



## 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, April 16, 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 regular meeting minutes from March 19, 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

March 19, 2025



## **CITY TOURISM BOARD OF COMMISSIONERS**

### **Regular Meeting Minutes**

**March 19, 2025**

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, March 19, 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  
Vice President Kathleen Rawson  
Cameron Onumah

#### **ABSENT:**

Taelor Bakewell  
Angelia Shepperd

#### **PRESENTERS:**

Kim Weedmark, ASM  
Ben Zarhoud, ASM  
Doane Liu, CTD  
Bryan Churchill, LATCB  
Patti MacJennett, LATCB  
Kim Nakashima, CTD

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

President Vein called the meeting to order at 9:06 a.m.

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

None

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

None

#### ***Item 3a. Approval of the regular meeting minutes from February 19, 2025***

UNANIMOUSLY APPROVED

#### ***Item 4b. ASM Monthly Update - Taken out of order***

Ms. Kim Weedmark introduced Robert Haro as team member of the 4th quarter 2024, Ian Wright as team leader of the 4th quarter 2024, and Bladimir Reyes as team player of the year 2024. Ms. Weedmark reported on eight events hosted during January 2025, which was a mix of meetings, consumer shows, trade shows, assemblies, and one citywide. The sales and marketing team licensed five events in the month of January 2025. Mr. Ben Zarhoud presented the financial data for January reporting there was an operating loss of \$0.5M and \$4.2M in gross revenue, which was lower than usual with 76% from rent, parking, and F&B. Mr. Zarhoud also reported that operating expenses totaled \$2.3M. Mr. Zarhoud stated that January's exhibit hall occupancy rate was 52%, resulting in a total economic impact of \$23.2M, \$9.5M generated by LACC events and \$13.7M generated by the citywide events.

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

Mr. Bryan Churchill reported that booked room nights are 289,603 of the annual goal of 303,257, 15 bookings of the annual goal of 27, noting a strong momentum with an increase in nights per event. Mr. Churchill stated that booked room nights are up 14% from last year and the lead for future years is strong. Mr. Churchill gave an overview of the the LATCB and LACC sales and services team building meeting and the LATCB MLX (Meet LA Exchange) event noting that the reverse tradeshow experience for members resulted in 98 attendees and 479 appointments. Ms. Patti MacJennett gave an overview of Visit CA Outlook Forum, which is hosted by different diverse regional destinations and resulted in more than 900 tourism industry professionals attending.

***Item 4a. Executive Director Report - Taken out of order***

Doane Liu provided an overview of his activities since the last Board meeting, which included: attending City Council presenting the LATCB “We Love LA” campaign, LA28 Event Operations & Planning meeting and site walk, LACC Town Hall, ACMG and AWP Roll Calls, a meet and greet with clients IEEE, ICMA, ASCA, and LATCB, and the LA City General Managers Association meeting; meetings with Steve Choe of the AC and Moxy, the Controller regarding CTD’s budget, LATCB and LACC Staff, Dan Hoffend and Kim Weedmark, Anna Hovasapion regarding LACC Expansion, and APCLA regarding the Estimate Variance Report.

***Item 5a. Expansion Update***

Mr. Doane Liu provided an update on the expansion and modernization project, noting that the CLA/CAO report has been delayed but is expected on March 21st and will most likely be recommending 2 options, completed before the Olympics; and the phased approach which will have 80% completed before the Olympics. Mr. Liu noted that the current and next year’s budget deficit concerns could impact Council support for the project.

***Item 6a. Los Angeles Tourism & Convention Board 2025-26 TOT Budget - Board Report #25-001***

Ms. Kim Nakashima presented the LATCB FY 2025-26 TOT budget for the Board’s consideration. Ms. Nakashima provided LATCB background and functional overview as well as provided key industry metrics, LA TOT data, and a breakdown of LATCB’s resources and TOT budget allocations. Ms. Nakashima reviewed the 2024-25 deliverables and 2025-26 focus. Ms. Nakashima stated the staff recommends that the Board approve the LATCB FY 2025-26 TOT Budget for inclusion in the Mayor’s 2025-26 Proposed Budget.

THE BOARD UNANIMOUSLY APPROVED THE LATCB FY 2025-26 TOT BUDGET

The meeting was adjourned at 10:23 a.m. without objection.

## Item 4a

# Executive Director's Report



# Item 4b

## ASM Update



**LOS ANGELES CONVENTION CENTER  
MONTHLY UPDATE – FEBRUARY 2025**

**KIMBERLY WEEDMARK**  
GENERAL MANAGER

**BEN ZARHOUD**  
ASST. GENERAL MANAGER



# February 2025 Events

## 81,624 Total Attendees

- 02/01 – California Bridal & Wedding Expo (2,000 attendees)
- 02/04 – 02/07 – American Heart Assoc. – Int’l Stroke Conference - (8,000 attendees)
- 02/08 – 02/09 – WC Cheer: Hollywood Crown (2,000 attendees)
- 02/12 – 02/13 – Makeup in Los Angeles 2025 - (4,900 attendees)
- 02/14 – 02/19 – Biophysical Society – Annual Meeting 2025 - (21,000 attendees)
- 02/15 – 02/16 – Concert: Frias Presents Baile de San Valentin - (3, 000 attendees)
- 02/19 – 02/23 – LA Art Show 2025– (26,224 attendees)
- 02/19 – 02/21 – Tech Immersion North America (10,500 attendees)
- 02/22 – 02/23 – LA Travel Show - (4,000 attendees)

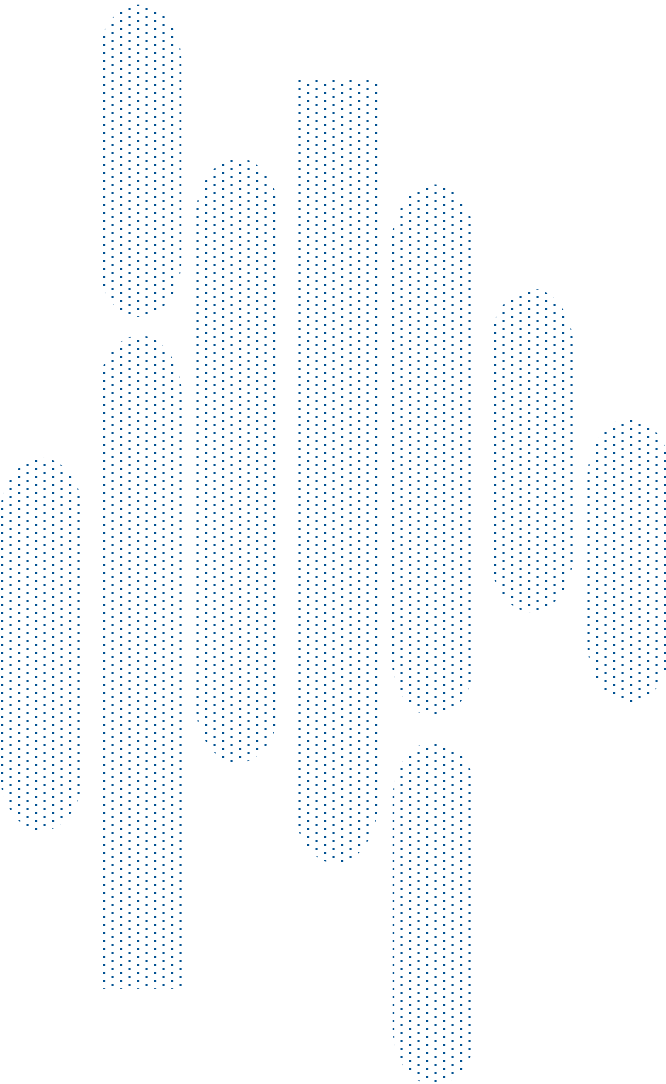
\*MEETING  
\*CITYWIDE  
\*CONSUMER SHOW  
\*ASSEMBLY  
\*TRADE SHOW



# Filming/Parking/Basecamp in February 2025

Total: \$27,475

Date	Production Company	Event	Space	Amount
Feb. 10 - 11	44028	911 Basecamp	Bond Lot	\$6,000
Feb. 12 - 13	44085	Heineken x F1	GLP, Kentia Hall	\$18,475
Feb. 18	44104	911 Basecamp	Bond Lot	\$3,000

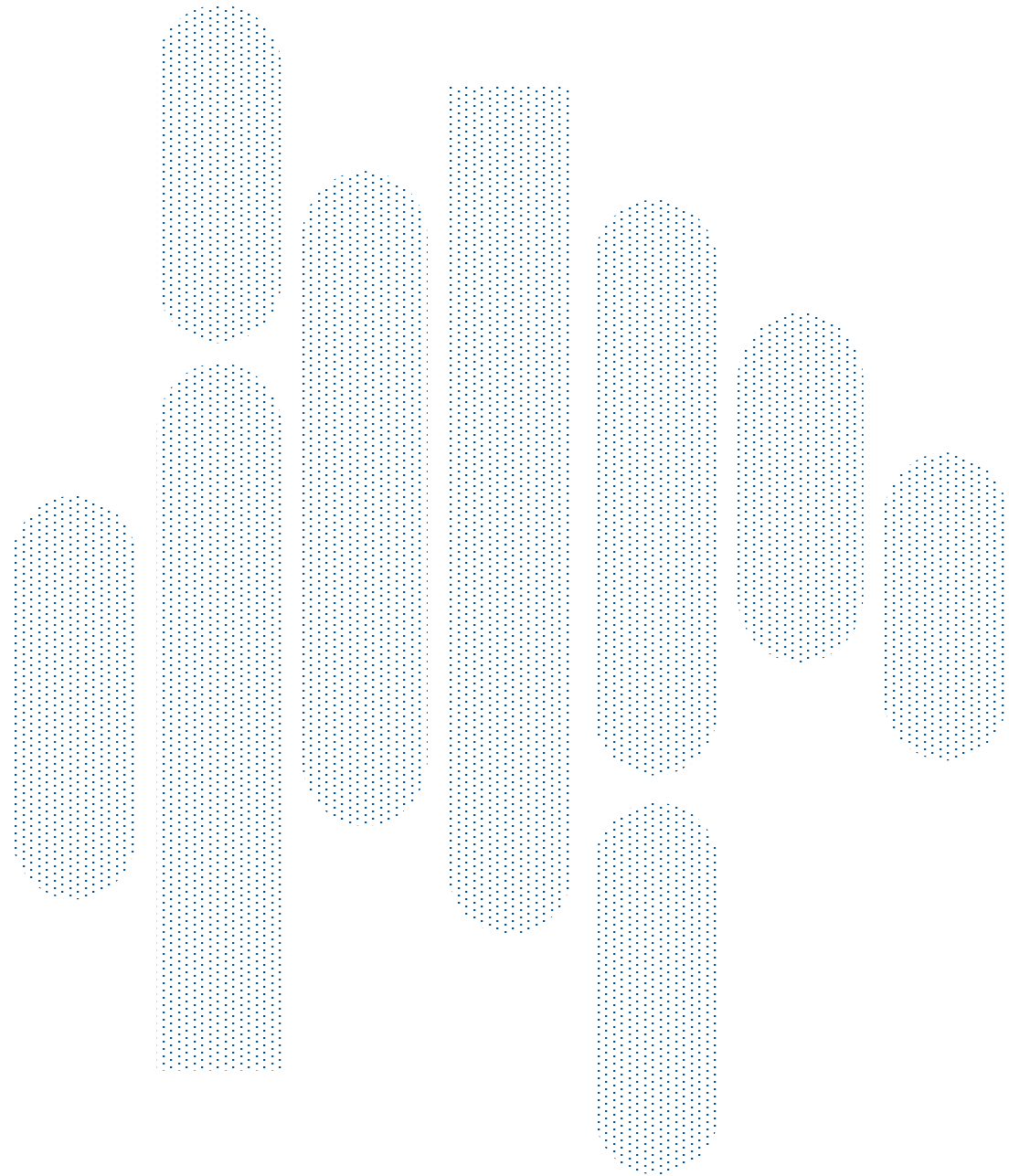


# Sales Activity

## 11 Events Licensed in February 2025

---

- Assemblies: 4
- Consumer Shows: 2
- Citywides: 0
- Meetings: 4
- Tradeshows: 1
- Special Event: 0



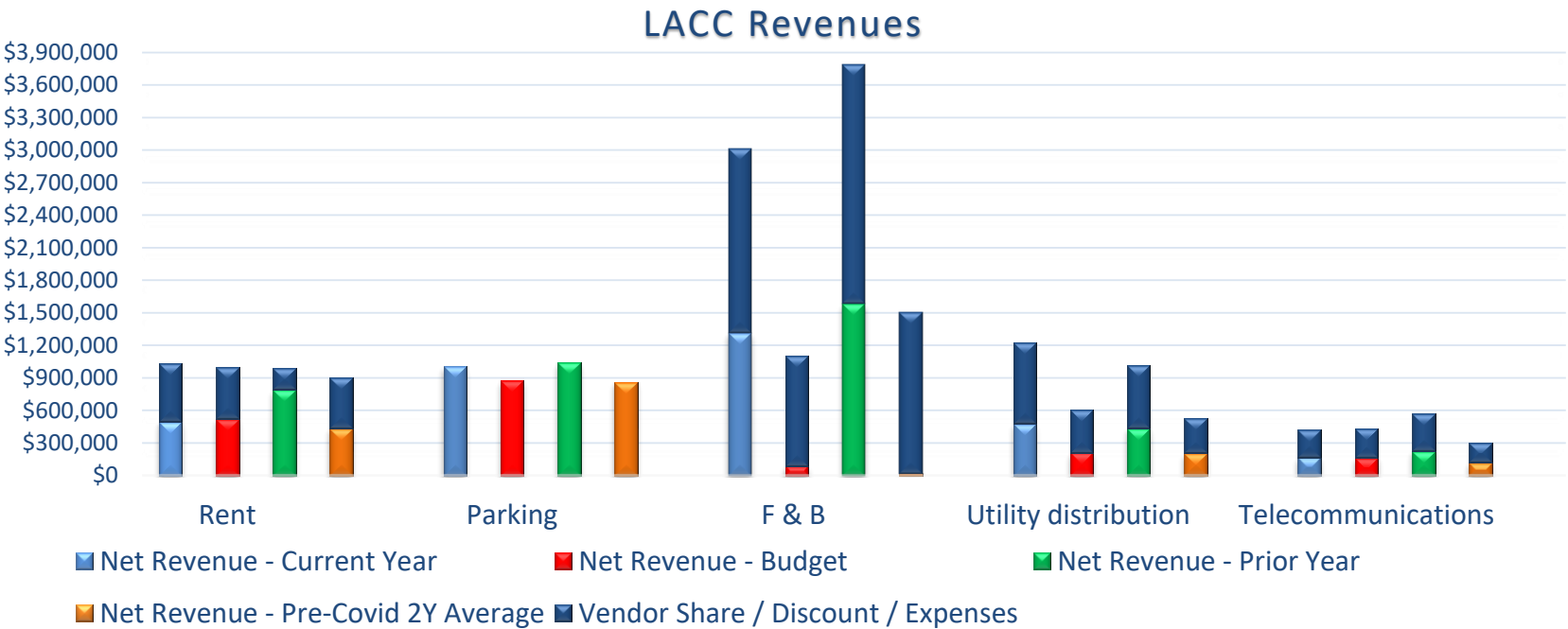
# February 2025 Financials

## Operating Surplus (loss):

- \$1.7 million (before approved City Reimbursements, A & I and Capital Projects)
- \$1.9 million above budget
- \$0.4 million below prior year and \$1.9 million above Pre-Covid 2Y average

## Revenues:

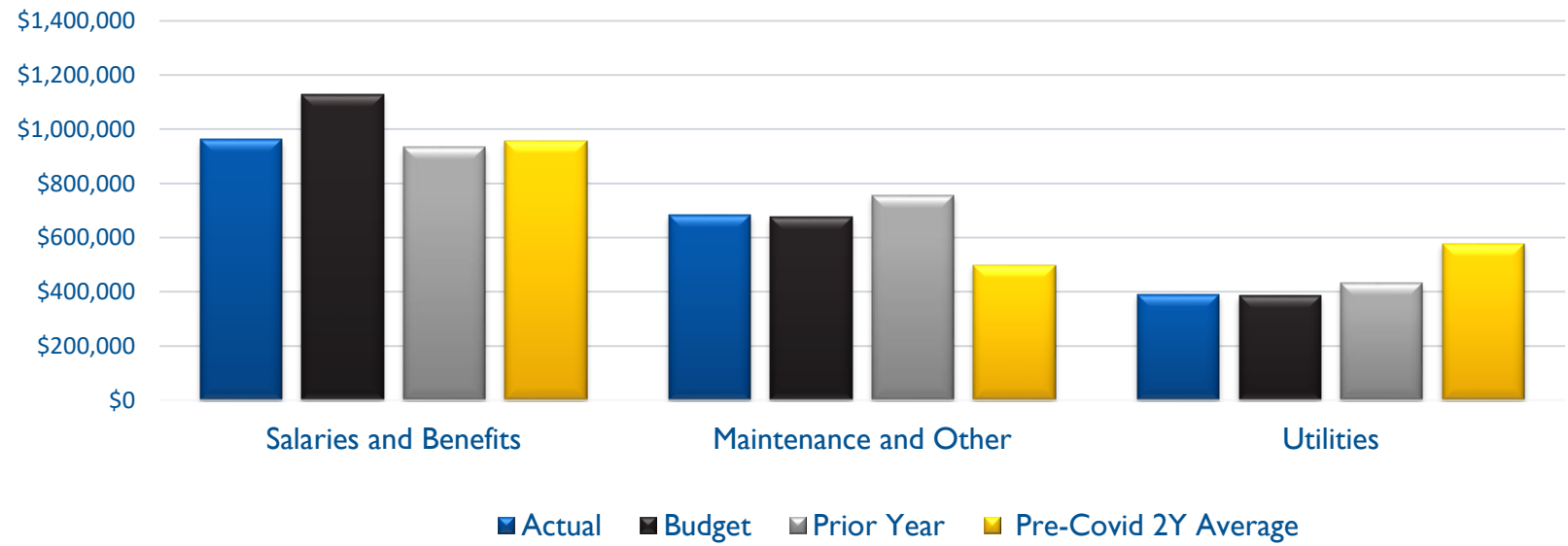
- \$7.1 million gross revenue (before discounts and service provider share)
- \$3.8 million net revenue
- \$1.7 million above budget
- \$0.5 million below prior year and \$2.1 million above Pre-Covid 2Y Average



# February 2025 Financials

Operating Expenses:

- \$2.0 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.2 million below budget
- \$0.1 million below prior year and \$0.2 million above Pre-Covid 2Y Average

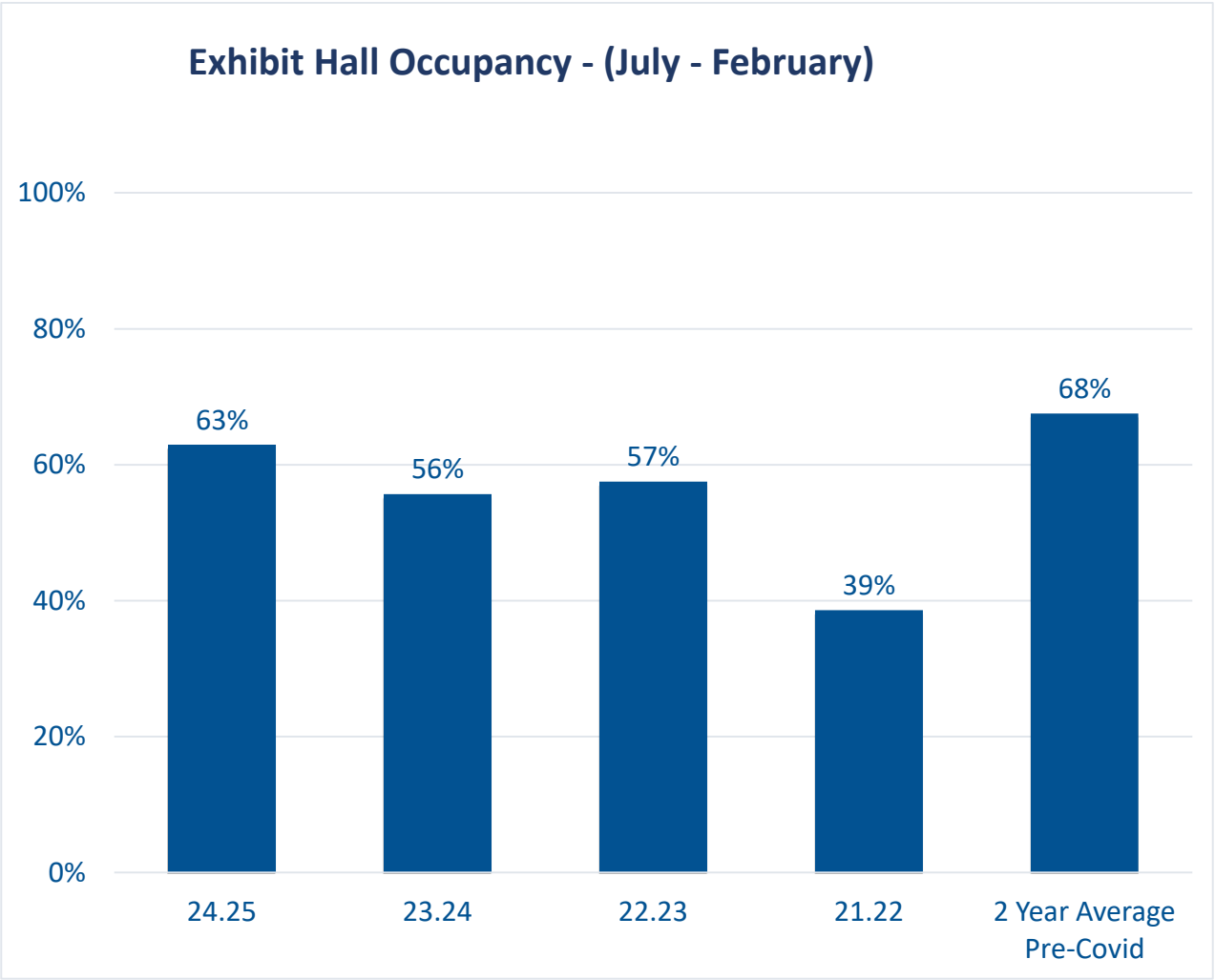
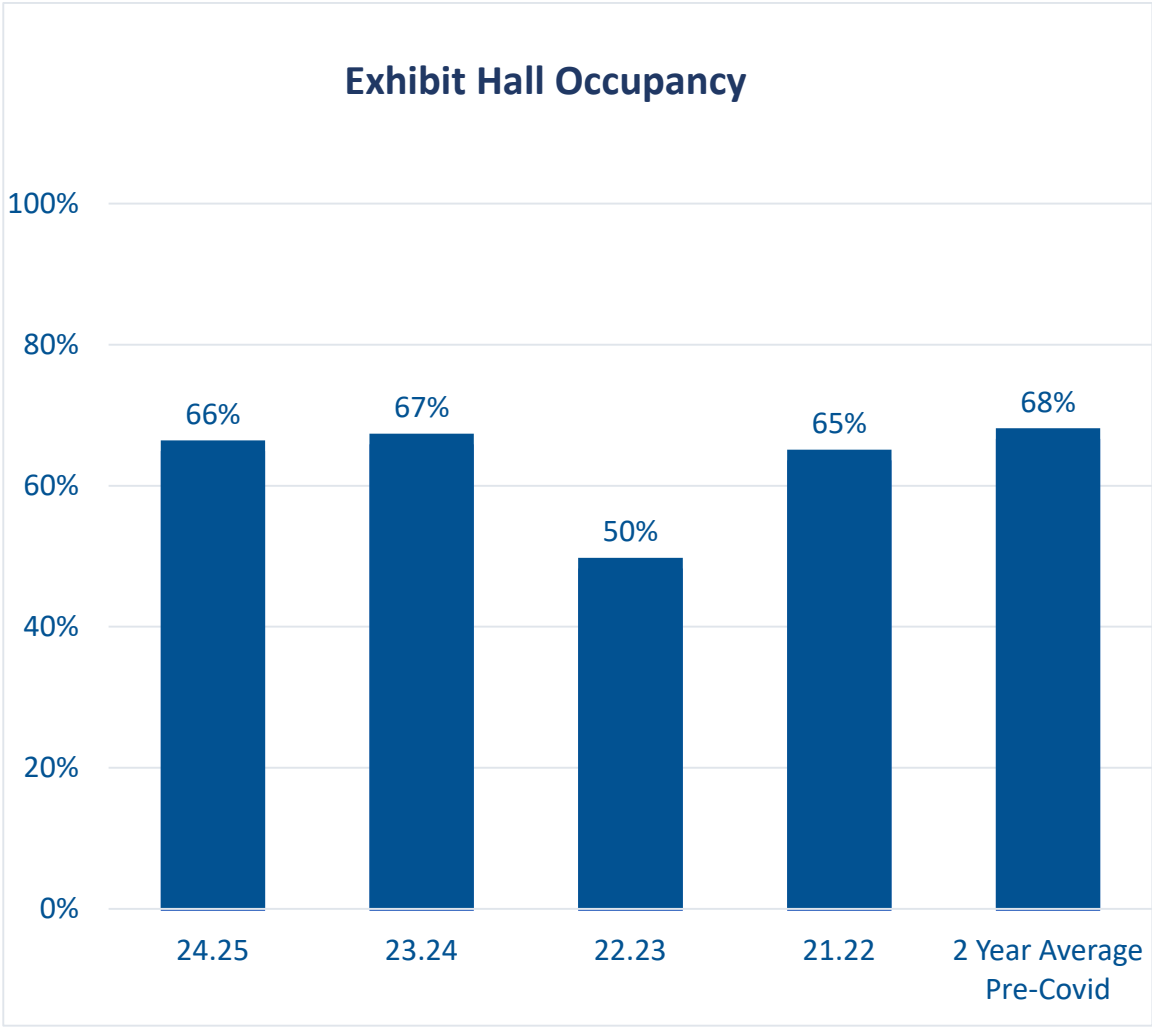


YTD Performance (unaudited) – Net Revenue \$25.8 million vs budget of \$24.2 million, Expenses \$18.4 million vs budget \$19.2 million, Operating profit \$7.4 million vs budget of \$5.0 million.

City Reimbursement – \$0.2 million (at budget)

Capital and Alterations & Improvements

# Occupancy February 2025



\$36.9 million in Estimated Economic Impact



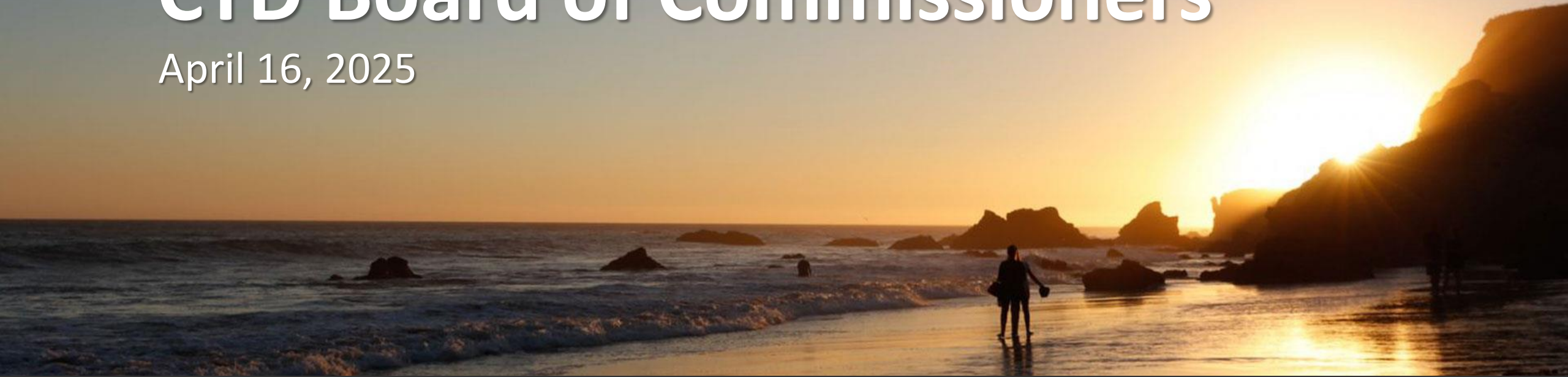
# Item 4c

## LATCB Update



# CTD Board of Commissioners

April 16, 2025



Los Angeles Tourism & Convention Board



# Sales Update

**Bryan Churchill**  
**Sr. Vice President**  
**Hotel Sales**



# CITYWIDE CONVENTION SALES

Sales Production for FY 2025 through March

Data last refreshed 4/8/2025 10:49:09 PM

Calendar  
Fiscal Year

Year  
Latest Year

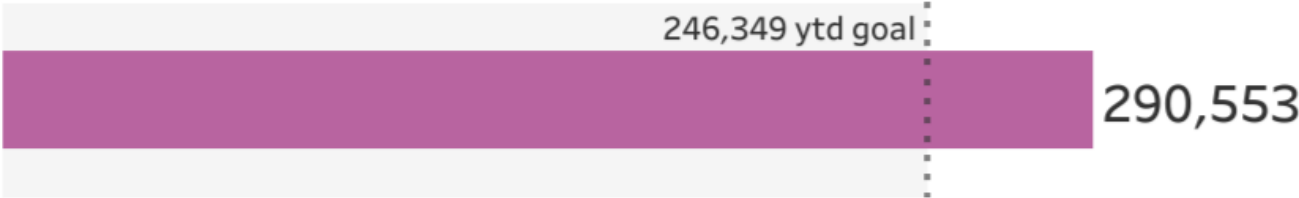
Month  
March

## Citywide

FY 2025 through March

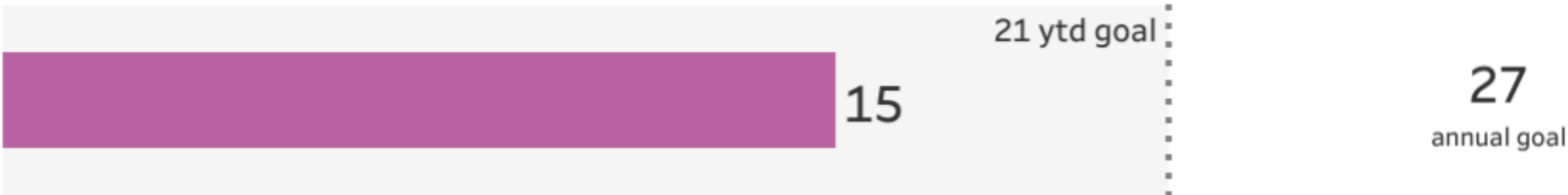
Booked Room  
Nights

118%  
to ytd goal



Bookings

71%  
to ytd goal



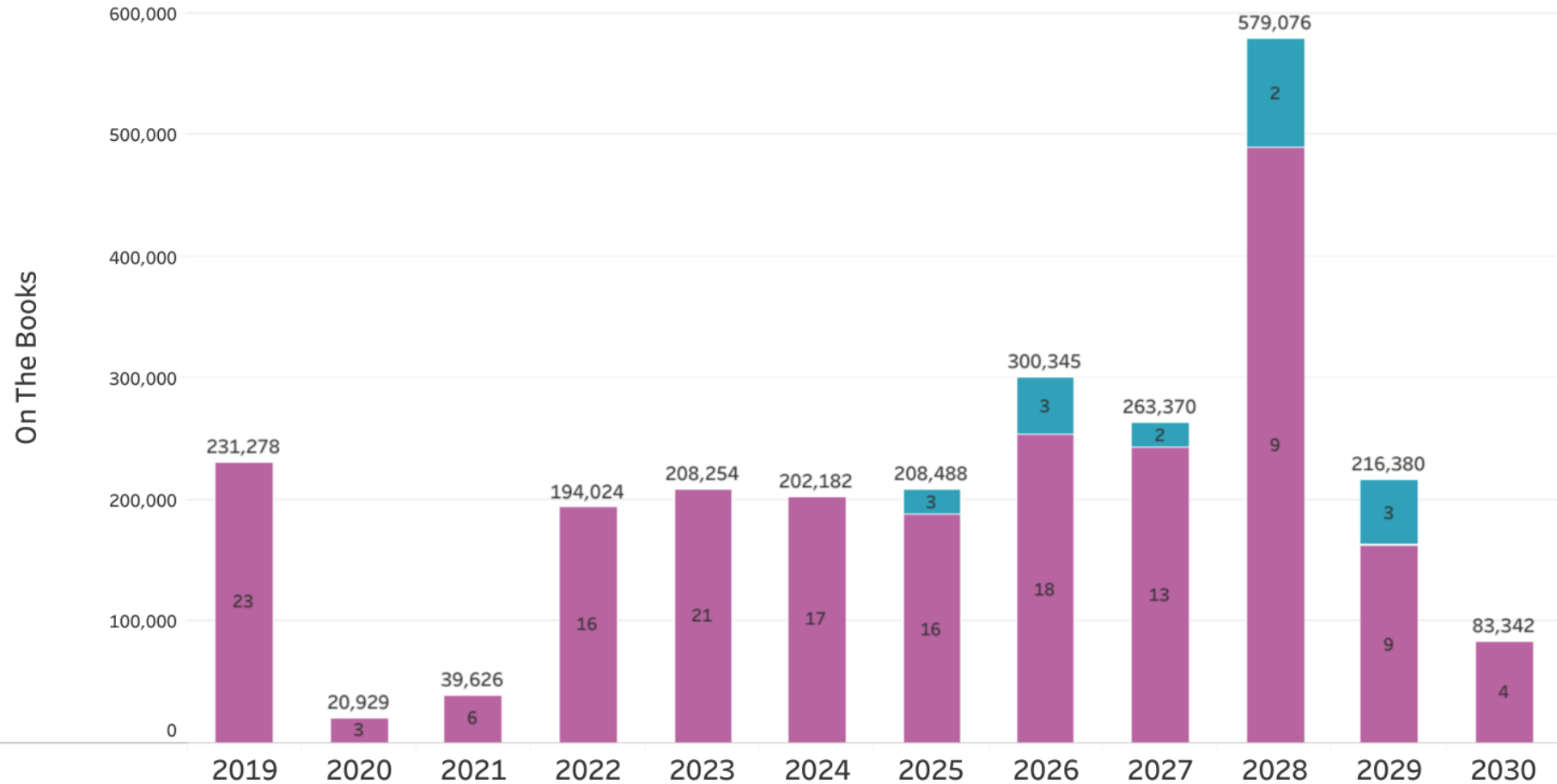
Leads  
Produced

96%  
to ytd goal



Citywide OTB Room Nights by Arrival Year

Booked in FY 2025 through March



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	21	15	11	12	4
Booked in Year	0	0	0	0	0	0	3	3	2	2	3	0
Cancelled in Year	0	0	0	0	0	0	0	0	0	1	0	1



Citywide Active Pipeline Summary

Data last refreshed on 4/8/2025 10:49 PM

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

Leads

86

Null

25% - Qualified lead for LA

641,423 room nights  
59 leads

Lead Room Nights

1,059,449

50% - LA has made the short-list

181,037 room nights  
15 leads

75% - LA selected and Hotel TBD

Attendees

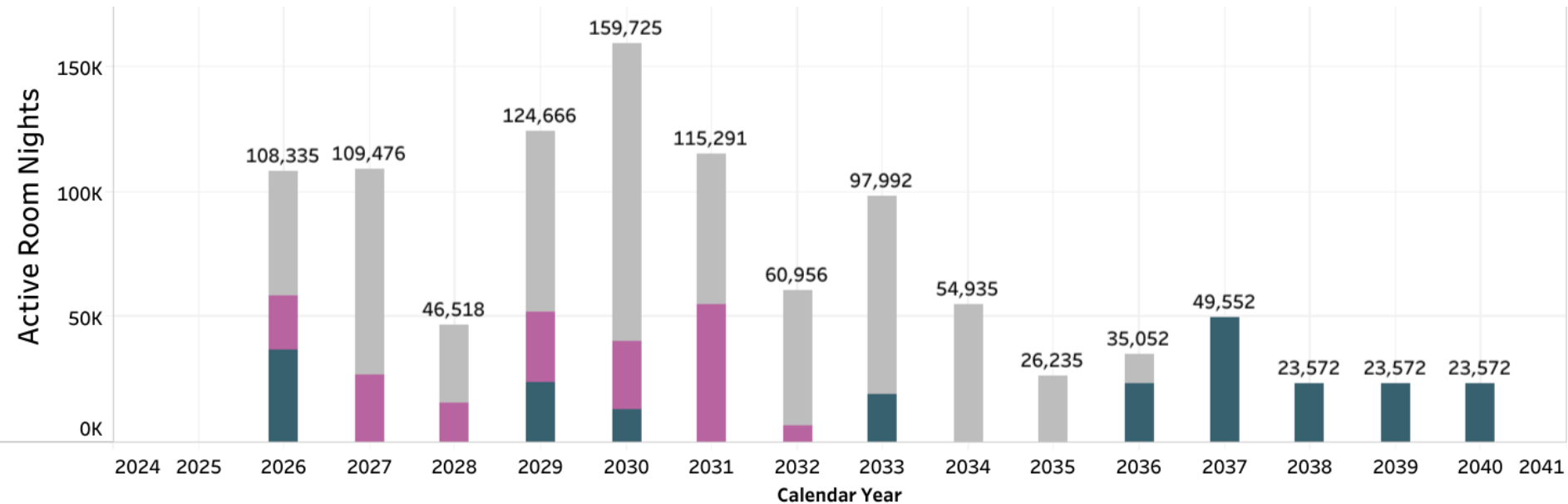
1,143,491

90% - Contracting with hotel

236,989 room nights  
12 leads

100% - Verbal Definite

Active Pipeline by Meeting Year



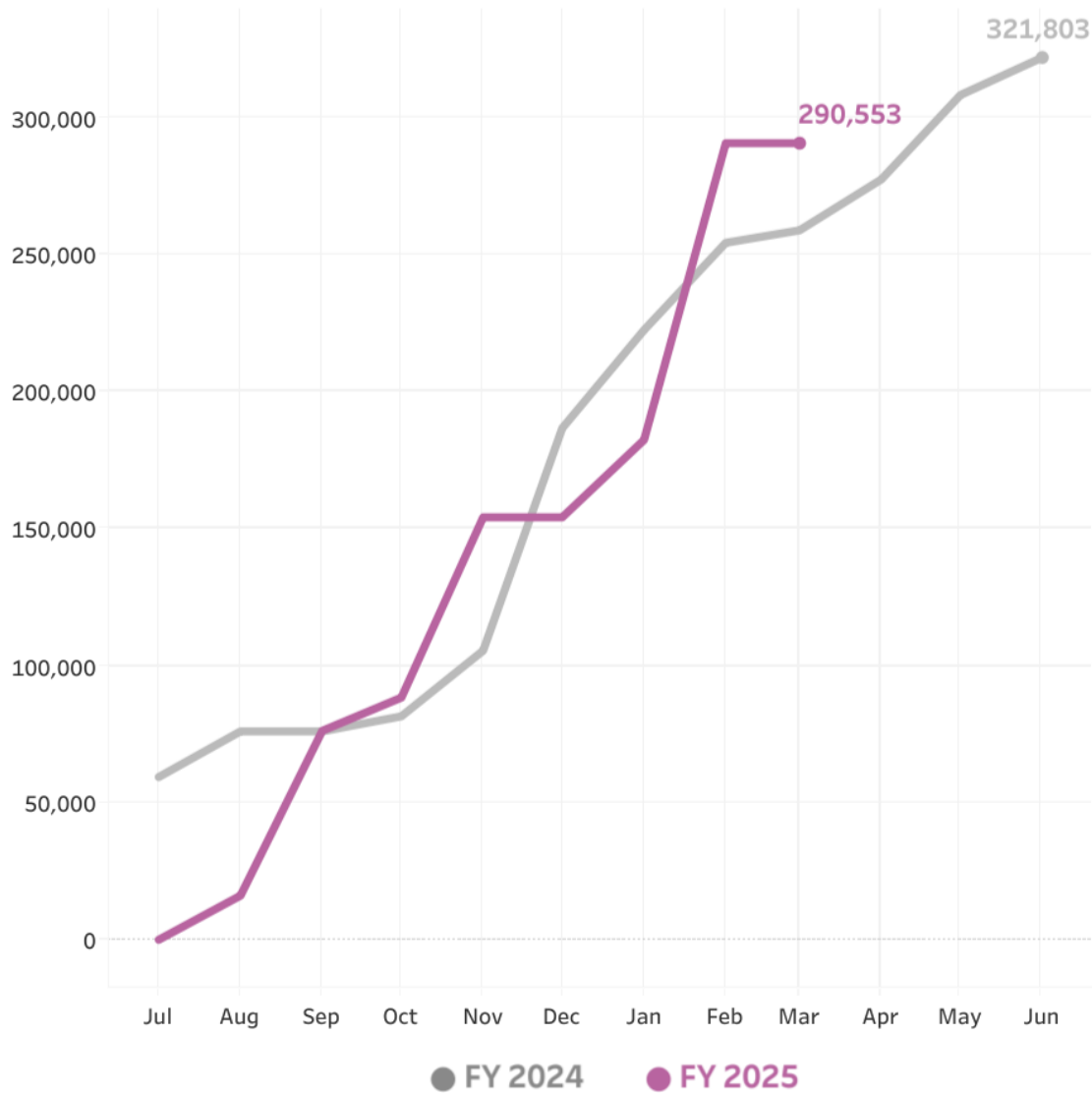
- Null
- 25% - Qualified lead for LA
- 50% - LA has made the short-list
- 75% - LA selected and Hotel TBD
- 90% - Contracting with hotel
- 100% - Verbal Definite



# Citywide Booked Room Nights

FY 2025 through March

Booked Room Nights by Month



Key Metrics

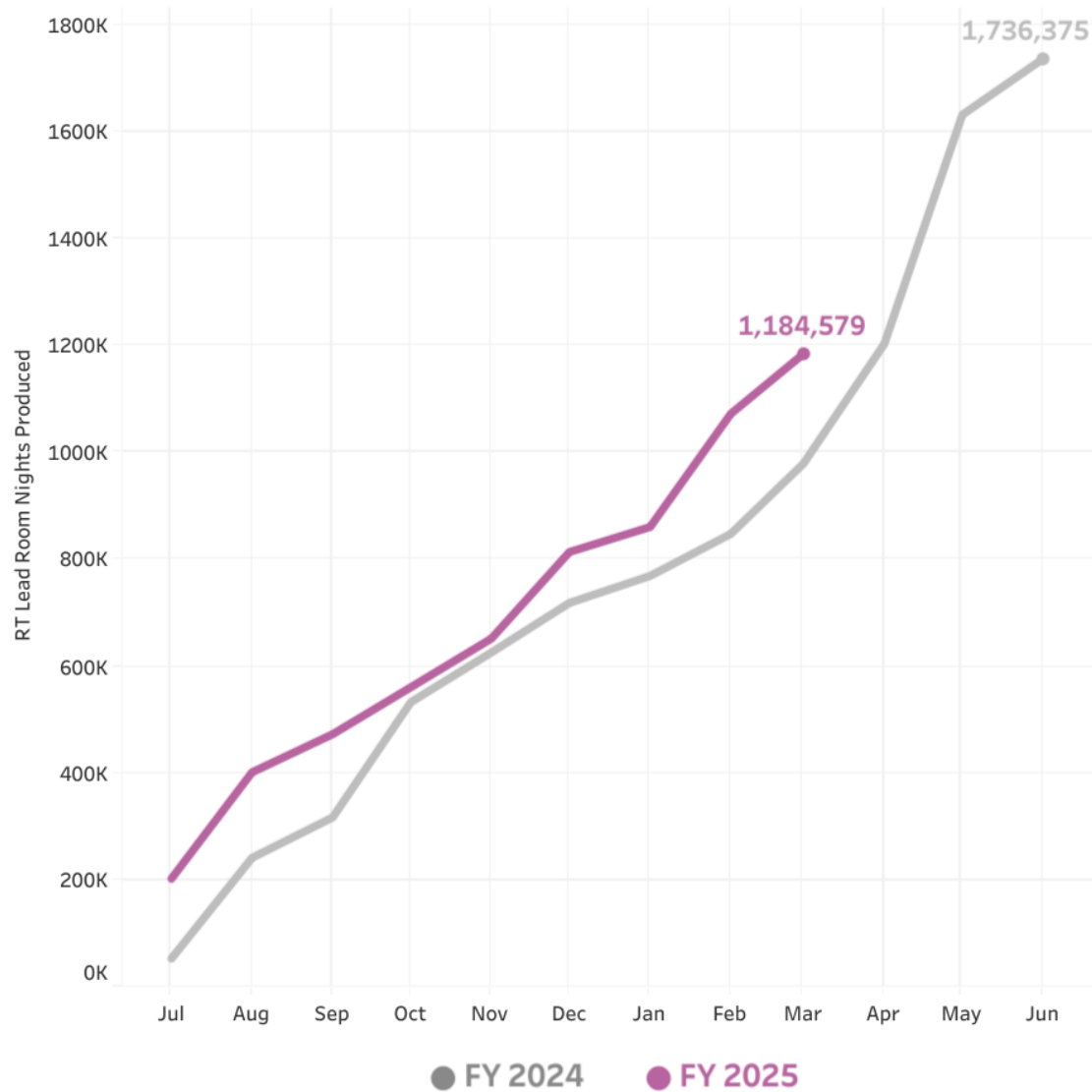
	FY 2025
Bookings	15
Bookings YOY	-6%
Booked Room Nights	290,553
Booked Room Nights YOY	12%
Attendees	311,658
Attendees YOY	-21%



# Citywide Lead Production

FY 2025 through March

Lead Production by Month



Key Metrics

	FY 2025
Leads Produced	104
Leads Produced YOY	16%
Lead Room Nights Produced	1,184,579
Lead Room Nights Produced YOY	21%
Attendees	1,141,545
Attendees YOY	90%



# CITYWIDE CONVENTION SALES

## Historical Best Ever Year Scenarios

Citywide	2015	2016	2017	2018	2019	2020	2021	Recovery Post Pandemic Years			2025	2026	2027
								2022	2023	2024			
Room Nights	234,753	278,539	337,287	302,279	246,248	20,929	39,626	194,024	222,949	208,970	214,434	336,211	270,038
Def Events	24	33	29	25	23	3	6	16	22	17	19	22	15

ALL YEARS AVERAGE	AVE W/O 2020-2022
223,561	265,171
20	23

### NOTES:

- 2017 San Francisco convention center under renovation
- Key competitive destinations have completed expansions
- 2nd tier cities have added more space/options for conventions
- Gross contacted room nights; reflects consumption/actual benchmarks





# Sales Customer Advisory Board Meeting

March 27-28, 2025





# Customer Advisory Board at AC Hotel Downtown Los Angeles

- 10 Advisory Board members convened, representing Corporate & Association groups, Citywide & Hotel-based programs
- Facilitated by Brad Weaber
- We brought together CAB members and Sales Advisory Council to conduct a SWOT Analysis and discuss industry trends (State of their State)
- Evaluated current Meetings Marketing efforts to collect client input
- We will tap into this group to evangelize LA at events, tradeshow, conferences to reach broader audiences

Global Meetings  
Industry Day &  
Business Events Week  
DC



# GLOBAL MEETINGS INDUSTRY DAY

APRIL 3, 2025 | #GMID2025

POWERED BY U.S. TRAVEL ASSOCIATION



# Global Meetings Industry Day & Business Events Week DC

- **April 2<sup>nd</sup>** – US Travel **Destination Capitol Hill**, **Patti MacJennett** participated with 400+ Travel leaders from all 50 states, plus Puerto Rico and Washington DC. Met with 90 Senate offices and more than half of the House of Representatives and is the premier advocacy event for the Travel Industry
- **April 4<sup>th</sup> - Global Meetings Industry Day:** LA Tourism engaged with planners at events in SoCal, Chicago, New York, Washington DC to show support for the events industry
- **April 8<sup>th</sup>-10<sup>th</sup> - Business Events Industry Week** in Washington DC included the following:
  - Events Industry Council Summit
  - PCMA Fashion Show to benefit the PCMA Foundation with >400 participants
  - CVBReps hosted Networking Event with >125 Meeting Professionals in attendance
  - PCMA Visionary Awards at the DC Convention Center with >1000 attendees. LA Tourism hosted a table of 10 guests to celebrate Lifetime Achievement Awards and industry honorees

# Item 5a

## Expansion Update

