



## CITY TOURISM COMMISSION



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

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, February 19, 2025  
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 January 22, 2025

### 4. REPORTS

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

### 5. DISCUSSION

- a. 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

January 22, 2025 Minutes



## **CITY TOURISM BOARD OF COMMISSIONERS**

### **Special Meeting Minutes**

**January 22, 2025**

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, January 22, 2025, at 9:00 a.m. at the Los Angeles Convention Center, 1201 S. Figueroa St., Los Angeles, CA 90015.

#### **PRESENT:**

President Jon F. Vein  
Cameron Onumah  
Angelia Shepperd

#### **ABSENT:**

Vice President Kathleen Rawson  
Taelor Bakewell

#### **PRESENTERS:**

Kim Weedmark, ASM  
Ben Zarhoud, ASM  
Doane Liu, CTD  
Adam Burke, LATCB  
Bryan Churchill, LATCB

#### ***Item 1. Call to Order / Roll Call***

President Vein called the meeting to order at 9:03 a.m.

#### ***Item 2a. Public Comment***

None

#### ***Item 2b. Neighborhood Council***

None

#### ***Item 3a. Approval of the regular meeting minutes from November 20, 2024***

UNANIMOUSLY APPROVED

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

Doane Liu provided an overview of his activities since the last Board meeting, which included: attending General Managers meeting with Mayor Bass, City Council Presentation with Sister City Split, Croatia, IAEE Asia Group Tour, Chungnam LA Office Opening Ceremony, LA28 and ITTF Site Visit and a LA28 Operational Planning meeting; meetings with both Councilmember Park and Henry Flatt regarding a hotel workers motion, Andrea Ambriz, Executive Director of Exposition Park, Don Skeoch from LATCB about Convention Center Strategic Communication, Dan Hoffend from ASM Global, LA and OC Building Trades, Councilmember McOsker, LASC regarding a LA Sports hall of fame, Sail GP; and hosting safety and security roll call for Society of Thoracic Surgeons and an Auto Show VIP reception.

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

Ms. Kim Weedmark reported on six events hosted during October 2024, which was a mix of meetings, consumer shows, trade shows, assemblies, and one citywide event as well as four filmings. The sales and marketing team licensed 11 events in the month of October. Mr. Ben Zarhoud presented the financial data for October reporting an operating surplus of \$1.4M and \$8.1M in gross revenue, noting parking was lower than usual due to fewer Crypto events and that the financials for Comicon grew 30% over prior year. Mr. Zarhoud also reported that operating expenses totaled \$2.4M. Mr. Zarhoud stated that October's exhibit hall occupancy rate was 82%, resulting in a total economic impact of \$42.8M, \$10M generated by LACC events and \$32.8M generated by the citywide events. Ms. Kim Weedmark reported on two events hosted during November 2024, both of which were consumer shows, as well as three filmings. The sales and marketing team licensed 10 events in the month of November. Mr. Ben Zarhoud presented the financial data for November reporting an operating surplus of \$1.6M and \$8.9M in gross revenue, noting the cancellation of Adobe impacted the financials and that parking was also lower than usual. Mr. Zarhoud also reported that operating expenses totaled \$2.5M. Mr. Zarhoud stated that November's exhibit hall occupancy rate was 78%, resulting in a total economic impact of \$40.6M generated by LACC events, mainly Auto Show. Mr. Zarhoud reported that four events decided to either cancel or postpone dates due to the fires and that both MLK breakfast and the Volleyball tournament noted a decline in attendance.

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

Mr. Adam Burke provided an overview of the LA Tourism crisis response and recovery strategies, noting the difficulty of combating misinformation and the extreme headlines. Mr. Burke highlighted the "We are open for business" message and the donations and matching funds for fire victims. Mr. Bryan Churchill reported that booked room nights are 154,087 of the annual goal of 303,257. Mr. Churchill reported 10 bookings of the annual goal of 27, noting the decline in the number of bookings but reporting that the events booking are larger than average. Mr. Bill Katz provided an overview of the PCMA Convening Leaders meeting where LATCB met with 60 buyers and 40 suppliers. Mr. Katz noted that hotel pricing has remained steady and some hotels have offered discounts to fire victims.

***Item 5a. Action Items***

NONE

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 – DECEMBER 2024

**KIMBERLY WEEDMARK**  
GENERAL MANAGER

**BEN ZARHOUD**  
ASST. GENERAL MANAGER



# December 2024 Events

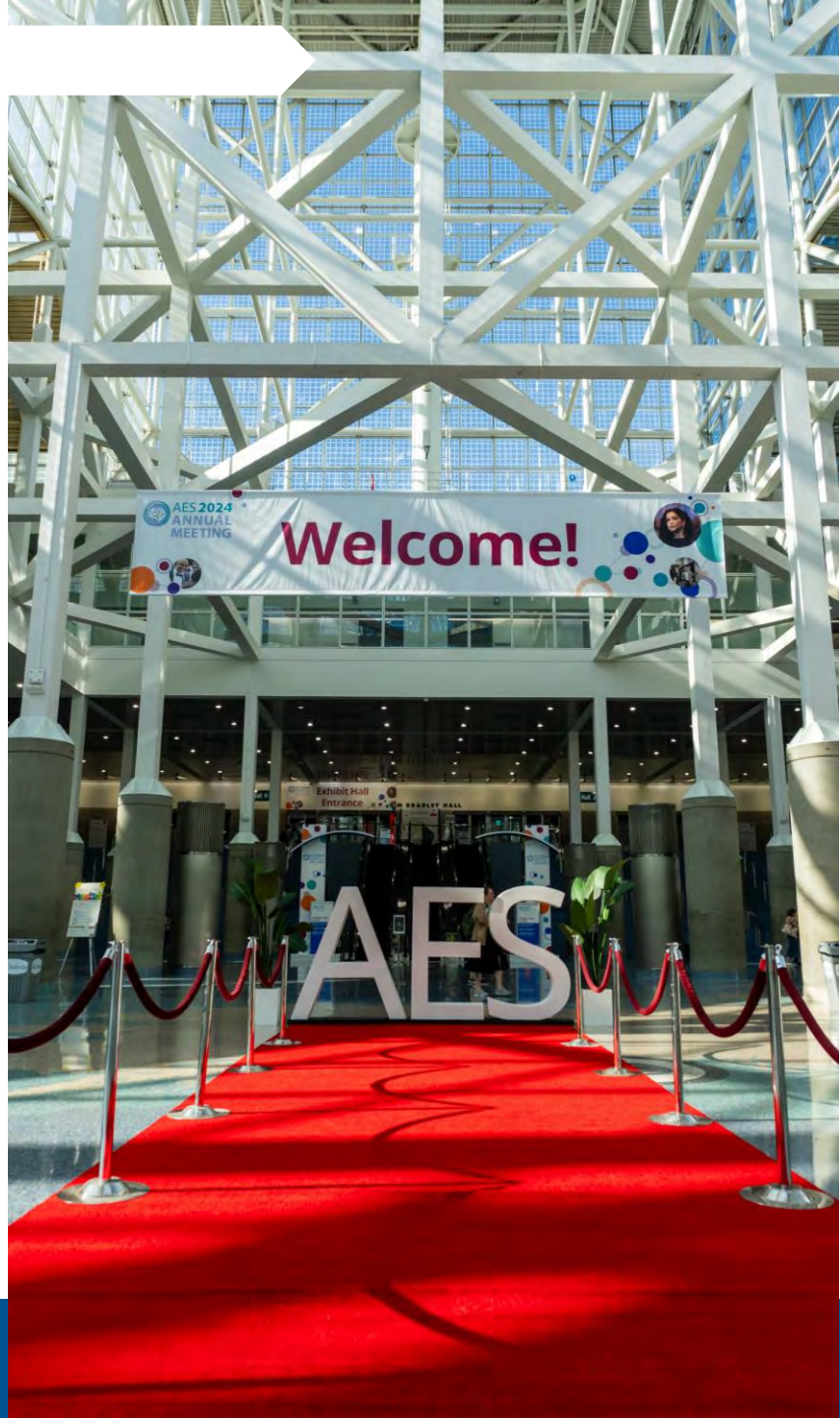
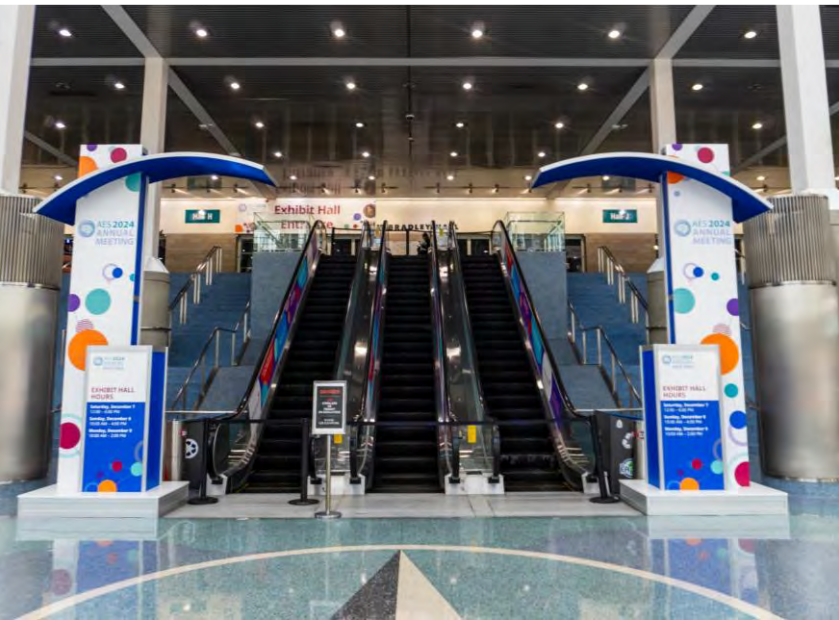
## 59,000 Total Attendees

- 12/05 – 12/10 – American Epilepsy Society - (6,500 attendees)
- 12/06 – 12/08 – Ski Dazzle Winter Expo & Sales - (4,000 attendees)
- 12/07 – Tonight's Conversation: Live & Uncut - (3,000 attendees)
- 12/07 – 12/08 – Spirit Royal Cheer - (3,000 attendees)
- 12/08 – Import Car Expo - (1,000 attendees)
- 12/12 – St. John's Community Health Training & Holiday Party - (800 attendees)
- 12/14 – 12/15 – Unicorn World - (6,000 attendees)
- 12/15 – 12/20 – WPA Heyball Parasport World Championship 2024 - (1,000 attendees)
- 12/17 – 12/19 – IAEE – International Assoc. of Exhibitions and Events - (6,900 attendees)
- 12/21 – Iglesia de Restauracion – Volunteer Holiday Dinner - (1,200 attendees)
- 12/29 – Kings Fanfest - (600 attendees)
- 12/31 – 01/01 – Forever Midnight NYE Concert - (25,000 attendees)

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

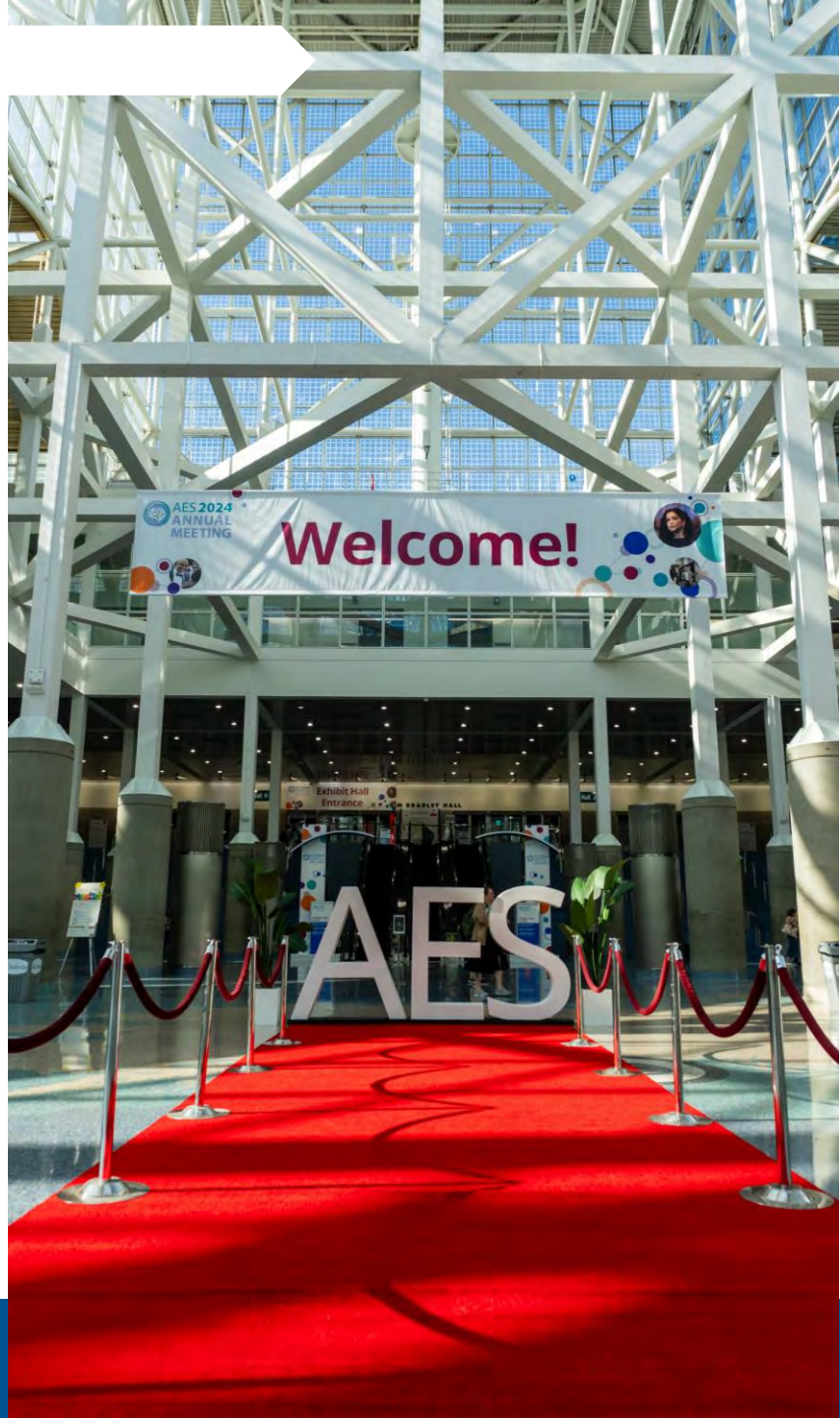
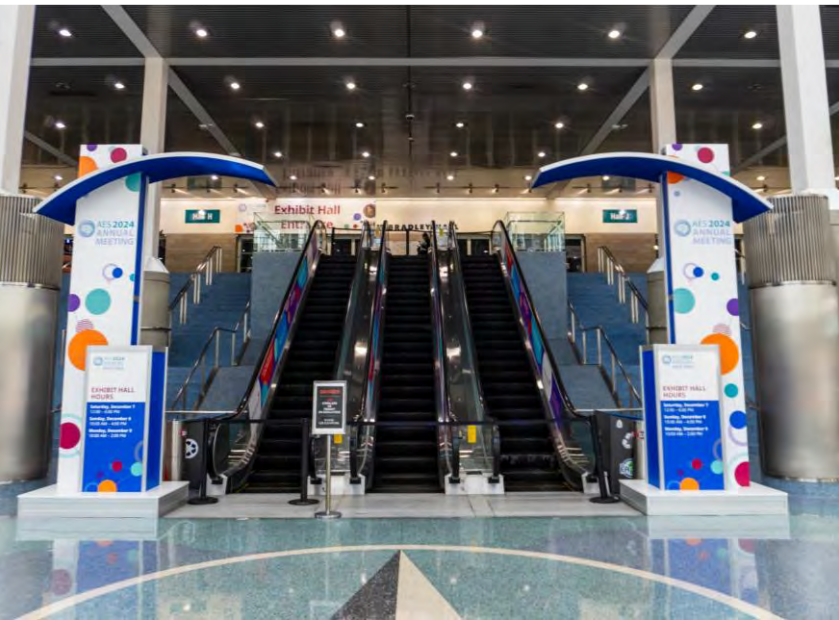


AMERICAN EPILEPSY SOCIETY





AMERICAN EPILEPSY SOCIETY





SKI DAZZLE



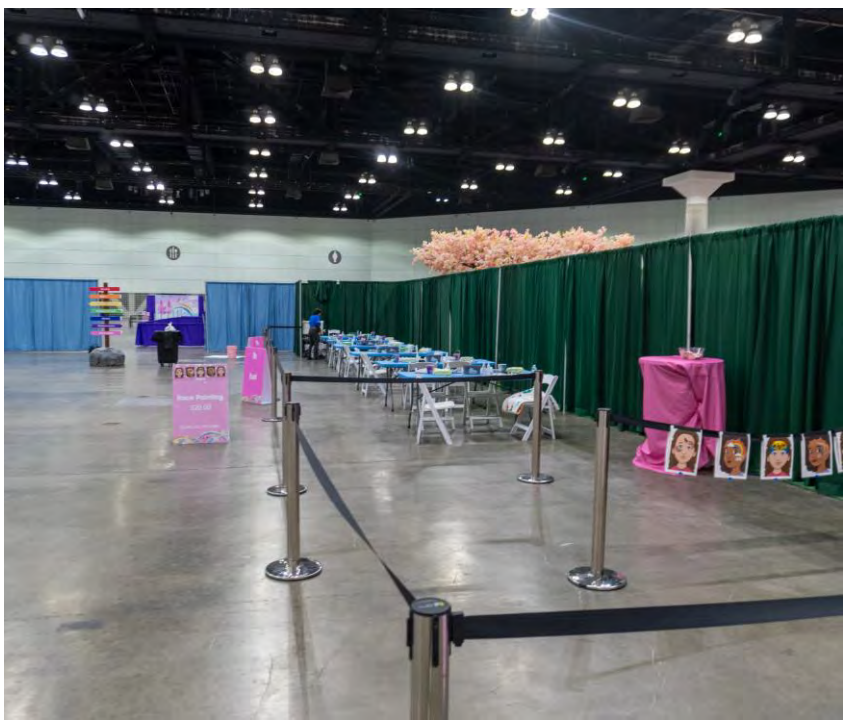


# ST. JOHNS COMMUNITY HEALTH TRAINING & HOLIDAY PARTY



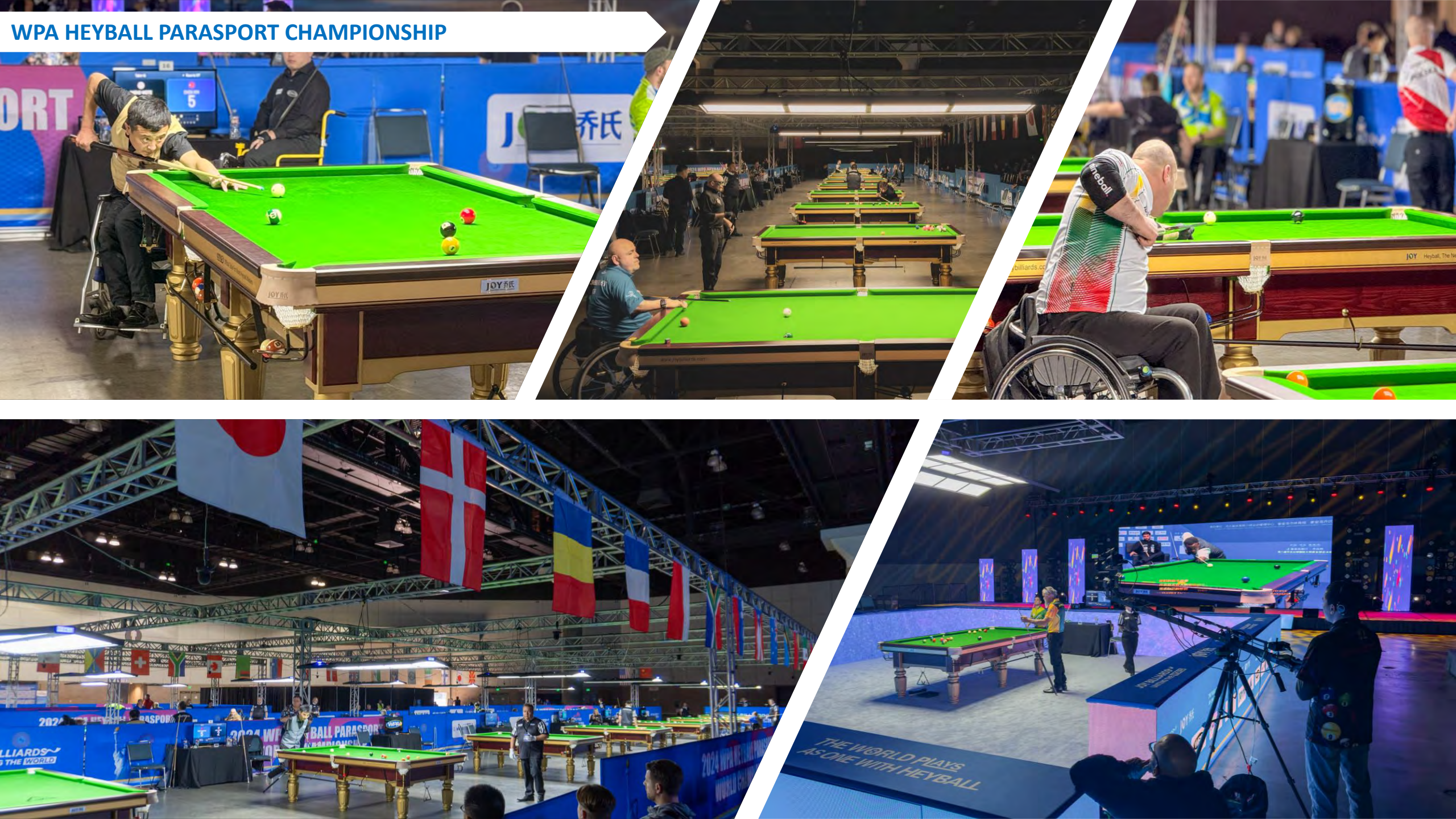


UNICORN WORLD





# WPA HEYBALL PARASPORT CHAMPIONSHIP



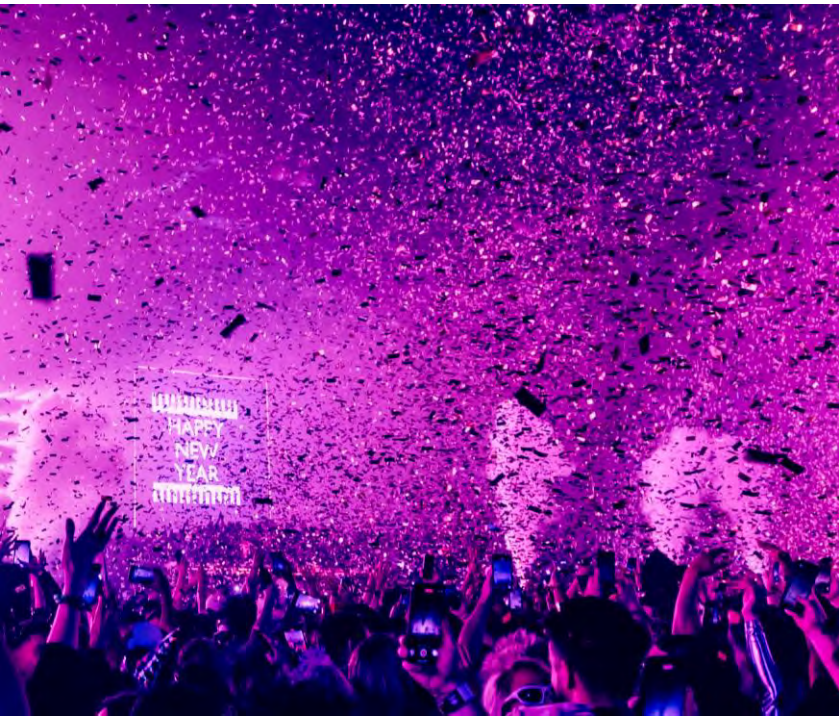


# IAEE EXPO! EXPO! 2025





FOREVER MIDNIGHT NYE CONCERT

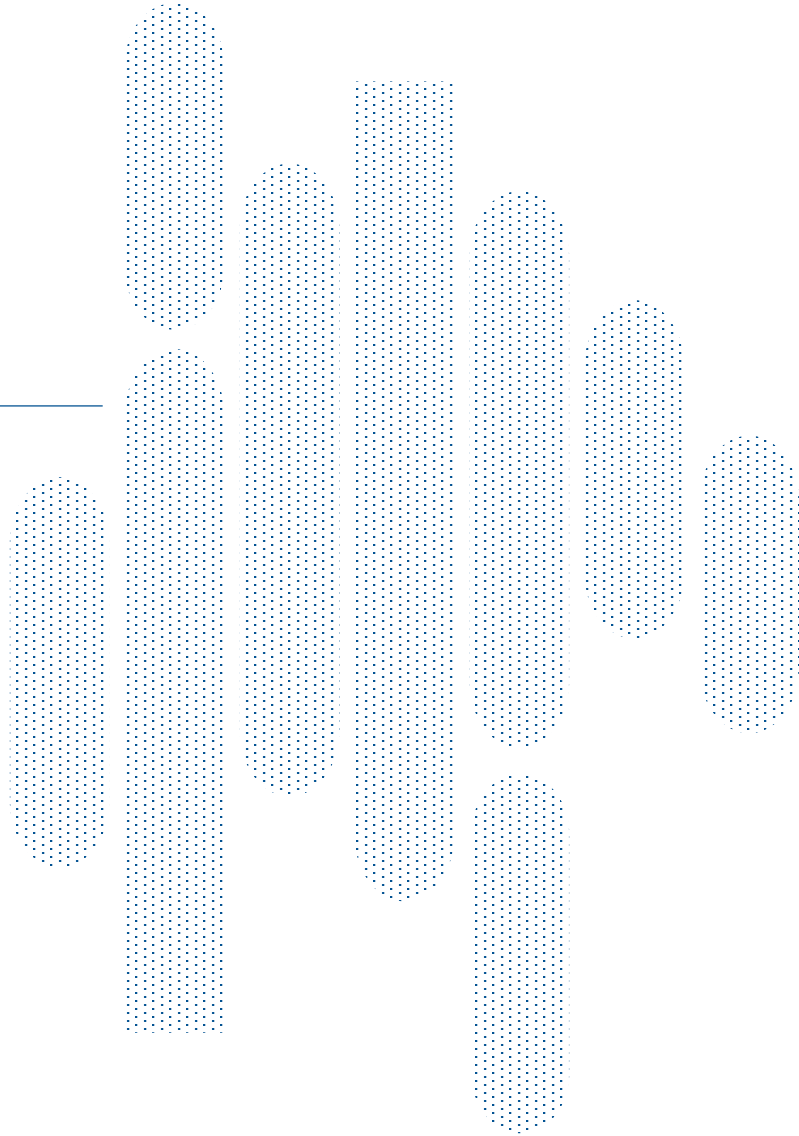




# Filming/Parking/Basecamp in December 2024

Total: \$16,875

Name	Production Company	Event	Space	Amount
Dec. 16 - 18	Mesquite Productions, Inc.	Old Fashion Basecamp	South Garage/Bond Lot	\$16,875

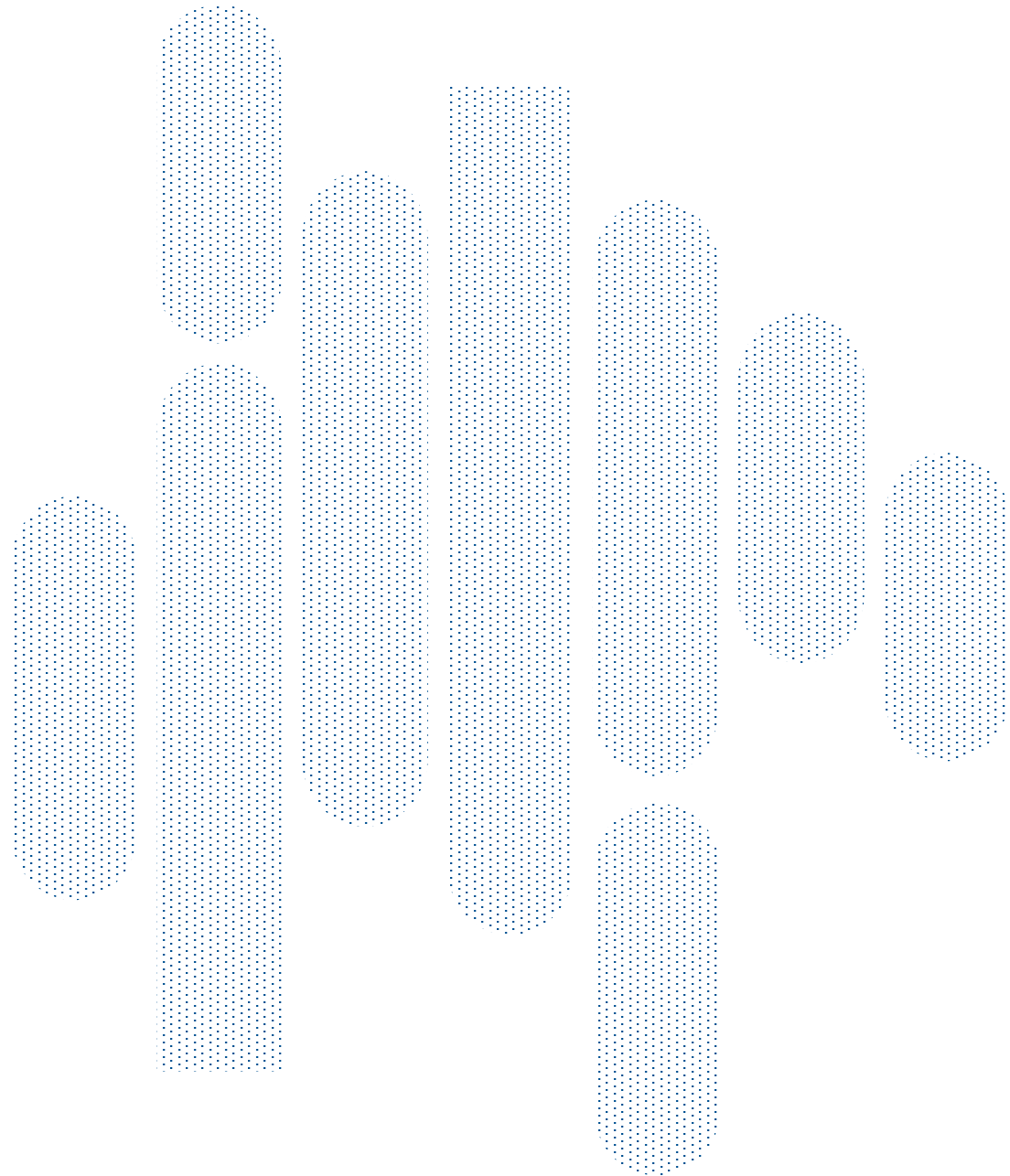


# Sales Activity

## 8 Events Licensed in December 2024

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- Assemblies: 3
- Consumer Shows: 4
- Citywides: 0
- Meetings: 1
- Tradeshows: 0



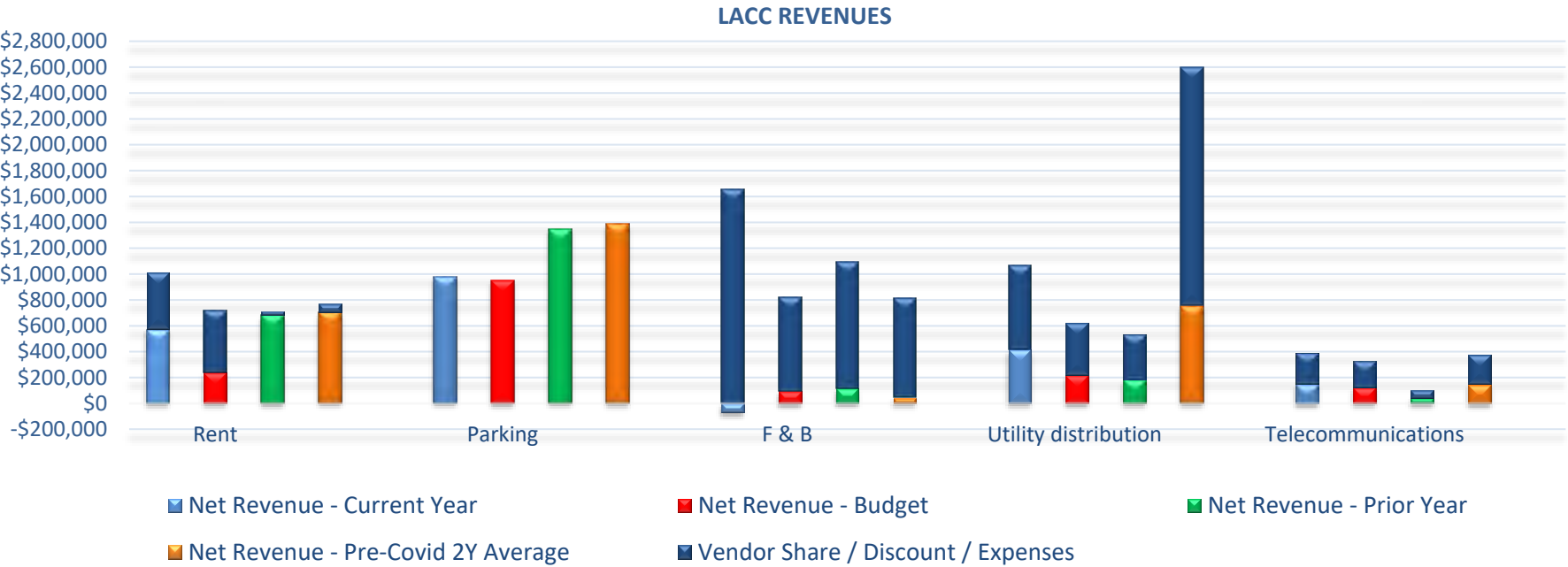
# December 2024 Financials

## Operating Surplus (loss):

- Break-even (before approved City Reimbursements, A & I and Capital Projects)
- \$0.4 million above budget
- \$0.3 million below prior year and \$0.9 million below Pre-Covid 2Y average

## Revenues:

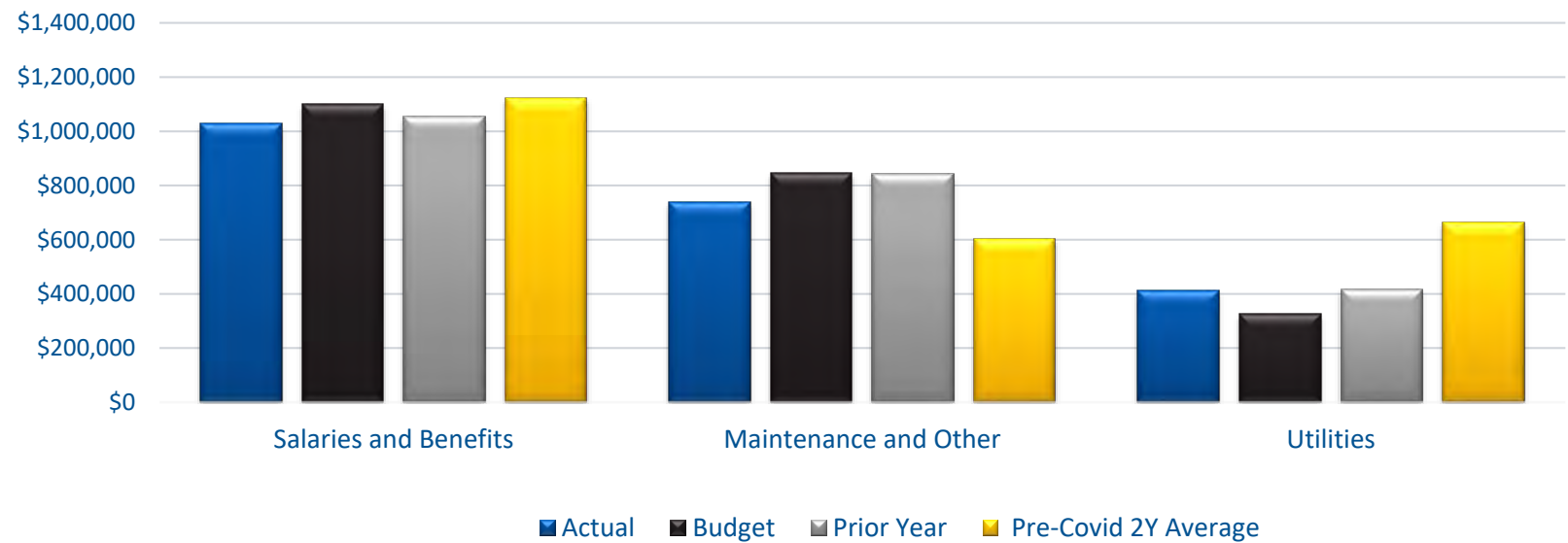
- \$5.4 million gross revenue (before discounts and service provider share)
- \$2.2 million net revenue
- \$0.3 million above budget
- \$0.5 million below prior year and \$0.9M below Pre-Covid 2Y Average



# December 2024 Financials

## Operating Expenses:

- \$2.2 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.1 million below budget
- \$0.1 million below prior year and Pre-Covid 2Y Average



YTD Performance (unaudited) – Net Revenue \$20.2 million vs budget of \$20.3 million, Expenses \$14.0 million vs budget \$15.0 million, Operating profit \$6.2 million vs budget of \$5.3 million.

City Reimbursement – \$0.2 million (at budget)

Capital and Alterations & Improvements

# Occupancy December 2024

Exhibit Hall Occupancy

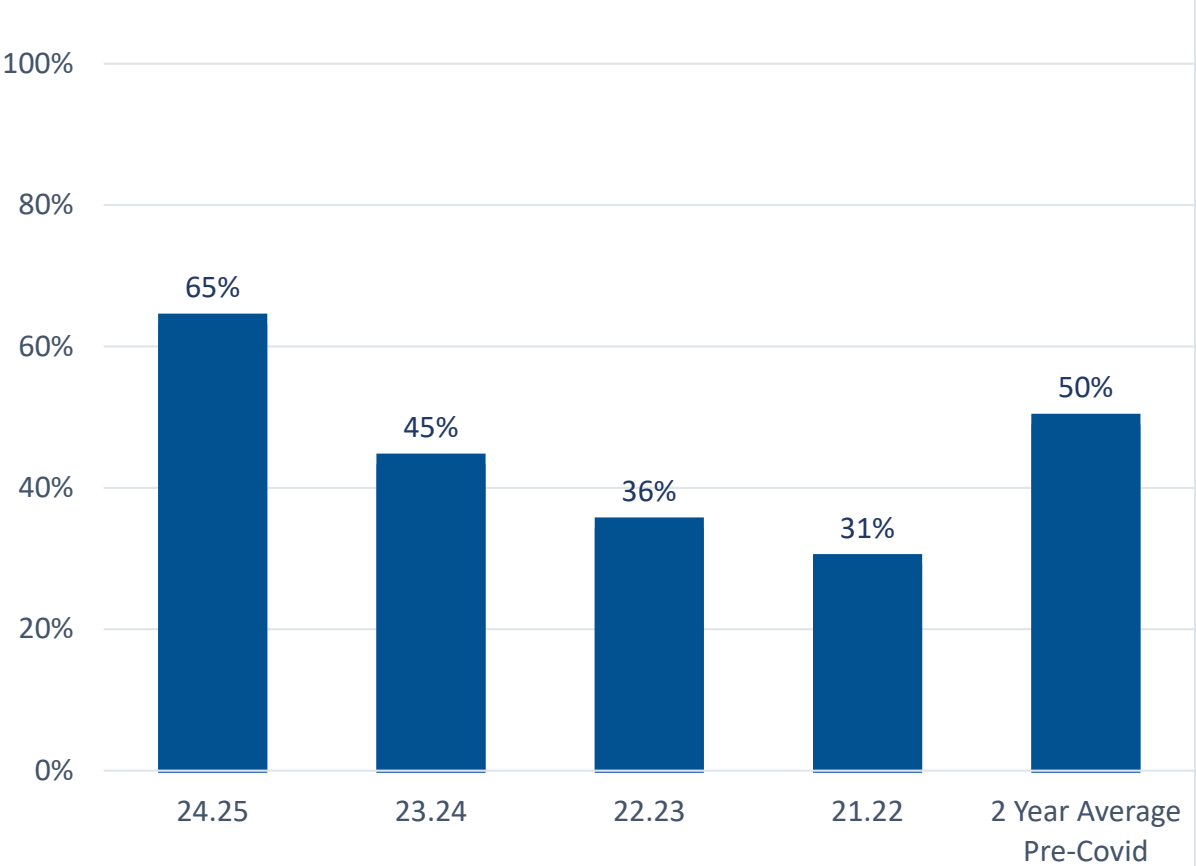
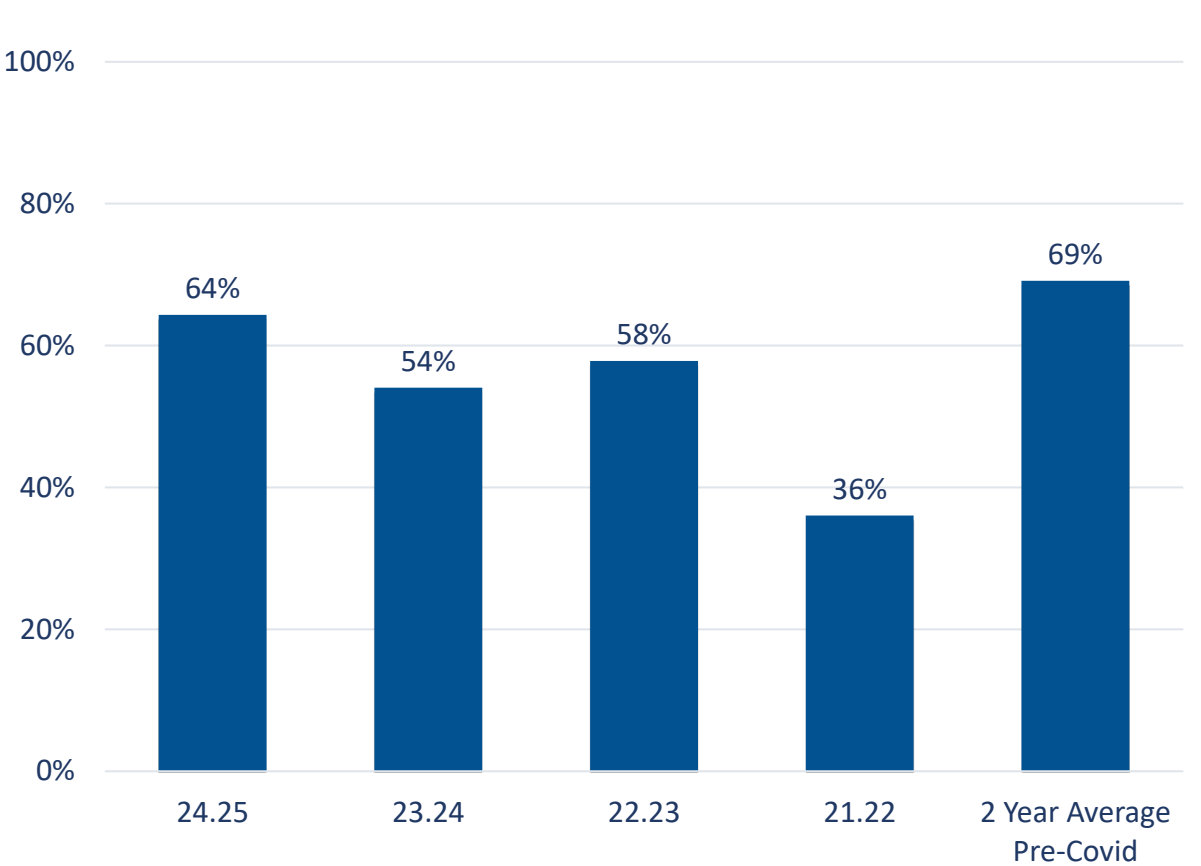
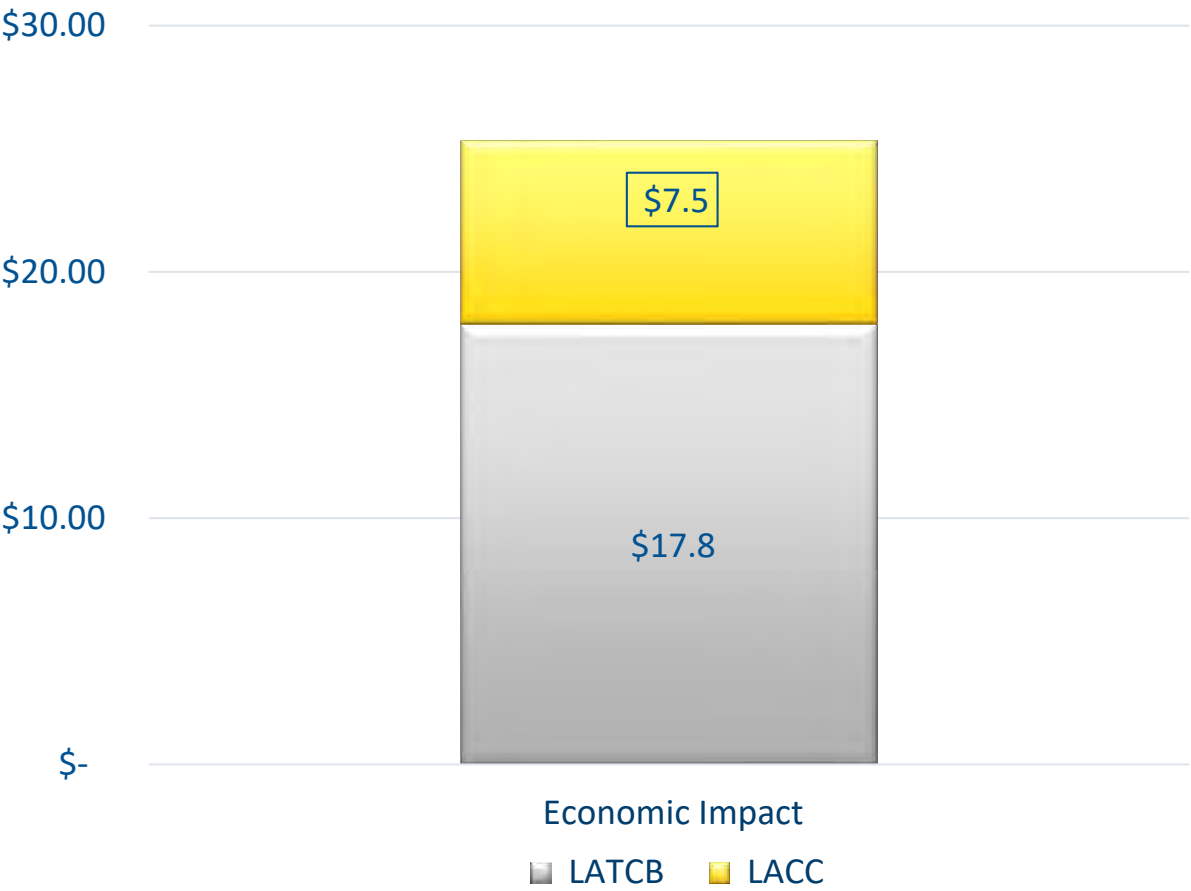


Exhibit Hall Occupancy (July - December)



\$25.3 million in Estimated Economic Impact





*Los Angeles*  
CONVENTION  
CENTER

THANK YOU



# Item 4c

## LATCB Update





# CTD Board of Commissioners

February 19, 2025



Los Angeles Tourism & Convention Board

# Sales Update

Kathy McAdams

Sr. Vice President,  
Convention Sales



# CITYWIDE CONVENTION SALES

Sales Production for FY 2025 through January

Data last refreshed 2/12/2025 10:51:16 PM

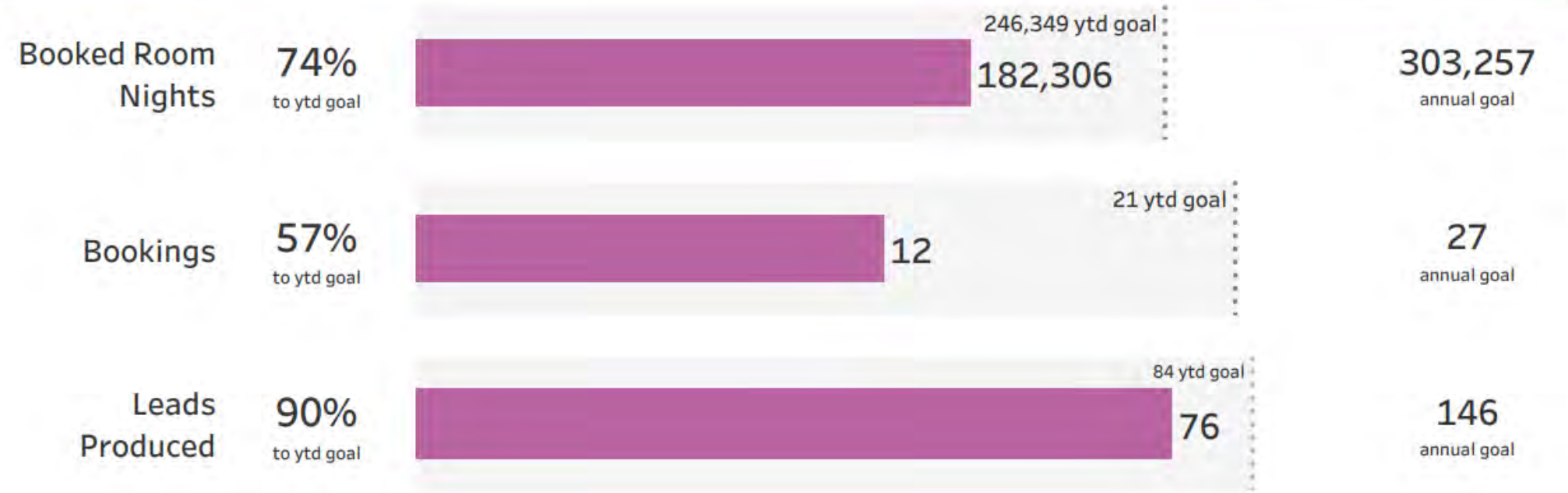
Calendar  
Fiscal Year

Year  
Latest Year

Month  
January

## Citywide

FY 2025 through January





# Citywide OTB Room Nights by Arrival Year

Booked in FY 2025 through January



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	19	22	15	10	10	4
Booked in Year	0	0	0	0	0	0	3	3	2	1	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 2/12/2025 10:51 PM

Sales Type  
Citywide

Sales Manager  
All

Peak Bucket  
All

Corp or Assn  
All

Vertical Market  
All

Leads

77

Null

25% - Qualified lead for LA

631,190 room nights  
54 leads

Lead Room Nights

979,937

50% - LA has made the short-list

104,848 room nights  
11 leads

75% - LA selected and Hotel TBD

Attendees

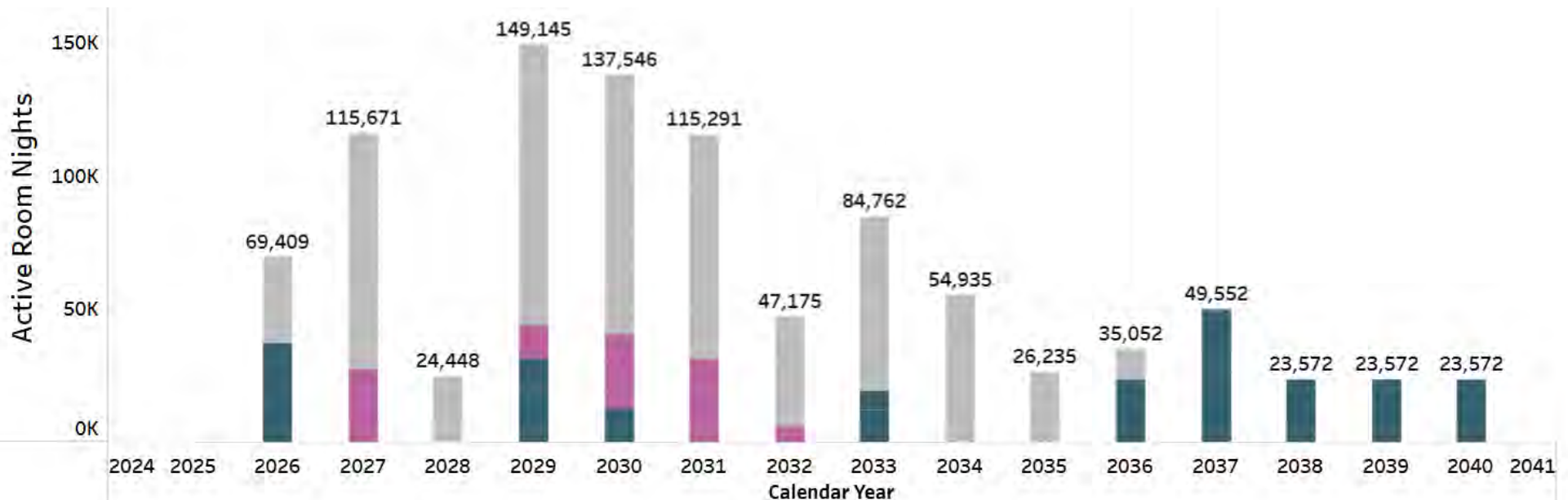
1,110,491

90% - Contracting with hotel

243,899 room nights  
12 leads

100% - Verbal Definite

### Active Pipeline by Meeting Year



Null

25% - Qualified lead for LA

50% - LA has made the short-list

75% - LA selected and Hotel TBD

90% - Contracting with hotel

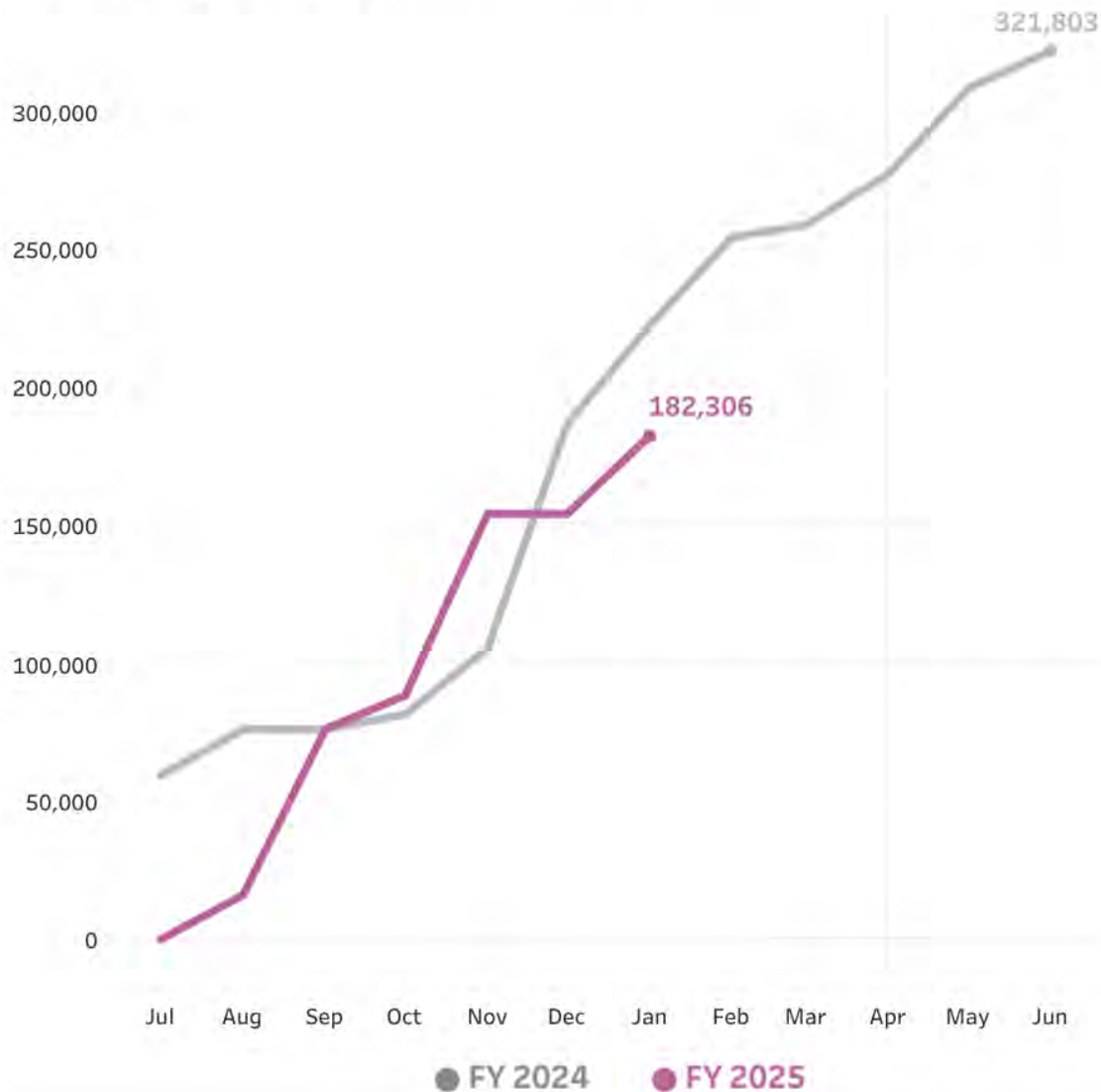
100% - Verbal Definite



Citywide Booked Room Nights

FY 2025 through January

Booked Room Nights by Month



Key Metrics

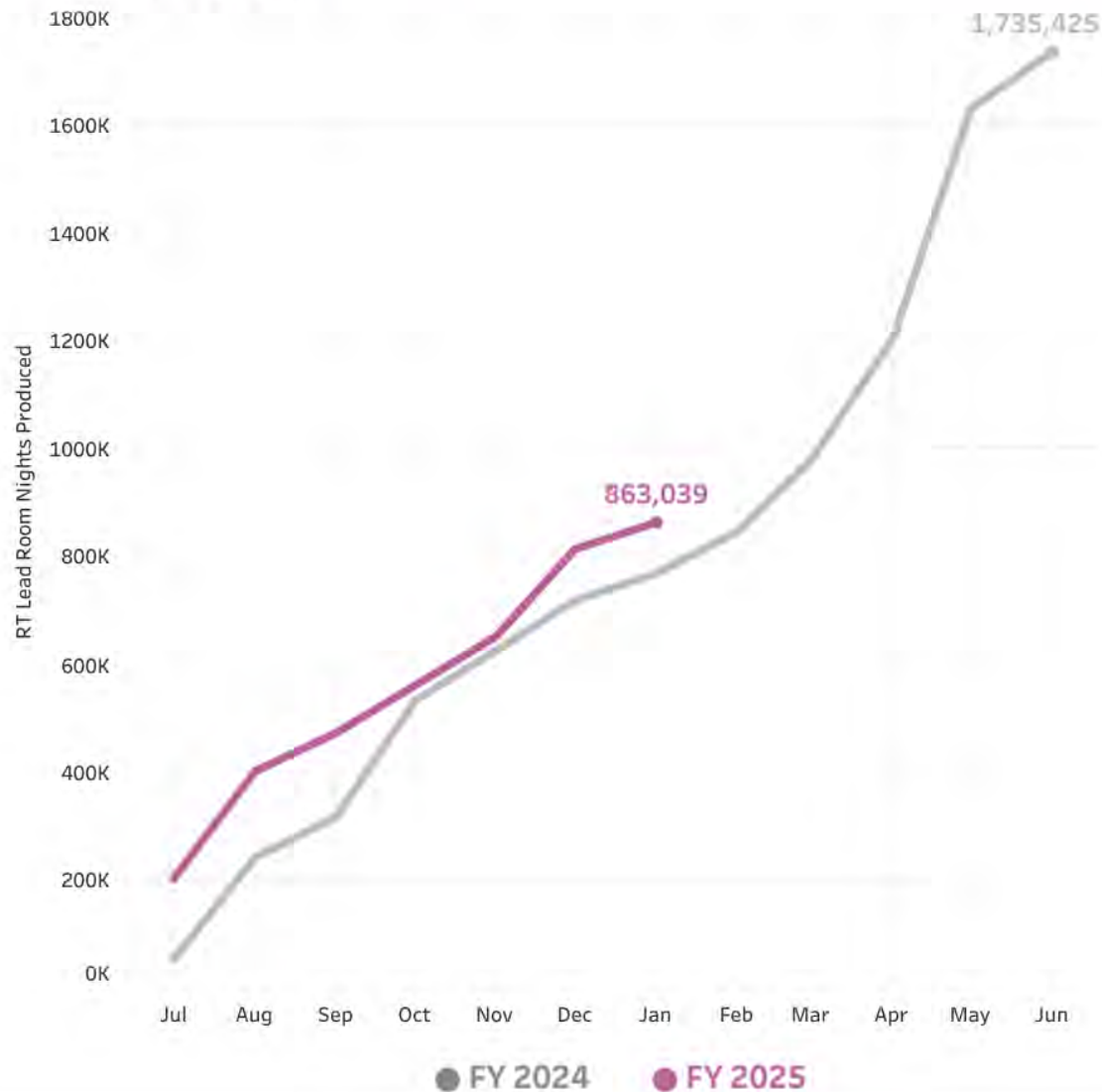
	FY 2025
Bookings	12
Bookings YOY	-14%
Booked Room Nights	182,306
Booked Room Nights YOY	-18%
Attendees	214,658
Attendees YOY	-23%



Citywide Lead Production

FY 2025 through January

Lead Production by Month



Key Metrics

	FY 2025
Leads Produced	76
Leads Produced YOY	0%
Lead Room Nights Produced	863,039
Lead Room Nights Produced YOY	12%
Attendees	944,245
Attendees YOY	133%



# WE LOVE LA INCENTIVES

While the beginning of this year has brought challenges, the overwhelming support of our clients and the meetings & events community has been truly inspiring.

Bringing your meetings, conferences, and events to Los Angeles is vital to recovery. **Our city remains open, prepared, and excited to host you with financial incentives for your new qualified leads & bookings.** Host your next meeting at an iconic LA hotel through June 30, 2025, and receive up to \$5,000 for eligible bookings.

Submit your qualified, new meeting/event LEAD/RFP (Request for Proposal) and receive a \$50 gift card for 10 – 99 rooms, or a \$100 gift card for 100 rooms or more on peak. Only applicable to new leads, excludes previously sourced.

Once you book, receive \$10 per actualized room night, up to \$5,000 back to your organization - just for meeting in LA! Excludes complimentary room nights.





# LA Tourism Grammy Weekend Customer FAM





# Grammy Weekend Customer FAM



# Grammy Weekend Customer FAM

- January 31 – February 2, 2025
- 19 Clients Total
  - 7 Citywide
  - 12 Hotel Sales
- Site Visits: 10 hotels and venues throughout the weekend
- Attended the Grammy's and AEG pre/post receptions