



CITY TOURISM COMMISSION



Commissioners: Jon F. Vein, President; Kathleen Rawson, Vice President;
Taelor Bakewell; Katie Chin; 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.

Regular Meeting
Wednesday, July 16, 2025
9:00 a.m.
1201 S. Figueroa St.
Los Angeles, CA 90015

1. CALL TO ORDER / ROLL CALL

2. ELECTION OF THE 2025-2026 BOARD OFFICERS

3. 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.

4. APPROVE MINUTES

- a. Approval of the regular meeting minutes from June 18, 2025

5. REPORTS

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

6. DISCUSSION

- a. Expansion Update

7. ACTION ITEMS

NONE

8. 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.gov/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

Election of the 2025-2026

Board Officers



Item 4a

Approval of the

June 18, 2025 Minutes



CITY TOURISM BOARD OF COMMISSIONERS

Regular Meeting Minutes

June 18, 2025

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, June 18, 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
Vacant

PRESENTERS:

Kim Weedmark, 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 9:04 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from May 21, 2025

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Doane Liu provided an overview of his activities since the last Board meeting, which included: numerous Expansion meetings, Vanity Portraits event for survivors of the LA Wildfires and the CCA Treasures of LA. Additionally, Doane attended the General Managers Meeting with Mayor Bass, attended the Microbe Roll Call, met with LATCB regarding Flight Center and attended the World Cup One Year to Go event.

Item 5a. Expansion Update - Taken out of order

Mr. Liu provided an update on the Los Angeles Convention Center (LACC) Expansion and Modernization Project, reporting that the City Administrative Officer (CAO) provided an update to the Los Angeles City Council Economic Development and Jobs Committee on the efforts to reduce the annual debt service payment. Through extensive value engineering, the team was able to identify over \$100 million in cost savings. Mr. Liu shared

Regular Meeting Minutes

Page 2 of 2

June 18, 2025

one of the most significant cuts which was the revitalization of Gilbert Lindsay Plaza, which the CAO recommended to be completed as a separate project. Mr. Liu stated that the report has also been referred to the Budget and Finance Committee for consideration.

Item 4b. ASM Monthly Update

Ms. Kim Weedmark reported on 10 events hosted during April 2025, which was a mix of assemblies, consumer shows, and two citywide events, noting that they were new clients, in addition to two filmings. The sales and marketing team licensed 12 events in the month of April 2025. In April, there was an operating surplus of \$0.1M and \$5.7M in gross revenue. Ms. Weedmark also reported that operating expenses totaled \$2.8M. Ms. Weedmark stated that April's exhibit hall occupancy rate was 63%, resulting in a total economic impact of \$40.8M, \$4.7M generated by LACC events and \$36.1M generated by the citywide events.

Item 4c. LATCB Monthly Update

Mr. Bryan Churchill reported that booked room nights are at 336,861 of the annual goal of 303,257, and 19 event bookings of the annual goal of 27. Mr. Churchill stated that booked room nights are ahead of last year's pace and lead production is behind. Ms. Patti MacJennett gave an update on upcoming events, including ASAE Annual Meeting & Exposition and the return of Dine LA Restaurant Week.

The meeting was adjourned at 10:00 a.m. without objection.

Item 5a

Executive Director's Report



Item 5b

ASM Update



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

KIMBERLY WEEDMARK
GENERAL MANAGER

BEN ZARHOUD
Asst. GENERAL MANAGER



TEAM LEADER OF THE 3RD QUARTER 2025

LUIS VALENCIA

Lead Painter





**TEAM MEMBER OF THE 3RD
QUARTER 2025**

BELTRAN MENDEZ

Painter

MAY 2025 Events

64,334 Total Attendees

- 05/01 – 05/02 – Los Angeles Count DHSP Ending HIV Epidemic - (760 attendees)
- 05/02 – 05/04 – Spirit Royale Cheer (5,000 attendees)
- 05/03 – Royal Evening with Dr. Zahi Hawass (1,000 attendees)
- 05/03 – 05/04 – Golden State Open 2025 – Judo Competition (4,000 attendees)
- 05/04 – 05/09 – American Alliance of Museums - (4,000 attendees)
- 05/07 – 05/11 – Cercle Odyssey - (18,641 attendees)
- 05/10 – Yugioh! ALIN Regional Qualifier - (700 attendees)
- 05/17 – 05/21 – American Psychiatric Association Annual Meeting - (7,890 attendees)
- 05/24 – 05/25 – Import Car Expo (3,700 attendees)

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

Filming/Parking/Basecamp in May 2025

Total: \$0

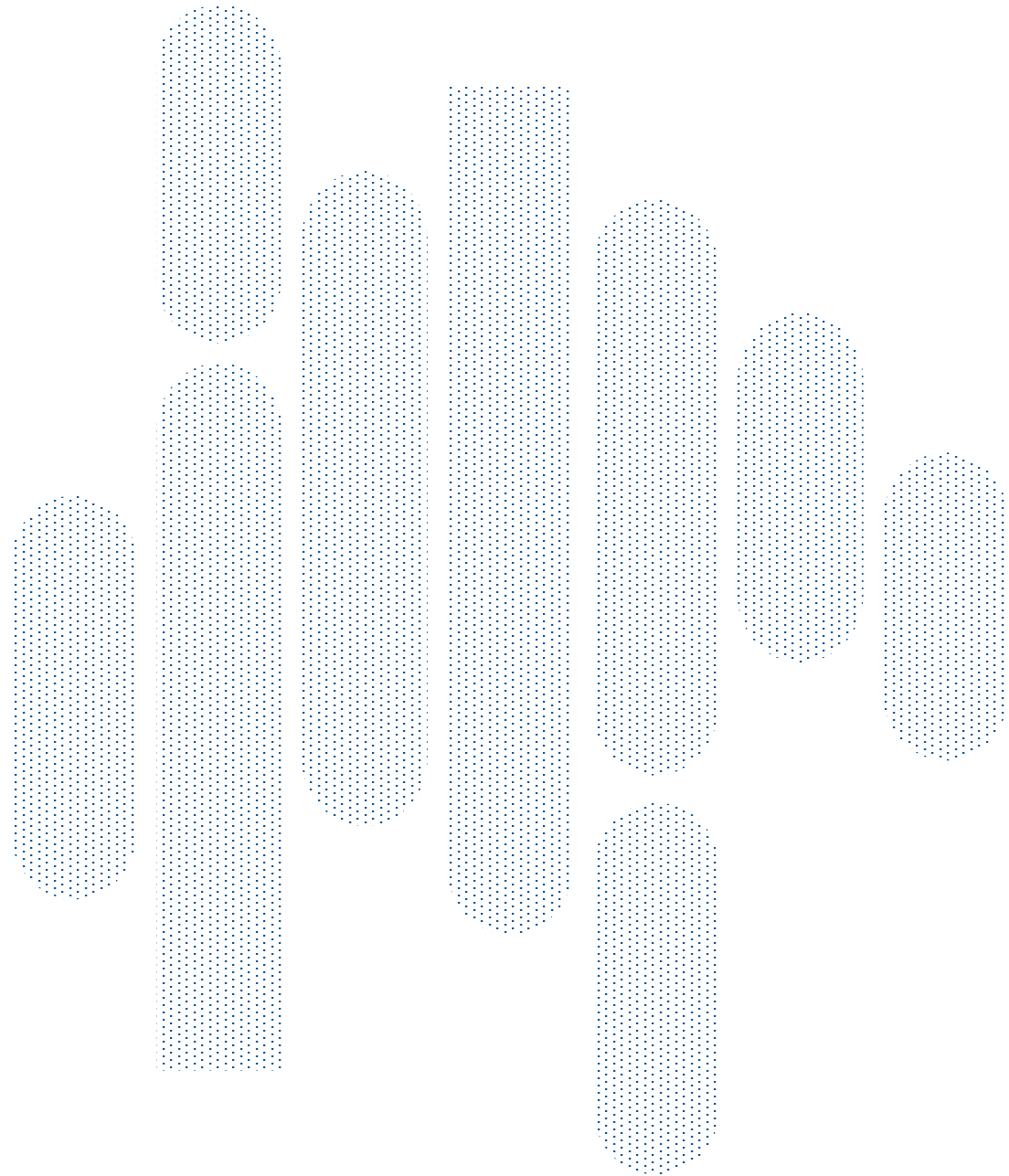
Date	Production Company	Filming	Space	Amount
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NO FILMING

Sales Activity

15 Events Licensed in May 2025

- Assemblies: 4
- Consumer Shows: 5
- Citywides: 3
- Meetings: 0
- Tradeshows: 2
- Special Event: 1



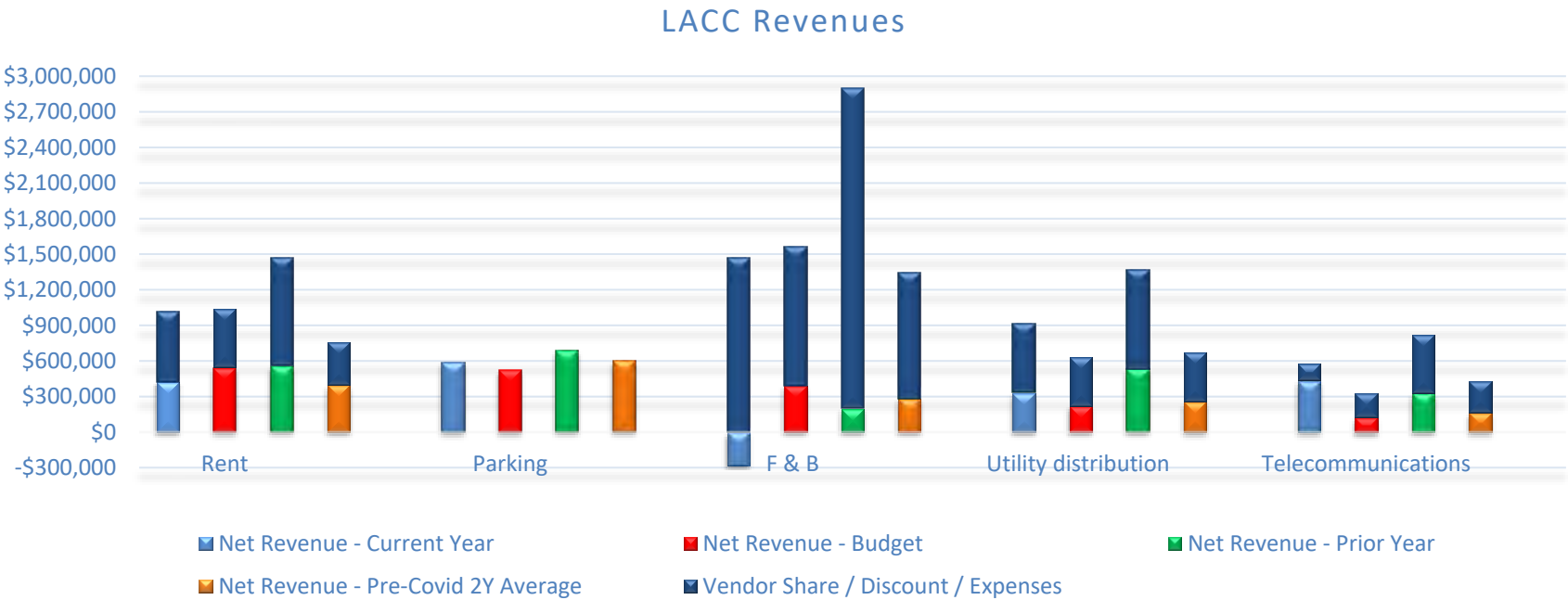
May 2025 Financials

Operating Surplus (loss):

- (\$1.1) million (before approved City Reimbursements, A & I and Capital Projects)
- \$1.0 million below budget
- \$0.2 million below prior year and \$1.1 million below Pre-Covid 2Y average

Revenues:

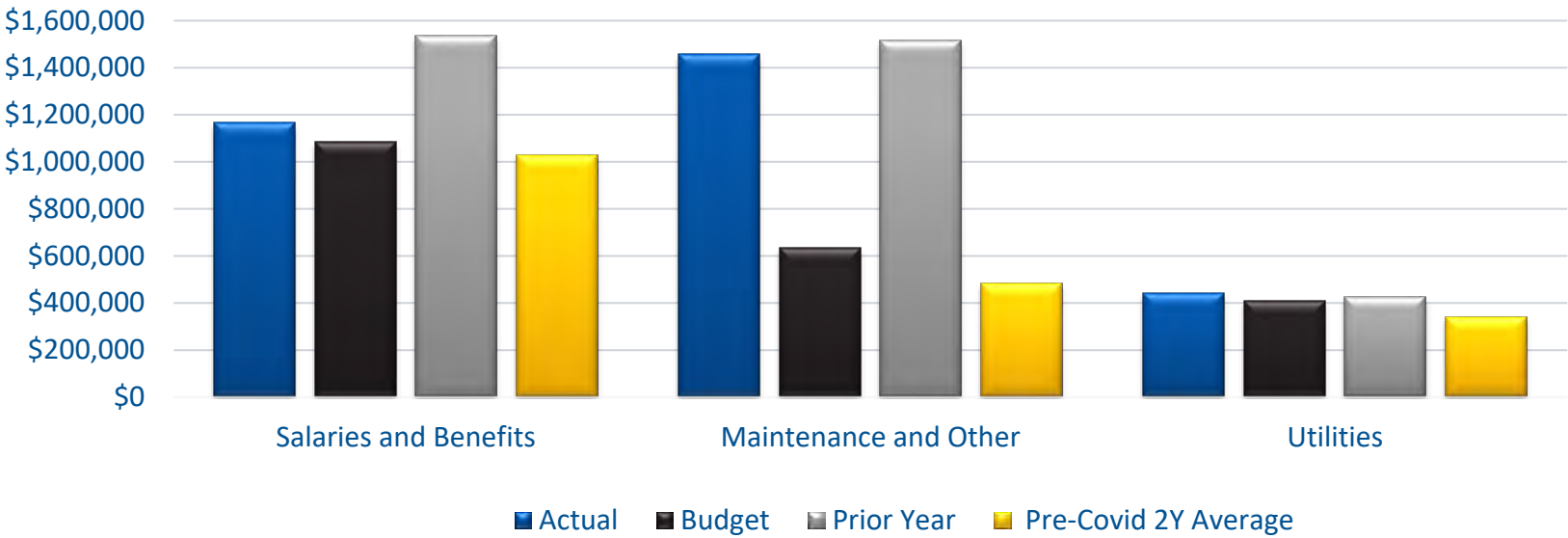
- \$5.0 million gross revenue (before discounts and service provider share)
- \$2.0 million net revenue
- \$0.1 million below budget
- \$0.6 million below prior year and \$0.1 million above Pre-Covid 2Y Average



May 2025 Financials

Operating Expenses:

- \$3.1 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.9 million above budget
- \$0.4 million below prior year and \$1.2 million above Pre-Covid 2Y Average

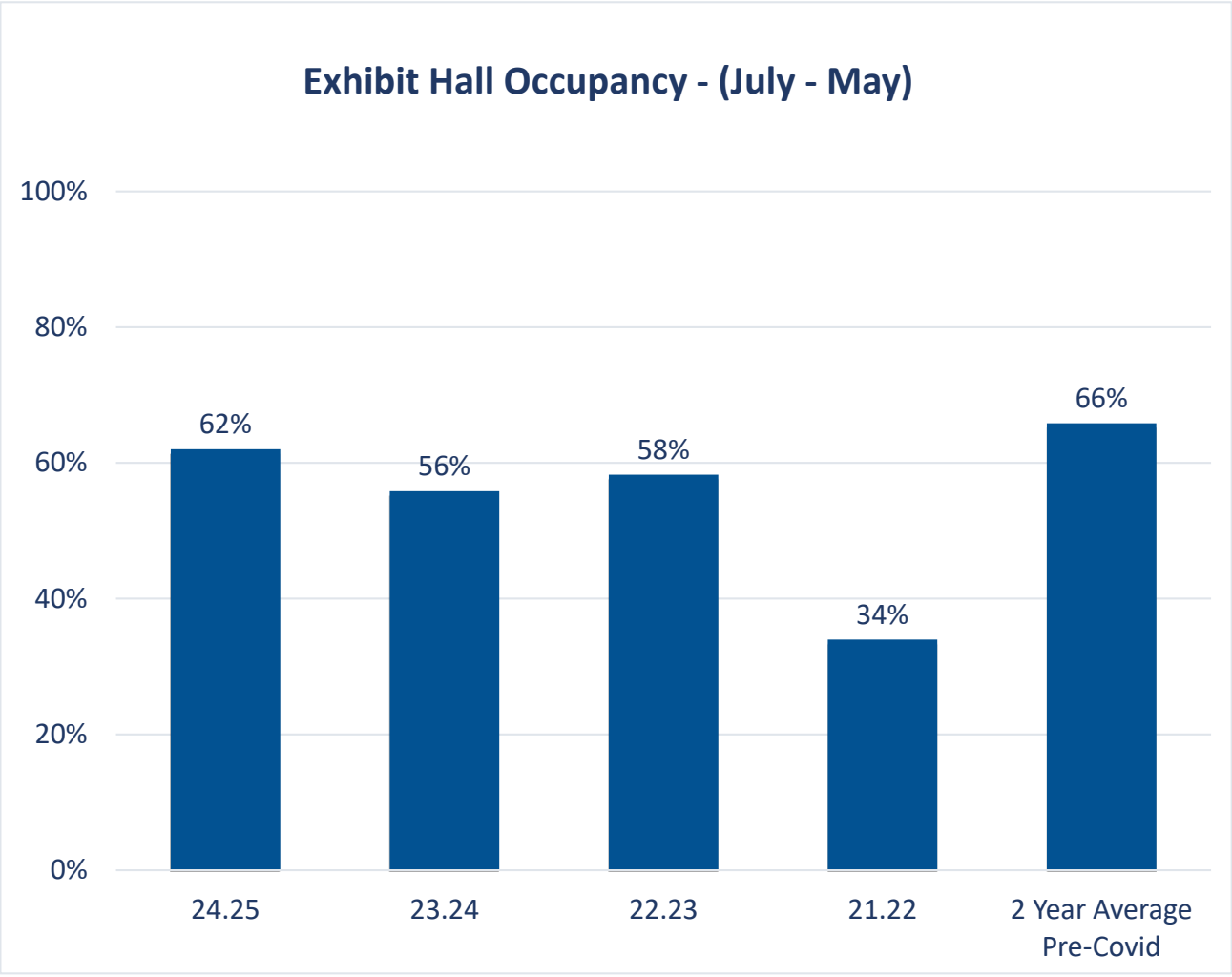
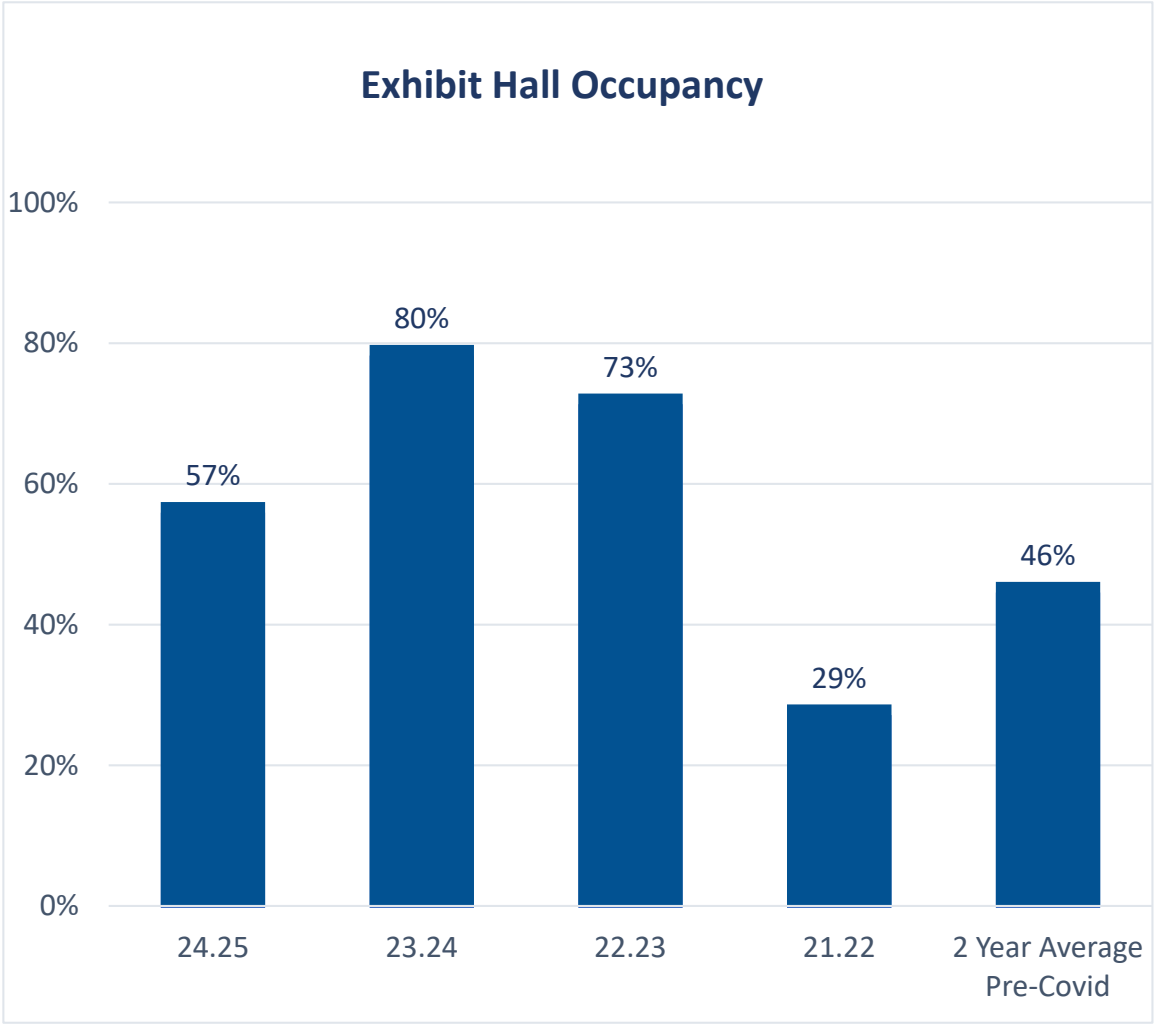


YTD Performance (unaudited) – Net Revenue \$33.7 million vs budget of \$30.1 million, Expenses \$27.1 million vs budget \$25.9 million, Operating profit \$6.6 million vs budget of \$4.2 million.

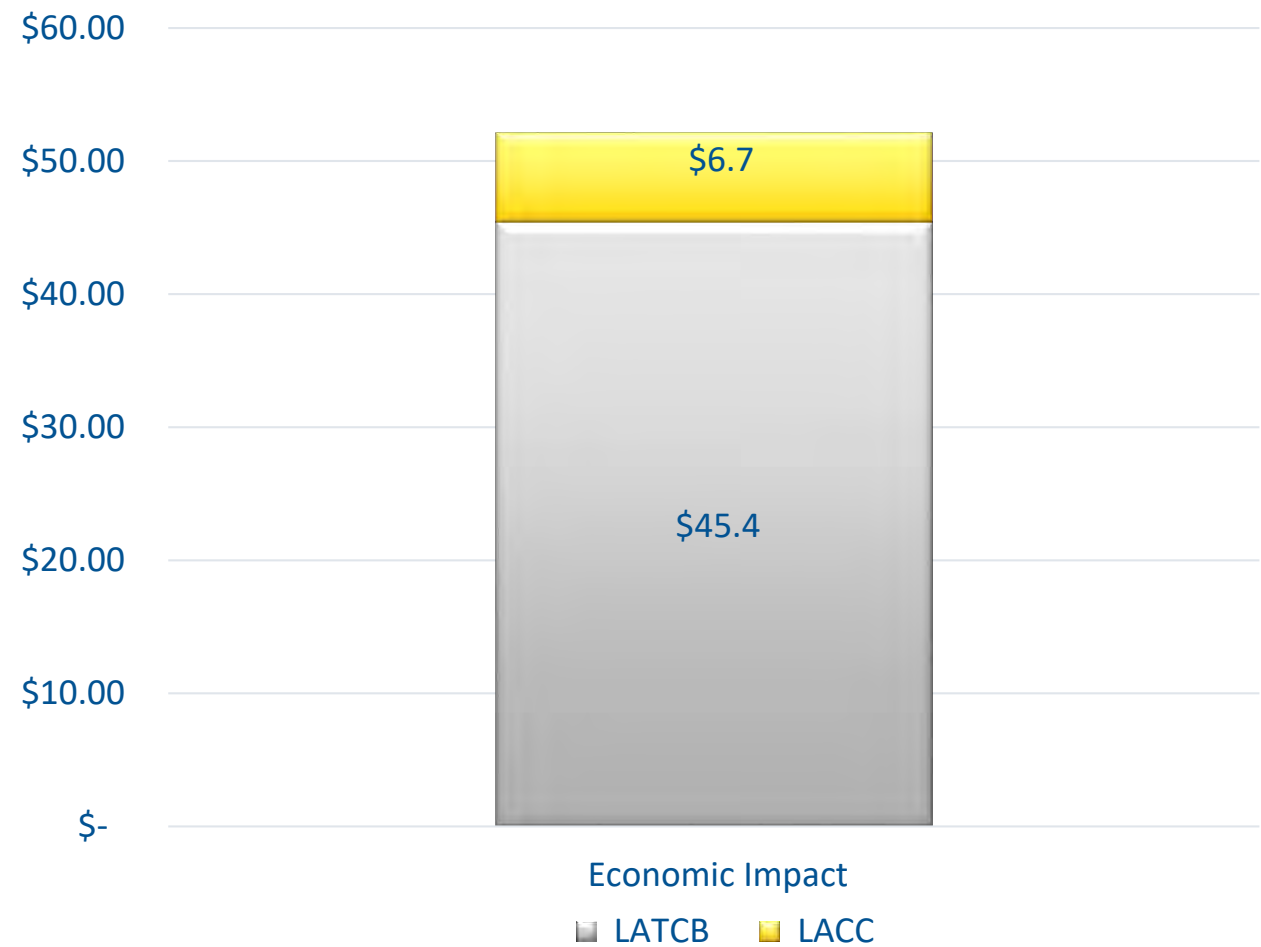
City Reimbursement – at budget.

Capital and Alterations & Improvements

Occupancy May 2025



\$52.1 million in Estimated Economic Impact



Item 5c

LATCB Update



CTD Board of Commissioners

July 16, 2025



Los Angeles Tourism & Convention Board

Sales Update

Bryan Churchill

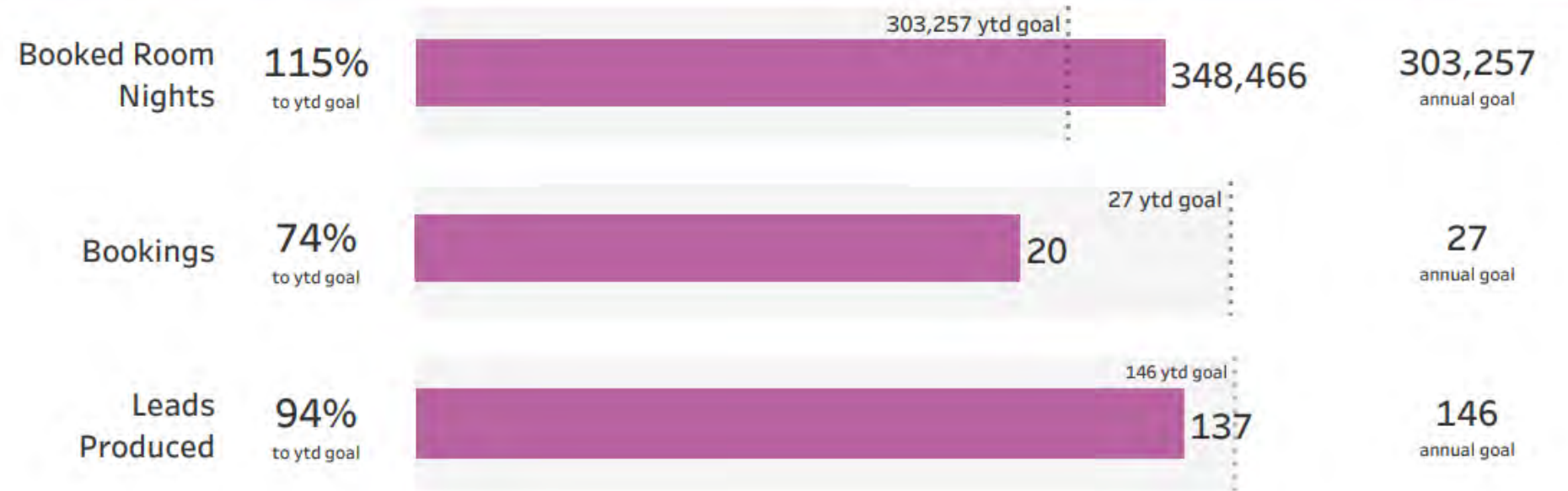
**Sr. Vice President,
Sales**

Hotel



Citywide

FY 2025 through June



Hotel Sales

FY 2025 through June



Citywide OTB Room Nights by Arrival Year

Booked in FY 2025 through June



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	5
Booked in Year	0	0	0	0	0	0	3	3	3	2	5	1
Cancelled in Year	0	0	0	0	0	0	0	1	0	2	2	1



Citywide Active Pipeline Summary

Data last refreshed on 7/8/2025 10:57 PM

Sales Type
Citywide

Sales Manager
All

Peak Bucket
All

Corp or Assn
All

Vertical Market
All

Leads

76

Null

25% - Qualified lead for LA

489,846 room nights

46 leads

Lead Room Nights

911,429

50% - LA has made the short-list

124,340 room nights

13 leads

75% - LA selected and Hotel TBD

Attendees

1,107,900

90% - Contracting with hotel

297,243 room nights

17 leads

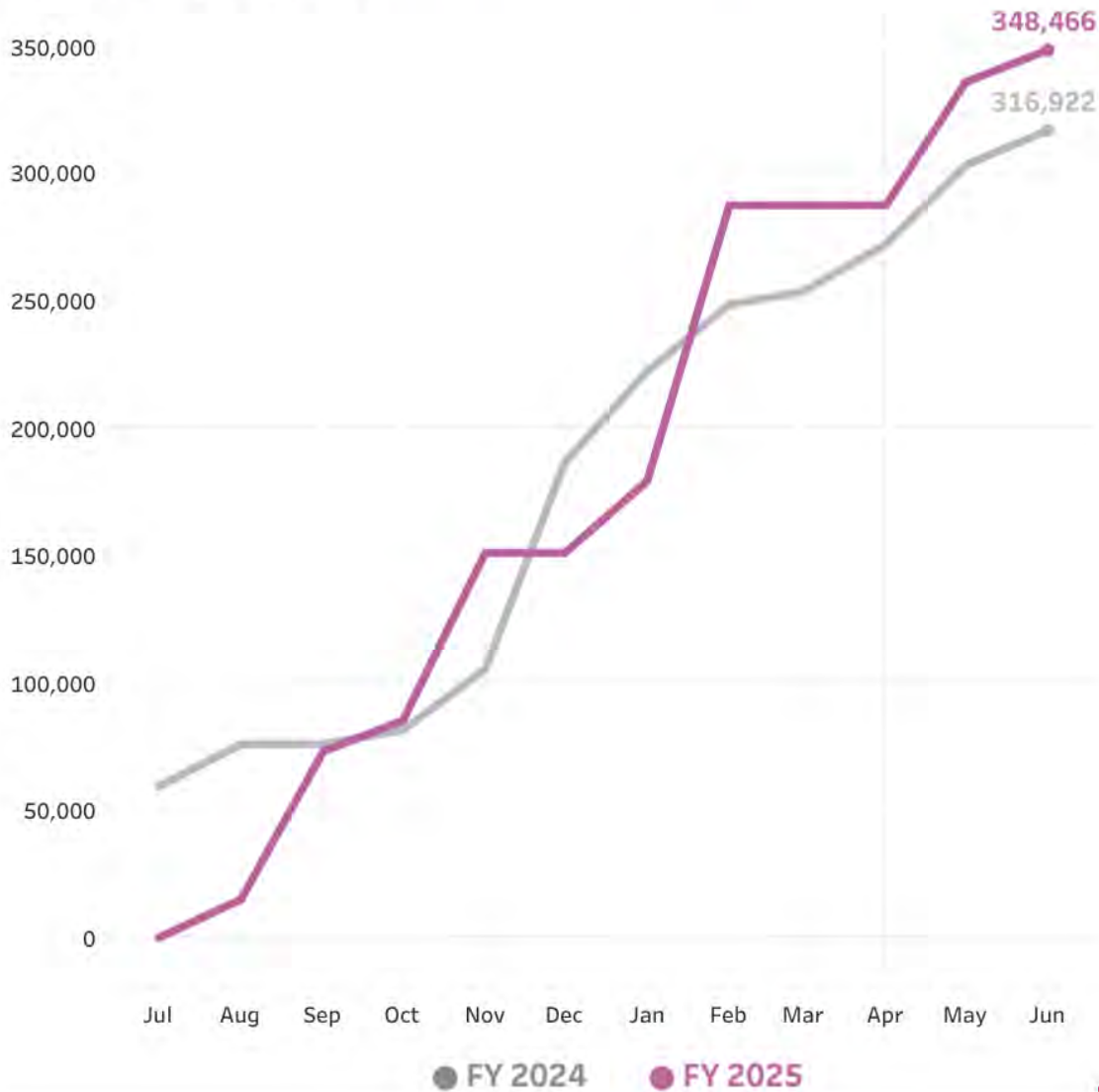
100% - Verbal Definite



Citywide Booked Room Nights

FY 2025 through June

Booked Room Nights by Month



Key Metrics

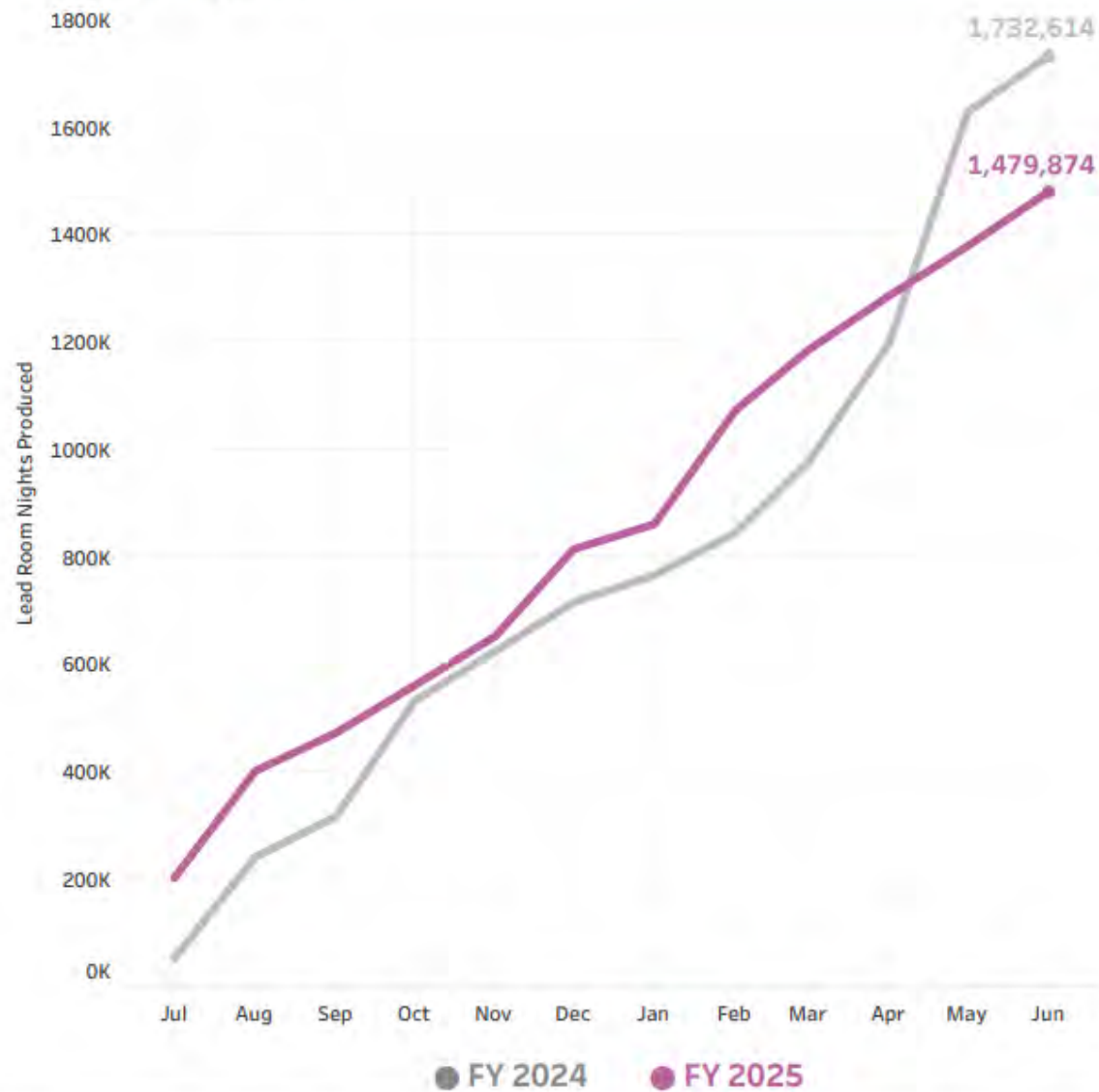
	FY 2025
Bookings	20
Bookings YOY	-17%
Booked Room Nights	348,466
Booked Room Nights YOY	10%
Attendees	368,158
Attendees YOY	-16%



Citywide Lead Production

FY 2025 through June

Lead Production by Month



Key Metrics

	FY 2025
Leads Produced	137
Leads Produced YOY	-2%
Lead Room Nights Produced	1,479,874
Lead Room Nights Produced YOY	-15%
Attendees	1,392,079
Attendees YOY	8%



ASAE Annual Meeting & Exposition

 **asae**[®]
annual
meeting
& exposition

AUGUST 9-12, 2025
LOS ANGELES, CA

LOS ANGELES
CONVENTION CENTER

- **Opening Keynote Speaker - Magic Johnson**
- **Housing Pick-up - Almost Sold Out**
- **5000+ Total Attendees - 3200+ Are Association Professionals**
- **Estimated Economic Impact - \$11M**



Opening Reception

Memorial Coliseum

- Saturday August 9, 2025
- 6:00pm – 9:00pm
- 5,000 Attendees
- Adam Lambert Confirmed Entertainer



HelmsBriscoe Annual Business Conference 2026

Los Angeles will be rolling out the red carpet for next year's **HelmsBriscoe Annual Business Conference** from April 27 – 30, 2026

Each year, HelmsBriscoe, a global leader in hotel site selection and the placement of meetings and events, brings together their associates and industry partners for the HB Annual Business Conference & Partner Fair. The ABC is designed to bring together top industry talent to network, learn, and collaborate.



Upcoming Client Services Site Visits

Our Client Services team is conducting several upcoming planning sites as groups gear up for their Conventions in LA...

The Adobe logo, featuring the word "Adobe" in a bold, red, sans-serif font.

40-person site in July for their October MAX Conference with 10,000 attendees, 20,000 rooms and \$26M economic impact

The NAMA logo, featuring the word "NAMA" in a bold, blue, sans-serif font, with the tagline "Bringing convenience to life." in a smaller font below it.

30-person Tradeshow Advisory Council site in July for their April 2026 event to familiarize with venues. National Automatic Merchandising Association hosts 4500 attendees, 5200 total rooms and \$6.8M economic impact

The logo for the American Academy of Otolaryngology-Head and Neck Surgery, featuring a colorful, stylized circular graphic to the left of the text "AMERICAN ACADEMY OF OTOLARYNGOLOGY-HEAD AND NECK SURGERY" in a red, sans-serif font.

Planning team for their October 2026 event with 9000 attendees, 14,300 total rooms and \$18M economic impact

The logo for the Society of Interventional Radiology, featuring a stylized graphic of a curved line in blue and green to the left of the text "Society of Interventional Radiology" in a blue, sans-serif font.

Planning kickoff for March 2027 event with 4500 attendees, 8,600 total rooms and \$11M economic impact

Just to name a few...



Upcoming Citywide Conventions

Working around our signature LA Convention Center groups including the Emmy's and Auto Show, here are our fall Citywide Events coming in...



August 9-12 with 4,500 attendees and \$17.5M economic impact. This event will showcase all LA has to offer Associations for their in-house and citywide conventions.



October 13-15 with 5,000 attendees and \$8.3M economic impact. This event is the premier neurosurgical conference. We are bidding on their 2031 event pending the success of 2025.



October 28-30 with 10,000 attendees and \$26M economic impact. This event has been held annually in LA with the exception of 2024. Future commitments depend on LACC Expansion plans and Adobe planner serves on our Sales Customer Advisory Board to help guide our efforts.



November 4-7 with 12,000 attendees and \$9.4M economic impact. This event is the largest annual event for green building professionals. Our LACC is LEED Gold Certified for existing buildings.



Marketing Update

Bill Karz

Sr. Vice President, Brand &
Digital Marketing



LA Tourism Advertising Flighting

	January				February				March					April				May				June			
	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24	3/3	3/10	3/17	3/24	3/31	4/7	4/14	4/21	4/28	5/5	5/12	5/19	5/26	6/2	6/9	6/16	6/23
US																									
MX																									
UK																									
FR																									
AUS																									
KR																									
JP																									
VCA																									

- Markets selected based on volume, spend, growth, purchasing power, access, and risk.
- Postponed advertising in Canada.
- Monitoring markets closely with industry partners.

Light

Moderate

Heavy

Campaign Highlights

2.1B

Impressions

408M

Completed Video Views

2.1M

New Users

\$5.61

CPM

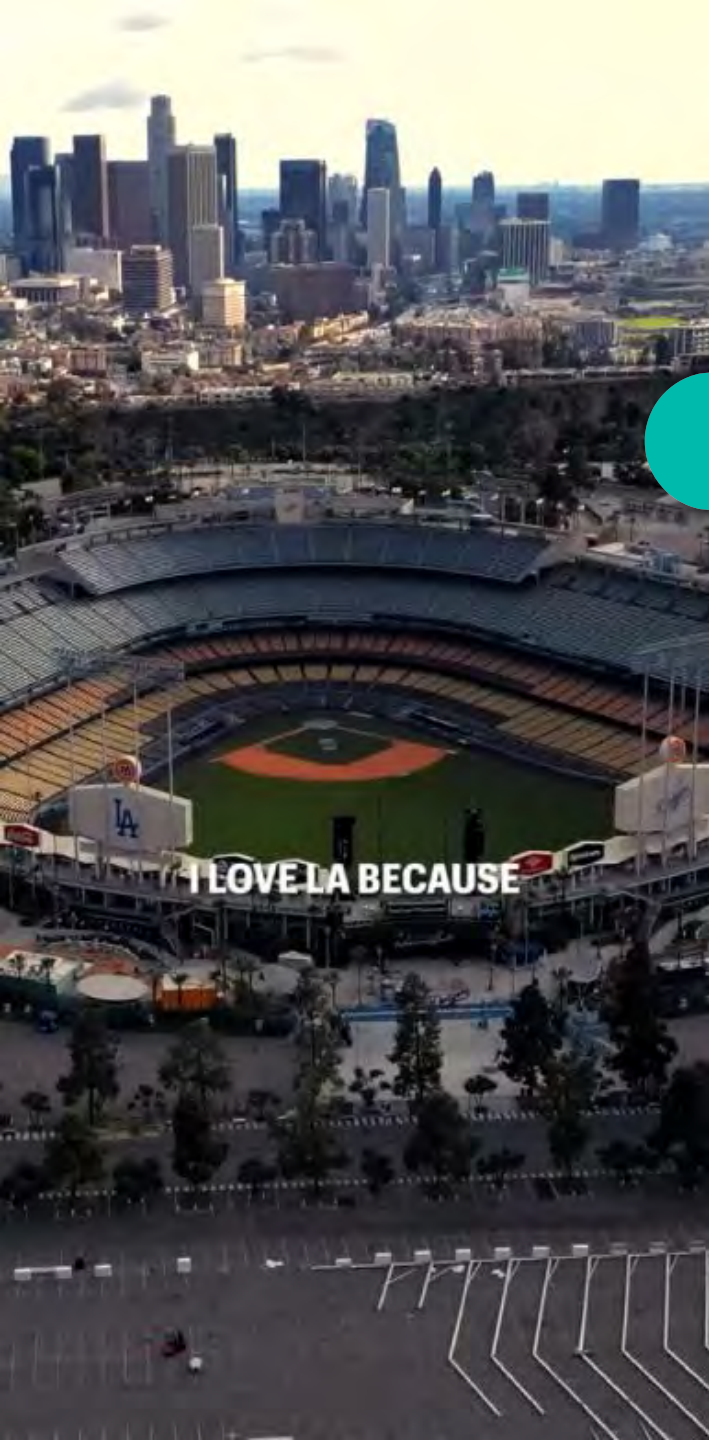
127M

Reach

16.28

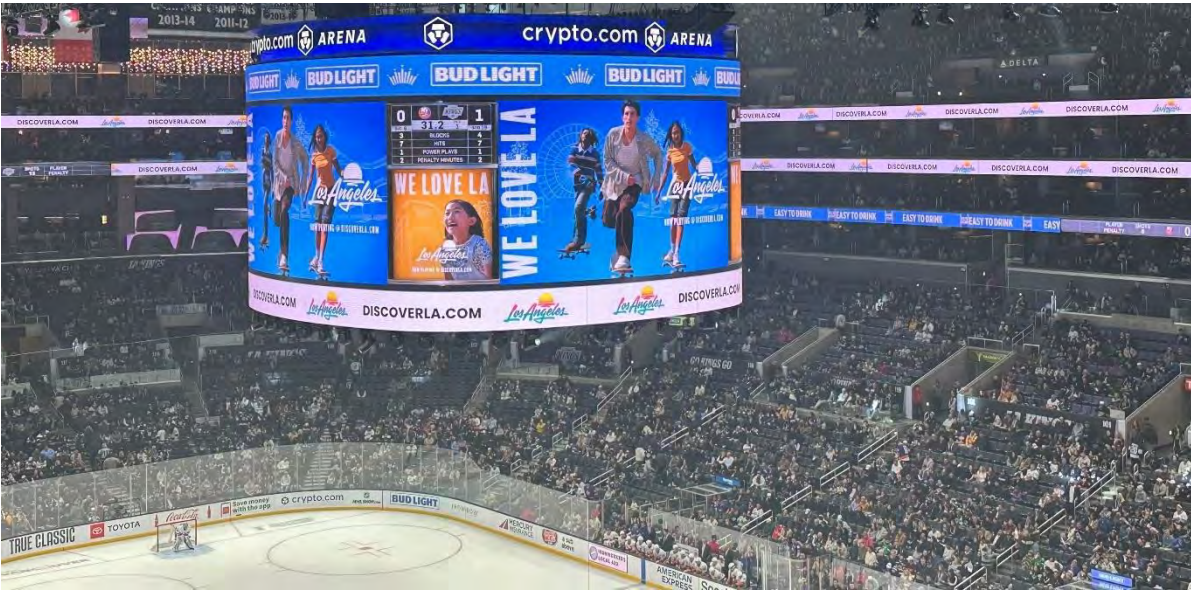
Frequency



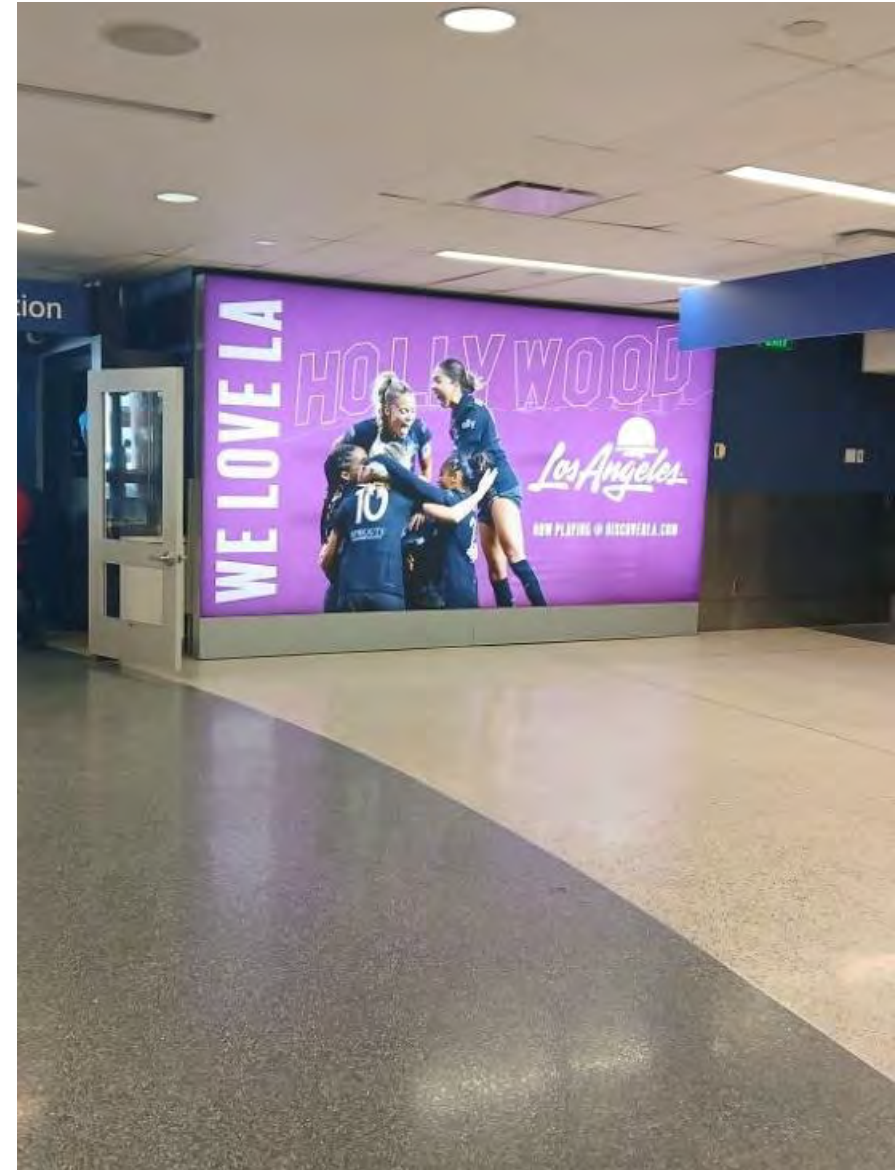


We Love LA Influencer Content

- Collaborated with a stable of reliable content creators who have helped us spread the word.
- Simple campaign brief ... “why do you love Los Angeles?”
- Reached more than 3.5 million people already with this campaign alone.
- Leveraged content for paid media as well.
- Examples:
 - <https://www.instagram.com/p/DHEWFTNvTRs/>
 - <https://www.instagram.com/p/DHCOiN9RcU9/>
 - <https://www.instagram.com/p/DHTw7piP8OY/>
 - <https://www.instagram.com/p/DHlyathPsKO/>
 - https://www.instagram.com/p/DIO_P5DPir2/



LA Tourism Community Engagement



LA Tourism Community Engagement



FY25-26 OBJECTIVES

OBJECTIVE 1

Build positive perceptions of LA as a preferred travel destination

KEY PERFORMANCE INDICATOR

Volume

MEASURES:

- Media reach
- Social followers
- Brand interactions
- Active website users

MARKET CATEGORIES

- Given factors inhibiting international visitation, **volume markets will take priority** over high-yield markets
- **India** is critical as a longer term, **emerging growth market**

PAID MEDIA MARKETS

Australia
Korea
Mexico
U.K.

U.S.

CONTINUED SUPPORT

Canada
China
France
Germany
Japan

GROWTH MARKETS

India

Volume Markets

United States

\$8,730,000

Fall/Spring spot buys
365 Event Marketing
2 hosted media FAMs
Joint sales mission
10+ hosted influencers

Mexico

\$511,000

Televisa partnership
2 hosted media FAMs
3 influencer FAMs
VCA trade initiatives
Trade education

High-Yield Markets

United Kingdom

\$864,000

"We Love LA" media
2 hosted media FAMs
TBD hosted influencers
Trade co-op / BUSA

Australia

\$835,600

"We Love LA" media
2 hosted media FAMs
TBD hosted influencers
New Delta air service
Luxury sports co-op
Visit USA and ILTM Asia

South Korea

\$613,600

"We Love LA" media
2 hosted media FAMs
1-2 hosted influencers
IMAGINUS K-Drama
BUSA/VCA initiatives

Maintenance Markets

Japan

\$136,800

Sept media TBD
Media/Trade FAM
1-2 hosted influencers
Develop HIS product
BUSA/VCA initiatives

France

\$105,000

Hosted media FAM
2-3 hosted influencers
TOP RESA Trade Show

Germany

\$62,000

2 Trade FAMs
B2B trade campaign
Visit USA roadshow

Emerging Markets

India

\$259,000

BUSA/VCA initiatives
Combined Mega-FAM
MakeMyTrip influencer
Trade education
Air India launch

Opportunistic Markets

Canada/China

\$50,000 - Canada

\$355,000 - China

IPW engagement
VCA B2B initiatives



Budget **Flighting**

	2025						2026					
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Domestic Advertising												
International Advertising												
Drive Market Advertising		SD, SF and Sacramento						NBA	San Diego City		FIFA	
Dine LA												

- **Dine LA kicks off late June** with focus on Drive markets (SD, SF, Sacramento) using Dine & Stay messaging
- **On 7/7 we will start new Drive campaign**, and messaging will focus on "Why Now?"
 - Message around **events** and **sports** such as Oasis, the LA Rams home opener, etc.
- **Due to budget constraints we will go dark with our Drive campaign in Nov/Dec unless incremental spend is approved.**
- During **September/October/November**, we will also have our **global awareness campaigns**
- Focus on **Dine & Stay messaging to start the year**
- Once **Dine LA ends in February**, we will switch back to Drive market strategy with "Why Now?" messaging in San Diego only
 - **NBA All-Star weekend** messaging will also be rotated in
 - If incremental spend is approved, we will add San Francisco and Sacramento into the plan
- In Q2, we will adjust **messaging to tie in with FIFA World Cup**

Drive Marketing Overview

Objectives

Increase interest and visitation to LA among in-state audiences, with the priority being increased visitors who stay in hotels.

Ensure the target market advertising campaign delivers a 3+ effective reach to 70% of our target audience.

Emphasize the "Why Now?" appeal of key events happening in LA.

Audience

A25-54 w/ HHI of \$100K+ with travel interest

Secondary: high net worth individuals, LGBTQIA+ for Pride in June, Black and Hispanic Americans

Budget

US: \$1.7MM Gross

- \$750k funded through December
- \$700k Dine LA funds - drive market investment is 40% of total (\$280,000). LA 5-County is remainder.
- \$250k funded in FY26 Spring Domestic

Flighting

- June 2025 (end of FY25) through June 2026 (full year FY26)

Markets

- San Francisco-Oakland-San Jose
- Sacramento-Stockton-Modesto
- San Diego

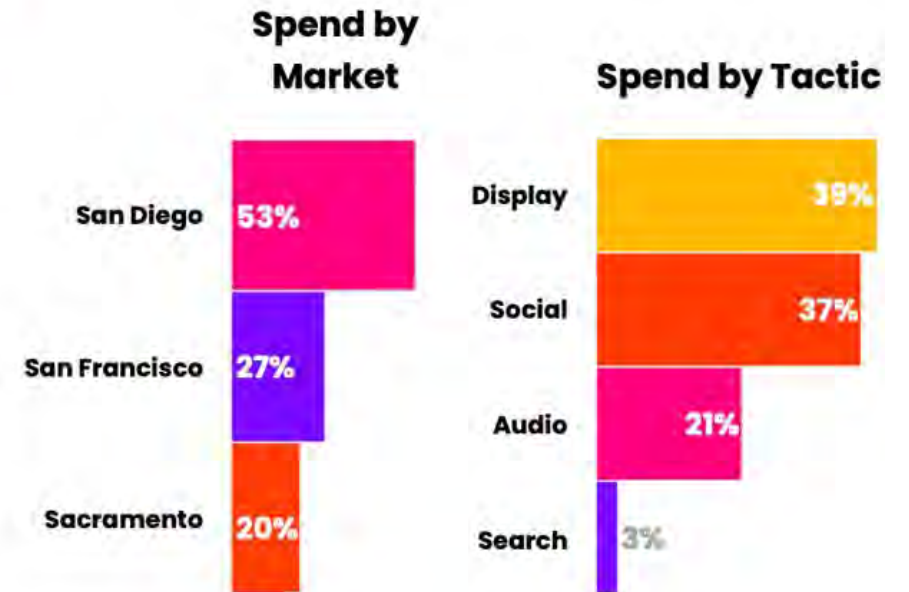
Creative

Now Playing event marketing creative (updated)

Boosted posts emphasizing "Why Now?"

Budget Overview

- **Our three-DMA strategy concentrates budget on California's highest-impact DMAs (San Francisco, Sacramento and San Diego)** to maximize lodging conversions and deliver optimal return on investment. This approach leverages:
 - **Market Dominance:** Combined, these DMAs drove 4.46M visitors (SD: 1.93M, SF: 1.75M) and \$123.6M lodging spend to Los Angeles (SF: \$63.5M, SD: \$39.9M, Sacramento: \$20.2M)
 - **Highest Conversion Rates:** Leading lodging percentages (SF: 12.4%, Sacramento: 11.2%. While SD is 7.8% this presents notable opportunity to lift lodging conversion translating to significant revenue upside.
 - **Optimal Drive Times:** Perfect distance range (2.2-7 hours) for overnight stay potential. SD has strongest combined close proximity (2.2 hours drive) plus substantial lodging revenue of \$39.3M)
 - **Balanced Growth:** Sacramento's positive visitor growth (4.22%) complements established markets
 - **Media Efficiency:** Higher frequency impact versus diluting across smaller DMAs
 - **Complete Geographic Coverage:** Effectively covers Northern, Central, and Southern California



Reach & Frequency

2025

Market	Average 8 week Frequency	Average 8 week Reach	Total Campaign Impressions	Gross
San Diego	5.1	83%	17,543,833	\$280,000.00
San Francisco	3.0	70%	17,893,232	\$270,000.00
Sacramento	3.4	70%	12,869,691	\$200,000.00

2026

Market	Average 8 week Frequency	Average 8 week Reach	Total Campaign Impressions	Gross
San Diego	5.8	70%	16,965,391	\$250,000.00
San Francisco	N/A	N/A	N/A	N/A
Sacramento	N/A	N/A	N/A	N/A

Notes

- Across all markets, we will **exceed the 70% reach and 3+ frequency goal with the budgets outlined every 8 weeks.**
- **Majority of budget was allocated to San Diego in FY25 with a projected reach of 83% and 5.1X frequency every 8 weeks.**
 - **Moving into FY26, San Diego is the only market we will be in with a projected 70% reach at a 5.8X frequency at the lower budget level.**

Note: The above projections are based on Nielsen data. Through VideoAmp we will receive R/F measurement reports during our campaign flight.

FY26 GLOBAL COMMUNICATIONS STRATEGY

- Historically, LA Tourism has focused on the volume of earned media coverage
 - While important, it doesn't recognize the quality of the coverage
 - Tier 1 coverage has the greatest opportunity to drive travel intent... and bookings
- In FY26, we are proposing a strategic shift to provide a greater incentive to capture Tier 1 media coverage
 - This will be driven by a point system (similar to the Barcelona principles) that shifts from “outputs” to “impact”
 - We will still track stories volume, however, our nine global agencies will now have goals related to high profile stories, features, and member inclusion

FY26 PRELIMINARY CALENDAR

2025

July 1-7	ILTM APAC
July 11-13	Flight Centre Global Gathering
July 13-14	Flight Centre Americas Ball
July 21-22	Brand USA Korea Sales Mission
July 23-25	Brand USA Japan Sales Mission
July 29-31	The Great USA Road Trip (AUS)
Sept TBD	China RTO Event
Sept 14-20	VCA India Mission
Sept 21-30	Routes World + Guangzhou Anniversary
Oct 20-24	Brand USA Travel Week Europe
Nov 3-7	Brand USA SE Asia Mission
Nov 10-14	Visit CA China Mission – Chengdu + Guangzhou
November	Visit CA Japan Sales Mission

Item 6a

Expansion Update

