



# CITY TOURISM COMMISSION

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;  
Bricia Lopez; David Stone; Germonique Ulmer



Members of the public who wish to speak during the meeting must submit a "Request to Speak" form to the Board Secretary prior to the commencement of the public comments item. 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 one minute per speaker.

Special Meeting  
Wednesday, January 12, 2022  
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 the City Tourism Commission.

## 3. APPROVE MINUTES

### a. Approval of the regular meeting minutes from December 15, 2021

## 4. REPORTS

### a. Executive Director Report

### b. ASM Update

### c. LATCB Update

## 5. ACTION ITEMS

### a. Findings to Continue Teleconference Meetings Pursuant to AB 361

Determination in accordance with AB 361 Section 3(e)(3) that, while the state of emergency due to the Covid-19 pandemic, as originally proclaimed by the Governor on March 4, 2020, remains active and/or state or local officials have imposed or recommended measures to promote social distancing, this legislative body has reconsidered the circumstances of the state of emergency and that the state of emergency continues to directly impact the ability of the members to meet safely in person and/or state or local officials continue to impose or recommend measures to promote social distancing.

## 6. 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](https://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

December 15, 2021 Minutes



# CITY TOURISM COMMISSION

Regular Meeting Minutes  
December 15, 2021

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, December 15, 2021 at 9:00 a.m. via Zoom.

## **PRESENT:**

Vice President Otto Padron, presiding  
Commissioner David Stone  
Commissioner Germonique Ulmer

## **ABSENT:**

President Jon F. Vein  
Commissioner Bricia Lopez

## **PRESENTERS:**

Ellen Schwartz, ASM  
Ben Zarhoud, ASM  
Kimberly Miera, Deputy City Attorney  
Doane Liu, CTD  
Darren Green, LATCB

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

Vice President Padron, presiding, 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 17, 2021***

UNANIMOUSLY APPROVED

### ***Item 4a. Executive Director Report***

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with clients, including FIFA regarding the 2026 World Cup, WWE regarding the Fan Fest, MLB regarding the Fan Fest Play Ball Park; attending the LATCB Board meeting where he provided a presentation on the Career Academy, a tour of the Grand LA Project which includes residential and hotel business, and an Auto Show reception hosted by CTD for approximately 60 City staff members

***Item 4b. ASM Monthly Update***

Ms. Ellen Schwartz reported 10 events with 19,600 attendees, three of which were city wide events, and three filmings for the month of October resulting in over \$83,861 in revenue, noting that the city wide events were smaller than normal, about 25%-30% of pre-pandemic years but were successful. Ms. Schwartz gave an overview of event safety measures including cashless F&B, parking, etc. Mr. Ben Zarhoud presented the financial data for October, reporting an operating surplus of \$1.1M, which is \$0.5M above budget projection, and \$5.7M in gross revenue: 25% from rental, 27% from F&B, and 10% from parking, noting that LACC is starting to capitalize on returning events & filmings. Mr. Zarhoud reported \$1.4M in operating expenses, \$0.2M above prior year, noting the increased activity and ramp up in staffing. Mr. Zarhoud reported the October Exhibit Hall occupancy was 60%.

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

Mr. Darren Green reported that LATCB has processed 43 leads YTD and booked 44,060 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that while room night pick up is still varying, lead production is ahead of prior year, with reduced room nights. Mr. Green reported that 19 events are booked for 2022, 3 of which are new pieces of business and that 2023 is rebounding well with 21 events booked. Mr. Green also reported that per Tourism Economics, Los Angeles' hotel market is outperforming its competitive set, driven by city wide events. Mr. Green provided an overview of the four major factors impacting recovery including: Covid-19 resurgence; supply chain bottlenecks; persistent inflation; and labor shortages as the hospitality industry quit rate is far above the total of all other industries.

***Item 5: Discussion Items***

None

***Item 6: Findings to Continue Teleconference Meetings Pursuant to AB 361***

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS. DUE TO TIME REQUIREMENTS A SPECIAL MEETING WILL BE SCHEDULED FOR JANUARY 12, 2022.

**ADJOURNMENT**

The meeting was adjourned at 9:45 a.m. without objection.

# Item 4a

## Executive Director's Report



# Item 4b

## ASM Update



# LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

NOVEMBER 2021

BEN ZARHOUD



# EMPLOYEE SPOTLIGHT

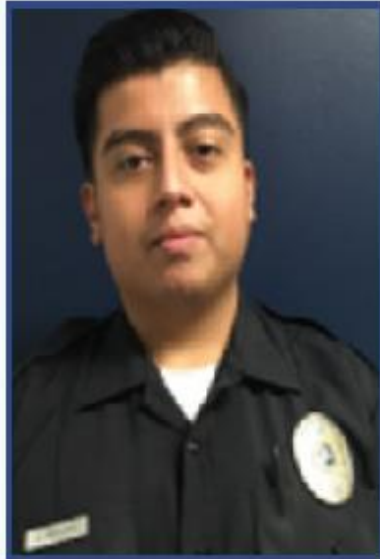
## LACC SUPERSTARS

### EMPLOYEE OF THE QUARTER

#### JONATHAN MACIAS

“Jonathan is always willing to assist the team whenever possible and has taken on extra responsibilities as a Field Training Officer and in the Command Center. He is reliable and an asset to our team.”

– *Scott Banks, VP of Security*



### LEADER OF THE QUARTER

#### ASHLEY RUSSO

“Ashley is an exceptional leader who could be named “Leader of the Quarter” every quarter. Ashley is the driving force behind the Levy operation. In October alone, she managed events that totaled \$1.4 million in sales, while receiving high praise from her clients for her work. Ashley is exceptional in every way and is the key ingredient to the success of Levy, and the Los Angeles Convention Center.”

– *Patrick Smart, GM of Levy*





# LACC NOVEMBER 2021 EVENTS

## LA AUTO SHOW 2021



NOVEMBER 19 – 29, 2021

ESTIMATE TOTAL ATTENDANCE: 230,000

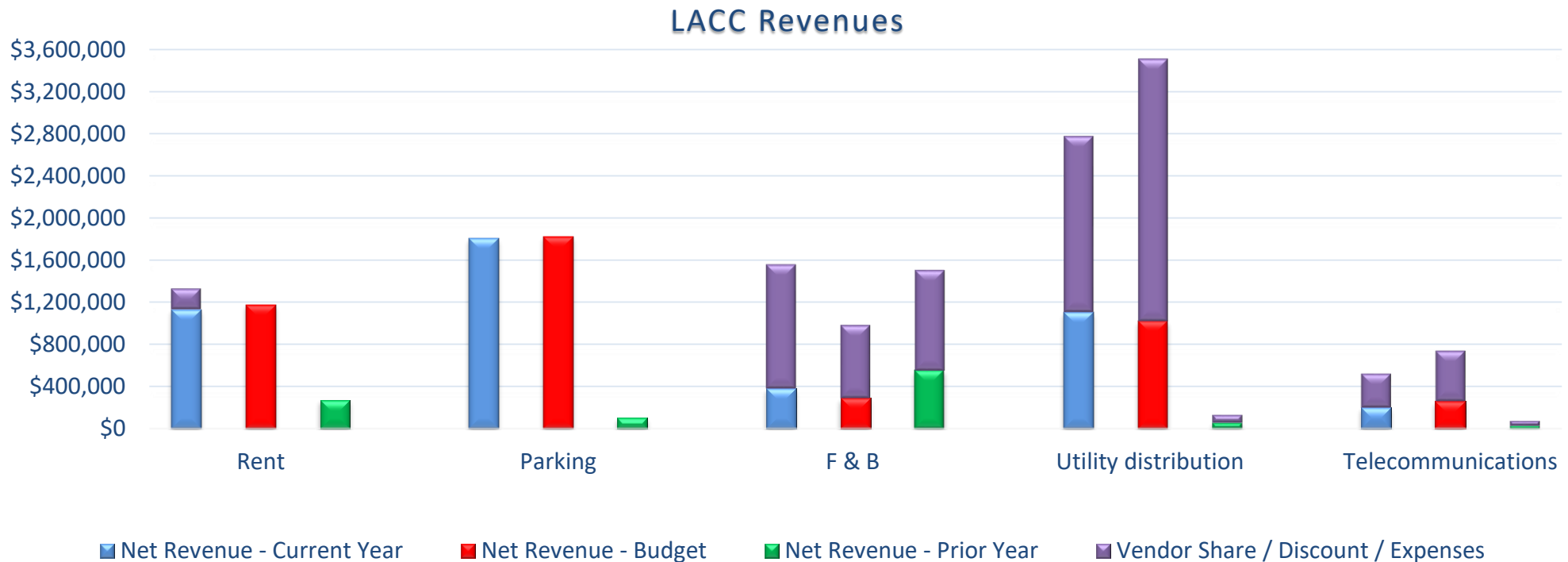
# LACC NOVEMBER 2021 FINANCIALS

## OPERATING SURPLUS (LOSS):

- \$3.2 million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.7 million above budget
- \$3.2 million above prior year

## REVENUES:

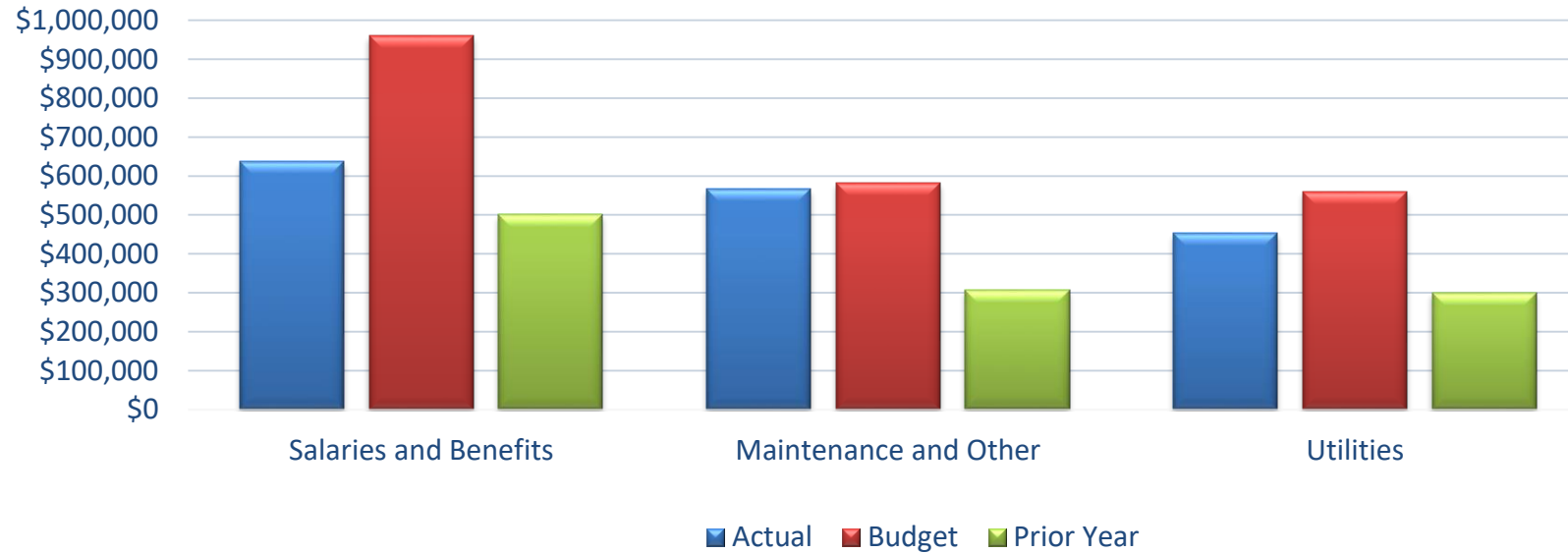
- \$8.3 million gross revenue (before discounts and service provider share)
- \$4.9 million net revenue
- \$0.2 million above budget and \$3.7 million above prior year



# LACC NOVEMBER 2021 FINANCIALS

## OPERATING EXPENSES:

- \$1.7 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.5 million below budget and \$0.5 million above prior year

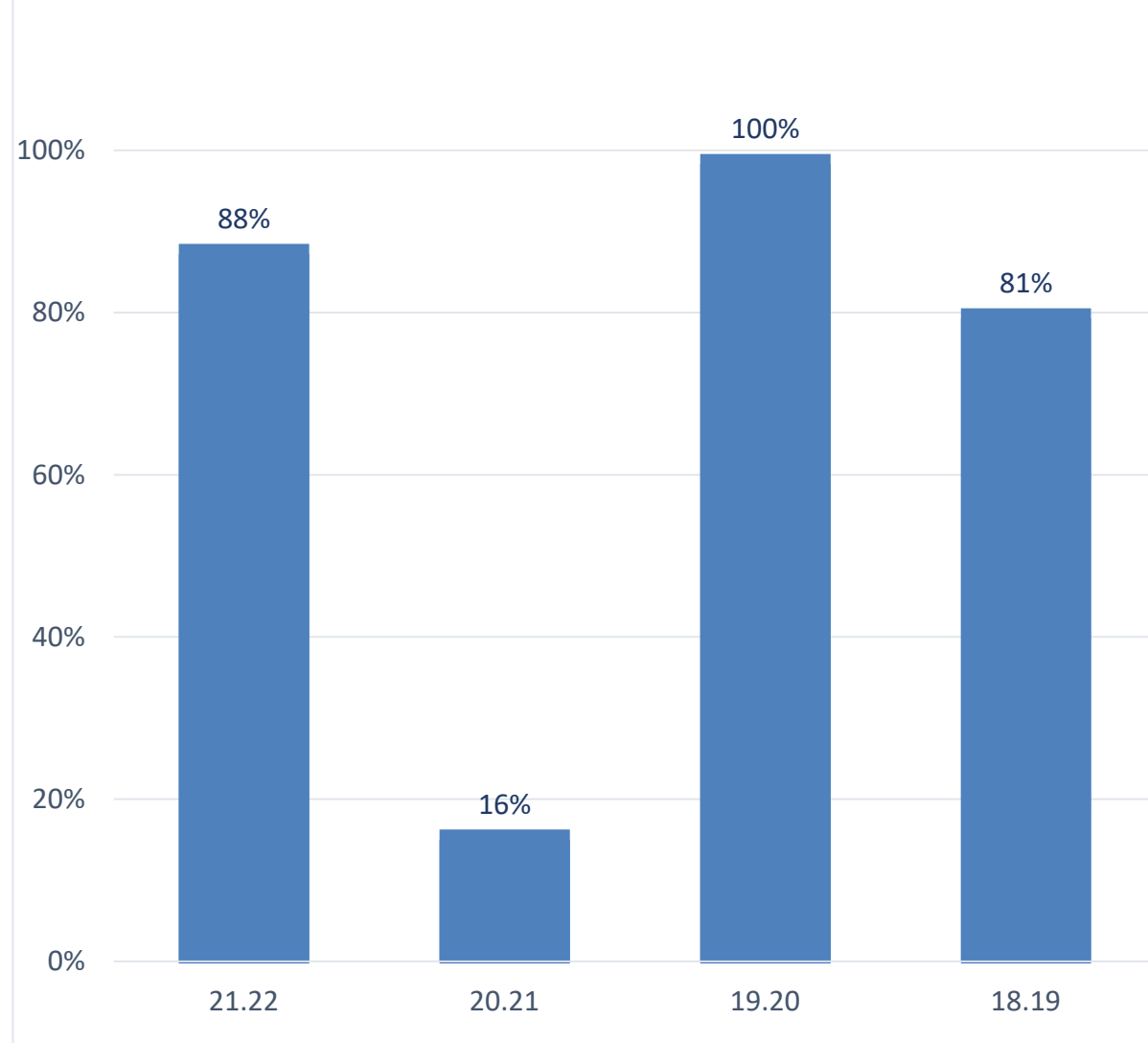


CITY REIMBURSEMENT - \$0.1 million

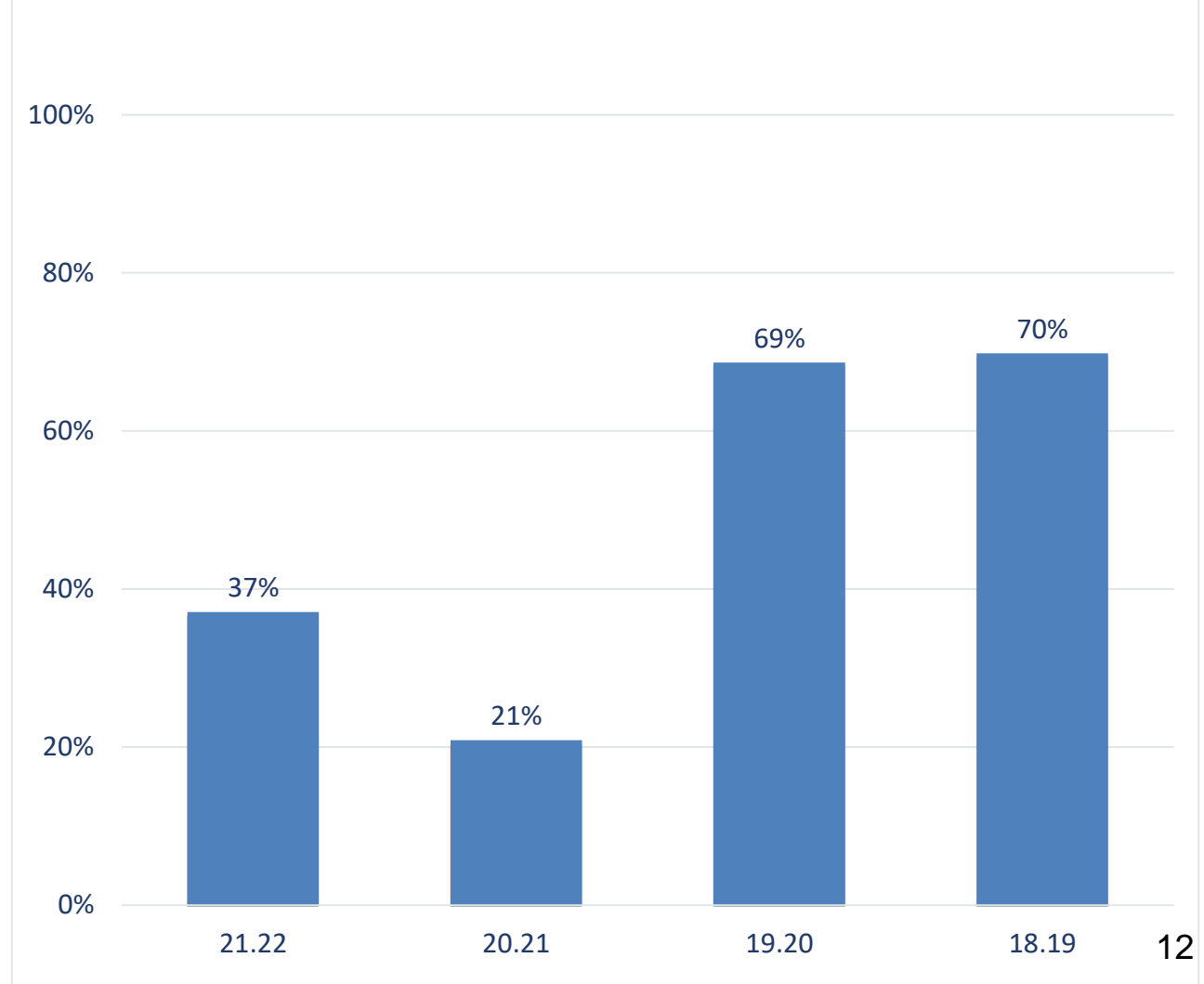
Capital and Alterations & Improvements

# LACC NOVEMBER 2021 OCCUPANCY

## Exhibit Hall Occupancy



## Exhibit Hall Occupancy - (July-November)



Item 4c

# LATCB Update

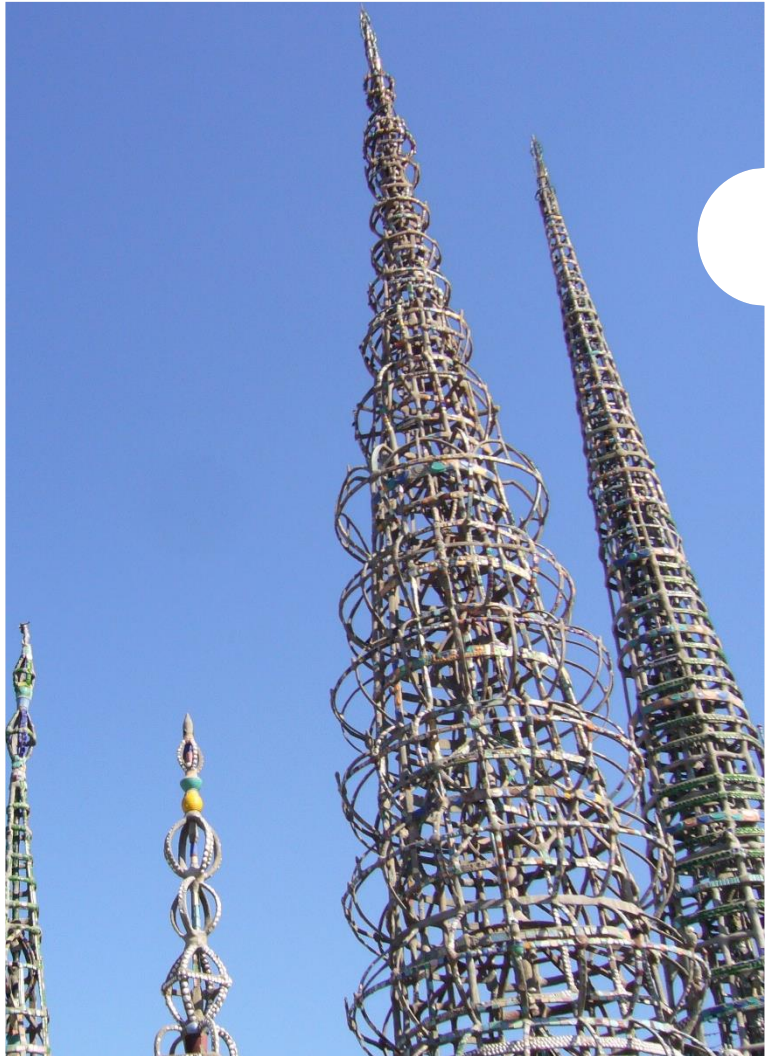


# CTD Board of Commissioners

January 12, 2022

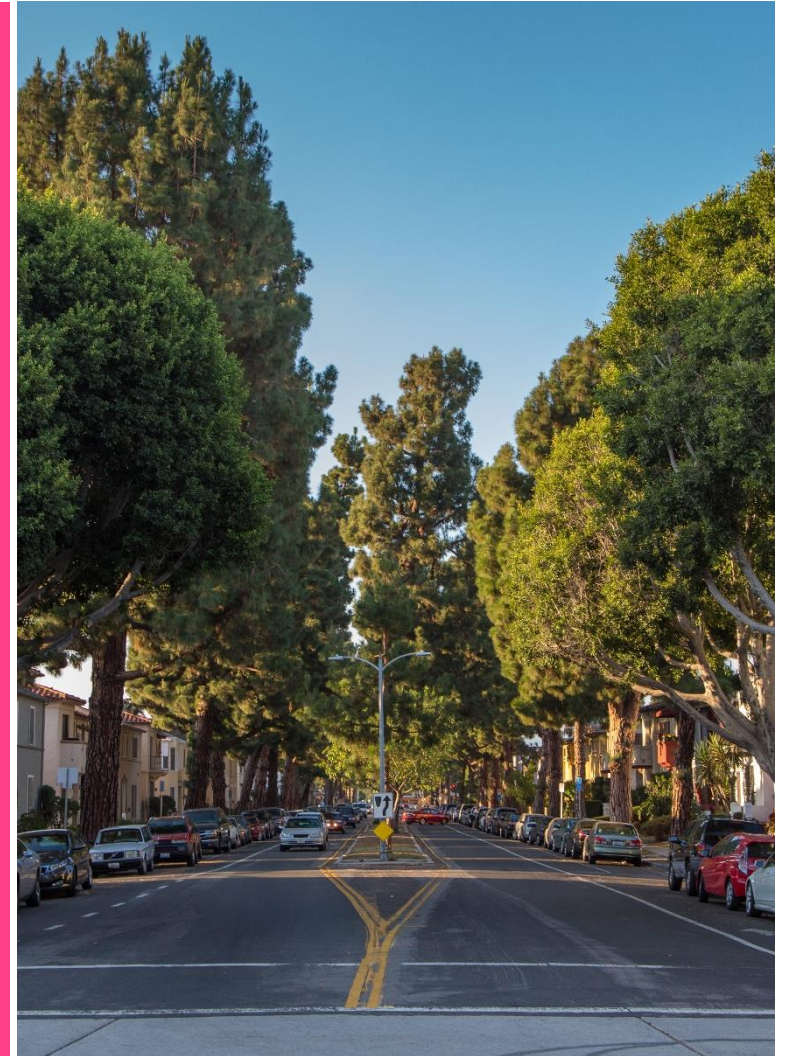


Los Angeles Tourism & Convention Board



# SALES UPDATES

**Darren K Green**  
Chief Sales Officer



# CITYWIDE CONVENTION SALES

## YTD FY21/22 PRODUCTION RESULTS

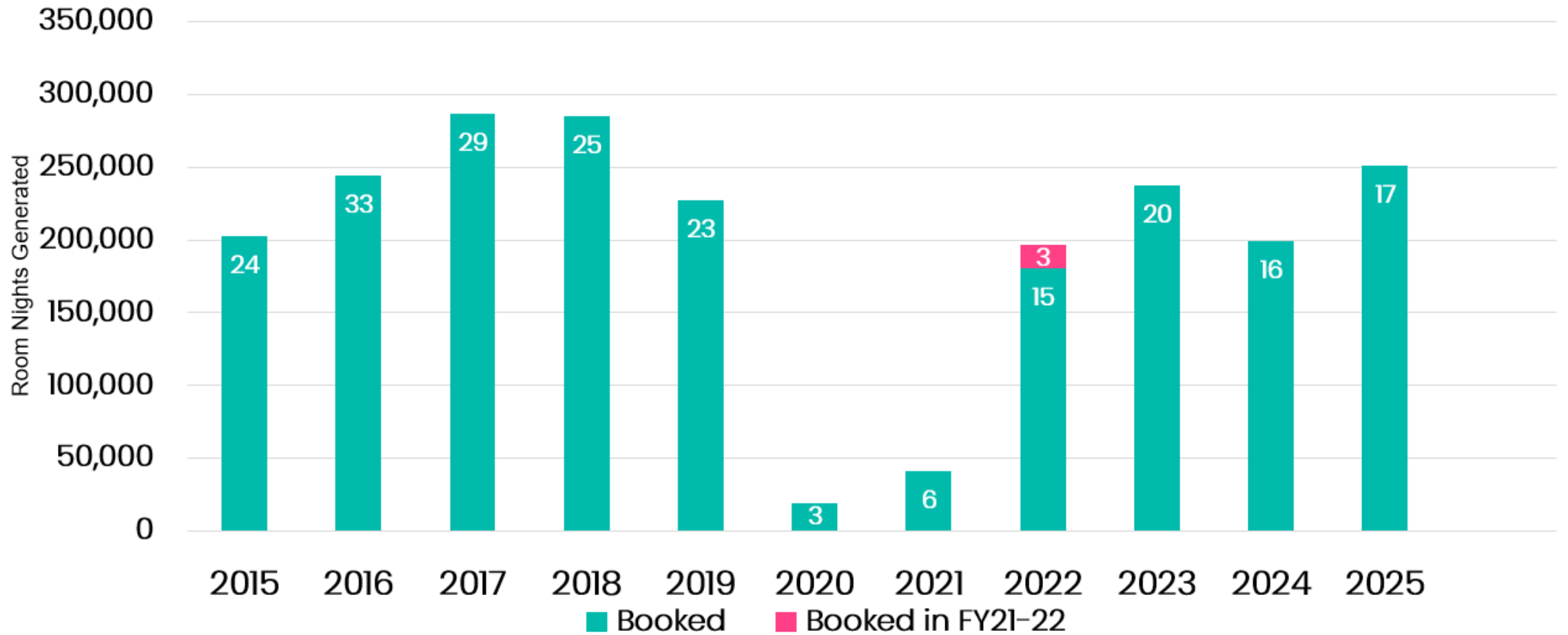
Lead Production	Leads Actual
FY 21/22 Goal	176
FY 21/22 YTD	<b>49</b>
FY 20/21 STLY	37

Booked Room Nights Produced	RNs Actual
FY 21/22 Goal	225,000
FY 21/22 YTD	<b>62,108</b>
FY 20/21 STLY	153,467

Dated January 5, 2021

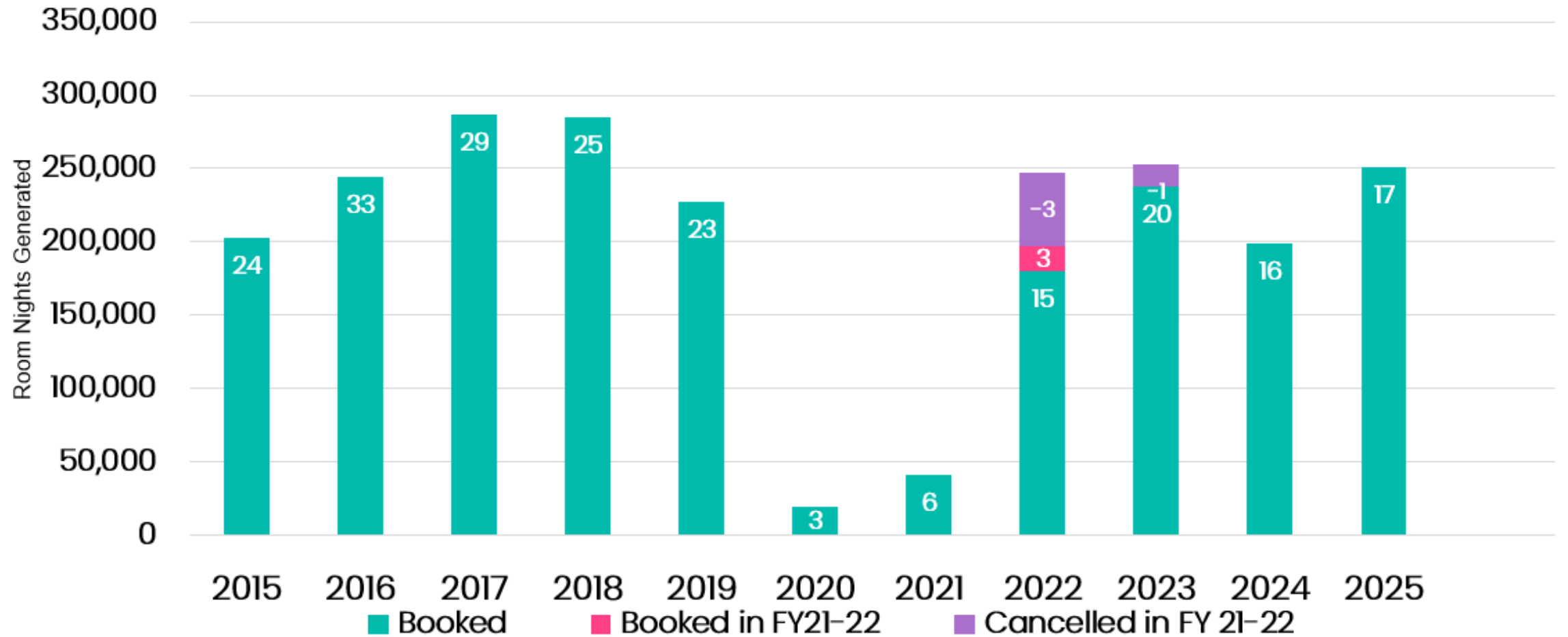


# CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2015-2025 CALENDAR YEAR ARRIVAL DATE



Dated January 6, 2021

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



Dated January 6, 2021

# CITYWIDE CONVENTION PIPELINE

YEAR	RNs	Last Update Variance
2022	56,115	4,110
2023	88,265	17,516
2024	162,669	-775

YEAR	RNs	Last Update Variance
2025	124,569	-9,370
2026	103,894	-28,622
2027	173,868	-32,260

Dated January 5, 2021





# DIGITAL MARKETING UPDATES

- Road Warrior Email Blast
- Medical Industry One-Sheet
- November 2021 Marketing Analytics
  - Facebook
  - LinkedIn
  - Google
  - MeetLA Website



## Road Warriors: Meet Up with Meet LA

With 2022 in everyone's grasp and so many exciting things happening throughout the industry, let our team fill you in on the future of L.A. meetings the next time we cross paths at one of these events.

### Holiday Showcase

December 13 & 14, 2021 | Booth 1004  
Hilton Chicago

Join LA Tourism at **Booth 1004** for this premier, in-person event for the association community.

### PCMA Convening Leaders 2022

January 9 – 12, 2022  
CAESARS FORUM Las Vegas

Come out to see guest speaker Dan Levy with Visit California, then mingle and meet with LA Tourism.

Look out for your invitation to additional events LA is hosting with other California destinations, and catch up with us on what's next for Los Angeles – from new developments to transformative plans!

REACH OUT AHEAD OF TIME



## NASCAR Clash at the Coliseum

Sunday, February 6, 2022  
LA Memorial Coliseum

*The Clash at the Coliseum will be a signature event as a part of the venue's centennial celebration and mark the first time NASCAR's prelude event to the DAYTONA 500 will take place somewhere other than Daytona International Speedway.*

Contact **Amy Lupo**, Head of Event Marketing & Development, for inquiries or more information, or call (909) 936-3906.



## Explore LA's South Park Venues

Minutes from Downtown Los Angeles

From vibes and views to open spaces and open possibilities, LA's South Park venues help bring your vision for your meeting or event to life. See some of this month's spotlights and discover these unique venues Los Angeles offers.

- [Banc of California](#)
- [California African American Museum \(CAMP\)](#)
- [California Science Center](#)
- [Los Angeles Memorial Coliseum](#)
- [The Lucas Museum of Narrative Art](#)
- [Leimert Park](#)
- [Natural History Museum of Los Angeles County](#)
- [Watts Towers](#)

[DISCOVER ALL VENUES](#)



## Still Curious About LA?

From the coast to the city and the hills to the mountains, Los Angeles is one of the best, most complete places to meet.

[GET TO KNOW US](#)





## THE CAPITAL OF CREATIVITY. THE MECCA OF MEDICAL MEETINGS.

Boundless in spirit and logistically undeniable, Los Angeles is one of the top medical conference destinations in the world, and the quintessential place for discovery.



Home of Silicon Beach, the innovation launchpad for healthcare technologies



Kaiser Permanente is LA's largest private employer



Healthcare is LA's largest industry sector by employment



### ACCESSIBILITY & CONNECTIVITY

Los Angeles International Airport (LAX) is the West Coast's largest airport  
18 mi. from LAX to Downtown Los Angeles  
190 non-stop destinations in 38 countries  
World-class Metro transportation system  
50+ LAX area hotels



### DOWNTOWN & CONVENTION CORE

50+ equipped Los Angeles Convention Center (LACC)  
720,000 sq. ft. of exhibit hall space  
12 hotels within walking distance of LACC  
LACC parking with 5,600 spaces in three garage structures  
HQ hotel expansion, adding 100,000 sq. ft. of meeting space and 861 rooms  
\$25B Downtown entertainment & sports epicenter  
300+ restaurants nearby



## LA'S WORLD-RENOWNED MEDICAL COMMUNITY

Los Angeles is home to some of the most consequential medical schools, hospitals and research centers in the world.



“Sincere thanks. A most memorable 125th anniversary meeting in Los Angeles. We look forward to our return.”

AAO-HNSF 125TH ANNUAL MEETING AND OTO EXPO



### START PLANNING

Our team makes planning and decision-making easy, simple and stress-free: [sales@latourism.org](mailto:sales@latourism.org)

# NOVEMBER 2021 MARKETING ANALYTICS

## Facebook Ad Impressions

The number of times your Facebook ads were shown.



## Facebook Ad Clicks

The number of clicks anywhere on your Facebook ads.



## Facebook Ad CTR

The clickthrough rate for your Facebook ads. (B2B avg. CTR is 0.78%, Travel & Hospitality is 0.89%)



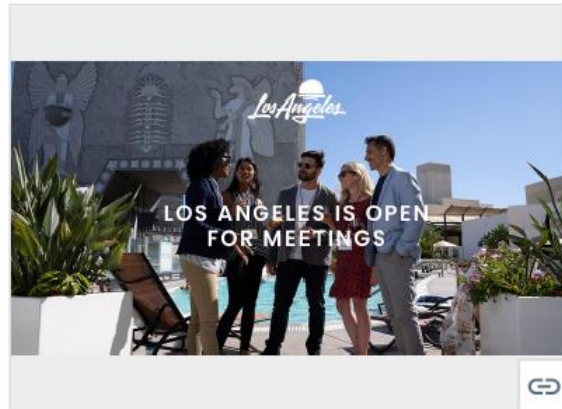
## Facebook Ad Reach

The number of people who saw your Facebook ads at least once.



## Facebook Ads

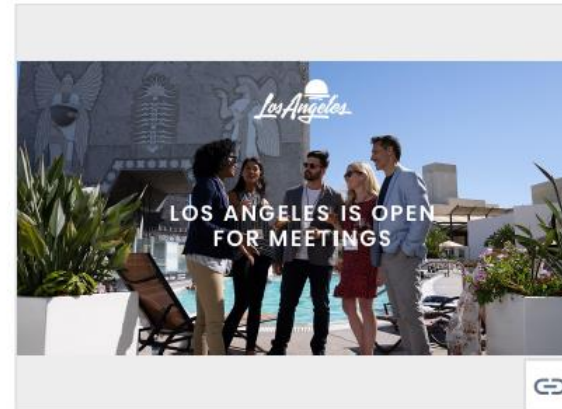
November 2021 Ad #2 - Titles/Interests



**Campaign Name:** LA Meetings 21-22  
**Headline:** Why Meet in Los Angeles?  
**Body:** Meetings, conferences and events in L.A. of..

Impressions	Clicks (all)	CTR (all)
9,542	132	1.38%

November 2021 Ad #1 - Titles/Interests



**Campaign Name:** LA Meetings 21-22  
**Headline:** Why Meet in Los Angeles?  
**Body:** From multimillion-dollar venue renovations..

Impressions	Clicks (all)	CTR (all)
1,356	11	0.81%



# NOVEMBER 2021 MARKETING ANALYTICS

## LinkedIn Distribution Summary



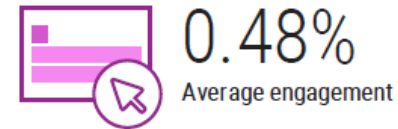
### Total LinkedIn Engagements

Indicates the total number of clicks, likes, comments, etc. on your LinkedIn social distribution posts.



### Average LinkedIn Engagement Rate

This is how often people engaged with your LinkedIn social distribution posts.



## LinkedIn Distribution Breakdown

	Campaign name	Impressions	Clicks	Average CTR	Total engagements	Social actions
1.	LA November 2021 - Weeks 1-2	32,493	161	0.50%	161	0
2.	LA November 2021 - Weeks 3-4	25,327	106	0.42%	118	13

The average clickthrough rate for LinkedIn is 0.39%.

# NOVEMBER 2021 MARKETING ANALYTICS

**Google Display Impressions**  
The number of times your display ads were shown.



**Google Display Clicks**  
The number of clicks on your display ads.



**Google Display CTR**

The clickthrough rate for your display ads. (B2B average CTR is 0.46%, Travel & Hospitality is 0.47%)

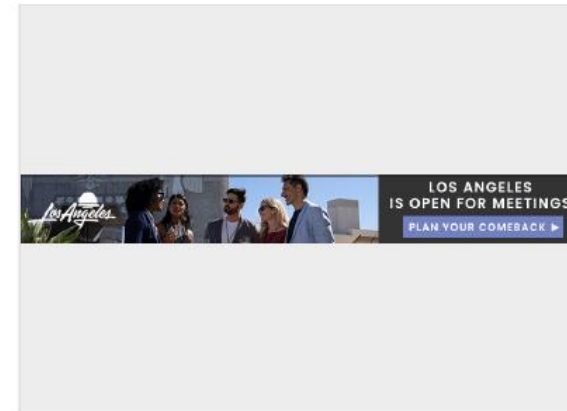


## Top Google Display Banners



**Campaign:** LA Meetings 2021-22  
**Ad:** Ad name: LA-Comeback\_Aug2021-300x250-...

Impressions	Clicks	CTR
214,202	895	0.42%



**Campaign:** LA Meetings 2021-22  
**Ad:** Ad name: LA-Comeback\_Aug2021-728x90-St...

Impressions	Clicks	CTR
8,406	51	0.61%

# Year-Over-Year Comparison

The metrics represent a year-over-year comparison of November 2021 traffic vs. November 2020 traffic to the meetings pages on the Discover LA website.

## Meet LA Total Users

The total number of users who visited any of the meetings pages on the Discover LA website.



3,986

Users

300.20%

<< 996

## Meet LA New Users

The number of new users who visited any of the meetings pages on the Discover LA website.



3,727

New users

318.76%

<< 890

## Meet LA Sessions

The total number of sessions for any of the meetings pages on the Discover LA website.



4,528

Sessions

314.65%

<< 1,092

## Meet LA Average Session Duration

The average session length of the meetings pages on the Discover LA website.



00:01:32

Avg. Session Duration

-41.59%

<< 00:02:37

# THANK YOU



Los Angeles Tourism & Convention Board

## Item 5a

# Findings to Continue Teleconference Meetings

Pursuant to AB361

