

WELCOME TO THE CTD COMMISSION MEETING

June 18, 2025





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, June 18, 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 May 21, 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.

Item 3a

Approval of the

May 21, 2025 Minutes



CITY TOURISM BOARD OF COMMISSIONERS

Regular Meeting Minutes

May 21, 2025

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, May 21, 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

PRESENTERS:

Kim Weedmark, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Kathy McAdams, 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 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 General Manager Meeting with the Mayor, attending Safety and Security Roll Calls for ASCRS, AAM, and APA. Attended the Mayor's State of the City, attended a lunch for the Mayor of Bordeaux, attended APCLA's value engineering kick-off meeting. Met with David Abel from VX news for an interview, met with AHLA, HALA, and EWDD. Attended CTD's budget hearing in City Council, hosted a special preview of Cercle Odyssey. Met with LA28, LACC, APCLA and LATCB CSO Candidate. Attended the Los Angeles Tourism and Convention Board hotel and Licensing calls. Met with John Harper, City Controller Kenneth Mejia, and Kimberly Miera. Attended the World Cup host committee briefing.

Regular Meeting Minutes

Page 2 of 2

May 21, 2025

Item 5a. Expansion Update - Taken out of order

Mr. Doane Liu provided an update on the expansion and modernization project, reporting that the City Council granted a 2 month extension of the early works agreements. City Council requires that the project reduce the annual General Fund obligation, currently estimated at \$45 million per year. The team is also revisiting revenues by increasing rates and reducing discounts provided to clients, delaying the modernization of Gilbert Lindsay Plaza and working with LADWP to revisit their electrical requirements.

Item 4b. ASM Monthly Update

Ms. Kim Weedmark reported on 13 events hosted during March 2025, which was a mix of assemblies, consumer shows, and four citywide events noting that all but one were repeat clients in addition to three filmings. The sales and marketing team licensed 9 events in the month of March 2025. Mr. Ben Zarhoud presented the financial data for March reporting there was an operating surplus of \$0.2M and \$6.7M in gross revenue, with 70% from rent, parking, and F&B. Mr. Zarhoud also reported that operating expenses totaled \$2.9M. Mr. Zarhoud stated that March's exhibit hall occupancy rate was 58%, resulting in a total economic impact of \$56.8M, \$10.9M generated by LACC events and \$45.9M generated by the citywide events. Mr. Zarhoud shared that the team completed the installation of the Digital Signs Project which will generate new revenues for LACC.

Item 4c. LATCB Monthly Update

Ms. Kathy McAdams reported that booked room nights are at 288,563 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. Ms. McAdams stated that booked room nights and lead production are behind last year's pace. Ms. McAdams gave an overview of the NYC Sales mission which brought together 10 hotel partners and interacted with over 125 clients including 5 media and PR attendees.

The meeting was adjourned at 9:46 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



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

KIMBERLY WEEDMARK
GENERAL MANAGER



APRIL 2025 Events

34,893 Total Attendees

- 04/04 – Girls to Greatness - (780 attendees)
- 04/05 – 04/06 – The American Showcase - (5,600 attendees)
- 04/09 – HR Star Conference - (700 attendees)
- 04/11 – 04/13 – Velocity Dance Convention - (980 attendees)
- 04/11 – 04/14 – US Fencing North American Cup & Div. 1 Nat'l Championship - (6,000 attendees)
- 04/12 – 04/13 – Spirit Royale Cheer - (2,000 attendees)
- 04/16 – Apartment Owners Assoc. of California (1,900 attendees)
- 04/19 – 04/20 – Los Angeles Career Forum - (933 attendees)
- 04/20 – Sikh Dharma of Southern California - Vaisakhi (7,500 attendees)
- 04/25 – 04/28 – American Society of Cataract and Refractive Surgery – (8,500 attendees)

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

Girls to Greatness





US Fencing North American Cup & Div. 1 Nat'l Championship



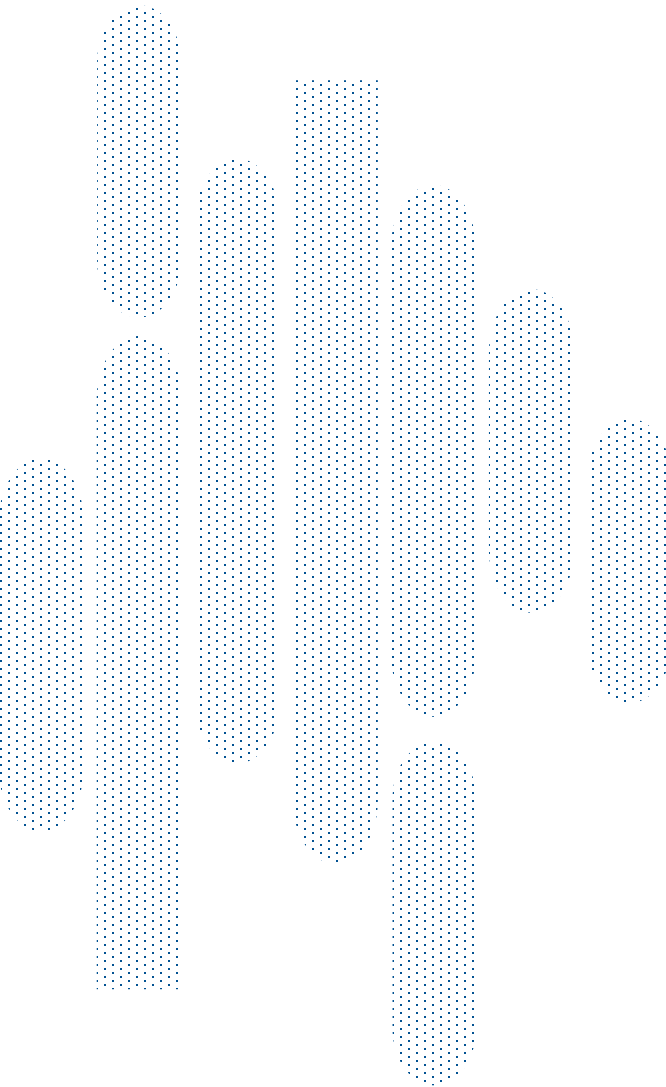
American Society of Cataract and Refractive Surgery



Filming/Parking/Basecamp in April 2025

Total: \$257,219

Date	Production Company	Filming	Space	Amount
April 3 - 4	Concept of Mind, LLC	Animals Parking	Kentia Hall, South Garage	\$8,100
April 9	Paramount Pictures	Naked Gun 4.25	West Lobby, South Lobby & Halls, GLP, Kentia Hall, Fig Drive, North Apron	\$249,119



Sales Activity

12 Events Licensed in April 2025

- Assemblies: 1
- Consumer Shows: 5
- Citywides: 1
- Meetings: 2
- Tradeshows: 2
- Special Event: 1



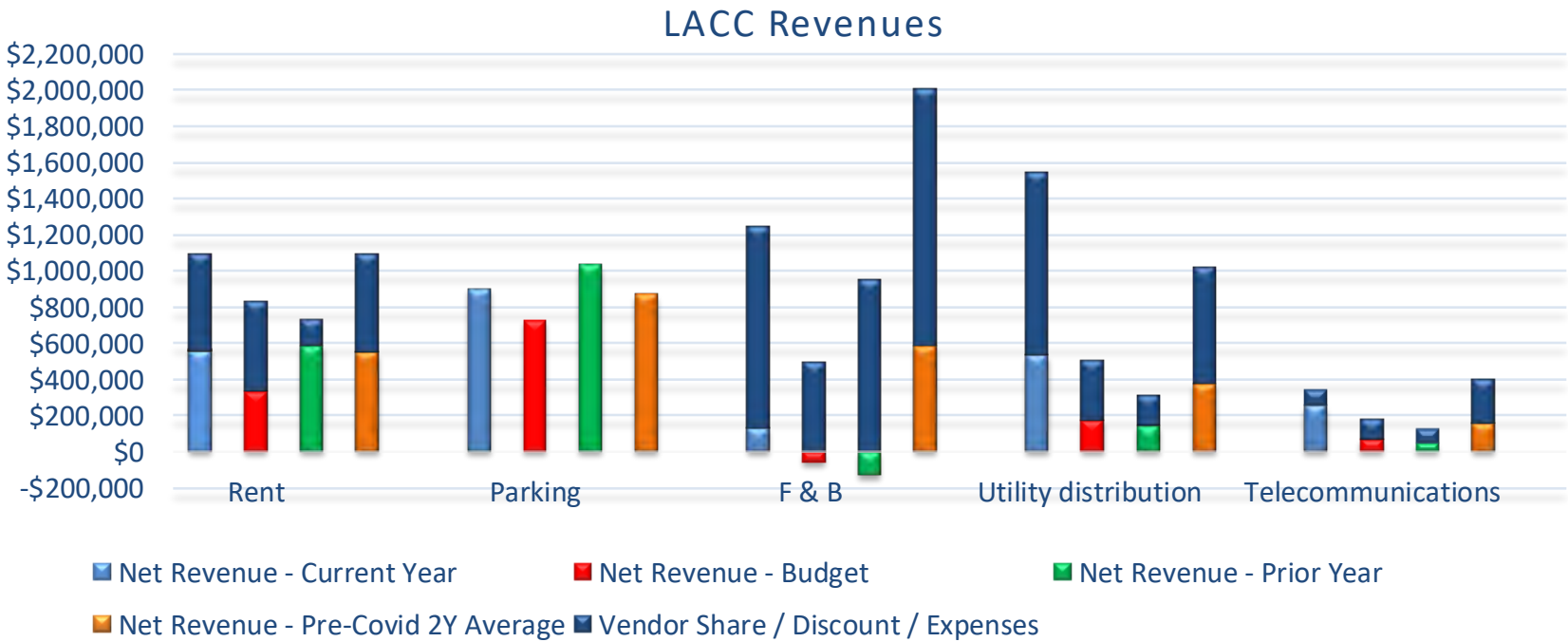
April 2025 Financials

Operating Surplus (loss):

- \$0.1 million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.9 million above budget
- \$0.6 million above prior year and \$0.7 million below Pre-Covid 2Y average

Revenues:

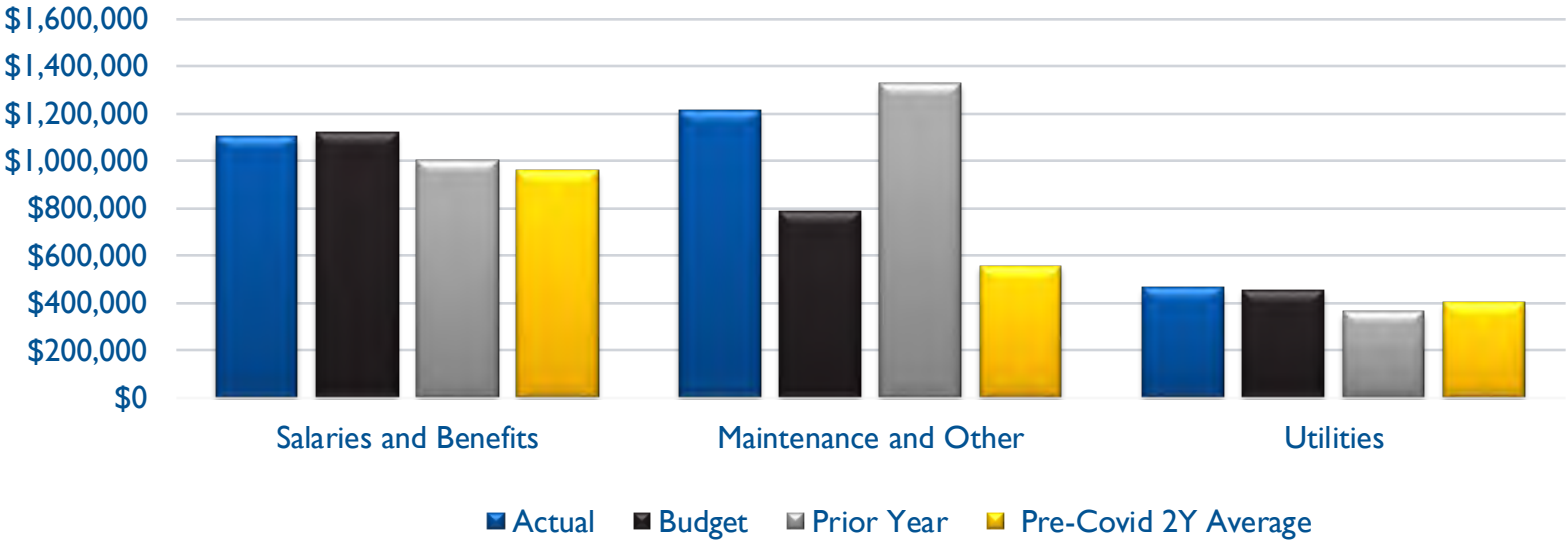
- \$5.7 million gross revenue (before discounts and service provider share)
- \$2.8 million net revenue
- \$1.3 million above budget
- \$0.7 million above prior year and \$0.2 million above Pre-Covid 2Y Average



April 2025 Financials

Operating Expenses:

- \$2.8 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.4 million above budget
- \$0.1 million above prior year and \$0.9 million above Pre-Covid 2Y Average



YTD Performance (unaudited) – Net Revenue \$31.8 million vs budget of \$28.1 million, Expenses \$24.1 million vs budget \$23.8 million, Operating profit \$7.7 million vs budget of \$4.3 million.

City Reimbursement – \$0.2 million below budget. CTD departmental expenses trued up in the month.

Capital and Alterations & Improvements

Occupancy April 2025

Exhibit Hall Occupancy

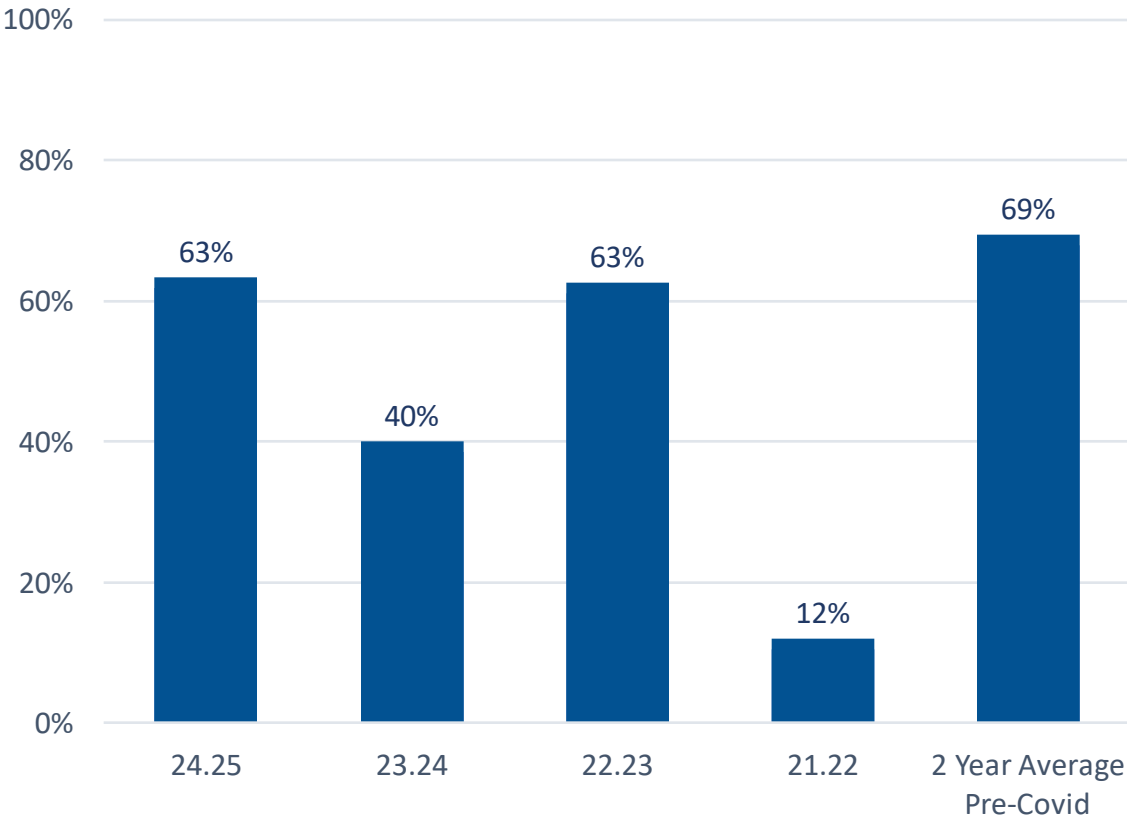
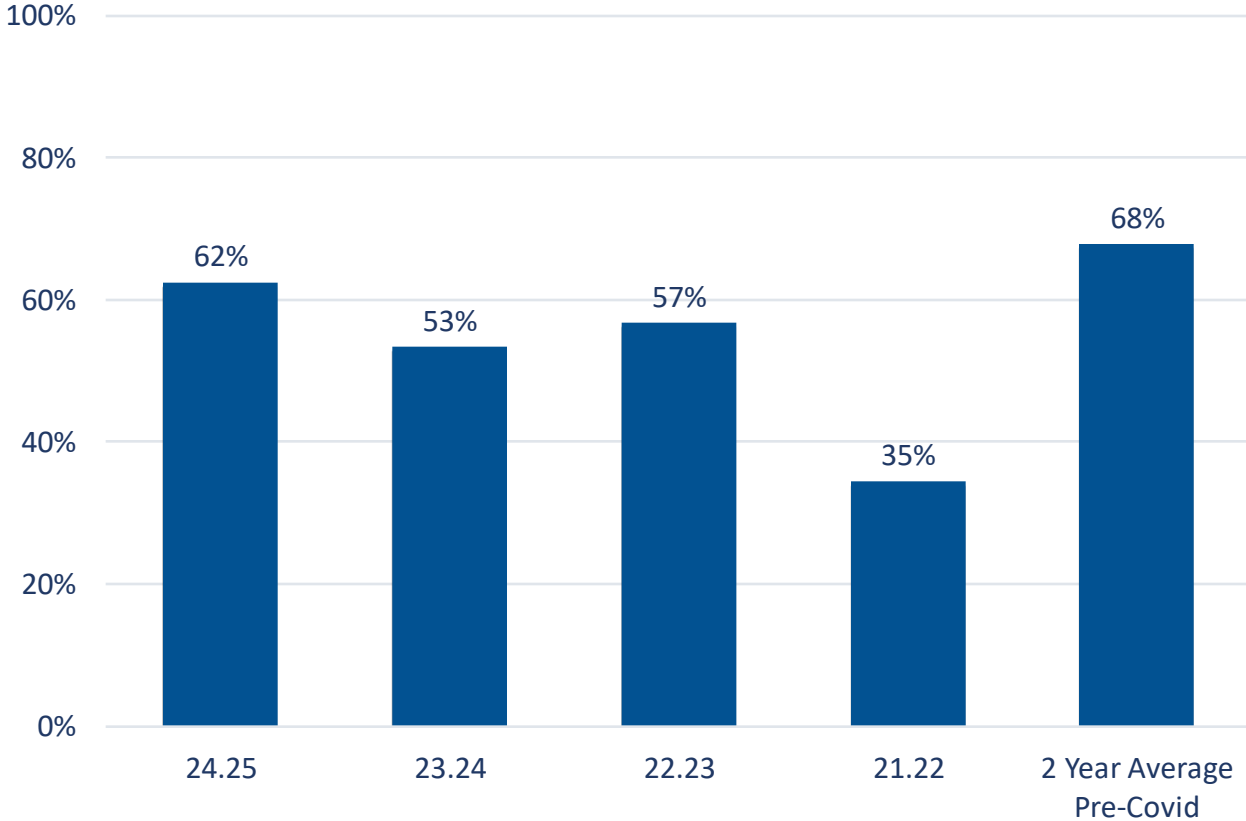


Exhibit Hall Occupancy - (July - April)



\$40.8 million in Estimated Economic Impact





THANK YOU



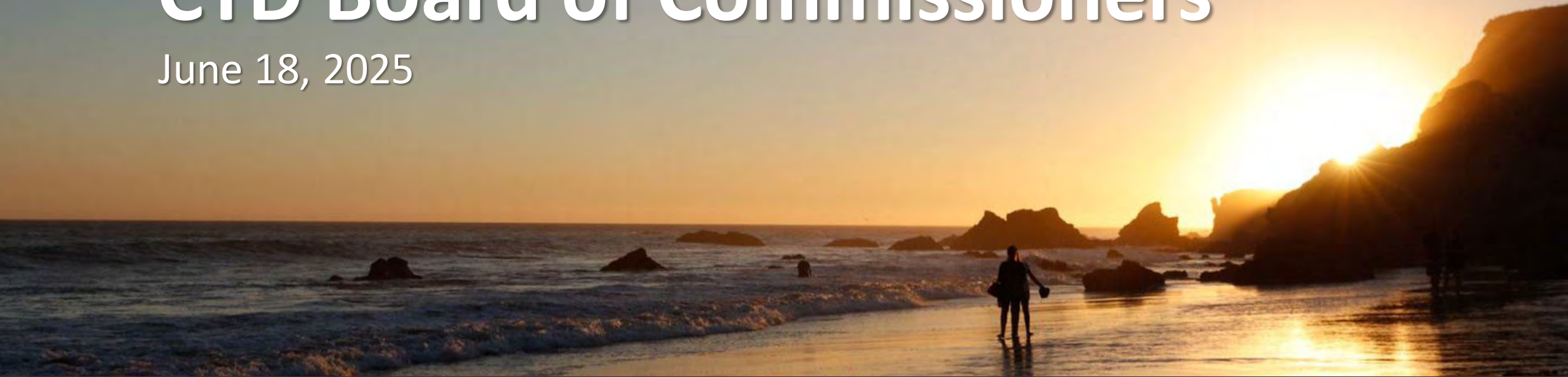
Item 4c

LATCB Update



CTD Board of Commissioners

June 18, 2025



Los Angeles Tourism & Convention Board

Sales Update

Bryan Churchill
Sr. Vice President
Hotel Sales



CITYWIDE CONVENTION SALES

Sales Production for FY 2025 through May

Data last refreshed 6/8/2025 10:51:11 PM

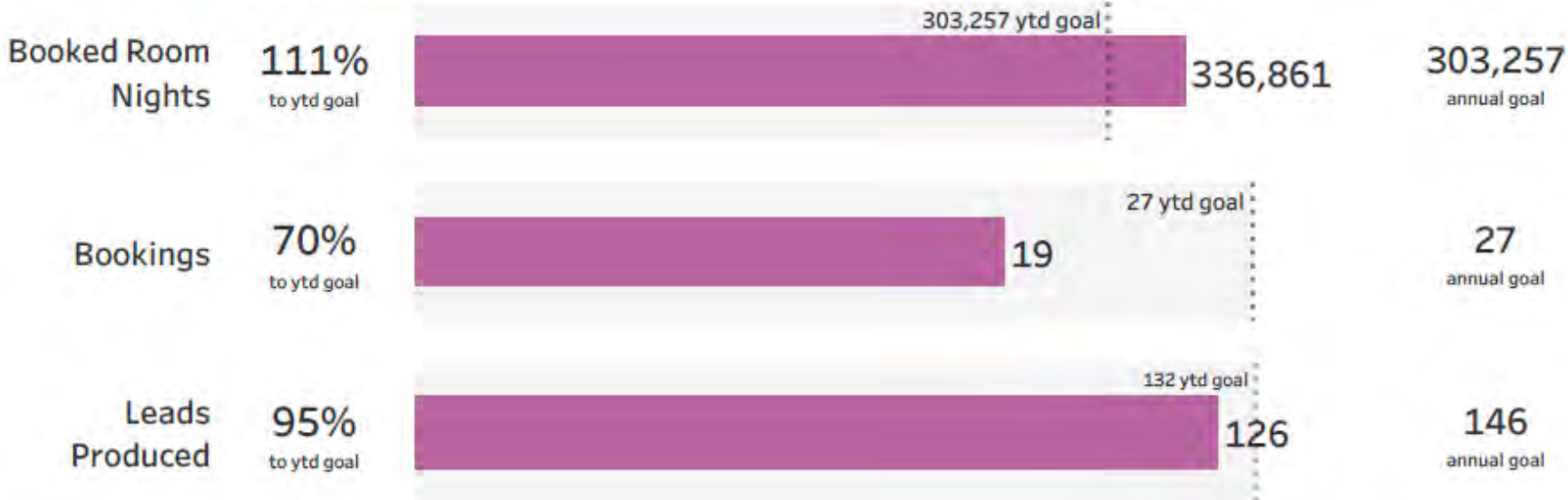
Calendar
Fiscal Year

Year
Latest Year

Month
May

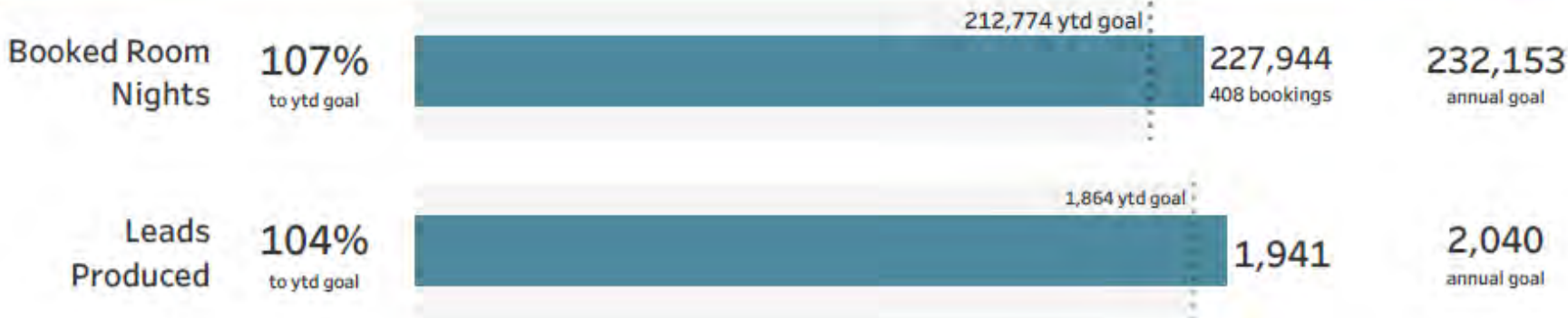
Citywide

FY 2025 through May



Hotel Sales

FY 2025 through May



Citywide OTB Room Nights by Arrival Year

Booked in FY 2025 through May



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	16	10	11	4
Booked in Year	0	0	0	0	0	0	3	3	3	2	5	0
Cancelled in Year	0	0	0	0	0	0	0	1	0	2	2	1



Citywide Active Pipeline Summary

Data last refreshed on 6/8/2025 10:51 PM

Sales Type
Citywide

Sales Manager
All

Peak Bucket
All

Corp or Assn
All

Vertical Market
All

Leads

71

Null

25% - Qualified lead for LA

419,820 room nights
40 leads

Lead Room Nights

859,397

50% - LA has made the short-list

118,194 room nights
12 leads

75% - LA selected and Hotel TBD

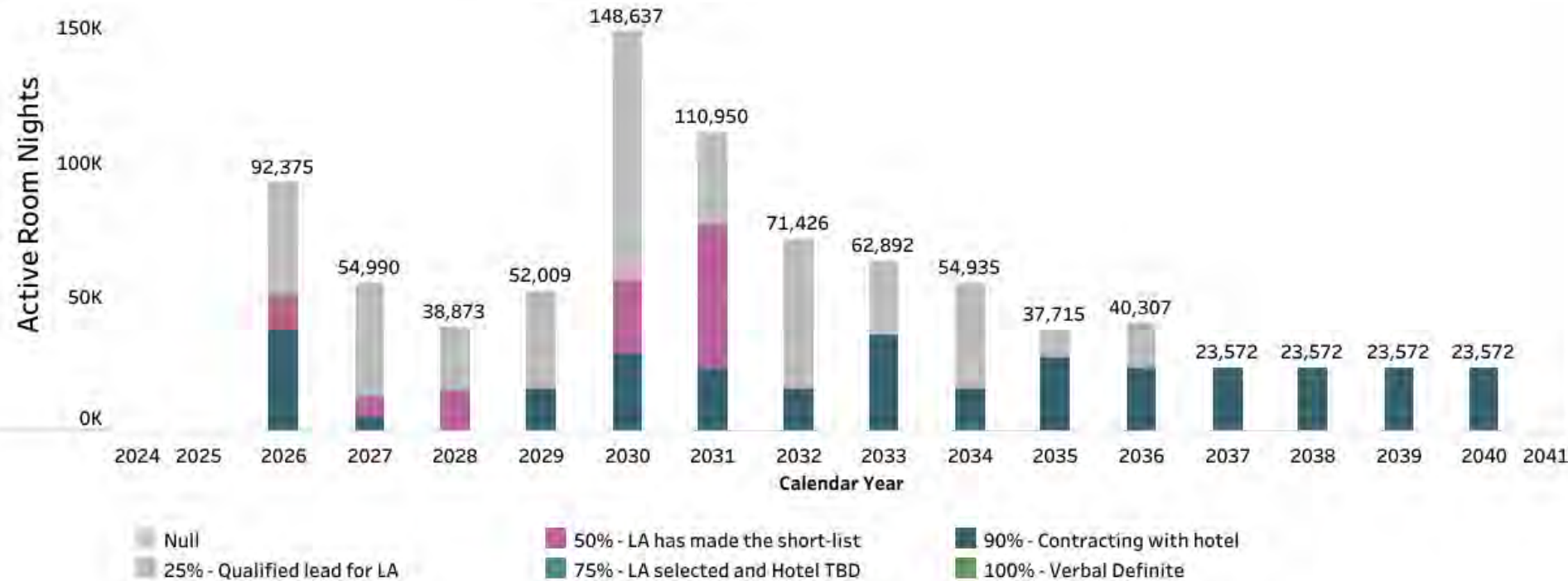
Attendees

1,091,950

90% - Contracting with hotel

321,383 room nights
19 leads

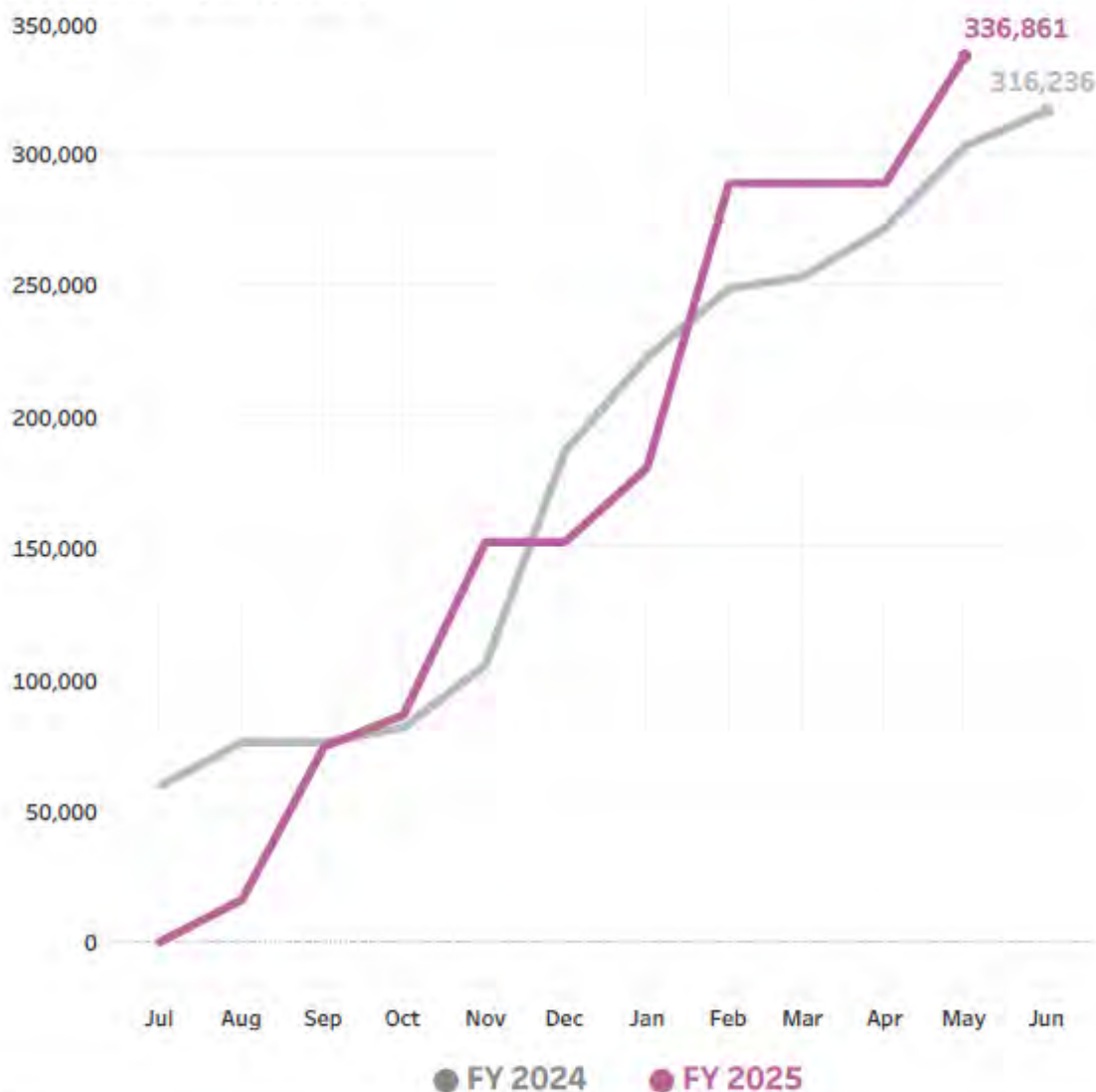
100% - Verbal Definite



Citywide Booked Room Nights

FY 2025 through May

Booked Room Nights by Month



Key Metrics

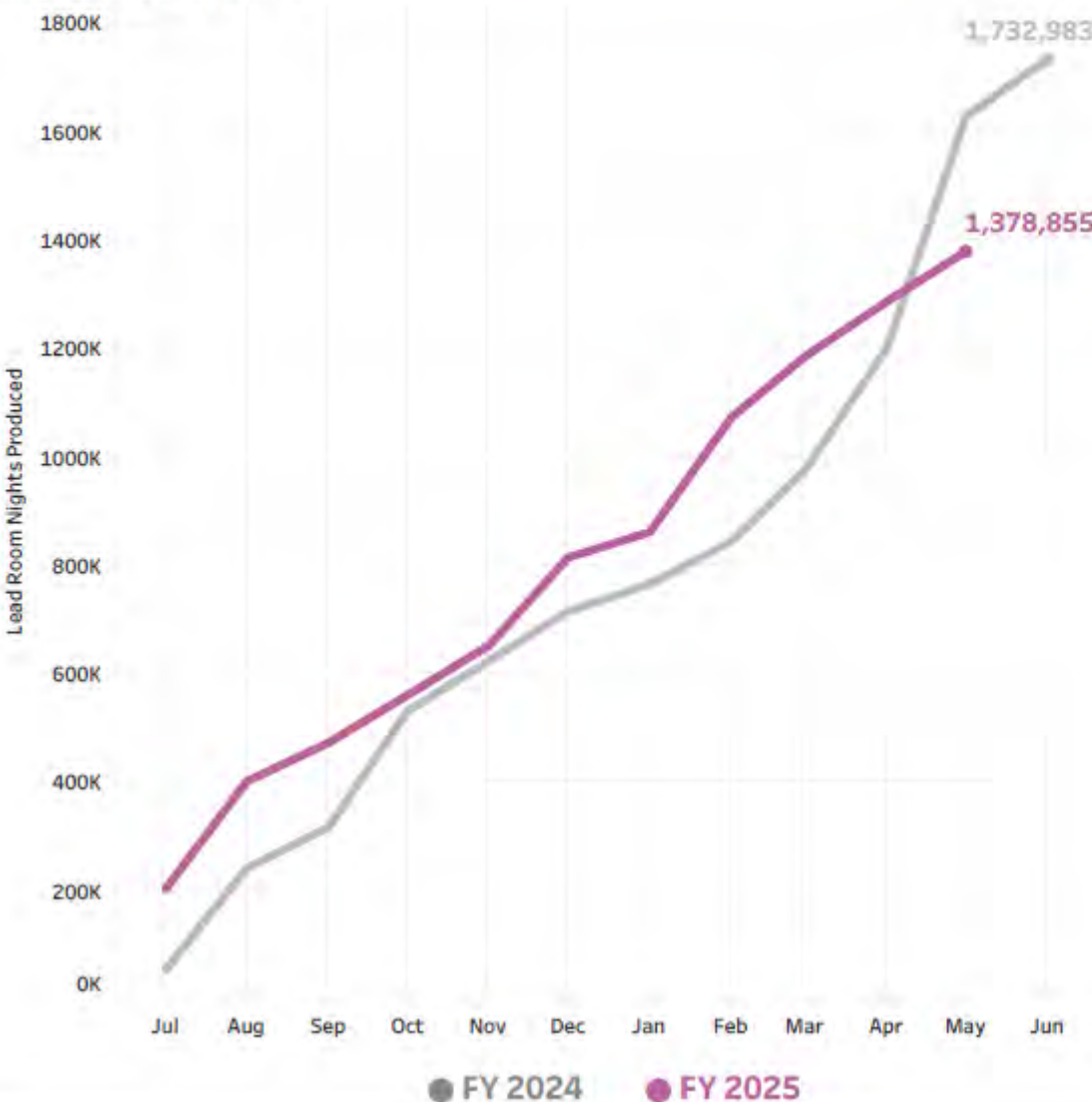
	FY 2025
Bookings	19
Bookings YOY	-14%
Booked Room Nights	336,861
Booked Room Nights YOY	11%
Attendees	358,158
Attendees YOY	-17%



Citywide Lead Production

FY 2025 through May

Lead Production by Month



Key Metrics

	FY 2025
Leads Produced	126
Leads Produced YOY	-2%
Lead Room Nights Produced	1,378,855
Lead Room Nights Produced YOY	-15%
Attendees	1,341,229
Attendees YOY	9%



ASAE Annual Meeting & Exposition



AUGUST 9-12, 2025
LOS ANGELES, CA

LOS ANGELES
CONVENTION CENTER

- **ASAE & The Center for Association Leadership-** a membership organization of more than 45,000 association executives and industry partners representing 7,400 organizations.
- **Associations spend more than \$79 billion annually to hold conventions and meetings**
- **5000+ total attendees - 3200+ are association professionals**
- **Estimated economic impact- \$11M**
- **Last hosted in Los Angeles in 2010**



Opening Reception

Memorial Coliseum

- Saturday August 9, 2025
- 6:00pm – 9:00pm
- 5,000 attendees





The Classic

The Novo &
Grammy Museum



The Classic

- Monday August 11, 2025
- 6:00pm – 9:00pm
 - VIP Early Entry
- 2,300 attendees
- Ticketed event to benefit the foundation



Closing Reception

Peacock Plaza & Chick Hearn Court

- Tuesday August 12, 2025
- 1:30pm – 4:30pm
- 2,000 attendees
- New schedule layout for ASAE



Upcoming Events

**Patti MacJennett,
Chief Industry Relations Officer**





U.S. Travel's IPW 2025

Dates: Saturday, June 14-Wednesday, June 18, 2025

Location: Chicago

- **1,000+ U.S. SUPPLIER ORGANIZATIONS** representing all regions and industry segments
- **1,100+ TRAVEL BUYERS** attend from more than **60 countries**
- **500+ TRAVEL JOURNALISTS** including domestic & international press
- Driving **\$5.5 Billion** in **FUTURE TRAVEL** to the United States



DINE LA







DINE LA RESTAURANT WEEK UPDATE

- **Dine LA Restaurant Week** is on **July 25-August 8, 2025**, where visitors and residents can enjoy special prix fixe lunch & dinner menus
- This program is offered twice a year and showcases Los Angeles as a premier dining destination while highlighting the diverse culinary experiences LA has to offer.

Item 5a

Expansion Update

