



CITY TOURISM COMMISSION



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

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.

Regular Meeting
Wednesday, May 21, 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 April 16, 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. 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.

WELCOME TO THE CTD COMMISSION MEETING

May 21, 2025





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Item 3a

Approval of the

April 16, 2025 Minutes



CITY TOURISM BOARD OF COMMISSIONERS

Regular Meeting Minutes

April 16, 2025

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, April 16, 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
Angelia Shepperd

ABSENT:

Taelor Bakewell
Cameron Onumah

PRESENTERS:

Kim Weedmark, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Bryan Churchill, LATCB
Patti MacJennett, 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 March 19, 2025

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Doane Liu provided an overview of his activities since the last Board meeting, which included: attending a City Council meeting and a EDJ Committee regarding LACC expansion, LATCB hotel/licensing calls, LATCB Customer Advisory Board; meetings with LA28 regarding the LACC Venue Use agreement, Delpreet Sidhu and Tom Gilmore regarding the Sister Cities Association, monthly meeting with Controller Mejia, met with Council Member Jurado and Krista Kline from CD14, Council Member Soto-Martinez, and CD 5 for a LACC expansion briefing, and met with Dan Levy from Legends; presented a LACC expansion update to the LABC Legislative Affairs Committee; and Hosted the Korean Sister City Turtle Ship reception.

Regular Meeting Minutes

Page 2 of 2

April 16, 2025

Item 5a. Expansion Update - Taken out of order

Mr. Doane Liu provided an update on the expansion and modernization project, reporting that City Council approved (14-1) the motion to move forward with the LACC expansion including several amendments. Mr. Liu noted that the current project would result in a yearly \$45M obligation from the General Fund and work is being done to reduce that. Mr. Liu informed the Commission that the Council requested CLA/CAO staff to finalize the agreement with APCLA and report back in two months.

Item 4b. ASM Monthly Update

Ms. Kim Weedmark reported on nine events hosted during February 2025, which was a mix of meetings, consumer shows, trade shows, and three citywide events noting that all but one were repeat clients in addition to one filming and two base camps. The sales and marketing team licensed 11 events in the month of February 2025. Mr. Ben Zarhoud presented the financial data for February reporting there was an operating surplus of \$1.7M and \$7.1M in gross revenue, with 70% from rent, parking, and F&B. Mr. Zarhoud also reported that operating expenses totaled \$2.0M. Mr. Zarhoud stated that February's exhibit hall occupancy rate was 66%, resulting in a total economic impact of \$36.9M, \$10.2M generated by LACC events and \$26.7M generated by the citywide events, noting the numbers were driven by the increase in citywide events with 2025 matching the number pre-covid events.

Item 4c. LATCB Monthly Update

Ms. Patti MacJennett gave a preview of the new "We Love LA" video campaign, which has already resulted in \$9.7M in sales. Mr. Bryan Churchill reported that booked room nights are at 290,533 of the annual goal of 303,257, 15 bookings of the annual goal of 27, noting that they are in line to reach the YTD goals with strong conversions in process. Mr. Churchill stated that booked room nights and lead production are ahead of last year's pace. Mr. Churchill gave an overview of the Customer Advisory Board meeting, and the Global Meetings Industry & Business Events week in DC which included over 400 Travel leaders from 50 states and meetings with 90 Senate offices and more than half of the House of Representatives.

The meeting was adjourned at 10:05 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE – MARCH 2025

KIMBERLY WEEDMARK
GENERAL MANAGER

BEN ZARHOUD
ASST. GENERAL MANAGER



March 2025 Events

79,197 Total Attendees

- 02/27 – 03/02 – SBMT World Congress 2025 (1,100 attendees)
- 03/01 - Los Angeles Got Sole 2025 (2,000 attendees)
- 03/01 – 03/02 – LA Collect-A-Con 2025 - (10,000 attendees)
- 03/01 – 03/02 – Los Angeles International Jiu Jitsu Championship 2025 (1,800 attendees)
- 03 /07 – 03/09 – Abilities Expo - (12,000 attendees)
- 03/07 – 03/10 – Victory Gymnastics - (6,000 attendees)
- 03/15 – Fishtailz Motorcycle Show- (3, 000 attendees)
- 03/15 – 03/16 – El Sembrador: Metanoia de Mujeres (9,647 attendees)
- 3/15 – 3/16 – Herbalife International of America 2025 (2,900 attendees)
- 03/18 – 03/22 – American College of Medical Genetics (ACMG) – (7,500 attendees)
- 03/21 – 03/23 – USA Super Nationals 2025 (12,000 attendees)
- 03/26 – 03/29 – St. John’s Community Health All Staff Training (750 attendees)
- 03/27 – 03/29 – Association of Writers and Writing Programs - (10,500 attendees)

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







JIU JITSU CHAMPIONSHIP 2025



ABILITIES EXPO



AMERICAN COLLEGE OF AMERICAN GENETICS



HERBALIFE HONORS 2025



ASSOCIATION OF WRITERS & WRITING PROGRAMS



Filming/Parking/Basecamp in March 2025

Total: \$40,202

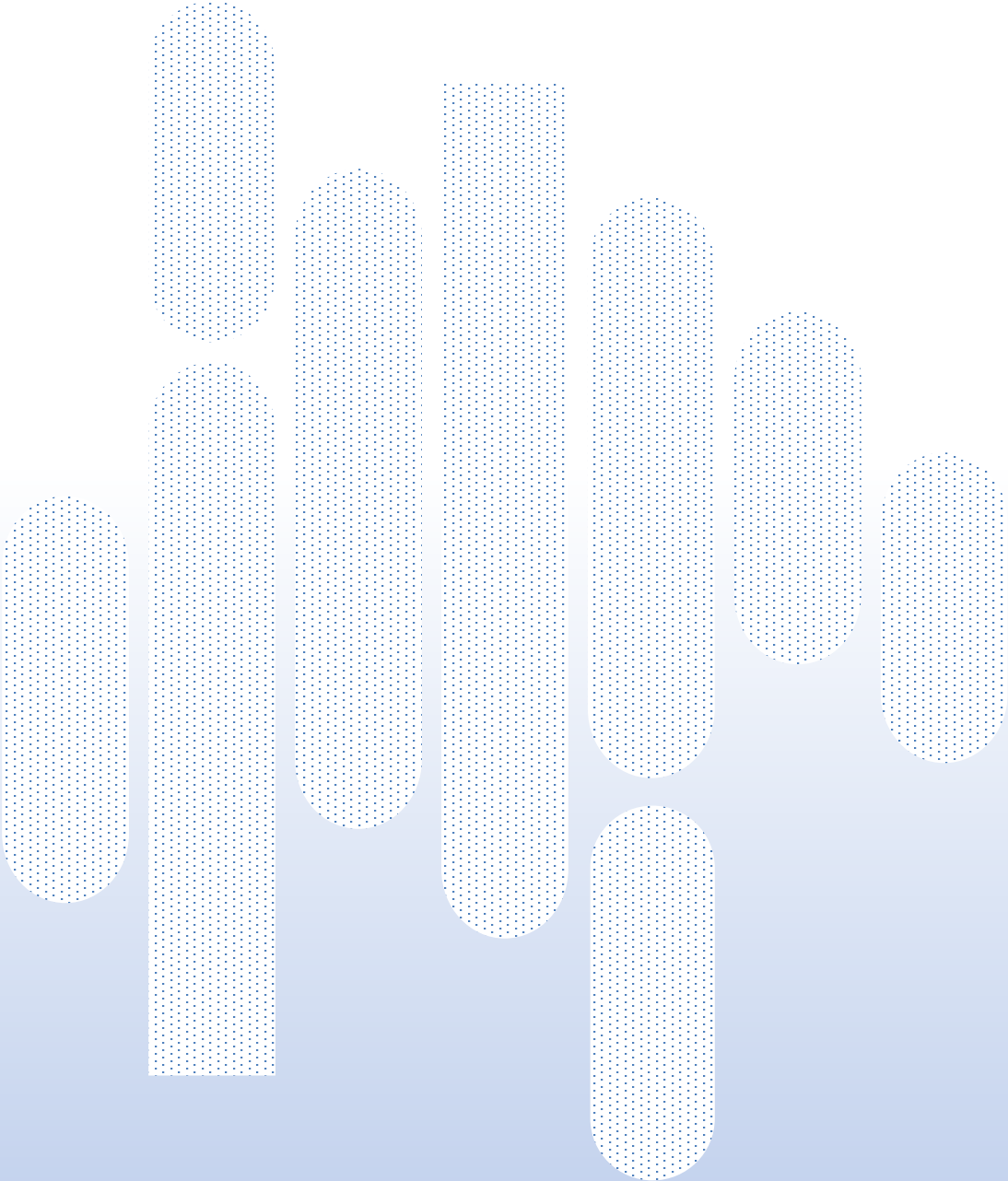
Date	Production Company	Filming	Space	Amount
March 15	Topanga Production	SWAT	South Lobby, Kentia, South Garage	\$18,462
March 18	Apple Studio	ACES	Kentia Hall	\$5,684
March 20	Smuggler	AT&T Commercial	Kentia Hall and Bond Lot	\$16,056



Sales Activity

9 Events Licensed in March 2025

- Assemblies: 0
- Consumer Shows: 7
- Citywides: 1
- Meetings: 1
- Tradeshows: 0
- Special Event: 0



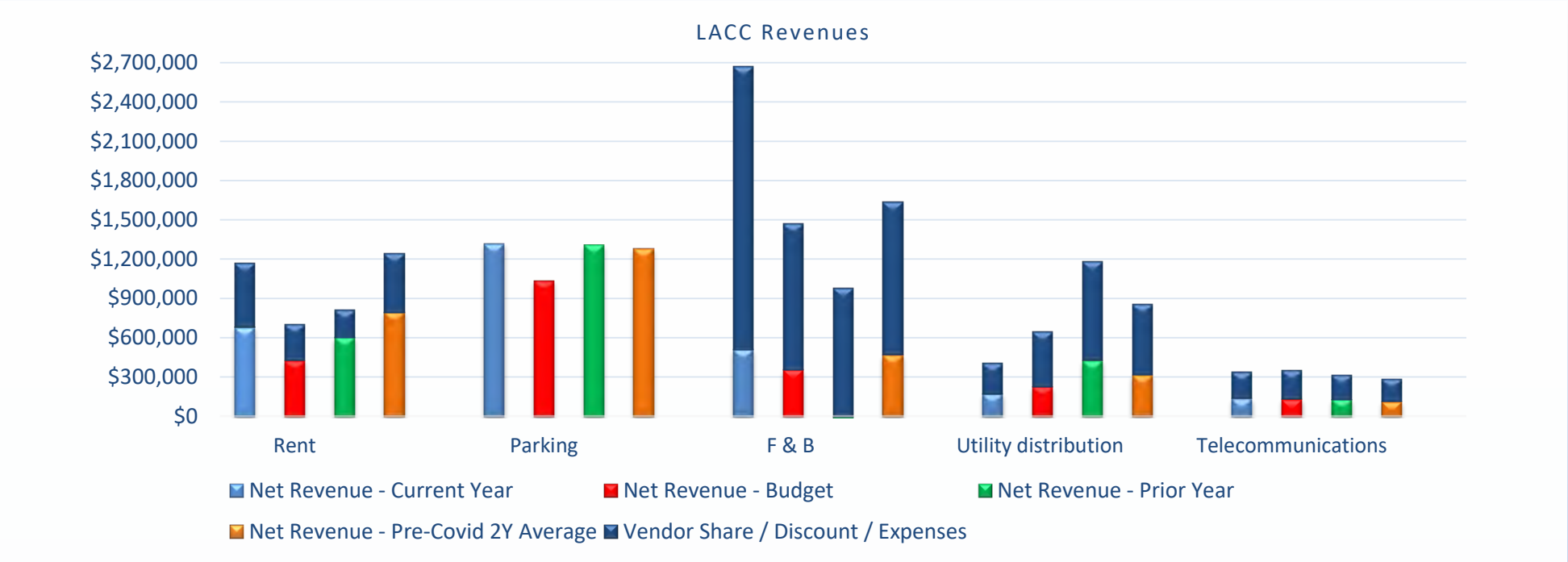
March 2025 Financials

Operating Surplus (loss):

- \$0.2 million (before approved City Reimbursements, A & I and Capital Projects)
- At budget
- \$0.2 million above prior year and \$0.9 million below Pre-Covid 2Y average

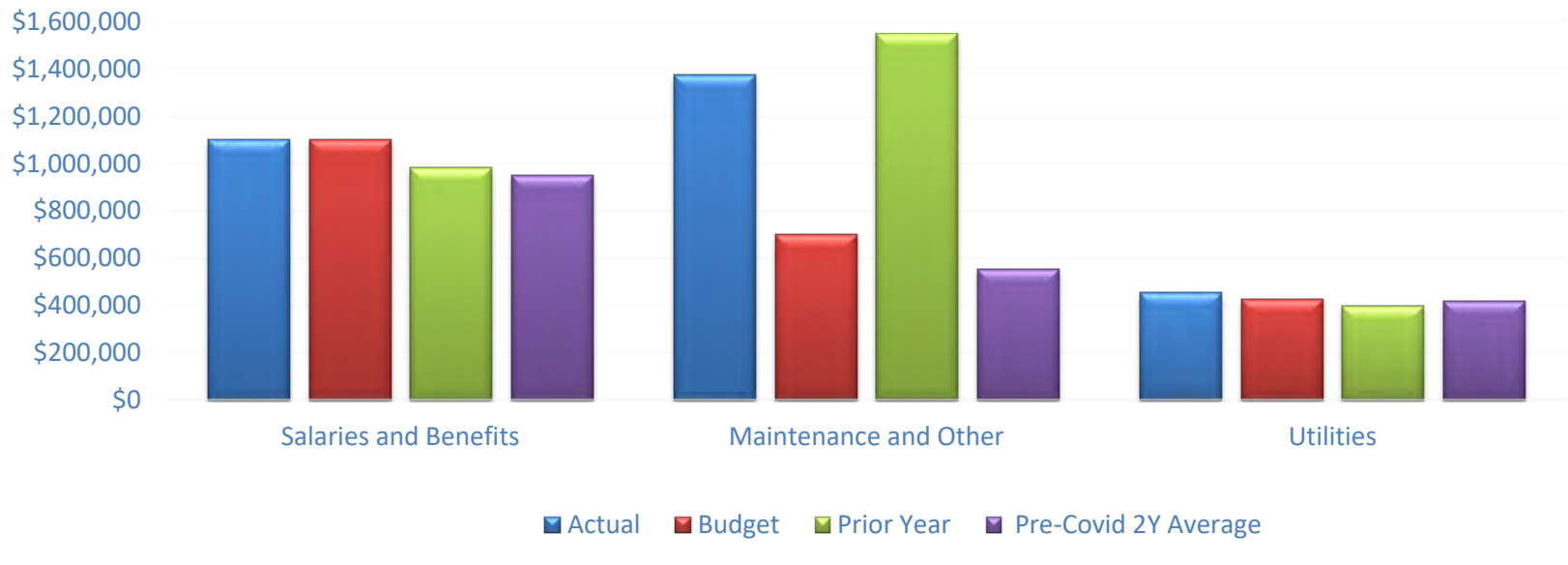
Revenues:

- \$6.7 million gross revenue (before discounts and service provider share)
- \$3.1 million net revenue
- \$0.7 million above budget
- \$0.2 million above prior year and \$0.1 million above Pre-Covid 2Y Average



Operating Expenses:

- \$2.9 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.7 million above budget
- Consistent with prior year and \$1.0 million above Pre-Covid 2Y Average



YTD Performance (unaudited) – Net Revenue \$28.9 million vs budget of \$26.6 million, Expenses \$21.3 million vs budget \$21.5 million, Operating profit \$7.6 million vs budget of \$5.1 million.

City Reimbursement – \$0.2 million (at budget)

Capital and Alterations & Improvements

Exhibit Hall Occupancy

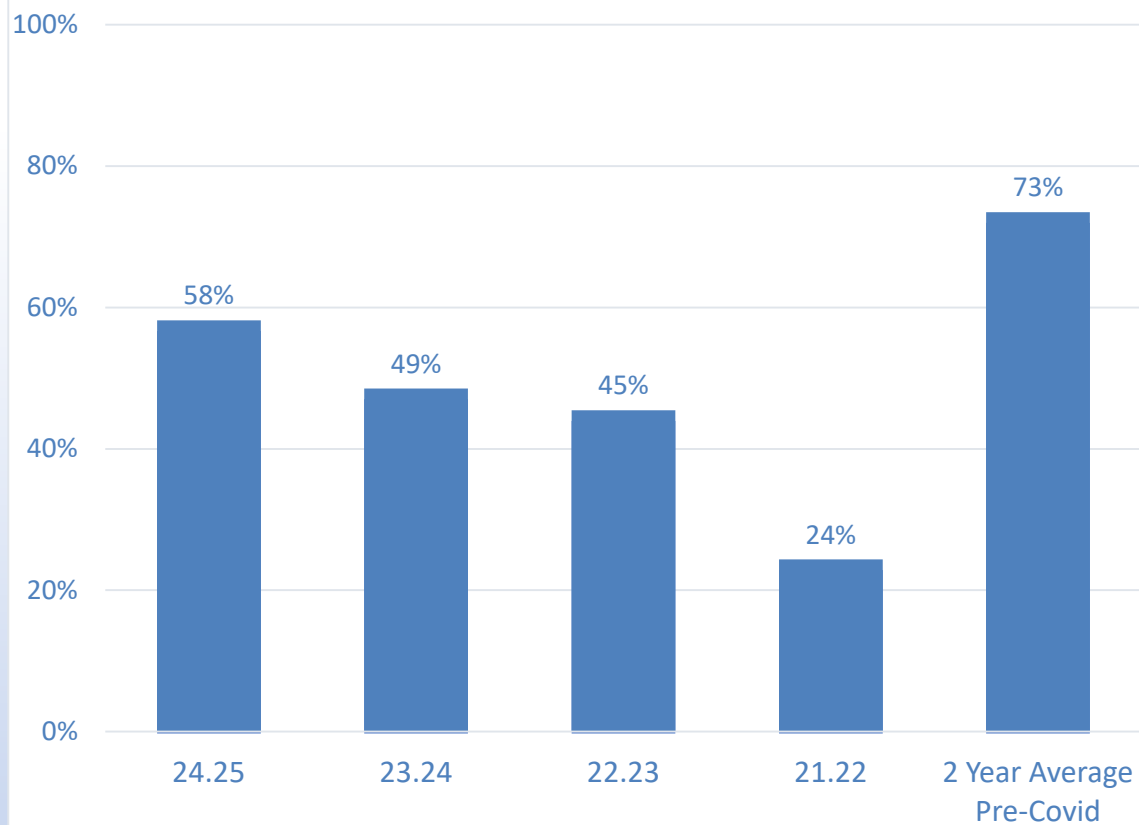
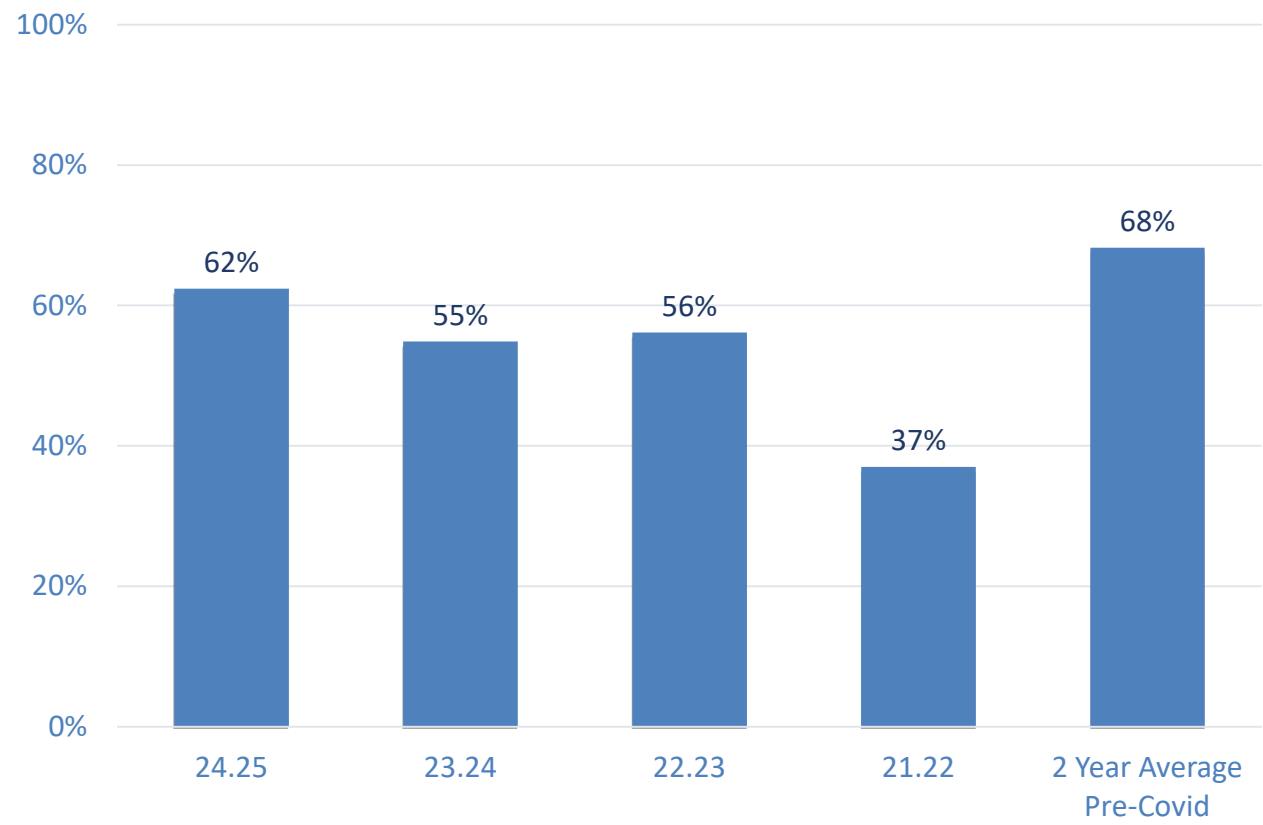


Exhibit Hall Occupancy - (July - March)

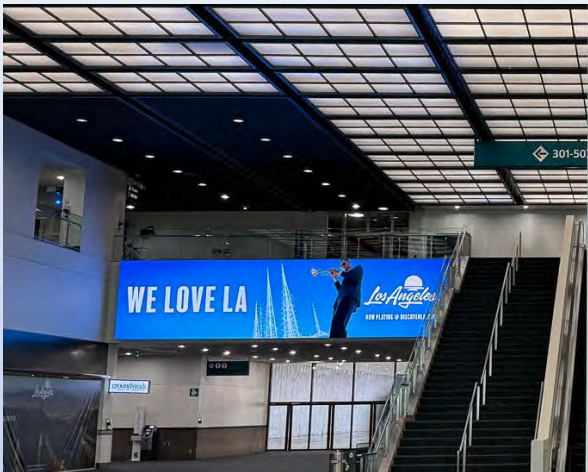


\$56.8 million in Estimated Economic Impact



Digital Signs Project

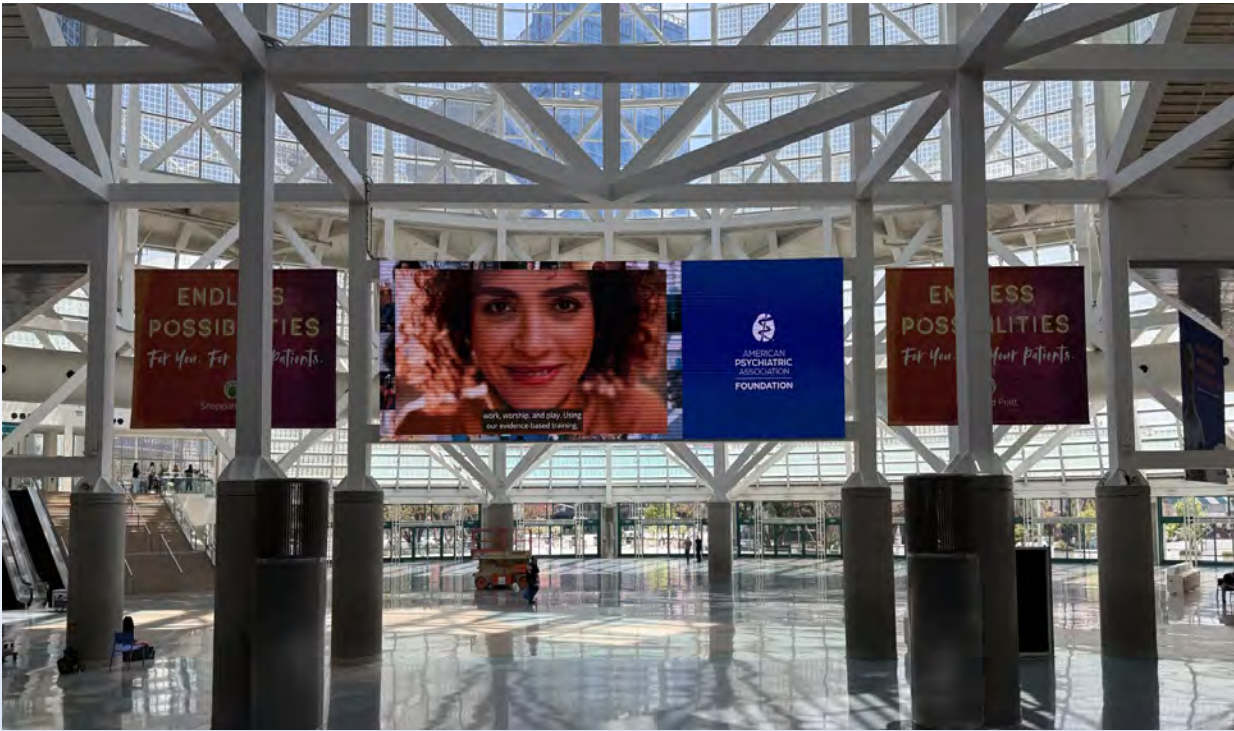
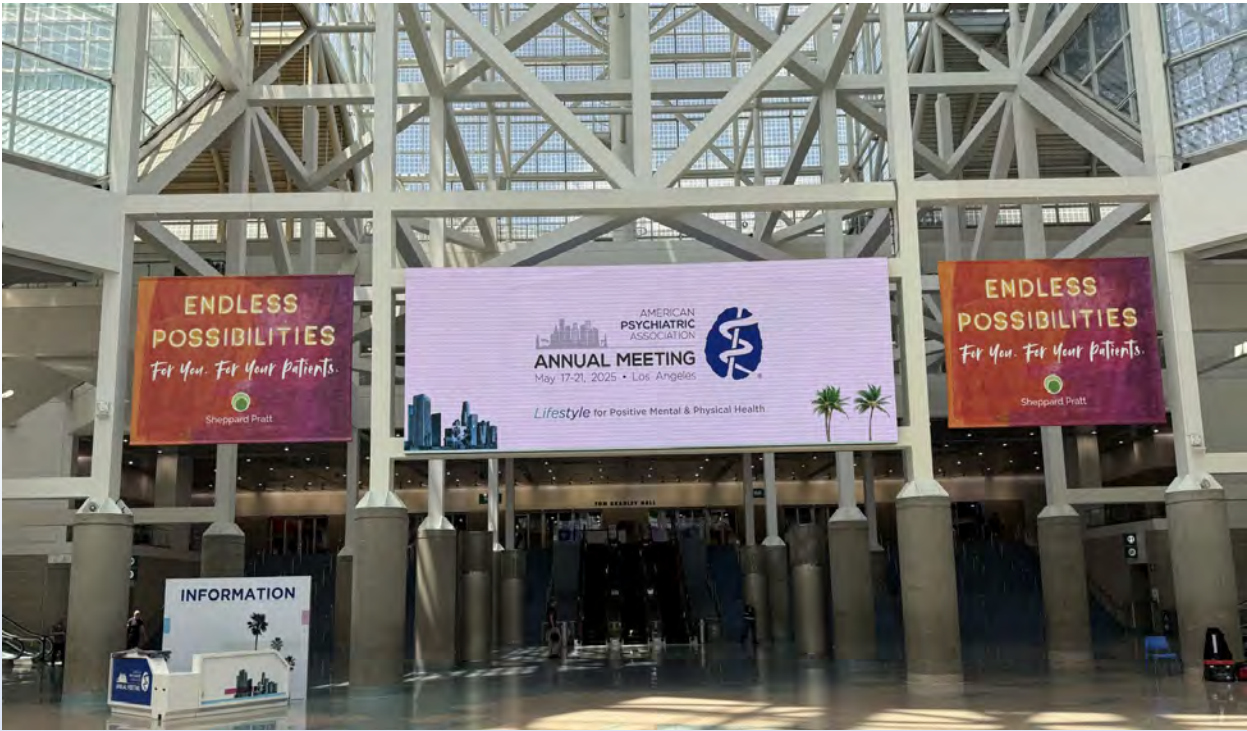
Digital Signs – West Hall



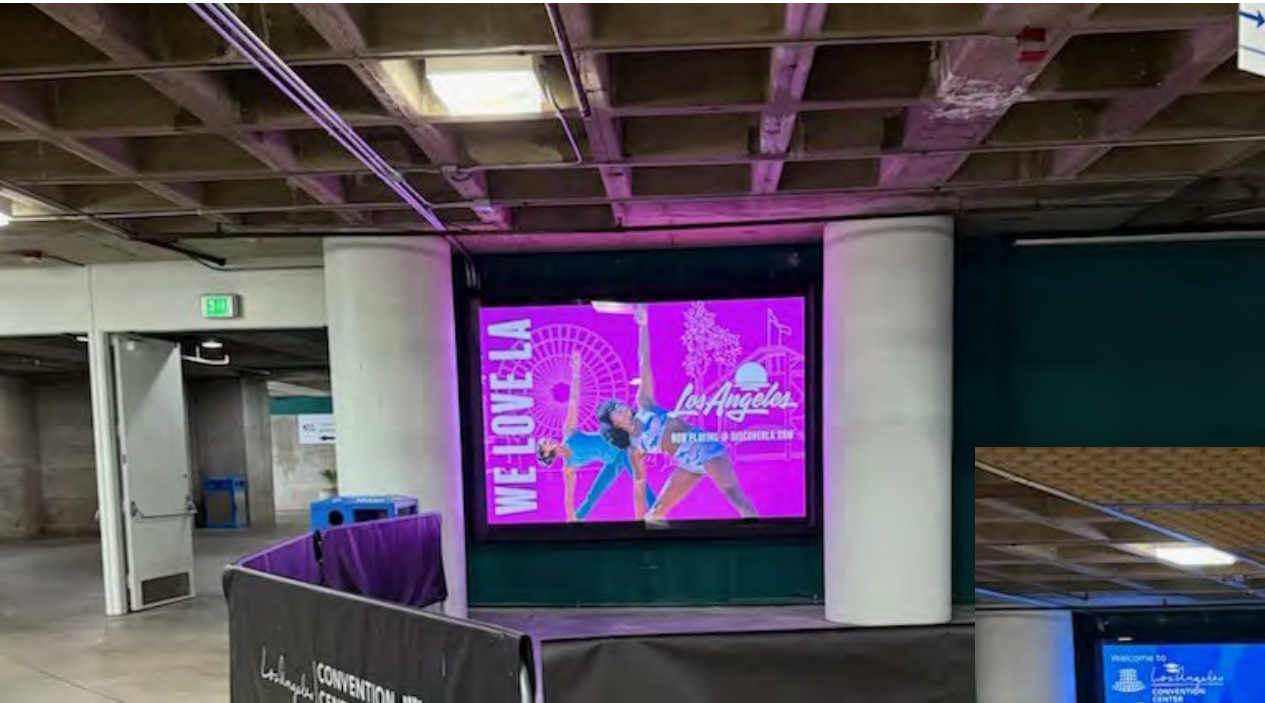
Digital Signs – Concourse



Digital Signs – South Hall



Digital Signs – West Hall Garage





Los Angeles
CONVENTION
CENTER

THANK YOU



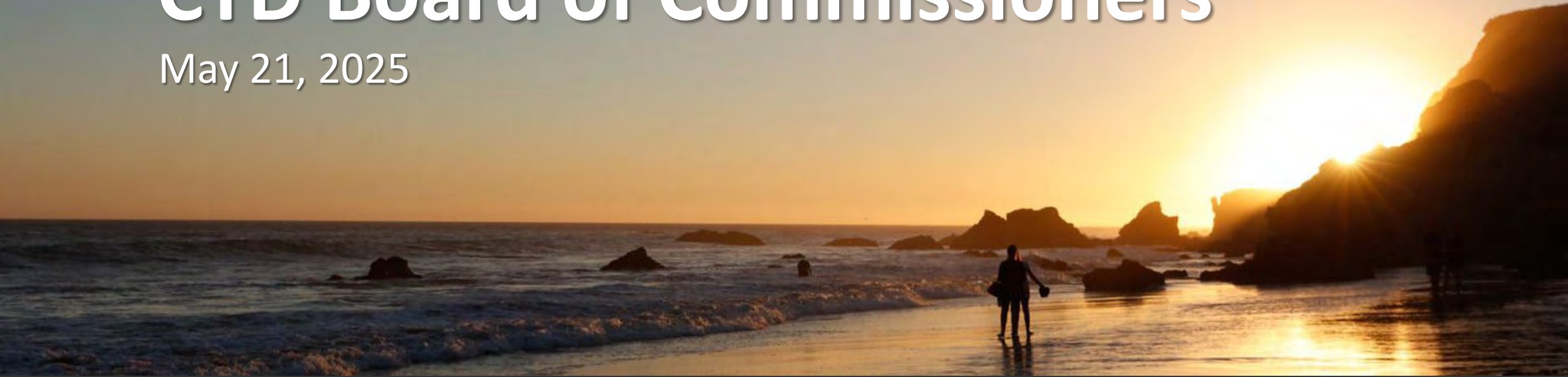
Item 4c

LATCB Update



CTD Board of Commissioners

May 21, 2025



Los Angeles Tourism & Convention Board

Sales Update

Kathy McAdams
Sr. Vice President
Convention Sales



CITYWIDE CONVENTION SALES

Sales Production for FY 2025 through April

Data last refreshed 5/12/2025 10:50:43 PM

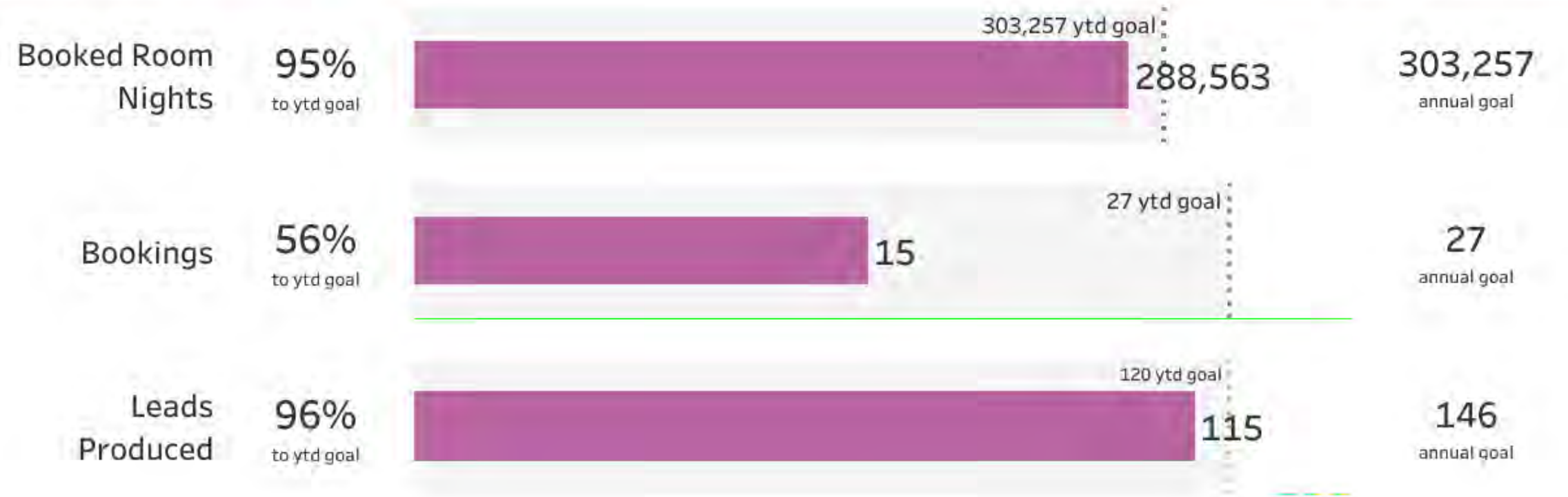
Calendar
Fiscal Year

Year
Latest Year

Month
April

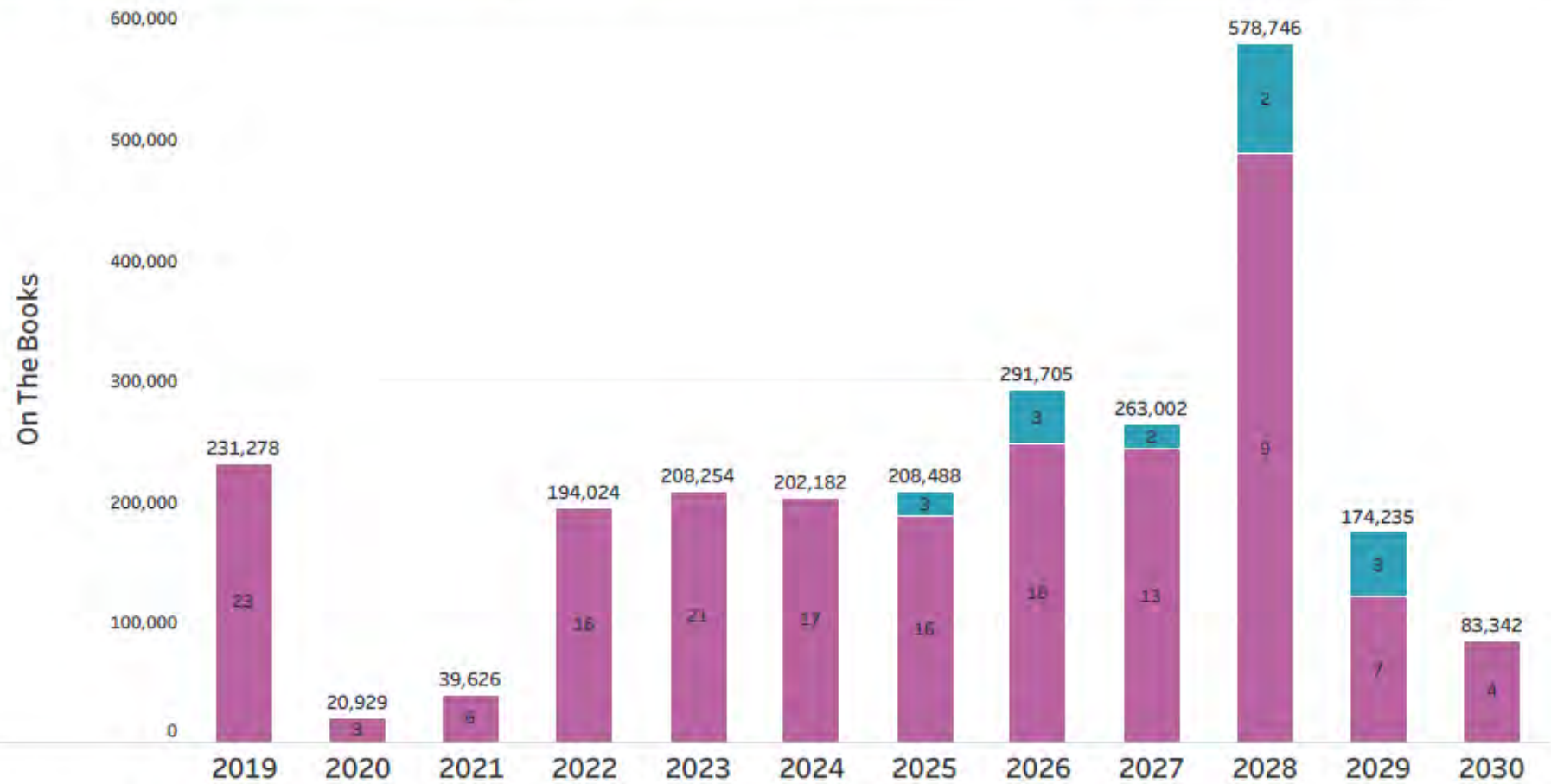
Citywide

FY 2025 through April



Citywide OTB Room Nights by Arrival Year

Booked in FY 2025 through April



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	10	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	1	0	1	0	1



Citywide Active Pipeline Summary

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

Sales Type
Citywide

Sales Manager
All

Peak Bucket
All

Corp or Assn
All

Vertical Market
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

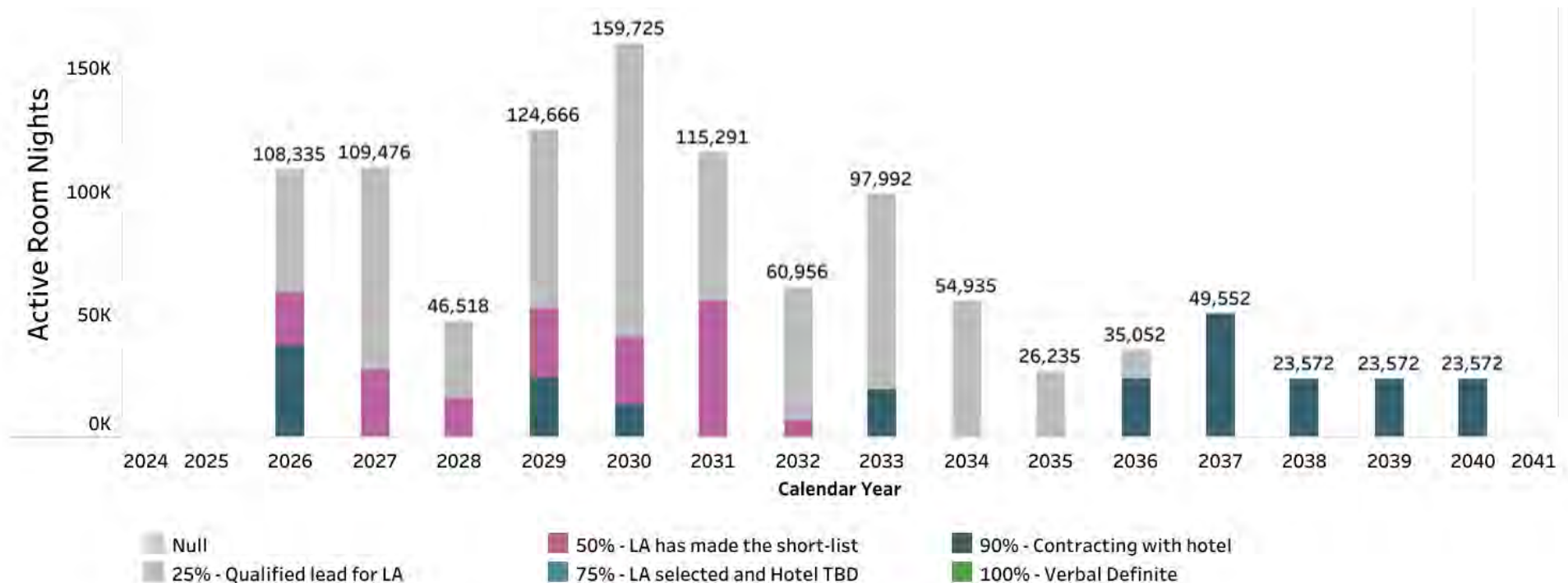
1,143,491

90% - Contracting with hotel

236,989 room nights
12 leads

100% - Verbal Definite

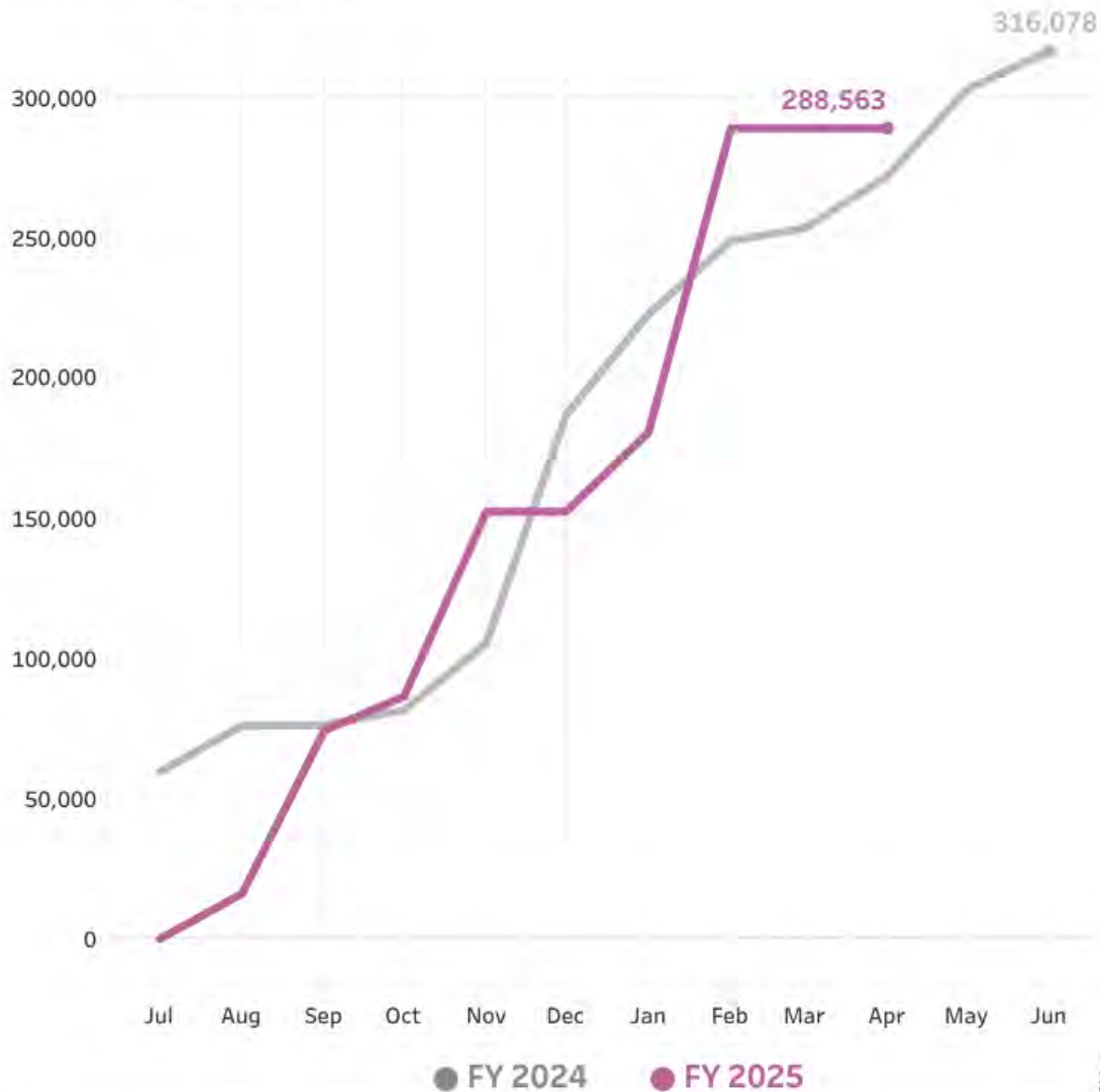
Active Pipeline by Meeting Year



Citywide Booked Room Nights

FY 2025 through April

Booked Room Nights by Month



Key Metrics

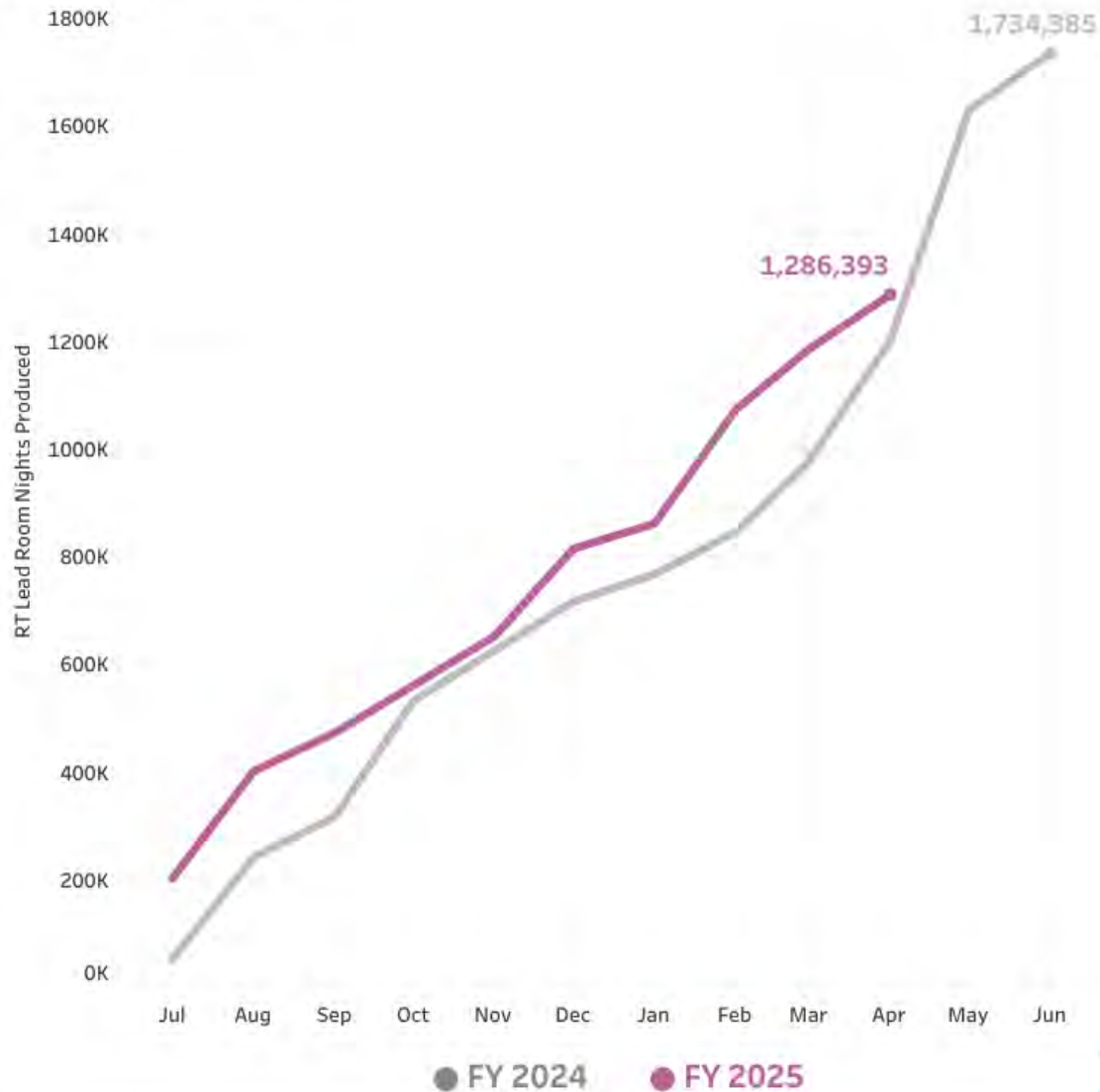
	FY 2025
Bookings	15
Bookings YOY	-21%
Booked Room Nights	288,563
Booked Room Nights YOY	6%
Attendees	309,658
Attendees YOY	-24%



Citywide Lead Production

FY 2025 through April

Lead Production by Month



Key Metrics

	FY 2025
Leads Produced	115
Leads Produced YOY	3%
Lead Room Nights Produced	1,286,393
Lead Room Nights Produced YOY	7%
Attendees	1,235,429
Attendees YOY	61%



NYC Sales Mission

May 6-8, 2025



NYC Sales Mission

- 10 Hotel Partners with 5 Client Events
- Interacted with over 125 Clients
 - Including 5 Media and PR attendees



5/7 – Client Event: Breakfast Bagel Making



5/7 – Client Event: Nordstrom Icon Lounge



5/8 – Client Event: Breakfast at Catbird

Item 5a

Expansion Update

