



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, February 3, 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 January 6, 2021

4. REPORTS:

- a. Executive Director Report
- b. ASM Update
- c. LATCB Update
 - i. Introduction to IKE

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



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

Regular Meeting Minutes
January 6, 2021

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, January 6, 2021 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Commissioner Bricia Lopez
Commissioner Noel Hyun Minor
Commissioner David Stone

ABSENT:

Vice President Otto Padron

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Brian Churchill, LATCB
Darren Green, LATCB
Angie Martin, 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 December 2, 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 with CAO and CLA and others on motion to use LACC as a homeless shelter, South Park BID Strategic Plan Steering Committee, South Park BID annual meeting, Public Works on Street Furniture RFP, and Local 11; interview with LA City Channel 35; and met with Councilmember-Elect Nithya Raman's team. Mr. Liu introduced Christina Oh, CTD's new Deputy Executive Director.

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz reported two filmings (18 days) for the month of November and the continuing of the senior meals program, in which LACC was the largest provider. Ms. Schwartz reported that many filming productions are pushing out their schedules due to the recent case numbers. Mr. Ben Zarhoud presented the financial data for November, reporting an operating surplus of \$0.05M for the month, and a \$2.2M in gross revenue, which is from filming and F&B, and \$1.1M in operating expenses. Mr. Zarhoud reported the November Exhibit Hall occupancy was 16% with the year to date at 21%.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 40 leads YTD and booked 224,339 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 reported that 17 in 2020 and 8 in 2021 events cancelled or rebooked, the rebooking into future years rate is 70-80%. Mr. Green noted that LATCB has reached out to their Customer Advisory Board gathering information on new protocol expectations and funding, reopening best practices of other destinations, and effects on their organizations. Mr. Bryan Churchill discussed the fastest growing sector in the entertainment industry, Esports. Mr. Churchill gave an overview of Los Angeles as a repositioned competitive destination due to the pandemic leveling the playing field, the impacts on travel as a result of Esports growth and LATCB's sales tactics to capture business in this sector.

Item 5: ACTION ITEMS:

None

ADJOURNMENT

The meeting was adjourned at 9:49 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

DECEMBER 2020

ELLEN SCHWARTZ





LACC LENDS A HELPING HAND FOR SANTA AND THE KIDS

Employees participated in a toy drive for the St. Francis Center in downtown Los Angeles. All donations were unloaded at the center on Friday, Dec. 18th and were passed along to families and children in need.



LACC's HOLIDAY HOOPLA!!

LACC kicked off the holidays with a series of Holiday Hoopla virtual events hosted by some of its very own talented employees...

Delicious holiday bark!

Hosted by:
Carisa Norton, VP Event Services



Crafty snow globes!

Hosted by:
Sandra Arbizu, HR Manager



Carisa went traditional with a snowman globe



Keely's unique solar lightbulb vase was admired by



Janae got extra fancy with hanging her snowflakes



Adrienne enjoyed doing the project with her son



Matt Chavez also did the project alongside his two children

Ashley Russo also involved her two sons in the project, as well as their lego men.



Yummy Homemade Flan!

Hosted by:
Ana Aldana, Exec. Assistant



LACC DECEMBER 2020 FILMING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
Dec. 3 – 5	Pepsi	South Hall GHJK	\$29,900
Dec. 19 - 20	Bud Light Commercial	Concourse Walkway/Foyer, Pico Dr and GLP	\$26,400
			TOTAL: \$56,300

LACC DECEMBER 2020 FINANCIALS

OPERATING SURPLUS (LOSS):

- (\$0.3) million (before approved City Reimbursements, A & I and Capital Projects)
- \$1.1 million above budget
- \$0.6 million above prior year

REVENUES:

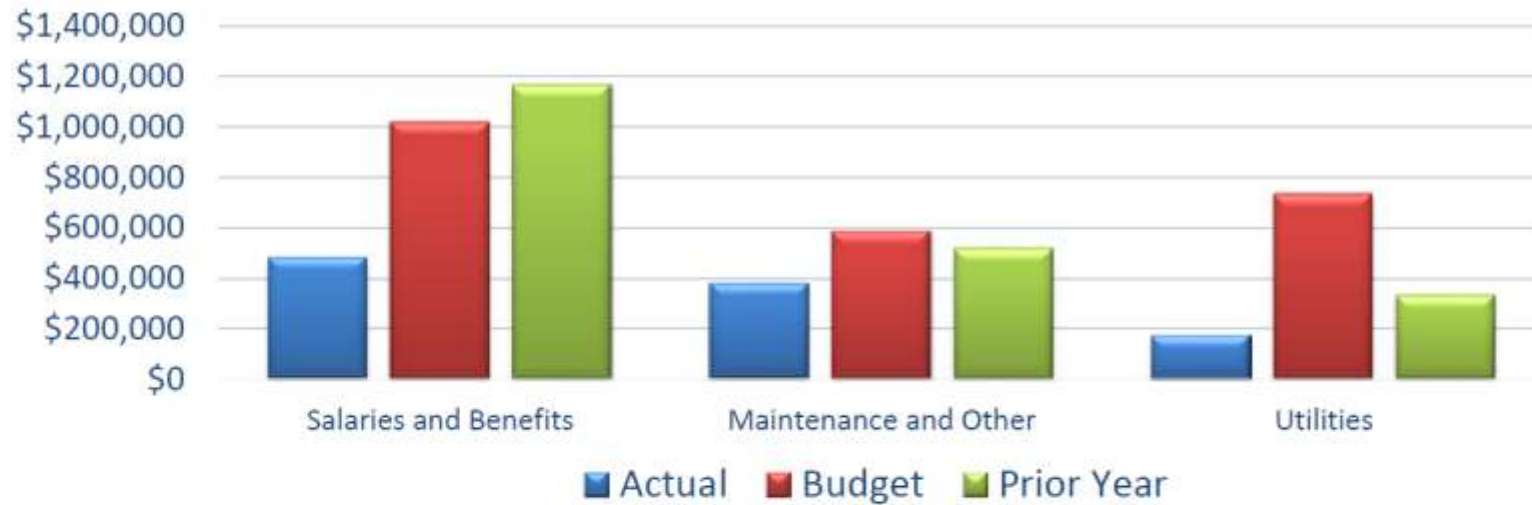
- \$1.7 million gross revenue (before discounts and service provider share)
- \$0.7 million net revenue
- \$0.2 million below budget and \$0.4 million below prior year



LACC DECEMBER 2020 FINANCIALS

OPERATING EXPENSES:

- \$1.0 million (before approved A & I, Capital Projects, and City reimbursement)
- \$1.3 million below budget and \$1.0 million below prior year



CITY REIMBURSEMENT - \$0.26 million

Capital and Alterations & Improvements

LACC DECEMBER 2020 OCCUPANCY

Exhibit Hall Occupancy

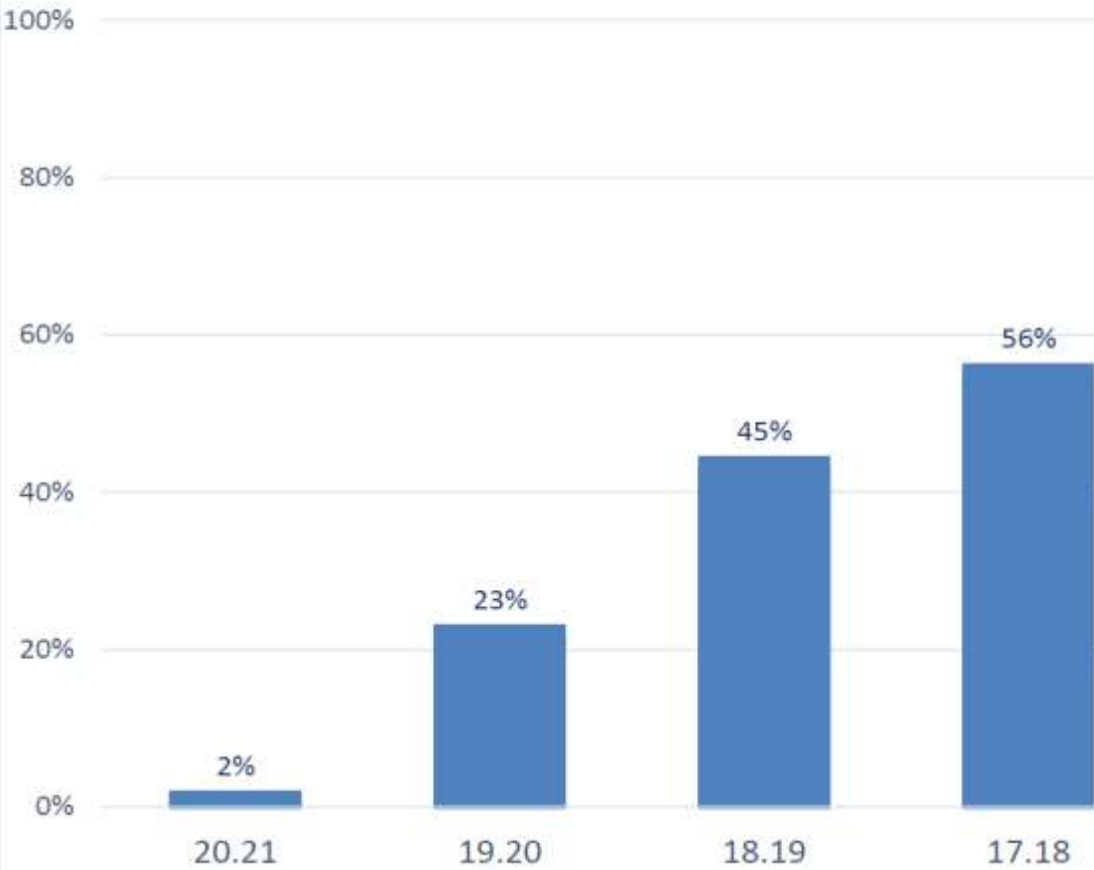
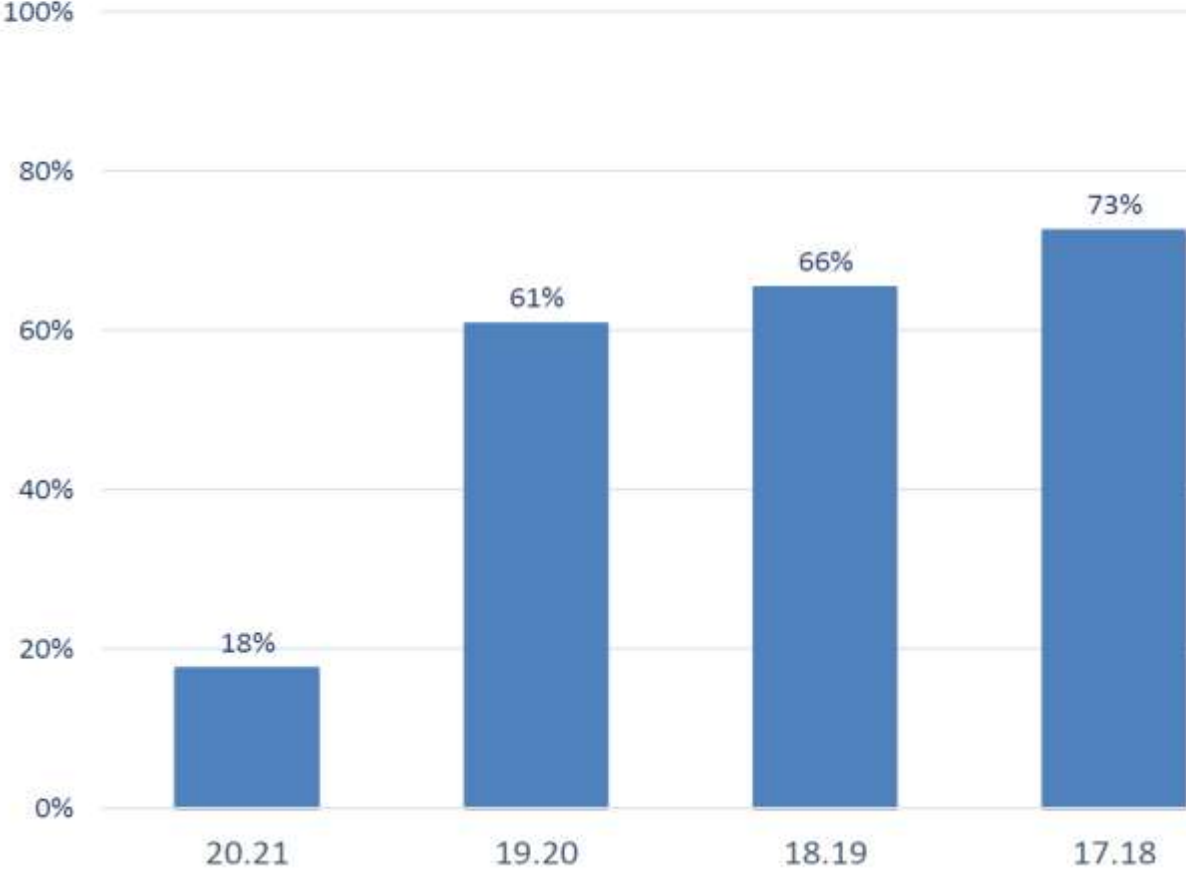


Exhibit Hall Occupancy - (July-December)



Item 4c

LATCB Update



CTD Board of Commissioners

February 3, 2021

*Los Angeles*TM

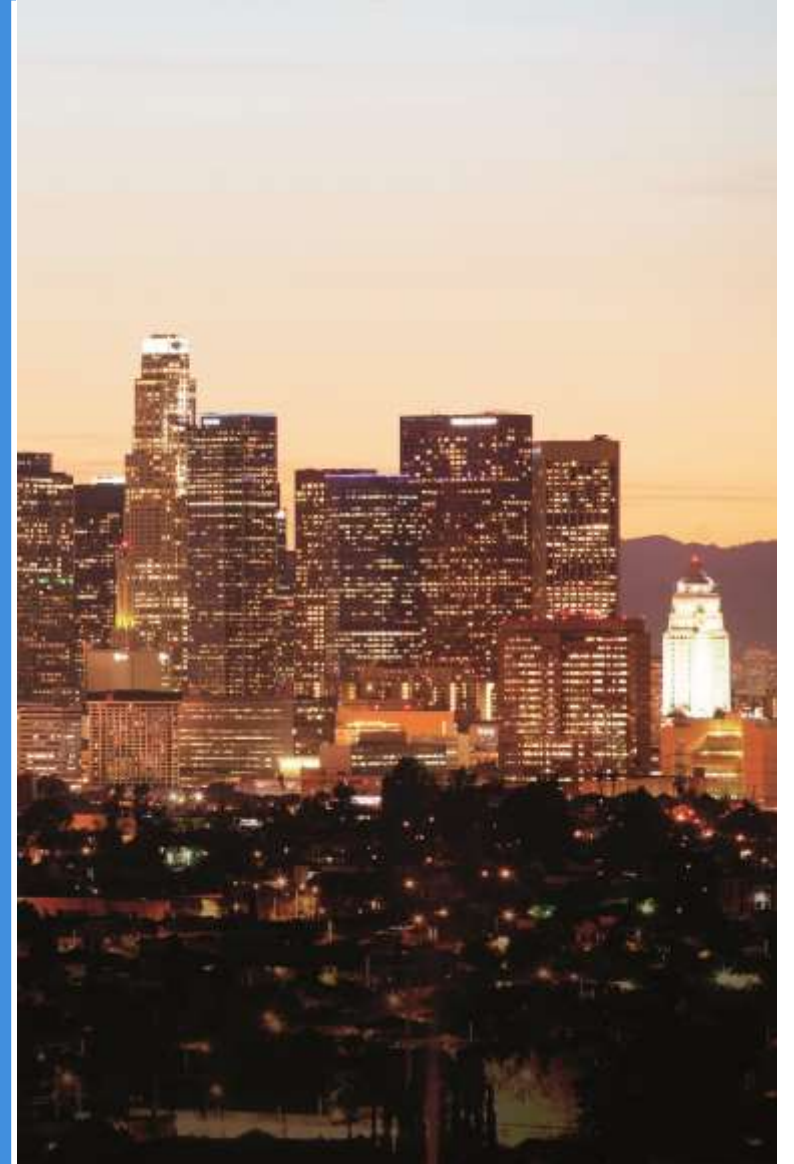
Los Angeles Tourism & Convention Board



SALES UPDATES

Darren K Green

Senior Vice President,
Sales



CITYWIDE CONVENTION SALES

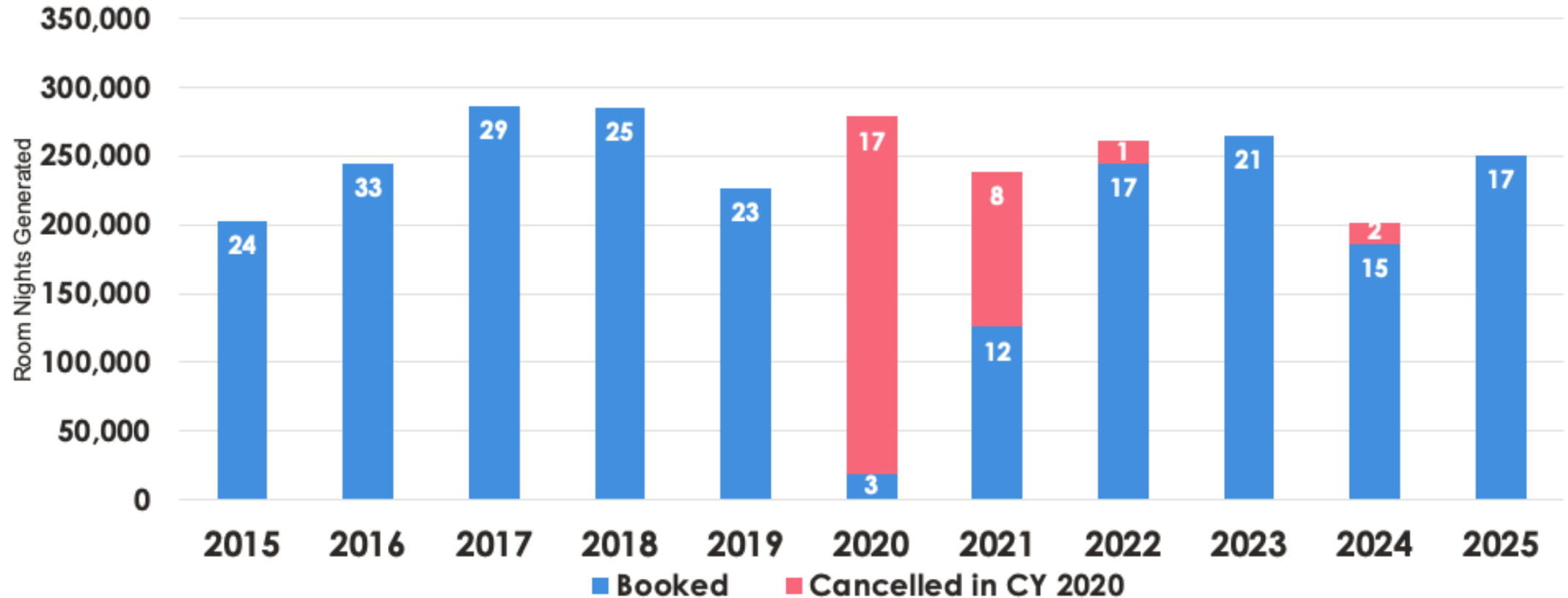
YTD FY20/21 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 20/21 Goal	176
FY 20/21 YTD	44
FY 19/20 STLY	97

Booked Room Nights Produced	RNs Actual
FY 20/21 Goal	362,725
FY 20/21 YTD	224,339
FY 19/20 STLY	269,699

Dated January 26, 2021

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

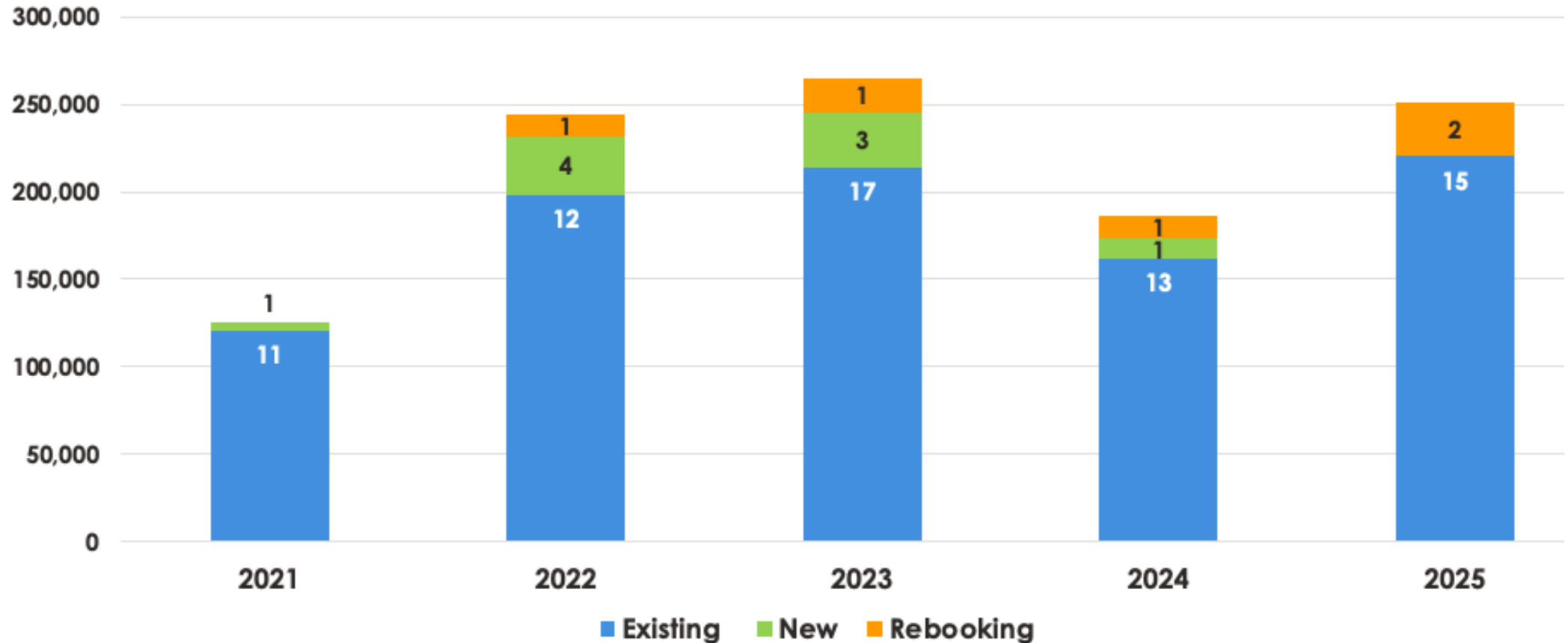


Dated January 26, 2021

CITYWIDE CONVENTIONS 2021 ON THE BOOKS

Event	Arrival Date	Total Room Nights	Update
National Catholic Educational Association - NCEA	April 6	8,333	Likely cancelling due to not being able to hold live events three months out from event. Working to rebook 2024.
LA Marathon-2021	May 21	2,445	Planning to hold their live event. Now looking at possibly moving to November. Space conflict at LACC and looking at alternate venues as back-up.
E3 2021	June 15	27,609	Releasing West Hall and will make decision this month regarding holding a live event. Working on 2022 & 2023 license.
United Fresh Produce Association	June 25	2,552	Planning to hold live event, pending approval from LA County officials. In regular contact with LATCB regarding status of meeting in LA.
Black Entertainment Television - BET	June 26	2,947	Made decision to not hold the Experience at LACC . Still planning to hold award show and concerts, pending approval from LA County officials. In regular contact with LATCB regarding status of meeting in LA.
ANIME EXPO-2021	July 2	17,947	Planning to hold live event, pending approval from LA County officials. In regular contact with LATCB regarding status of meeting in LA. Looking at possible dates in the fall as a back-up.
The Trade Desk	July 19	8,700	Planning to hold live event, pending approval from LA County officials. In regular contact with LATCB regarding status of meeting in LA. 19
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	

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



2000

PROSPECTING CALLS



160+

Virtual Meetings and Tradeshow

CLIENT & DESTINATION SERVICES

14

Virtual Site Inspections created and conducted one-on-one by Director of Client Services.

11

Citywide Conventions that our team is actively servicing.

4

Virtual Client Events curated and run by our Director of Destination Services.

SALES MARKETING



12

Paid Media Placements

10

Additional Sponsored Placements



2

New Marketing Videos Produced



BOOKED

14 NEW Citywide Conventions for total of 257K room nights



RE-BOOKED

10 Citywide Conventions that would have cancelled



23

STAKEHOLDER PRESENTATIONS

SALES CUSTOMER ADVISORY BOARD FEEDBACK

1. Customers recognize that suppliers are struggling just as much as they are; planners are looking for “win-win” solutions that **require flexibility from all parties.**
2. With significant travel industry staff cuts/turnover, it has been difficult to know who to contact, response times have been challenging and there’s a **lack of business continuity.**
3. As a result, and with staff reductions in their own organizations, planners have come to depend on DMOs more than ever as a key centralized resource – both for up-to-date information and to **facilitate the rebooking/retention process.**
4. The consensus is that meetings will be virtual through 2Q21 and hybrid in Q3/Q4, with a **return to in-person events in 2022**; some components, however, may remain virtual for the long term (educational content, for example).

SALES CUSTOMER ADVISORY BOARD FEEDBACK

5. Planners are focusing on educating themselves on delivering content utilizing a **Hybrid Platform** and selecting from the countless new virtual meeting options introduced in 2020; destinations that can provide **reliable, worry-free technology solutions** and a variety of broadcast platforms will have a definite competitive advantage.
6. Due to the increased costs associated with PPE, COVID testing and other safety protocols, customers are looking for suppliers to **help offset these incremental expenditures**.
7. It's not enough for a destination to be "open" for meetings – customers must have a high degree of confidence that **events can be safely executed**, including the overall destination experience.
8. Due to the increased risk/liability associated with events moving forward, decision making has been **elevated to senior leadership**.

HOTEL SALES KEY INSIGHTS 2021



- **Top Vertical Segments:** Medical & Pharmaceutical, Tech, Financial & Education
- **Top Feeder Markets:** California, Washington D.C./Virginia, Illinois, New Jersey & Washington (state)
- Majority of leads created are **under 200 rooms peak**
- **Arrival Year:** Majority of leads created are looking for dates in 2021 and 2022.
- Majority of larger groups targeting **2021 – 2024.**
- “When we go back to the office. We will go back to meeting.” **Josh Adams, Streamline Events**

Recovery Frequently Asked Questions

Q: How are cancellations, attrition and postponements/rebooking's being handled?

These are being handled on a case by case basis. While Los Angeles Tourism remains a resource for information and feedback, these decisions are being made by the individual properties or venues.

Q: How and when can I schedule/arrange a site inspection?

We are currently offering virtual site inspections for your convenience. Los Angeles was one of the first destinations to offer this state-of-the-art technology, and we are constantly expanding our library. You can view [360 tours of many of our available venues](#) on our web site and coordinate with our Client Services team. We are also able to execute live site inspections and have safety protocols outlined for in person visits.

Q: When will Los Angeles Tourism be attending industry events and tradeshows?

Our team is participating in select industry virtual events and we look forward to returning to attending in-person events. Our number one priority is always the health and safety of our staff and customers.

Q: How will the city be prepared for hosting future events with new rules about COVID-19? What are the new meeting protocols and precautions being taken?

Through a partnership between civic, community and business leaders, Los Angeles County has convened an Economic Resiliency Task Force comprised of representatives from all economic sectors—including hospitality, venues and entertainment. Los Angeles Tourism is participating in this task force to support and communicate the new rules and protocols being developed by industry experts. The task force is actively working toward completing this work as soon as possible.

Recovery Frequently Asked Questions

Q: When will Los Angeles be approved to host meetings and events again? And who makes the decision about this?

The state of California has yet to permit meetings and events statewide and is taking a measured approach to ensure the safety of attendees, driven by the most current data from local health officials. Our industry leadership is taking an active role with the County's Economic Resiliency Task Force and working with state officials and other CA destinations to develop health and safety protocols surrounding meetings and events. While we may not be the first to reopen, Los Angeles is committed to being amongst the safest destinations that can host meetings and events.

Q: Are you still accepting leads and booking business for 2021?

Absolutely. We are working actively with our customers to book business in 2021, and we are confident that our entire industry will have proper safety measures and protocols in place by then to allow for business to take place safely. To submit an RFP, please visit [our web site](#).

Q: How is Los Angeles prepared to facilitate virtual/hybrid events?

LA is uniquely positioned to execute a hybrid/virtual component as part of meetings and events. As the entertainment capital, we offer unmatched venues from studios, theaters, stadiums, all of which can facilitate a hybrid event. In addition, planners have access to production talent that will ensure a seamless experience.

MEETINGS MEAN BUSINESS REOPENING TRACKER

Gathering Limits by State

In this complex and constantly changing environment, we understand the importance of keeping you informed.

The following tracker shares the latest **state-by-state protocols for in-person gatherings** – including occupancy limits, mask requirements and travel protocols. All details are sourced from each state’s government website. For additional information on meeting exceptions and the most up-to-date regulations per government websites, please click on the state name. To access tailored resources and messaging for meetings and event professionals, continue to visit our COVID-19 toolkit.

Please note: some states do not differentiate a social gathering from a professional business event. If you have additional questions regarding professional meeting planning, please reach out to the state tourism office, local convention and visitor bureau or destination marketing organization.

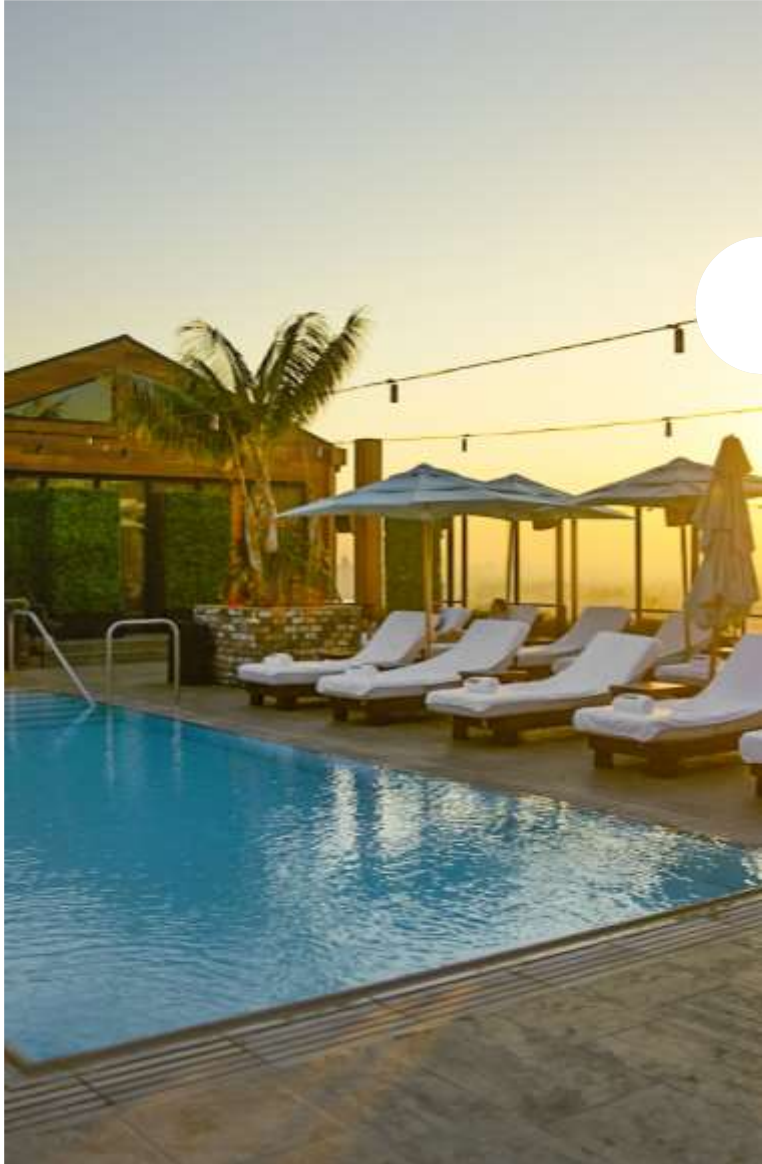
State	Max. Number of Occupants	Percent Occupancy Limit	Mask Requirements	Travel Restrictions or Quarantine Requirements
ALABAMA	No Max	N/A	✓	
ALASKA	Based on local mitigation	N/A		Visitors have a few different options for self-quarantine and rapid testing. Read more on the website .
ARIZONA	50 unless approved	50%		Some cities have mask requirements
ARKANSAS	100 (without a permit)	66%	✓	Gatherings over 100 can be submitted for approval.
CALIFORNIA	Gatherings are not permitted	N/A	✓	California is under a regional stay-at-home order with many tourism-related businesses closed, including bars and museums. Nonessential travel is banned except in a region north of Sonoma County. Click here for updates.
COLORADO	Dependent on County . Details her	N/A	✓	Pitkin County, Colorado (which includes ski resort Aspen/Snowmass), requires visitors to complete a health affidavit and provide a negative Covid-19 test taken within 72 hours of arrival or face a mandatory 14-day quarantine.
CONNECTICUT	25	N/A	✓	Click here for travel quarantine restrictions
DELAWARE	60% of Fire Occupancy	60%	✓	
DISTRICT OF COLUMBIA	10	N/A	✓	Travelers must test negative within 72 hours of traveling, and then obtain another test 3 to 5 days after arrival. More details here .
FLORIDA	No Max	N/A		
GEORGIA	No Max	N/A		Please check out Discover Atlanta’s resources for more information.
HAWAII	5	N/A	✓	Details can be found here .

<https://www.meetingsmeanbusiness.com/reopening-tracker>

Item 4c.i

Introduction to IKE





CEO UPDATE

Adam Burke
President & CEO





INTERACTIVE DIGITAL KIOSK UPDATE

DEFINING THE BUSINESS NEED

- Digital wayfinding solution
- Multilingual visitor services
- Multimodal transportation options
- Fully integrated tourism information
- “Agnostic” platform for local businesses
- Potential new revenue source

A BRIEF HISTORY

2015

Digital kiosk development assigned as Los Angeles Tourism deliverable

2016

Pilot program developed in-house & deployed at seven locations

2017

To operate at scale, identified need for third-party provider & new financial model

2018

Partnered with City Information Technology Agency on system development

2019

City Council directs StreetsLA to issue street furniture RFP without right-of-way exclusivity

2020

StreetsLA and Public Works collaborate with Los Angeles Tourism on kiosk deployment plan

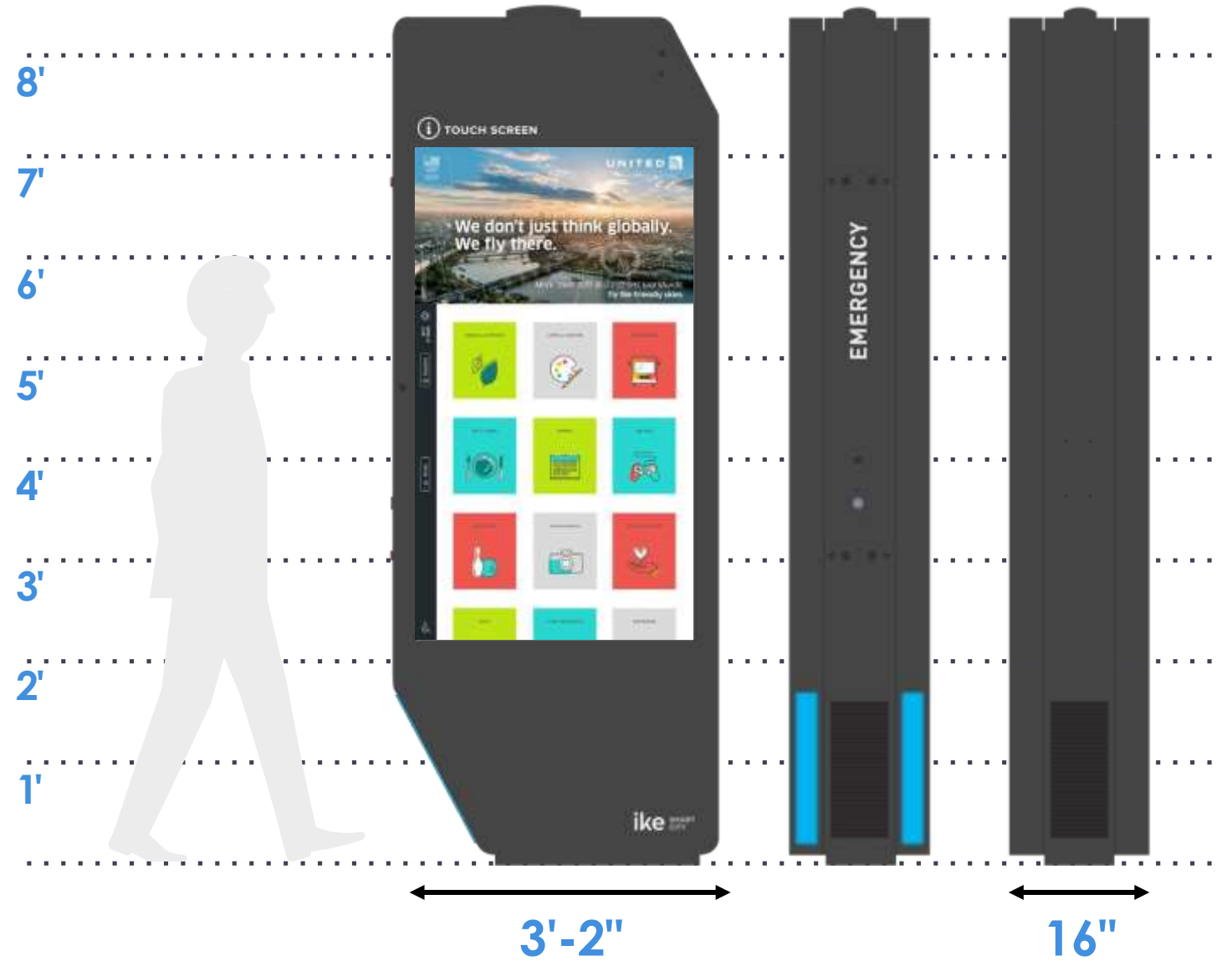


ike SMART CITY

Los Angeles
TOURISM & CONVENTION BOARD

This document contains confidential trade secrets

HARDWARE PLATFORM



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OPEN API ENABLES SIGNIFICANT CUSTOMIZATION

DISCOVERY



Attractions, Tours,
Sporting Events, Outdoor



Music, Sports, Arts,
Charity, Community



Retail Centers,
Shops, Boutiques



Restaurants, Cafes,
Pubs, Coffeehouses



Museums, Galleries,
Theatres, Music



Hotels, Motels, Lodging

MOBILITY



Real-Time Transit Info,
Mapping & Directions



Search With Keywords

SOCIAL EQUITY



City, State & Federal
Buildings & Services



Safe Shelter Types
& Locations



Addiction & Recovery, Food
Support, Family Services



Local Employment
Opportunities



Share Opinions,
Gain Citizen Input

ENTERTAINMENT



Take Photos with
Local City Filters



Fun & Engaging
Video Game

OTHER KEY FEATURES

- Currently supports eight languages
- Fully ADA compliant
- Graffiti resistant with antimicrobial coating
- MyLA311 integration
- Emergency call button direct to 911
- Integrated security cameras
- Air quality monitoring



A PROVEN PLATFORM

LIVE

- Baltimore, MD
- Cleveland, OH
- Columbus, OH
- Coral Gables, FL
- Denver, CO
- San Antonio, TX
- St. Louis, MO
- Tempe, AZ

AWARDED

- Atlanta, GA
- Berkeley, CA
- Cincinnati, OH
- Detroit, MI
- Houston, TX
- Miami, FL
- San Diego, CA
- Seattle, WA
- Tampa, FL

TWO MODES OF OPERATION



PASSIVE



ENGAGED

FINANCIAL MODEL

- No City investment required
- All CapEx borne by IKE Smart City
- Includes all ongoing software development and maintenance
- Once fully deployed, projected annual City revenues of \$10MM to \$15MM
- For each 50 units deployed, up to 10% will be installed in underserved communities

THANK YOU

*Los Angeles*TM

Los Angeles Tourism & Convention Board