMOUSLY APPROVED THE FISCAL YEAR 2025-26 BUDGET PROPOSAL

The meeting was adjourned at 10:36 a.m. without objection.

## Item 4a

# Executive Director's Report



# Item 4b

## ASM Update



# LOS ANGELES CONVENTION CENTER MONTHLY UPDATE – SEPTEMBER 2024

**KIMBERLY WEEDMARK**  
GENERAL MANAGER

**BEN ZARHOUD**  
ASST. GENERAL MANAGER



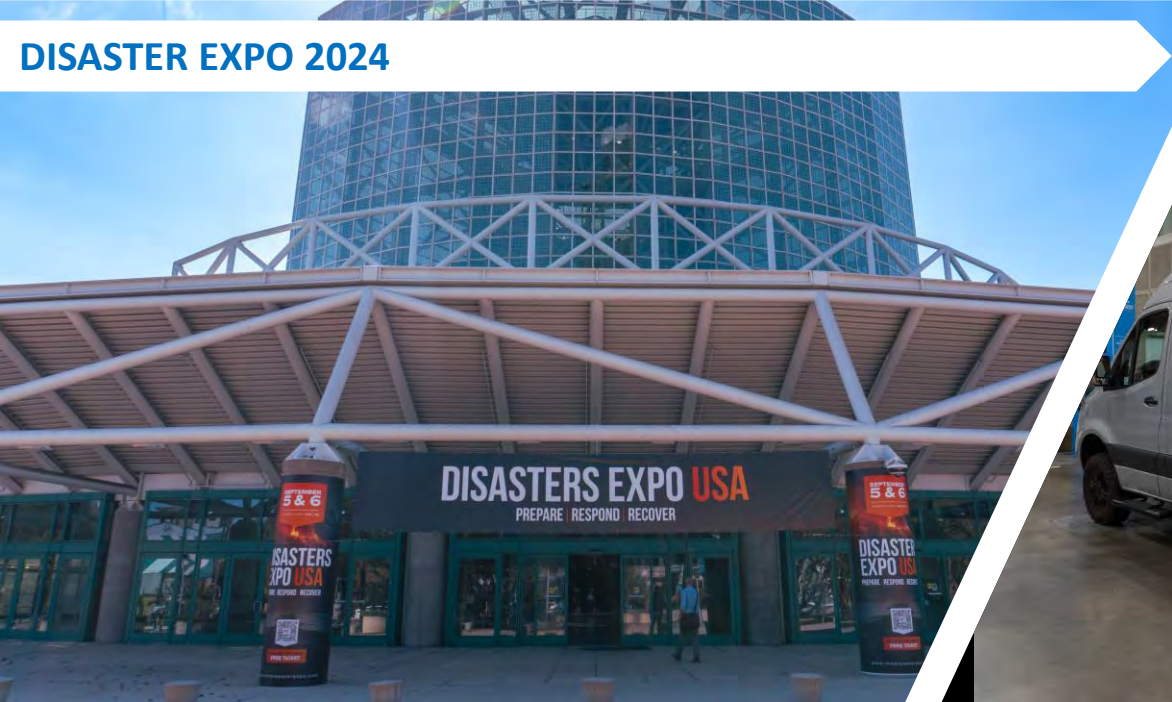
# September 2024 Events

## 75,918 Total Attendees

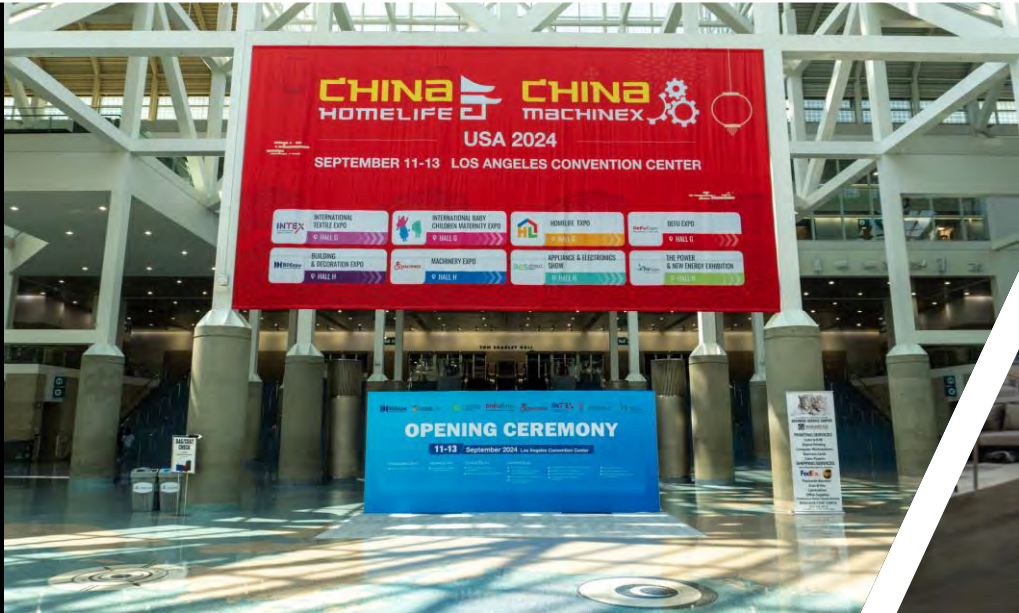
- 09/01 – Love 4 the Streets (3,000 guests)
- 09/05 - 9/06 – Disaster Expo (3,618 guests)
- 09/07 – Los Angeles Got Sole (1,600 guests)
- 09/11 – 9/13 – China Homelife USA (5,000 guests)
- 09/14 – 9/15 – HORRORCON, L.A. (3,500 guests)
- 09/15 – 76<sup>th</sup> Emmys Governors Gala 2024 (10,500 guests)
- 09/15 – 9/21 – Project Management Institute (PMI) (10,000 guests)
- 09/22 – California Bridal & Wedding Expo (2,000 guests)
- 09/23 – 09/24 – International Association of Privacy Professionals (IAPP) (4,500 guests)
- 09/24 – 9/29 – National Association of College Admissions Counseling (29,200 guests)
- 09/29 – Wekfest LA 2024 (3,000 guests)

\*MEETING  
\*CITYWIDE  
\*CONSUMER SHOW  
\*ASSEMBLY  
\*TRADE SHOW

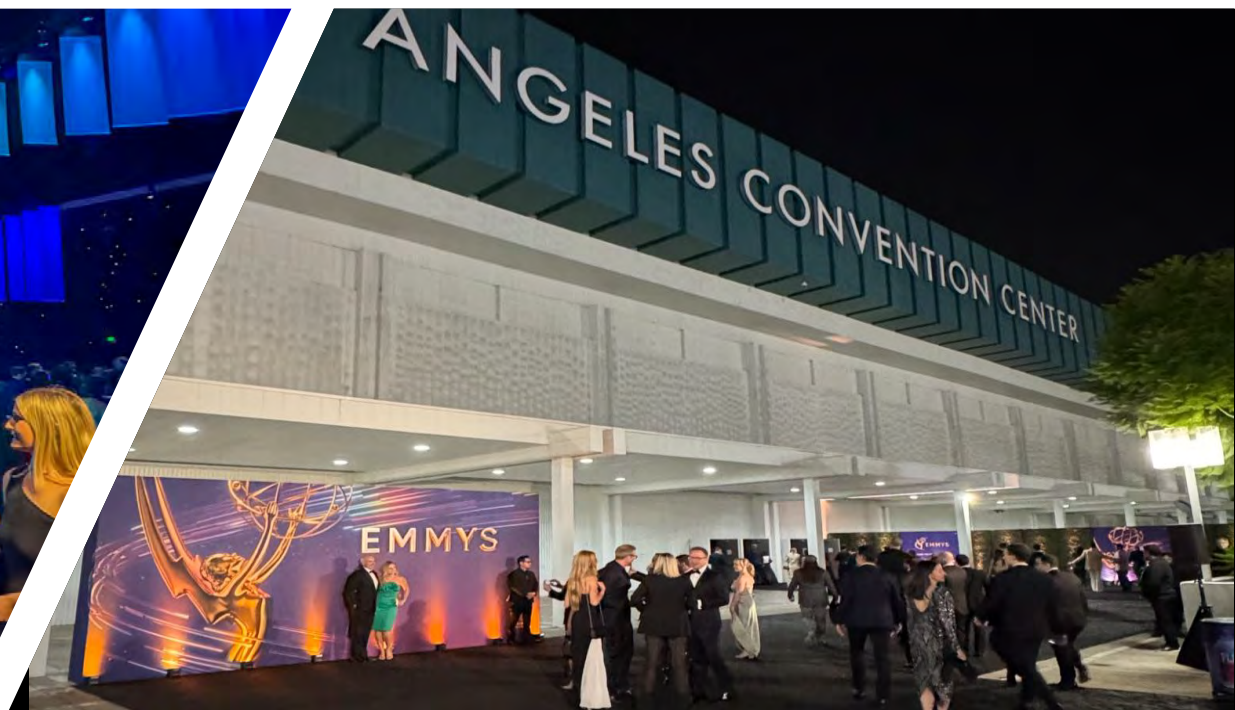
DISASTER EXPO 2024



CHINA HOMELIFE



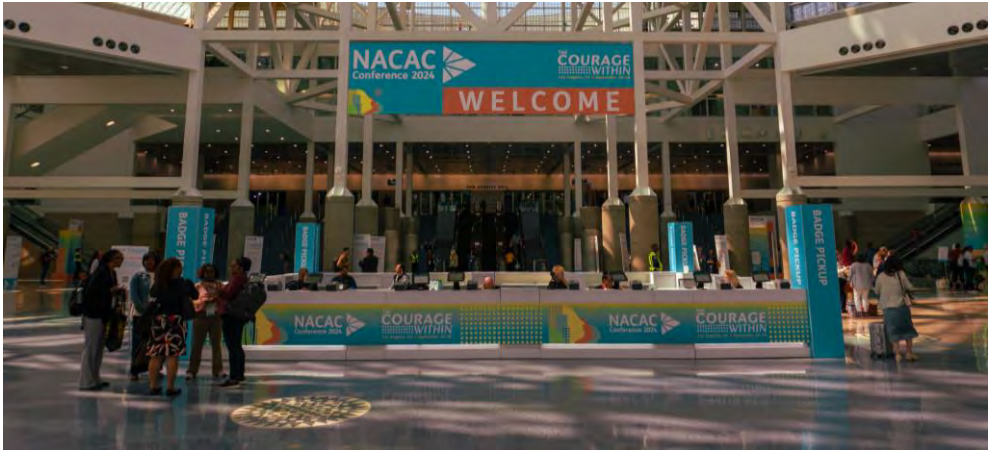
EMMY'S GOVERNOR'S GALA 2024



EMMY'S GOVERNOR'S GALA 2024



NATIONAL ASSOCIATION OF COLLEGE ADMISSIONS COUNSELING



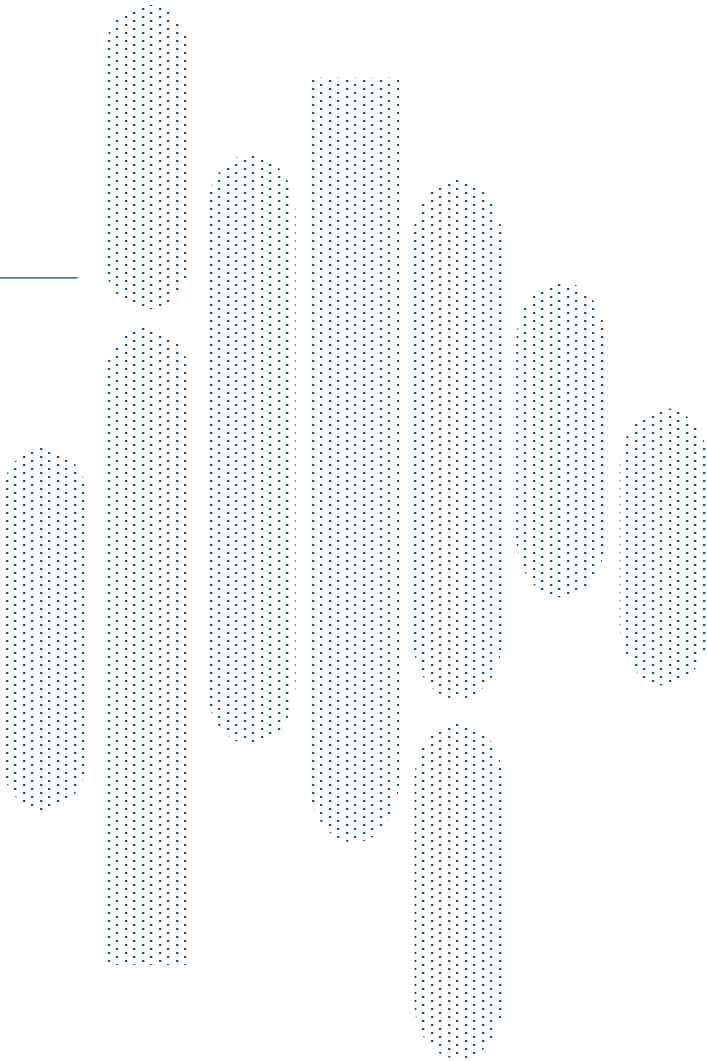
# Project Management Institute (PMI)



# Filming in September 2024

Total: \$38,750

Name	Production Company	Event	Space	Amount
Sept. 12 – 14	Sleeping Elephant	E! Post Emmys Broadcast	West North Plaza	\$6,000
Sept. 13 – 14	20 <sup>th</sup> Television	9-1-1 Filming Basecamp	Bond Lot	\$12,750
Sept. 18 – 19	Topanga Productions	SWAT: Basecamp	Bond Lot	\$6,000
Sept. 23 – 25	Topanga Productions	SWAT: Basecamp	Bond Lot	\$14,000

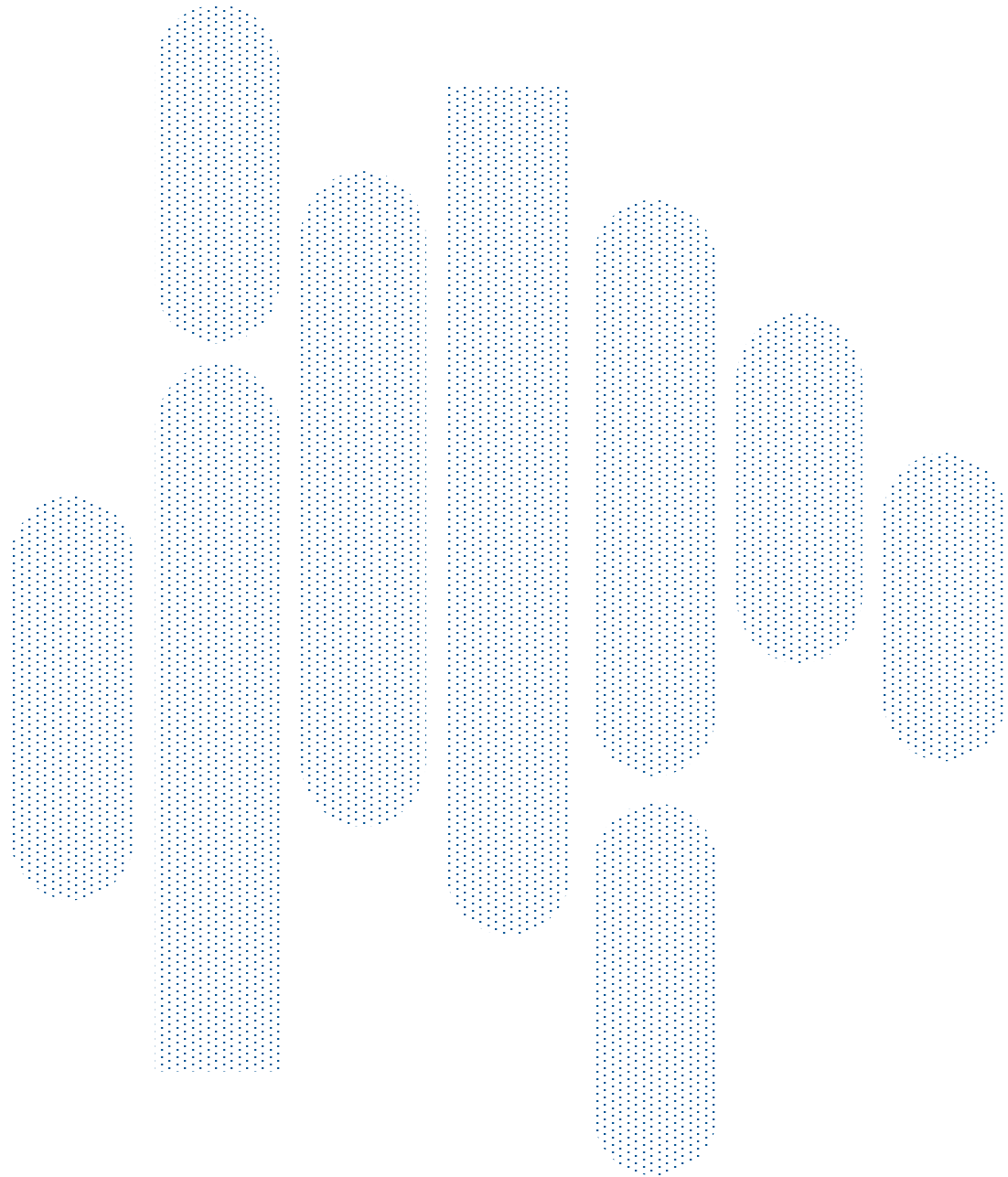


# Sales Activity

## 8 Events Licensed in September 2024

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- Assemblies: **1**
- Consumer Shows: **4**
- Citywides: **1**
- Meetings: **1**
- Tradeshows: **1**



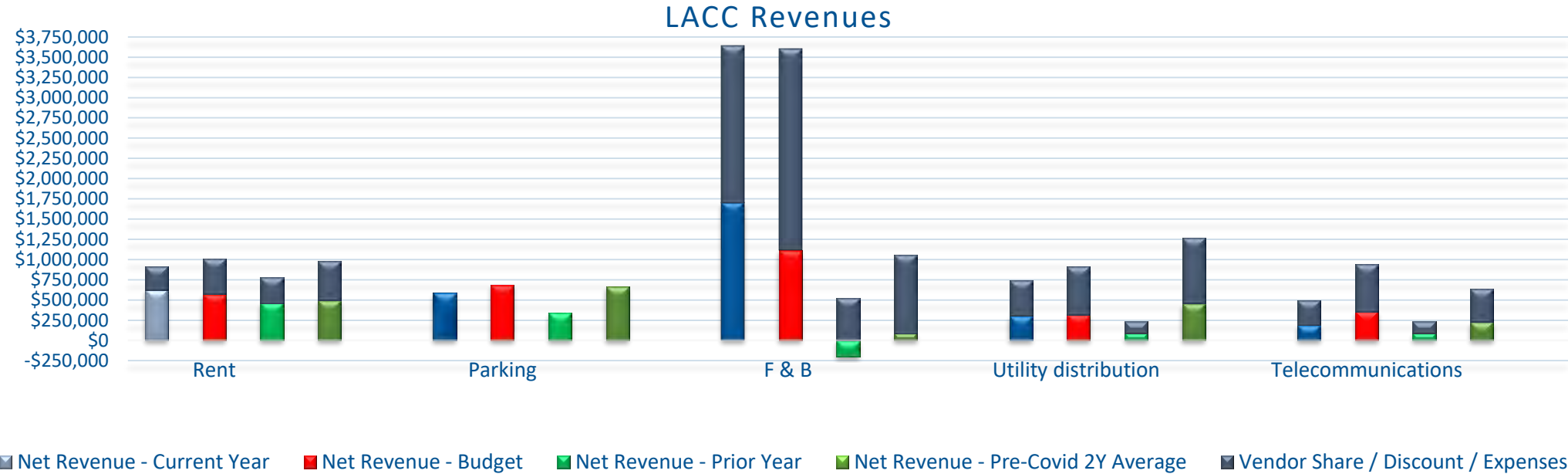
# September 2024 Financials

## Operating Surplus (loss):

- \$1.5 million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.6 million above budget
- \$2.3 million above prior year and \$1.4 million above Pre-Covid 2Y average

## Revenues:

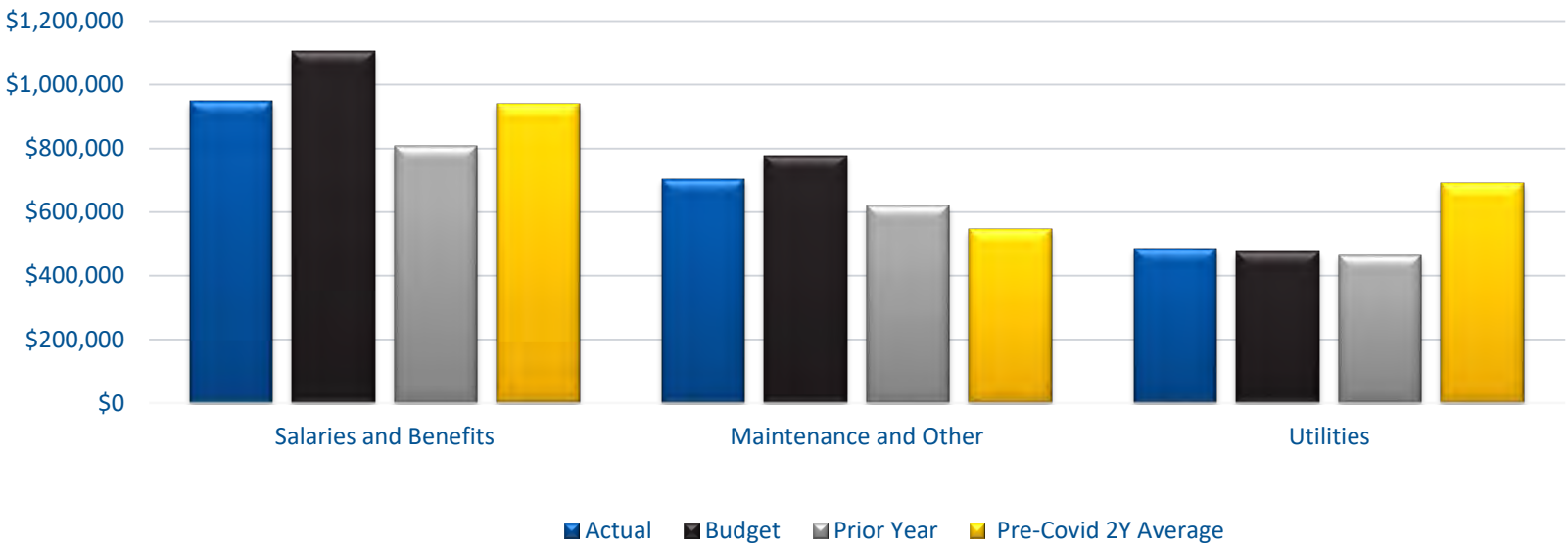
- \$6.8 million gross revenue (before discounts and service provider share)
- \$3.7 million net revenue
- \$0.4 million above budget
- \$2.6 million above prior year and \$1.5M above Pre-Covid 2Y Average



# September 2024 Financials

## Operating Expenses:

- \$2.1 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.2 million below budget
- \$0.2 million above prior year and \$0.1 million above Pre-Covid 2Y Average

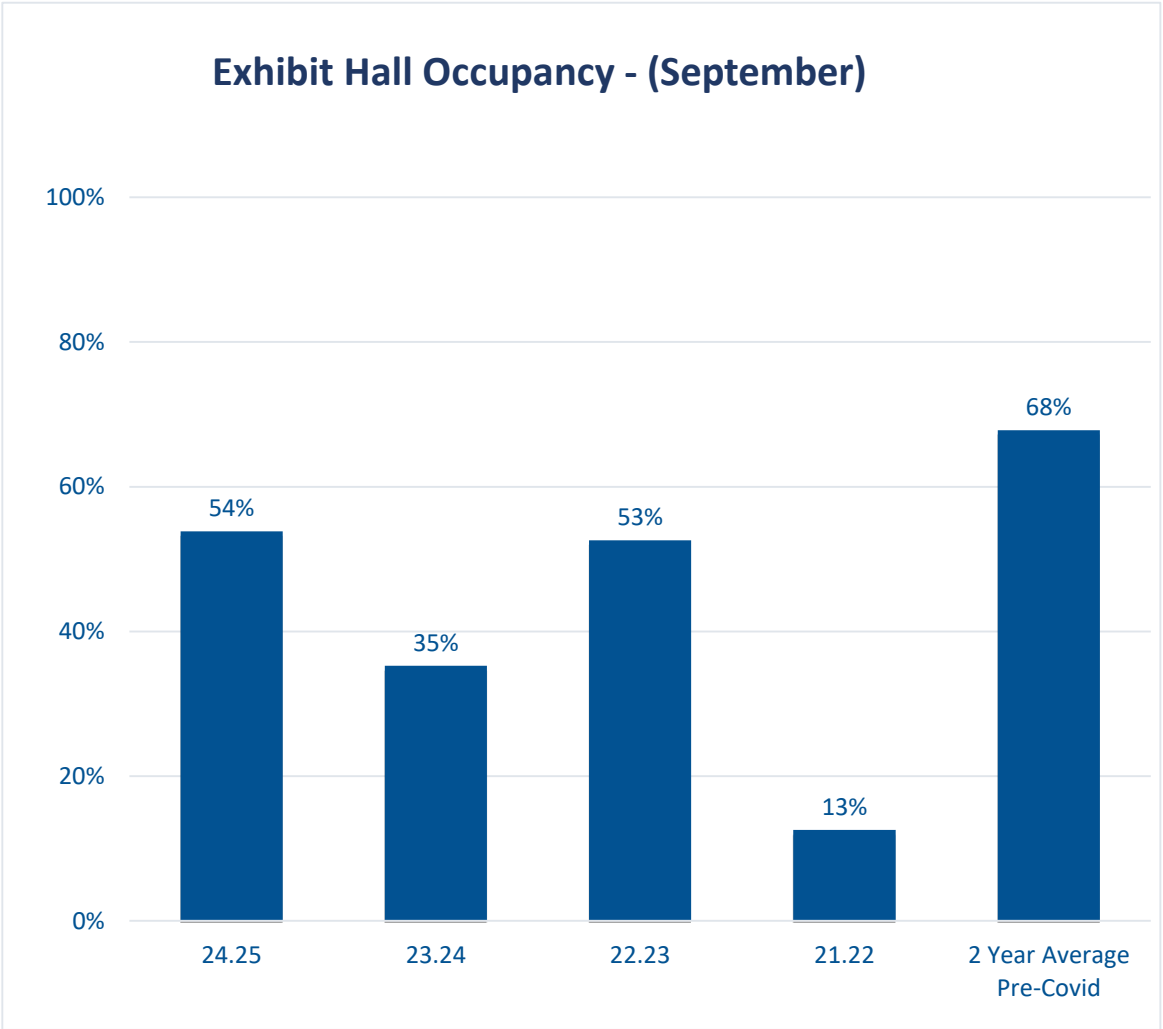
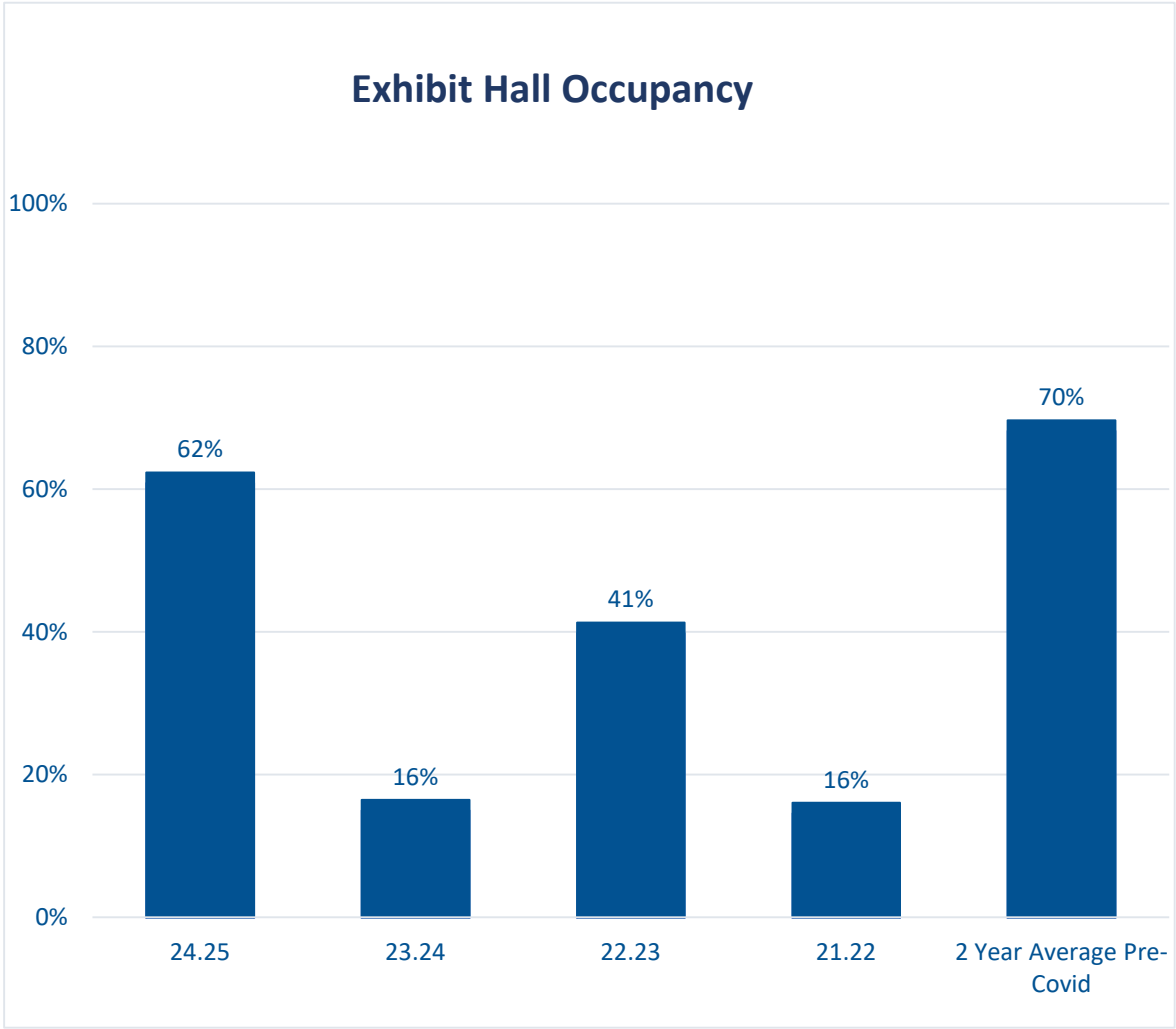


YTD Performance (unaudited) – Net Revenue \$10.2 million vs budget of \$8.6 million, Expenses \$7.1 million vs budget \$7.7 million, Operating profit \$3.1 million vs budget of \$0.9 million.

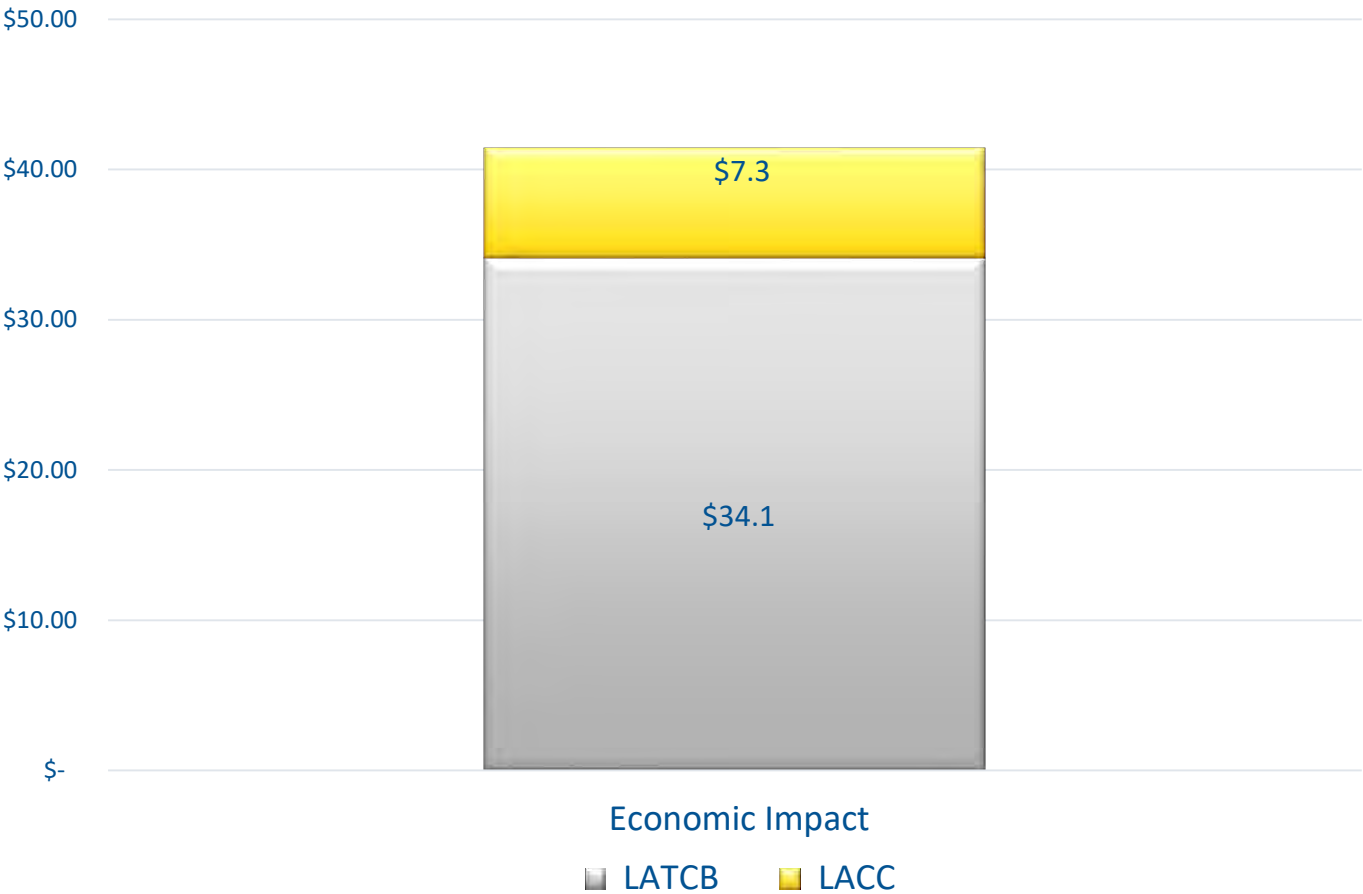
City Reimbursement – \$0.2 million (at budget)

Capital and Alterations & Improvements

# Occupancy September 2024



\$41.4 million in Estimated Economic Impact





*Los Angeles*  
CONVENTION  
CENTER

THANK YOU



# Item 4c

## LATCB Update



# CTD Board of Commissioners

November 20, 2024



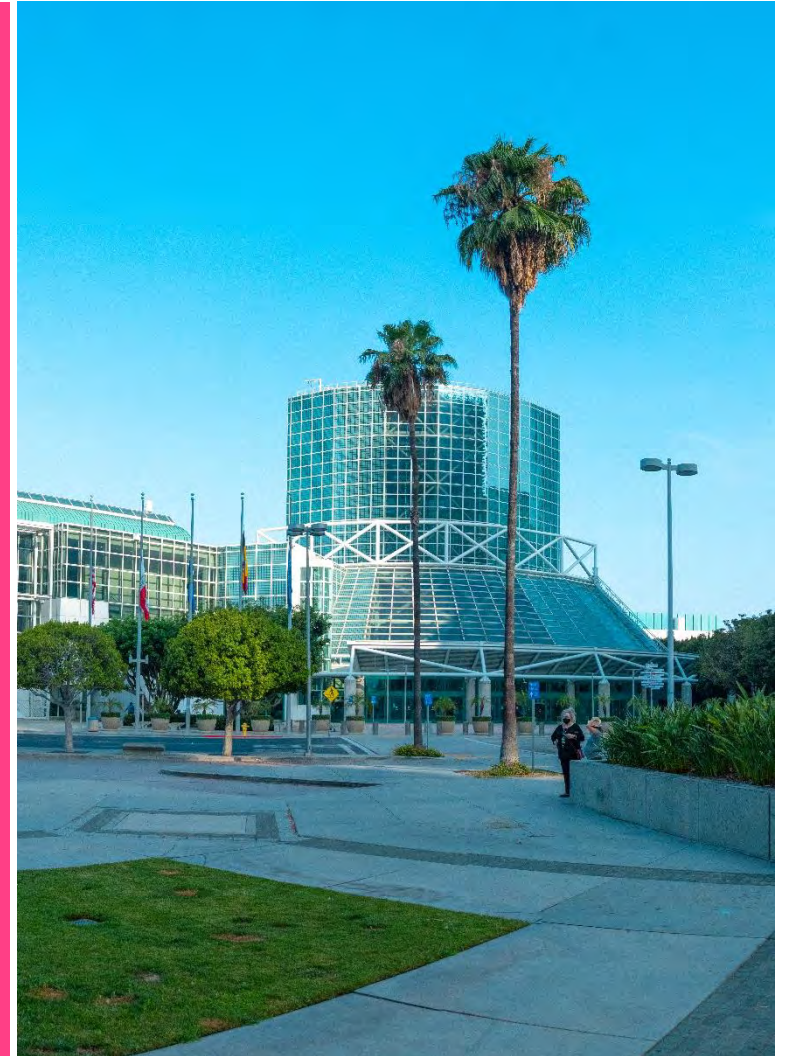
Los Angeles Tourism & Convention Board



# Sales Update

**Kathy McAdams**

**Sr. Vice President  
Convention Sales**



# CITYWIDE CONVENTION SALES

Sales Production for FY 2025 through September

Data last refreshed 11/13/2024 10:50:42 PM

Calendar  
Fiscal Year

Year  
Latest Year

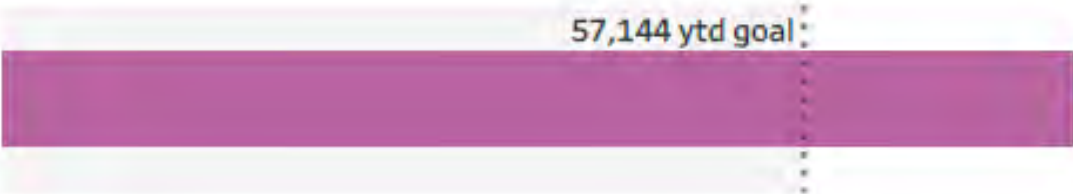
Month  
September

## Citywide

FY 2025 through September

Booked Room  
Nights

133%  
to ytd goal



76,210

303,257  
annual goal

Bookings

86%  
to ytd goal



6

27  
annual goal

Leads  
Produced

114%  
to ytd goal



41

146  
annual goal



# Citywide OTB Room Nights by Arrival Year

● Booked in FY 2025



OTB Meetings, Bookings in FY 2025 and Cancellations in FY 2025

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
OTB Meetings	23	3	6	16	21	17	18	21	15	9	10	4
Booked in Year	0	0	0	0	0	0	2	2	2	0	1	0
Cancelled in Year	0	0	0	0	0	0	0	0	0	1	0	1



Citywide Active Pipeline Summary

Data last refreshed on 11/13/2024 10:50 PM

Sales Type: Citywide      Sales Manager: All      Peak Bucket: All      Corp or Assn: All      Vertical Market: All

Leads

87

Lead Room Nights

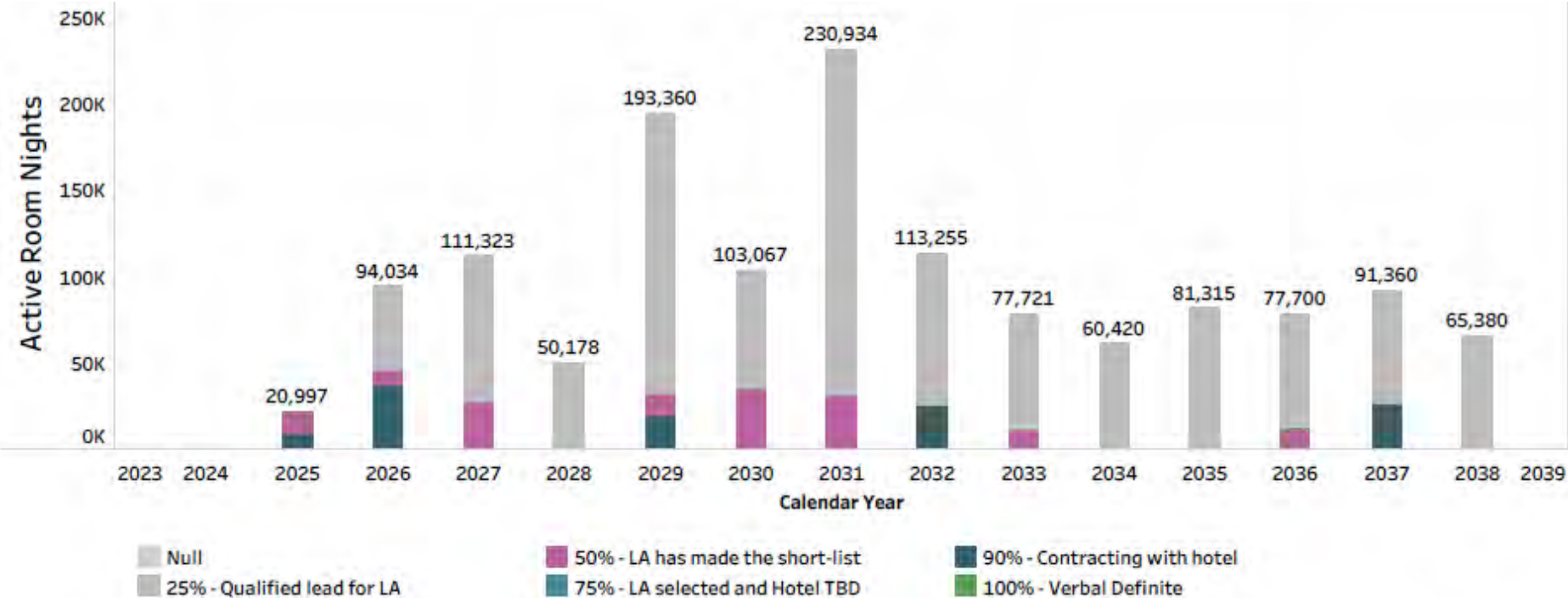
1,371,044

Attendees

1,153,756



Active Pipeline by Meeting Year



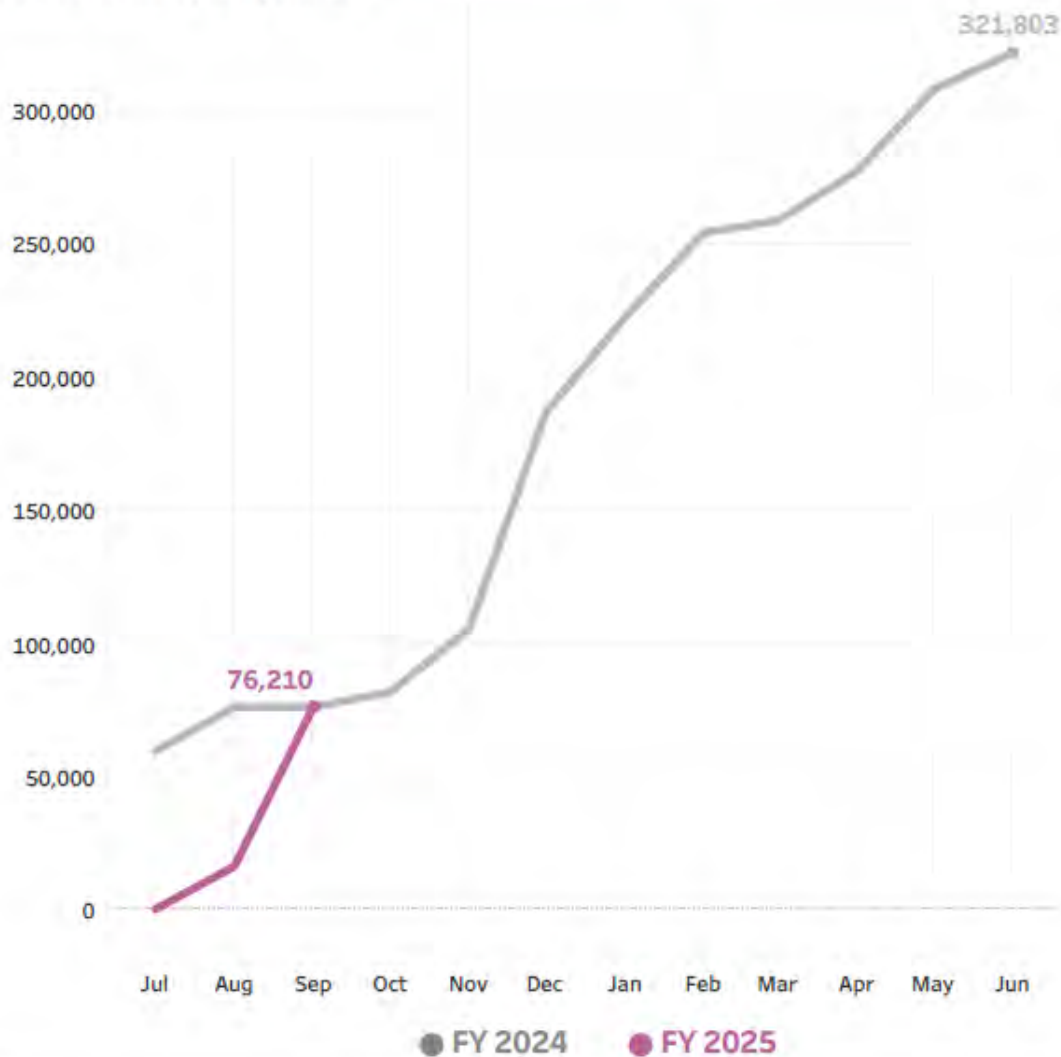
Production Comparison of FY 2025 through September

Data last refreshed 11/13/2024 10:50:42 PM

Citywide Booked Room Nights

FY 2025 through September

Booked Room Nights by Month



Key Metrics

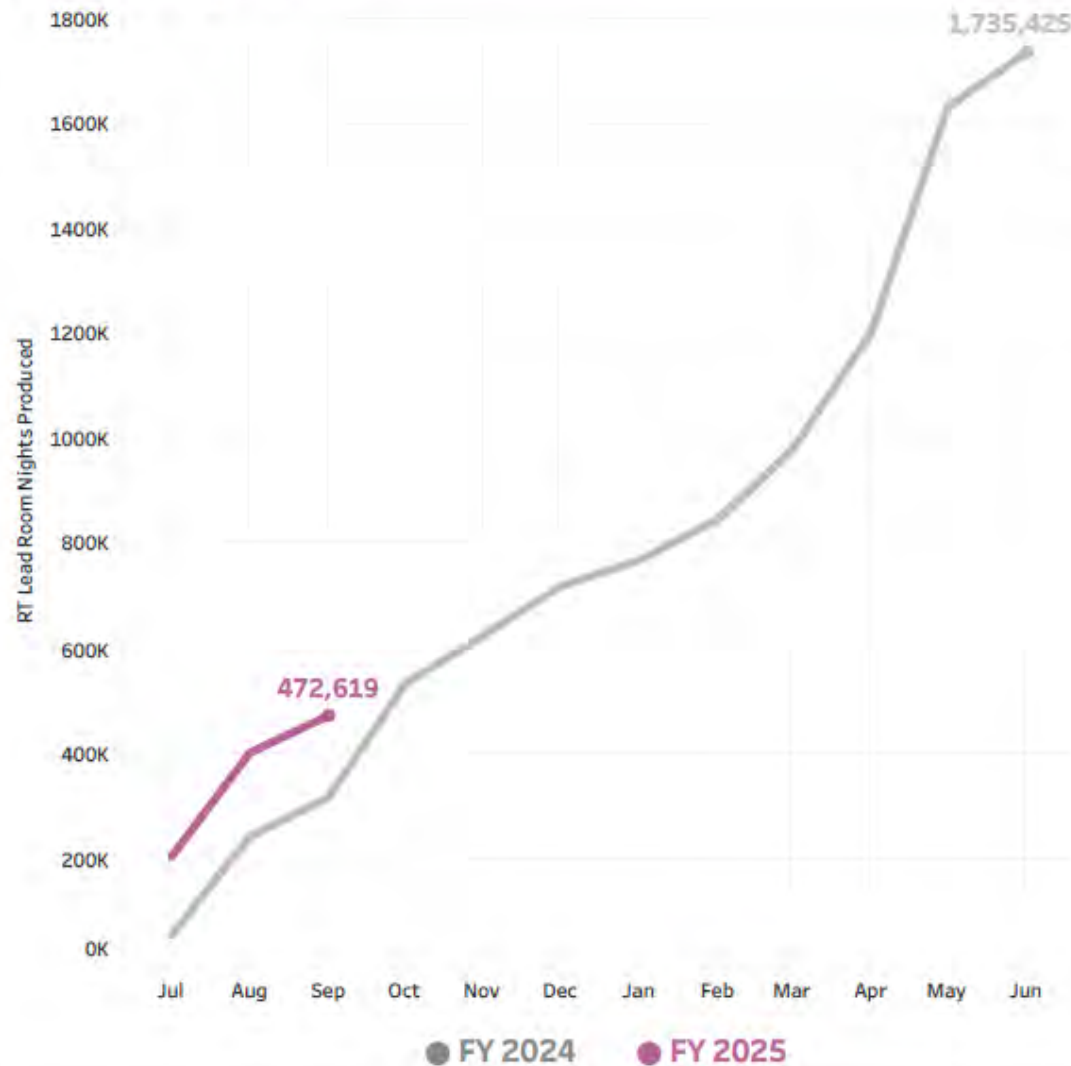
	FY 2025
Bookings	6
Bookings YOY	0%
Booked Room Nights	76,210
Booked Room Nights YOY	0%
Attendees	164,718
Attendees YOY	298%



Citywide Lead Production

FY 2025 through September

Lead Production by Month



Key Metrics

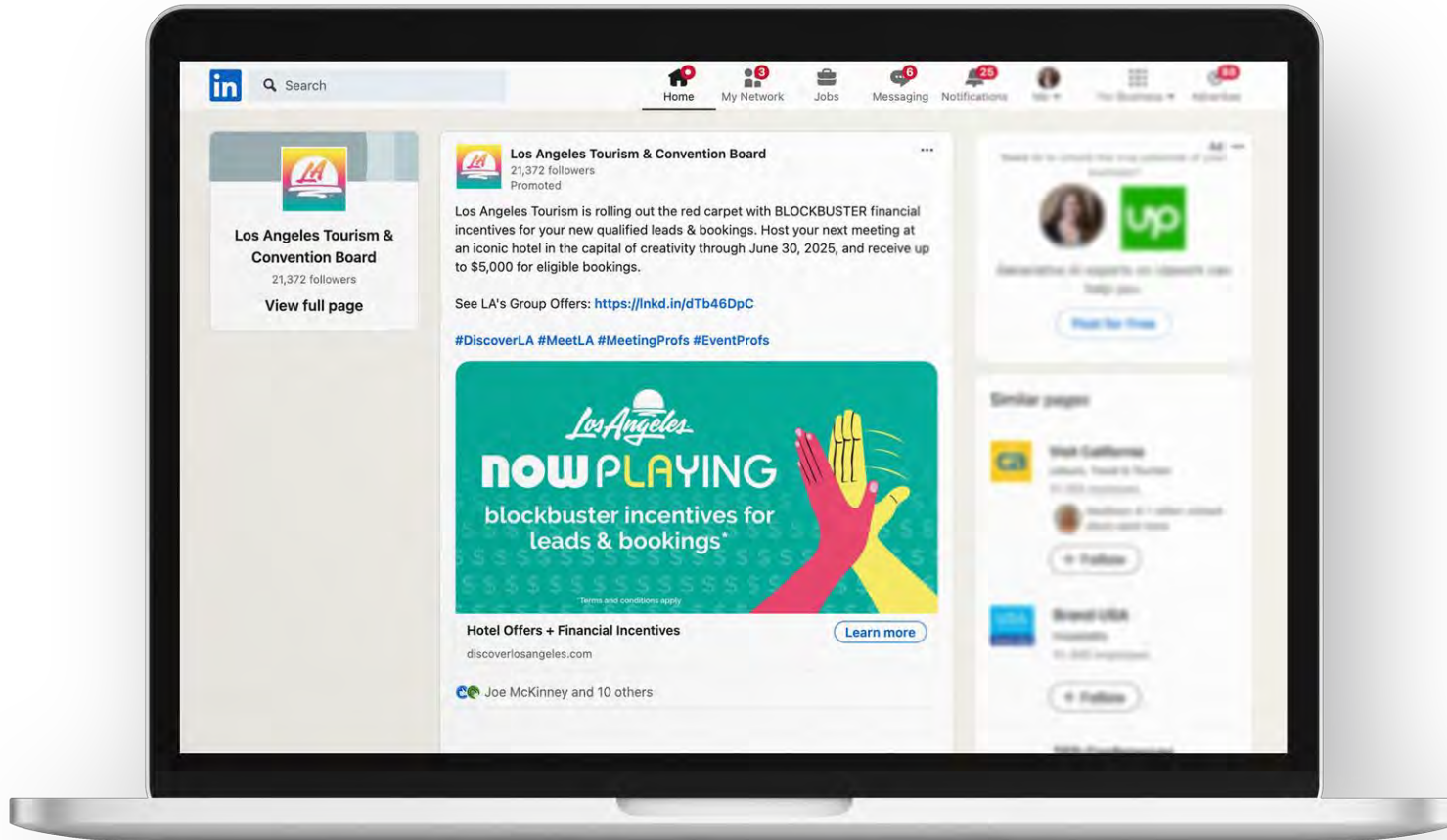
	FY 2025
Leads Produced	41
Leads Produced YOY	37%
Lead Room Nights Produced	472,619
Lead Room Nights Produced YOY	49%
Attendees	291,970
Attendees YOY	56%





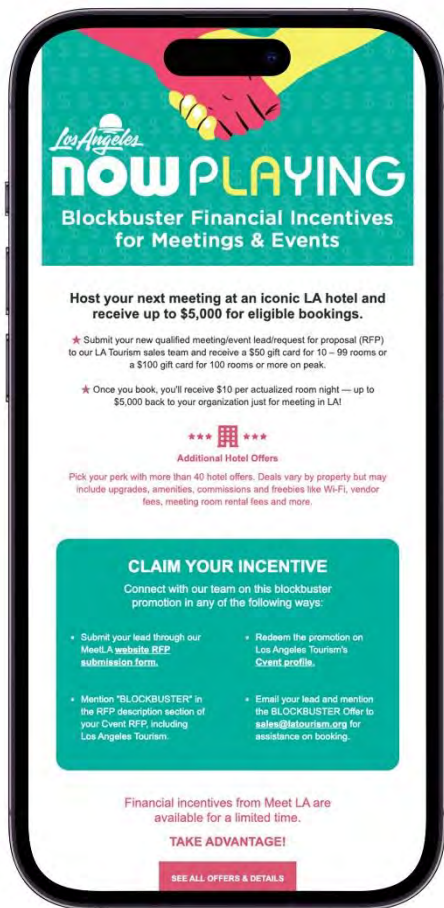
## Short-Term Booking Incentive Update





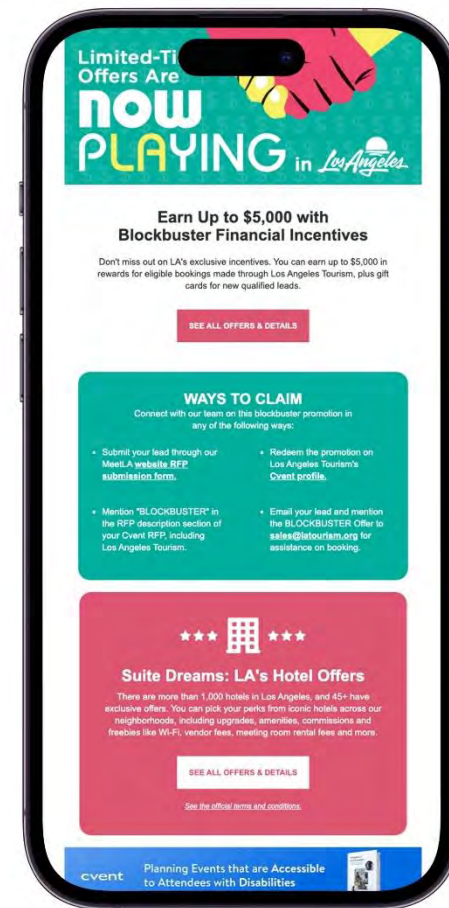
## Display and Social Highlights

- 1.6+ million impressions across display and social advertising
- 2.62% CTR for Facebook banner ads

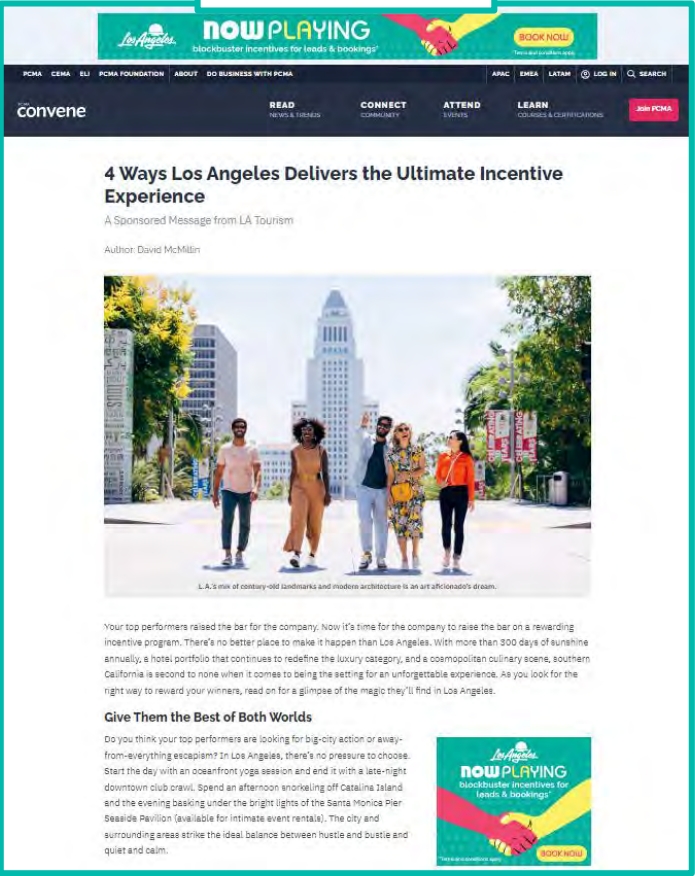
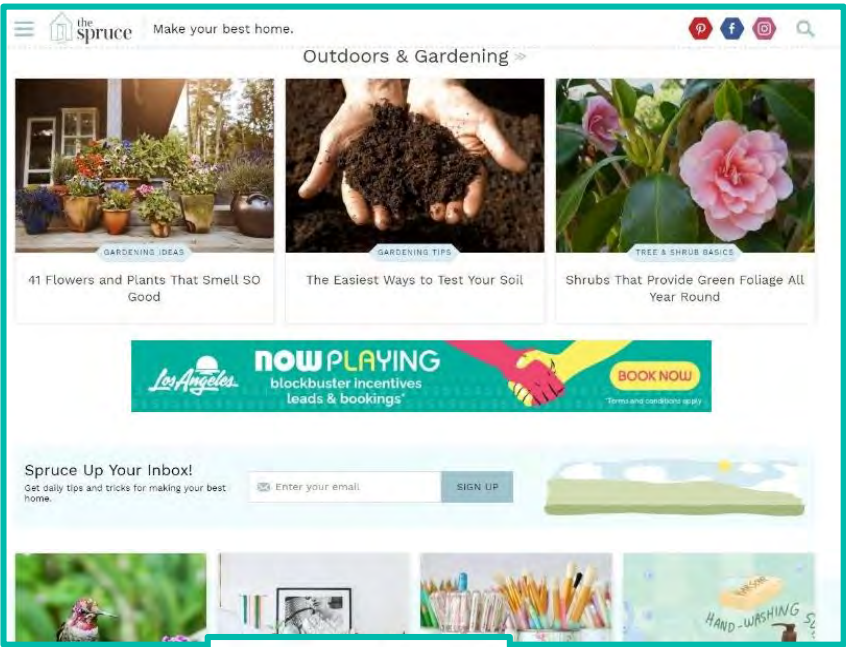


# Email Highlights

40% open rate for first two emails, double average open rate



# Media Placements



[View Online](#) | [Unsubscribe](#)









# nowPLAYING

Blockbuster Financial Incentives for Meetings & Events

**Host your next meeting at an iconic LA hotel and receive up to \$5,000 for eligible bookings.**

- ★ Submit your new qualified meeting/event lead/request for proposal (RFP) to our LA Tourism sales team and receive a \$50 gift card for 10 – 99 rooms or a \$100 gift card for 100 rooms or more on peak.
- ★ Once you book, you'll receive \$10 per actualized room night — up to \$5,000 back to your organization just for meeting in LA!

★★★



★★★

**Additional Hotel Offers**



# now PLAYING

blockbuster incentive  
leads & bookings\*



\*Terms and conditions apply

## PROMOTIONS & INCENTIVES - UPDATES

- **Short-Term Booking Promotions and Incentives –**
  - **NOW Playing – Blockbuster Incentives and Hotel Promos**  
*Results: 81 Leads, 35,000 Room Nights, \$9M Direct Spend*
- **Sales Marketing – Fully integrated campaign**
  - Including paid advertising, earned media, social, and direct marketing to qualified buyers  
*Results: 155K Meeting Planner Contacts - Publications*
- **Cvent “Suggested Ad Campaign”/Retargeting – RFP Volume**
  - 64 TMD Hotels – Diamond Listings  
*Results: 129 Unique (incremental RFPs), 84,000 Room Nights, \$31M Direct Spend (RFP Value)*

↗ the  
place  
to be

# iaee expo!

annual meeting  
& exhibition  
2024

los angeles, ca  
16-19 december 2024

↗ the  
show  
for  
shows



# EVENT PROFILE



IAEE Expo! Expo!

Los Angeles

December 17-19, 2024

## OVERVIEW

Expo! Expo! is IAEE's Annual Convention and is comprised of 60% exhibition organizers and 40% suppliers to the exhibition industry.

IAEE members produce an array of meetings and events ranging from board meetings to large scale exhibitions.

80% of TradeShow Executive Magazine's Gold 100 exhibitions are produced by IAEE members.

ATTENDEES: 2200-2750 on average with 50-60% show organizer and 40-50% supplier partner.

Last hosted in 2014

Registration on pace with Dallas, 2023 site

LA Tourism is hosting Opening Reception, Monday December 16 at The Novo/Grammy Museum

Hosting show organizers for a Happy Hour on Tuesday, December 17th at Nixco, E-Central hotel (goal of 40-50 organizers)



## Item 5a

# LACC Expansion Update



# LACC EXPANSION &

# MODERNIZATION PROJECT UPDATE



NOVEMBER 20, 2024

# LOS ANGELES CONVENTION CENTER EXPANSION & MODERNIZATION PROJECT - UPDATE



## STATUS

- CTD is facilitating conversations between City consultants and LACC/LATCB to refresh revenue projections
- City departments continue to prioritize this project and are making best efforts to prepare to expedite respective approvals and permitting
- APCLA, the architect (Populous) and the general contractor (PWJV) are advancing design and plans per the Early Works Agreement (EWA)
- PWJV has been undertaking utilities investigation work and performing outreach, selection and onboarding of subcontractors
- The EWA was executed on November 4, 2024, and parties are now focusing on the Project Agreement

# LOS ANGELES CONVENTION CENTER EXPANSION & MODERNIZATION PROJECT - UPDATE

## STANDING MEETING SCHEDULE

- Executive leadership - monthly
- Coordinating team - weekly and ad hoc
- City decisions - weekly
- Utility permitting - weekly
- LADWP power - weekly and ad hoc
- Facility permitting - monthly
- Facility design development - as needed
- Technical requirements - as needed
- Design development - weekly
- Digital signage workstream - weekly
- Gilbert Lindsay Plaza design - as needed
- Revenue workstream - weekly
- Accessibility working group - as needed
- Design workshops - as needed
- Operations and maintenance - weekly
- Business inclusion - as needed
- Continuity of operations - as needed



# LOS ANGELES CONVENTION CENTER EXPANSION & MODERNIZATION PROJECT - TIMELINE

50% design development: November 2024

GC firm fixed price proposal: January 2025

Final Council and Mayor approval: February 2025

Commercial close: February 2025

Start of construction: June 2025

Project completion: January 2028

2028 OLYMPIC AND PARALYMPIC GAMES: MID 2028