



BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Bricia Lopez; Noel Hyun Minor; David Stone

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 Comment." Public speaking will be limited to three minutes per speaker.

Regular Meeting
Wednesday, January 6, 2021
9:00 a.m.

Dial in number:
1-669-254-5252
Meeting ID: 160 661 2026

1. CALL TO ORDER / ROLL CALL

2. COMMENTS FROM THE PUBLIC

- a. General and Agenda Item Public Comments
To make a public comment, dial the number again, enter the meeting ID#, then press *9. Limit is one minute per speaker, per item.
- 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 Board of Los Angeles Department of Convention and Tourism Development Commissioners

3. APPROVE MINUTES:

- a. Approval of the regular meeting minutes from December 2, 2020

4. REPORTS:

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

5. ACTION ITEMS:

None

6. ADJOURNMENT

Materials related to an item on this agenda submitted to the Board of Los Angeles Convention and Tourism development 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 minutes

2



CITY OF
Los Angeles
DEPARTMENT OF
CONVENTION & TOURISM DEVELOPMENT

**BOARD OF LOS ANGELES CONVENTION
AND TOURISM DEVELOPMENT COMMISSION**

Regular Meeting Minutes
December 2, 2020

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, December 2, 2020 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Vice President Otto Padron
Commissioner David Stone

ABSENT:

Commissioner Bricia Lopez
Commissioner Noel Hyun Minor

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Kim Nakashima, CTD
Darren Green, 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 November 4, 2020

UNANIMOUSLY APPROVED BY ROLL CALL VOTE

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: participating in several meetings, Expansion Team check in, Motion Picture Academy, LASEC and Rams regarding Super Bowl, NFL and with several stakeholders regarding the use of LACC as a temporary shelter; and met with DM Hachigian regarding FDI.

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz reported one filming (13 days) for the month of October and the continuing of the senior meals program. Ms. Schwartz reported that LACC was

awarded the Center of Excellence from Exhibitor Magazine and the MarCom Platinum Award - Strategic Communications Category for Roadmap to Recovery. Ms. Schwartz also reported that the ASM staff that had been furloughed have been laid off. Mr. Ben Zarhoud presented the financial data for October, reporting an operating surplus of \$0.16M for the month, 70% of which was due to the filming, and a \$2.6M in gross revenue, 80% of which is from filming and F&B, noting that Levy continues to produce 30,000 meals a month for the City's Senior Meals Program. Mr. Zarhoud reported \$1.2M in operating expenses, noting that although CIP's and A&I's have slowed down, they do continue.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 33 leads YTD and booked 151,669 room nights, with year-end goals of 176 leads and projected 362,725 room nights, noting that booked room nights include events rebooked into future years due to COVID-19. Mr. Green also reviewed 2015-2025 event room night numbers, noting that some events are holding out for a clear path ahead before making any changes. Mr. Green also reviewed the events impacted by COVID-19 noting that 13 Citywide conventions in 2021 have been impacted, with a 92% retention rate for those looking to rebook due to COVID-19, which is high compared to competitors. Mr. Green provided the retention and rebooking process as well as an overview of several industry events he attended, noting that the events have dramatically reduced programming and attendance. Mr. Green reviewed protocols and operations of the events attended, noting that all had a virtual component, which will become a regular part of most future events and that receptions is one of the greatest risks. Mr. Green stated that LATCB is taking these findings into consideration and that Los Angeles may not be the first to reopen but it will be one the safest.

Item 5a. Proposed Contract Amendment to Agreement C-136003 with LATCB – Board Report #20-011

Ms. Kim Nakashima reported on the amendment, noting that LATCB receives 1/14 of the City's TOT payments and that COVID-19s impact has made it difficult to forecast the TOT and is 34% below budget which in turn effects the monthly payment to LATCB. Ms. Nakashima stated that the amendment will temporarily allow the adjustment of appropriations and payments, which will be based on new, more accurate forecasts and includes a sunset clause in 2022. Ms Nakashima noted that, if approved, the amendment will go before both EDC and Council for approval.

UNANIMOUSLY APPROVED BY ROLL CALL VOTE

ADJOURNMENT

The meeting was adjourned at 9:44 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

NOVEMBER 2020

ELLEN SCHWARTZ



LEVY IN THE KITCHEN



LACC was a part of an LA County milestone last week, when we served up the ***2 millionth senior meal.***

Since May, LACC + Levy have made over 500 thousand of these meals!



THE LACC LENDS A HELPING HAND



LACC participated in a Thanksgiving food drive by dropping off food or making a monetary donation. All Donations were safely collected and delivered to St. Francis Center in downtown Los Angeles



LACC NOVEMBER 2020 FILMING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
Nov. 11 - 24	Dick Clark Productions	West Hall A&B	\$260,550
Nov. 17 – 20	Station 19	South Lobby, Compass, Pico Dr., Fig. Dr., Bond Lot	\$102,420
			TOTAL: \$362,970

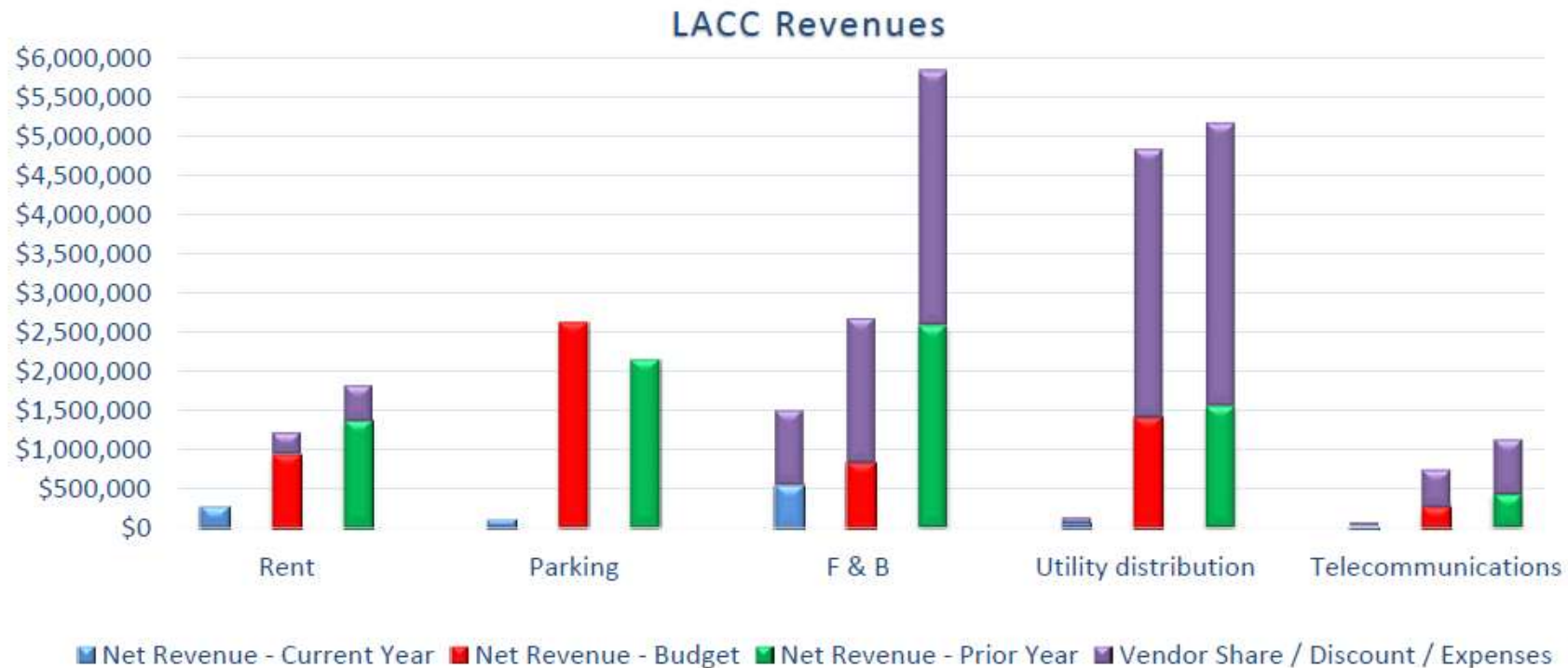
LACC NOVEMBER 2020 FINANCIALS

OPERATING SURPLUS (LOSS):

- \$0.05 million (before approved City Reimbursements, A & I and Capital Projects)
- \$4.02 million below budget
- \$5.64 million below prior year

REVENUES:

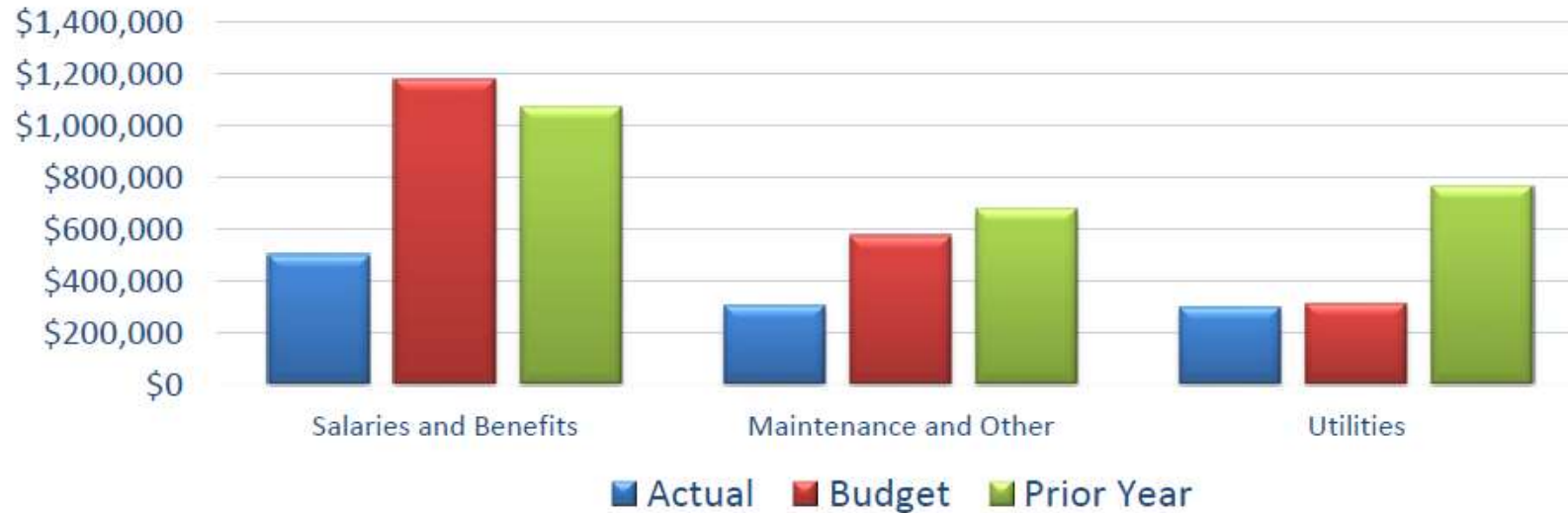
- \$2.2 million gross revenue (before discounts and service provider share)
- \$1.2 million net revenue
- \$5.0 million below budget and \$7.1 million below prior year



LACC NOVEMBER 2020 FINANCIALS

OPERATING EXPENSES:

- \$1.1 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.96 million below budget and \$1.4 million below prior year



CITY REIMBURSEMENT - \$0.26 million

Capital and Alterations & Improvements

LACC NOVEMBER 2020 OCCUPANCY

Exhibit Hall Occupancy

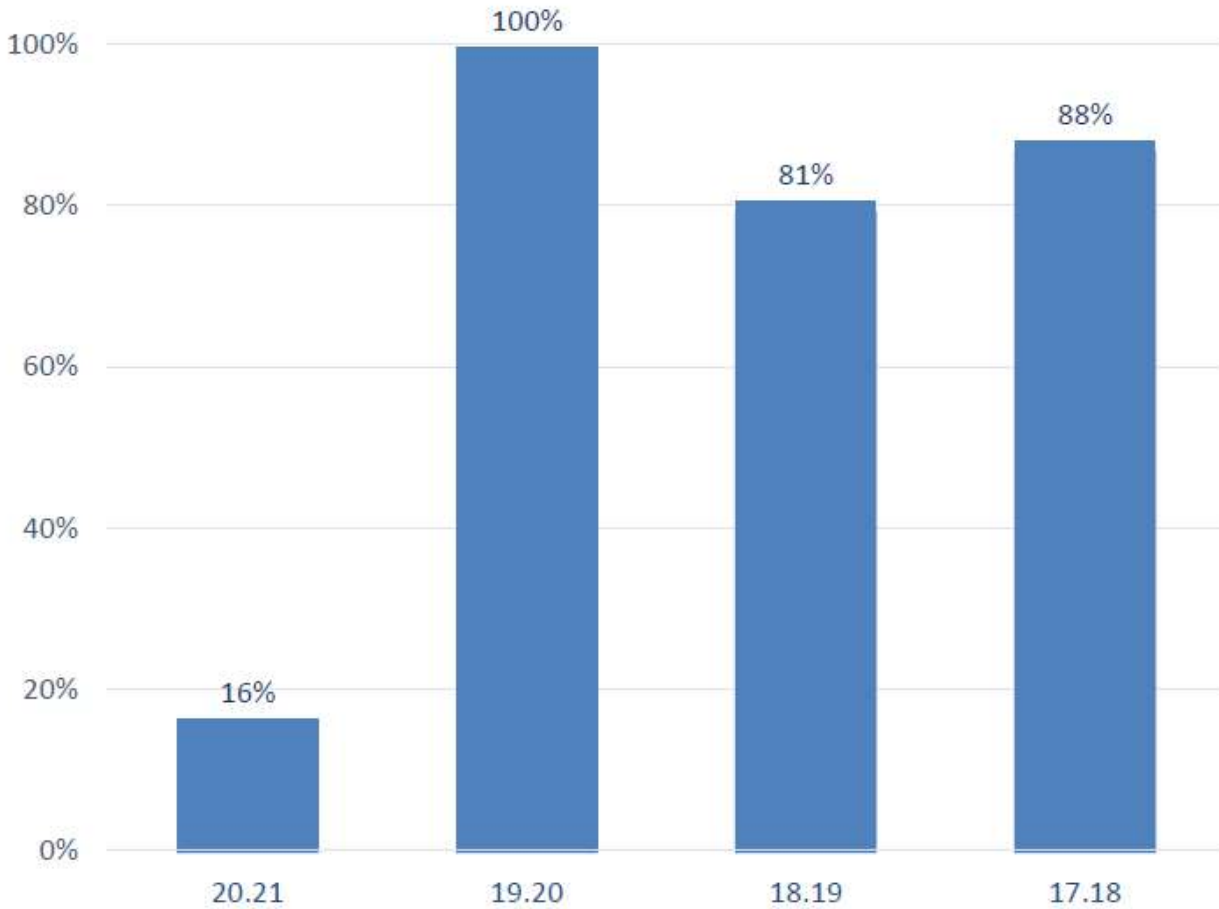
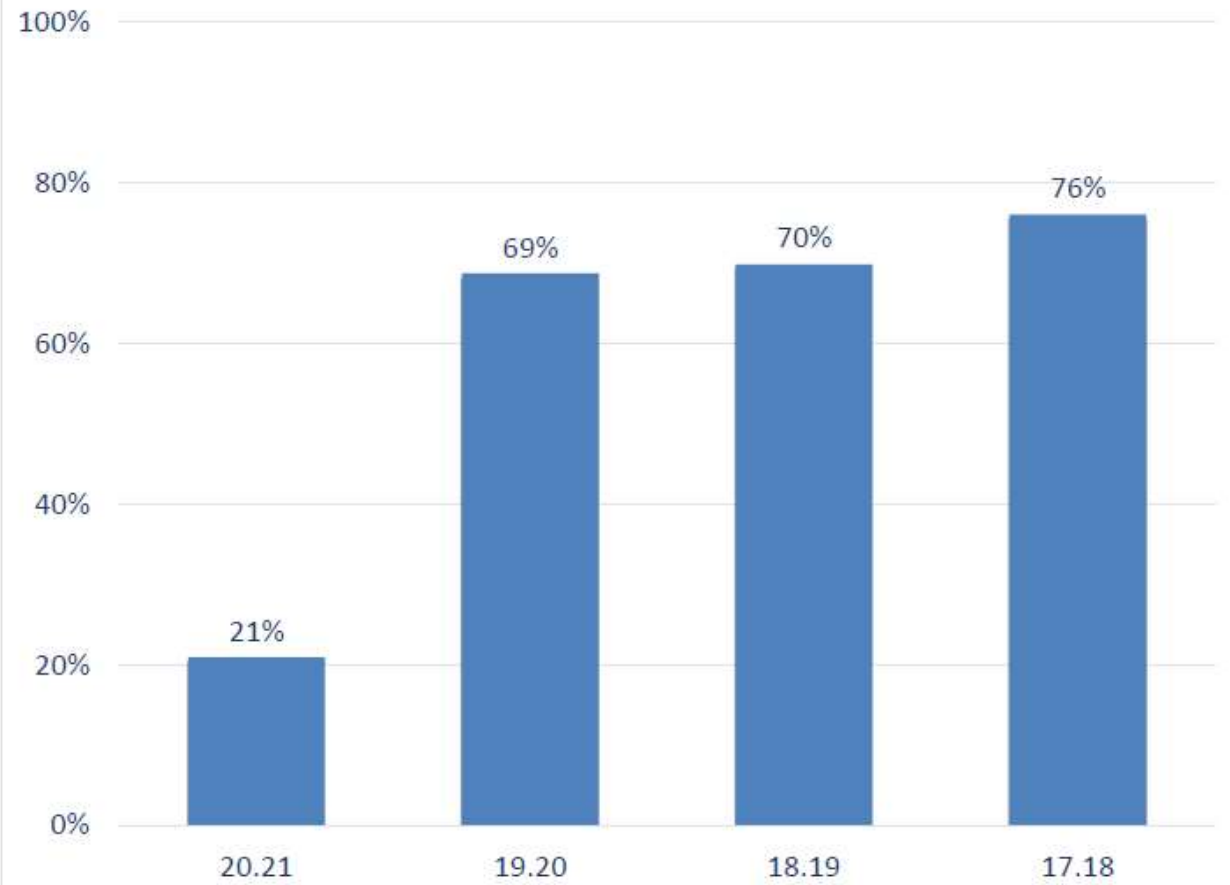


Exhibit Hall Occupancy - (July-November)



Item 4c

LATCB Update



CTD Board of Commissioners

January 6, 2021

Los AngelesTM

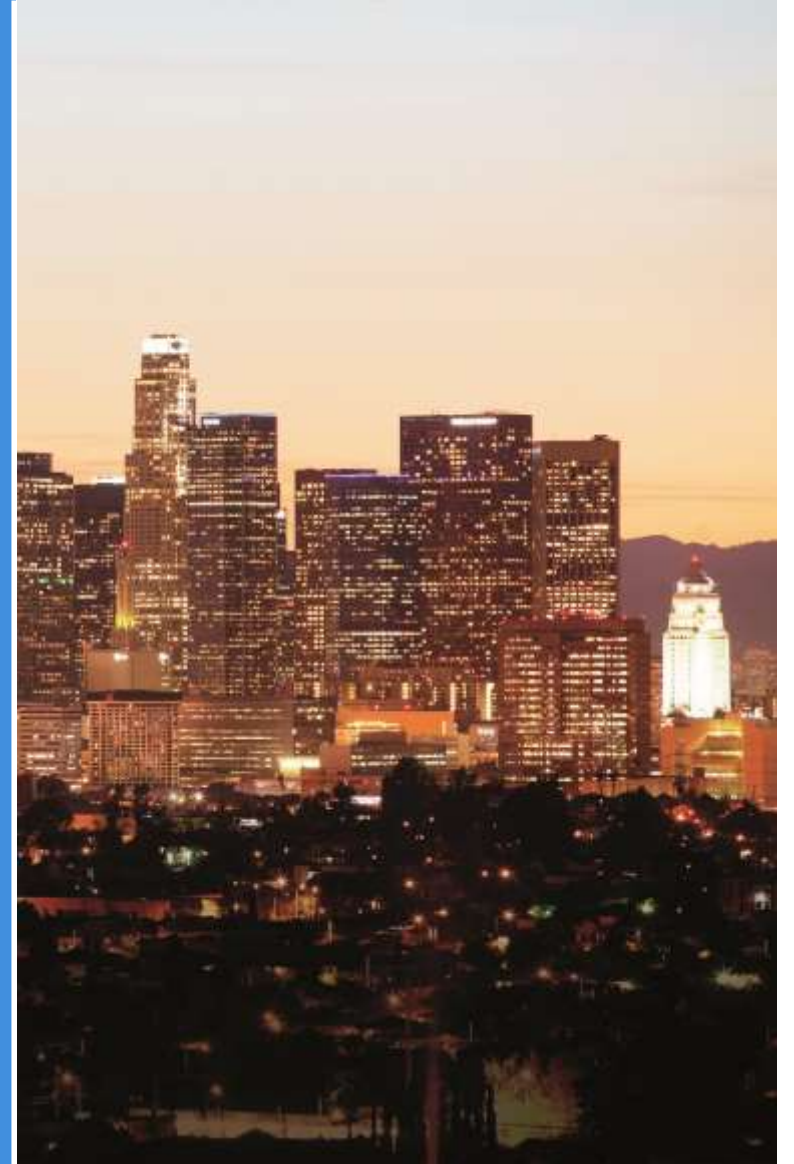
Los Angeles Tourism & Convention Board



SALES UPDATES

Darren K Green

SVP, Sales



CITYWIDE CONVENTION SALES

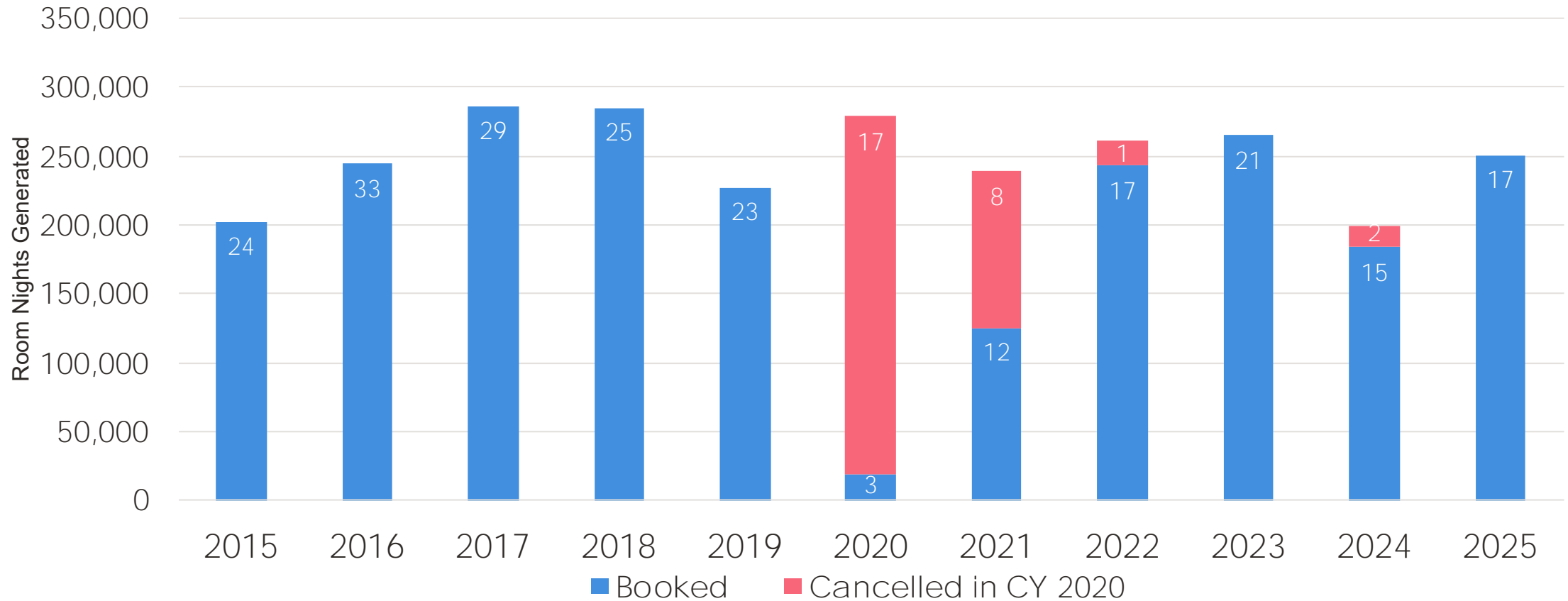
YTD FY20/21 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 20/21 Goal	176
FY 20/21 YTD	40
FY 19/20 STLY	85

Booked Room Nights Produced	RNs Actual
FY 20/21 Goal	362,725
FY 20/21 YTD	224,339
FY 19/20 STLY	182,704

Dated December 29, 2020

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2015-2025 CALENDAR YEAR ARRIVAL DATE



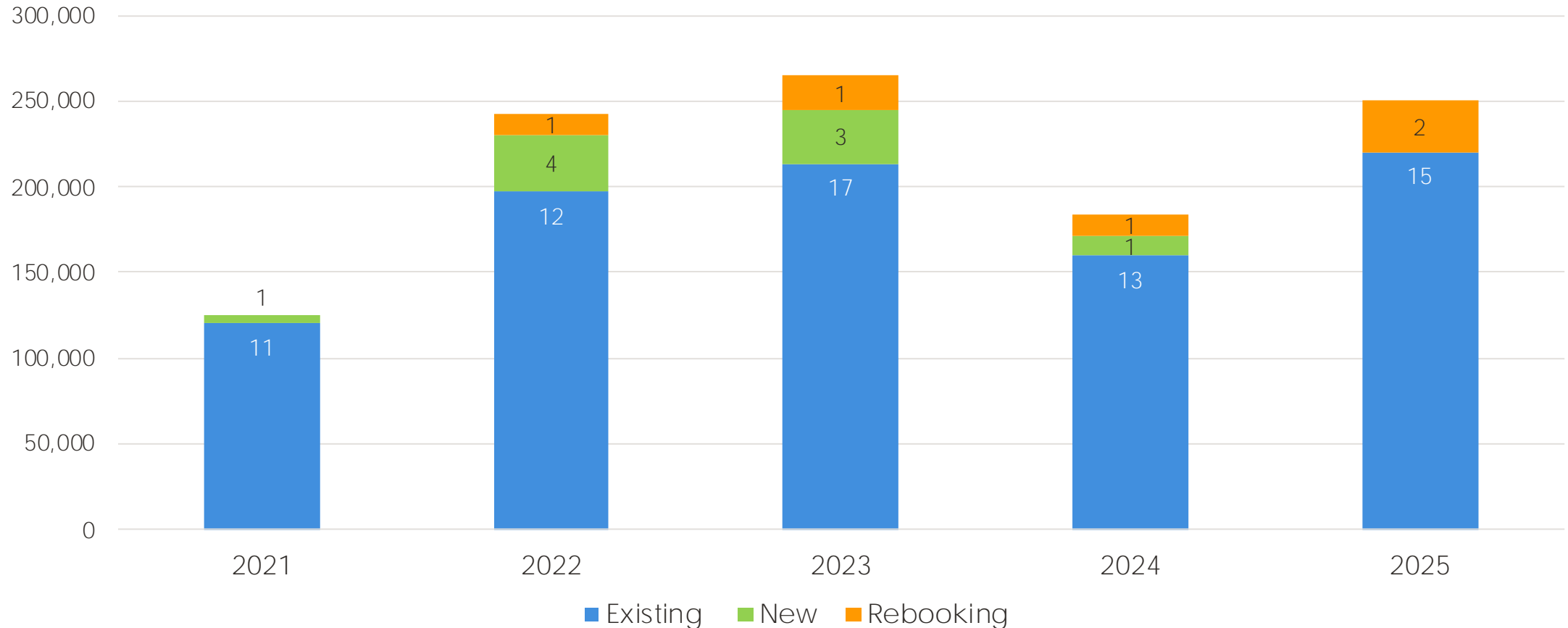
Dated December 29, 2020

CITYWIDE CONVENTIONS 2021 ON THE BOOKS

Event	Arrival Date	Total Room Nights
National Catholic Educational Association - NCEA	April 6	8,333
LA Marathon-2021	May 21	2,445
E3 2021	June 15	27,609
United Fresh Produce Association	June 25	2,552
Black Entertainment Television - BET	June 26	2,947
ANIME EXPO-2021	July 2	17,947
The Trade Desk	July 19	8,700
International Health, Racquet and Sportsclub Association	September 20	5,090
American Academy of Otolaryngology	October 3	20,984
Linux Foundation	October 13	13,021
GSMA Mobile World Congress	October 26	12,422
National Science Teaching Association - NSTA	December 8	3,218

Dated December 29, 2020

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2021-2025 CALENDAR YEAR ARRIVAL DATE



Dated December 29, 2020



PROPOSED QUESTIONS

SALES CUSTOMER ADVISORY BOARD

1. The complexities around retaining(rebooking) groups for future years, finding dates/space that work, commitments to other cities, space needs and contract changes moving forward?
2. PPE, Testing, Tracing, Protocols. Will these be contracted? What is the expectation moving forward for hotels/venues/destinations?
3. Feedback on destinations that are open, what they are doing right, and if they are looking at doing any events in 2021?
4. How do they see changes within their own organizations? What can we do as trusted partners to support and align?

DECEMBER BOOKINGS

72,670 Total Room Nights



GSMA Mobile World Congress
September 7-9, 2022 13,890 TRNs
September 27-29, 2023 14,940 TRNs



American Geophysical Union
December 6-10, 2032 43,840 TRNs



ESPORTS

Bryan Churchill

VP, Hotel Sales





ESPORTS TRAVEL

- Los Angeles - Future Potential of Esports Travel
- Market and Sector Intelligence
- Collaborations - Next Steps

BUT FIRST... WHY?

- **“Pandemic Gold Rush”** – New York Times
- **“Coiled Spring”** – Roger Dow, Brand USA
- **“If you’re not thinking about Esports, you’re failing”** – Chris Overholt, OverActive Media
- **“California is the #1 Etravel Destination”** – Nicole Pike, YouGov Research



BUT FIRST... WHY?

● LIVE

- Esports is the fastest growing sector in the entertainment industry.
- The Global Esports market is expected to cross \$3 billion by the end of 2025.
- North America is the largest Esports market
- Worldwide, over 2 billion people play games and more than 495 million watch others compete in those games
- Gaming events are telecast on social media and streaming sites including YouTube and Twitch.
- Esports events are increasing prize money based on growing revenue streams and brand sponsorship.



BUT FIRST... WHY?



MARKETS

BUSINESS

INVESTING

TECH

POLITICS

CNBC TV

WATCHLIST

TECH

This esports giant draws in more viewers than the Super Bowl, and it's expected to get even bigger

PUBLISHED SUN, APR 14 2019 12:19 PM EDT



SURVEY DATA – VENUE PARTNERS

WHICH VENUES ARE BEING USED?



- Convention Center
- Hotel
- Studio
- Arena
- Performing Arts Center
- Esports Venue
- Other

Source: Escharts, 2020.

28

SURVEY DATA – VENUE PARTNERS

WHICH VENUES WILL BE USED?

Local
Esports Community Centers



Majors
Purpose Built Esports Arenas
and Conv. Centers



World Finals and Conventions
Multipurpose Arenas and Conv. Centers



SURVEY DATA – EVENT VENUE AND DESTINATIONS

KEY TAKEAWAYS

EVENT VENUES AND DESTINATIONS



SIGNIFICANT INTEREST
IN HOSTING ESPORTS
EVENTS



TODAY, ESPORTS IS
SHORT TERM FILLER
BUSINESS



THE ARGUMENT FOR
DEVELOPING TURNKEY
FACILITIES



THE OPPORTUNITY
FOR BROADER
DESTINATION
INVOLVEMENT



THE OPPORTUNITY
FOR THE COLLEGIATE
AND HIGH SCHOOL
SCENE

SECTORS AND SOCIAL IMPACT - SECTORS

LIVE ESPORTS 101 5

KEY MARKET PLAYERS

Developers	Titles	Production	Teams	Talent	Distributors	Brands
	FORTNITE			Ninja		
				Myth		
				FaZe Tfue		
				Faker		
				Flash		
				GeT_RiGhT		
				SlayerS_'BoxeR		
				Daigo		
				fOrest		
				Fatal1ty		

Note: The information presented above is for illustrative purposes only. There are more companies that are involved in the industry.

PROPRIETARY & CONFIDENTIAL



SECTORS AND SOCIAL IMPACT

- Matrix of Prospects
- DNA of Corporate, Entertainment, and Technology
- **“Sports’ish” in Structure** – some “Stick and Ball” Traditional, but *not* SMERF
- Business and Leisure Travel – and Groups/Events...
- Academia – STEM Programs, Collegiate Teams, etc.
- DEI – Title 1 Schools, HBCU, City Programs, etc.



ADVOCATE AND INVESTOR “PEDIGREE”

- Jeff Williams, Mayor Arlington
- Ron Price, President and CEO, Arlington CVB
- Jonathon Oudthone, President, Esports Stadium Arlington
- Neil Leibman, Team Owner, Texas Rangers
- Marketing, Partners and Streaming Platforms



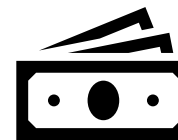
- Eric Garcetti, Mayor Los Angeles



- Adam Burke, President and CEO, Los Angeles TCB



- Ellen Schwartz, ASM Global, LACC



- Anschutz, Kroenke, etc., Team Owners, Venues – SoFi, LA LIVE



- Don, Kathy S. – **“Whole of City”**

PS4

ANTHONY DAVIS

IBAZK2



SALES TACTICS

- Develop Landing Pages - dedicated to Esports Planners, and Gamers
 - Condensed - all within one or two phone screens to keep attention
 - Organizer/Host Page - explaining advantages of us, administrative burden etc. Replace cash request with in-kind & quality
- Rate Codes - that we can track
- Activities - when safe and appropriate
- Restaurants - when safe and appropriate
- Experiences - both virtual and in-person
- Leverage Influencers - social media and local influencers
- Continued Collaboration – SME's: Mike Gallagher – E3, Neil Johnson – EventsDC; SME's from EsportsTravel

IS OUR INFRASTRUCTURE COMPARABLE?



Link: [LASEC-Esports-Deck](#)

- Yes... see Link.
- Probably one of the best and succinct Esports Overviews
- Mega or Major Event “lean”... vs. “vertical”
- SoFi vs. Arlington

LASEC – LEVEL OF INTEREST AND/OR INVOLVEMENT?



Table of Contents

1. Esports Overview
2. Leagues to Watch
3. Venues
4. Event Venue Requirements
5. Major Events
6. Conventions
7. Calendar
8. Future Bids
9. Past Events
10. Next Steps



1. LASEC Advisory Committee - Esports Influencer Group (potential members):
 - o Brandon Beck, Co-CEO, Riot Games
 - o Patrick Costello, Senior Director, North America Business Development, Qualcomm
 - o Johanna Faries, Commissioner, Call of Duty League
 - o Blanca Gonzalez, Vice President & General Manager, West Territory, NIKE
 - *Apparel sponsorships with FURIA Esports (Brazil), League of Legends Pro League (China)
 - o Ann Hand, Chairman & CEO, Super League Gaming
 - o Peter Levin, Managing Director, Griffin Gaming Partners
 - o Vida Rabizadeh, Senior Marketing Director, NIKE West
 - *Apparel sponsorships with FURIA Esports (Brazil), League of Legends Pro League (China)
 - o Andy Redman, CEO, The Tornante Company
 - o Ari Segal, CEO, Immortals Gaming Club
 - o Bruce Stein, Co-Founder/CEO/Board Member of aXiomatic; Board member Team Liquid
2. Conduct a Q&A with LASEC Partners already involved in the industry and discuss the future of esports / how our partners and board members can get involved

- LASEC Deck – ALL great information... Advisory Committee?
- We align with “Next Steps” priorities...

WHY? BECAUSE... SO NOW WHAT?

- **“Commission”, Committee?**
- Direct Sales – Customer and Partner Prospects
- SME(s)
- Research and Collaboration
- Next steps? Are we serious?



THANK YOU

Los AngelesTM

Los Angeles Tourism & Convention Board