



**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, April 7, 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, enter the meeting ID#. Once in the meeting press *9 to request to speak. 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 March 3, 2021

4. REPORTS:

a. Executive Director Report

b. ASM Update

c. LATCB Update

5. ACTION ITEMS:

a. Department Name Change - Board Report # 21-003

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**

Special Meeting Minutes
March 3, 2021

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, March 3, 2021 at 10:00 a.m. via Zoom.

PRESENT:

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

ABSENT:

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Darren Green, LATCB
Don Skeoch, LATCB
Tigran Avetisyan, CTD
Kim Nakashima, CTD

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 10:03 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from February 3, 2021

UNANIMOUSLY APPROVED

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 LATCB and various stakeholders on: IKE; customer event; FY 21-22 Budget; Board of Directors meeting; Industry Update; event at Griffith Observatory; and quarterly meeting with LASEC. Mr Liu reported he also had meetings which included; various City departments regarding the use of the LACC as a homeless shelter, and IKE; and the Mayor's office regarding the FIFA application, the

Tourism Industry Recovery Roundtable, CTD's FY 21-22 Budget, and the monthly meeting with the Deputy Mayor.

Item 4b. ASM Monthly Update

Ms. Ellen Schwartz reported five filmings for the month of January including 3 Super Bowl commercials. Mr. Ben Zarhoud presented the financial data for January, reporting an operating loss of \$0.04M for the month, and a \$1.4M in gross revenue, noting that most is a result of F&B revenue, and \$.9M in operating expenses. Mr. Zarhoud reported the January Exhibit Hall occupancy was 1%, noting that occupancy is expected to be low the remainder of the year and that internal expectations have been adjusted for the pandemic and the overall financials are doing well compared to the adjusted numbers.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 49 leads YTD and booked 225,418 room nights, with year-end goals of 176 leads and 362,725 projected room nights. Mr. Green reported that the nine 2021 Q3/Q4 events are holding. Mr. Green provided an overview of 2021 Citywide conventions on the books. Mr. Green also reported that the Sales Marketing website update has been completed and provided a content focused overview of the site. Mr. Don Skeoch provided a marketing update noting that Los Angeles had a U.S. competitive rating increase from 4th in 2019 to 3rd in 2020 according to Smith Travel Research. Mr. Skeoch also provided the 2021 Marketing recovery plan focusing on the Drive Market, currently underway, the Flight Market, planned to launch in April, with the Long Haul Market coming later. Mr. Skeoch noted that May is California Tourism Month.

Item 5a. Management Agreement Extension - Board Report #21-001

Mr. Tigran Avetisyan provided background information on the LACC Management Agreement; the proposed extension details noting the extension to January 4, 2023 which will match the current ENA; and the recommendation to authorize CTD to proceed with negotiating the proposed amendment with AEG-LACC and execute it upon completion of review of the Office of the City Administrative Officer, approvals from the Mayor's Office and City Council, and subject to the approval of the city Attorney as to form and legality.

UNANIMOUSLY APPROVED

Item 5b. LATCB FY 21-22 Budget Request - Board Report #21-002

Ms. Kim Nakashima provided background information on LATCB including: a functional overview; services provided to the City; the critical need for continued recovery services; pandemic impacts to jobs, visitors, Transient Occupancy Tax, and Economic Impact; and FY 2021-22 funding resources. Ms. Nakashima also provided an overview of the proposed budget focusing on four programs and includes a new line for an allocation of TOT Reserve Funds for funding future programming. Ms. Nakashima noted the

recommendation that the Board approve the LATCB budget request for inclusion in the Mayor's 2021-22 Proposed Budget.

UNANIMOUSLY APPROVED

ADJOURNMENT

The meeting was adjourned at 10:57 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

FEBRUARY 2021

ELLEN SCHWARTZ



NATIONAL WEAR RED DAY



American Heart Association

National Wear Red Day

February 5, 2021

One is Too Many
1 in 3 women are dying from cardiovascular disease, but losing even one woman is not an option.

Go Red FOR WOMEN

Live Fierce. Wear Red. GIVE.

Los Angeles CONVENTION CENTER

powered by ASM



LACC FEBRUARY 2021 FILMING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
Feb. 9 - 13	Haiku #87	West Lobby, Pico Dr., GLP, Petree Plaza, North Plaza	\$106,490
Feb. 10 - 27	Rescue Rangers	South Lobby, Pico Dr., GLP South Garage, Fig. Dr.	\$175,170
Feb. 26	Ambulance	South Hall Dock	\$5,800
		TOTAL:	\$287,460

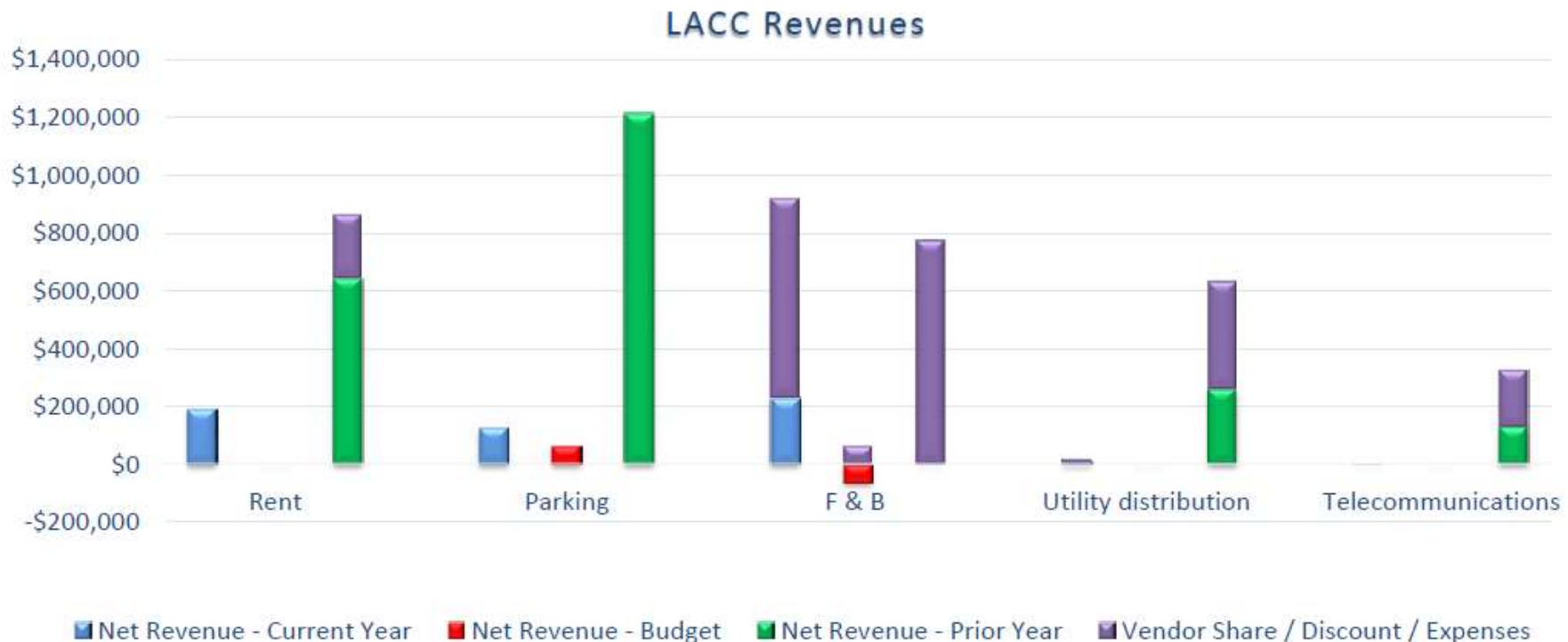
LACC February 2021 FINANCIALS

OPERATING SURPLUS (LOSS):

- (\$0.4) million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.6 million above revised budget
- \$0.8 million below prior year

REVENUES:

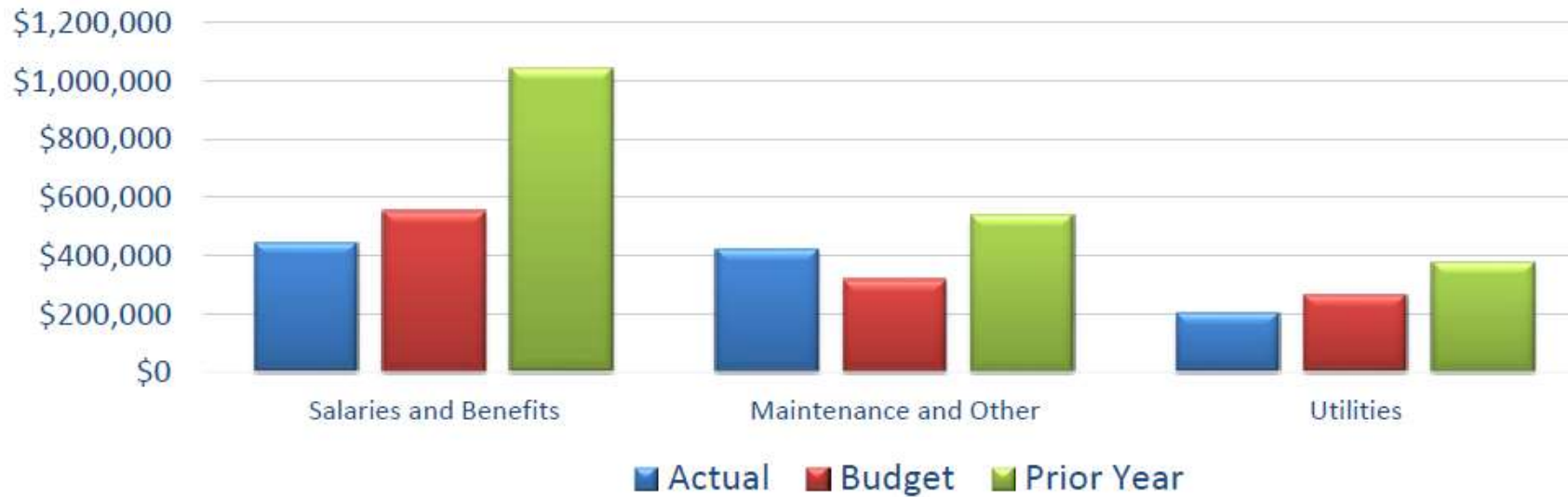
- \$1.4 million gross revenue (before discounts and service provider share)
- \$0.7 million net revenue
- \$0.6 million above revised budget and \$1.7 million below prior year



LACC February 2021 FINANCIALS

OPERATING EXPENSES:

- \$1.1 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.1 million below revised budget and \$0.9 million below prior year



CITY REIMBURSEMENT - \$0.26 million

Capital and Alterations & Improvements

LACC February 2021 OCCUPANCY

Exhibit Hall Occupancy

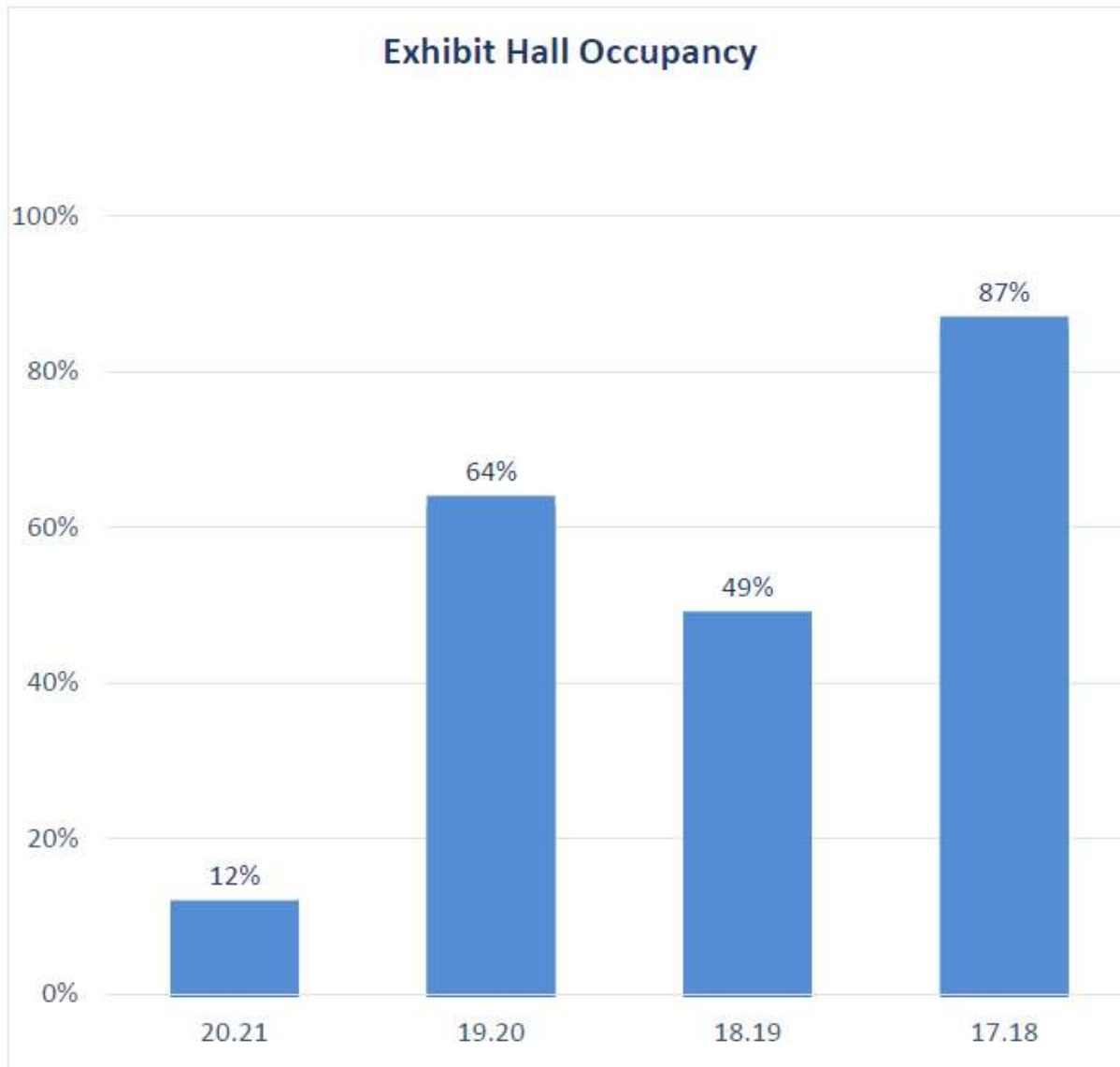


Exhibit Hall Occupancy - (July-February)



Item 4c

LATCB Update



CTD Board of Commissioners

April 7, 2021



Los Angeles™

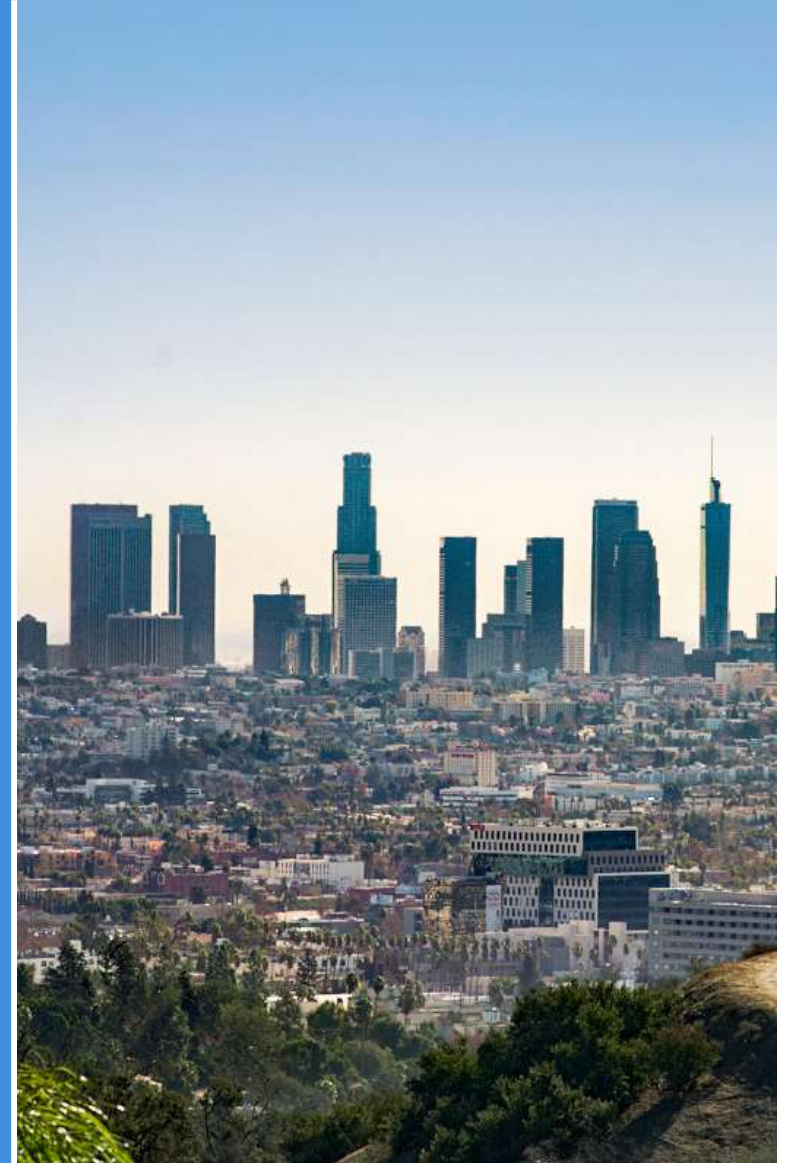
Los Angeles Tourism & Convention Board



SALES UPDATE

Darren K. Green

Senior Vice President,
Sales & Services



CITYWIDE CONVENTION SALES

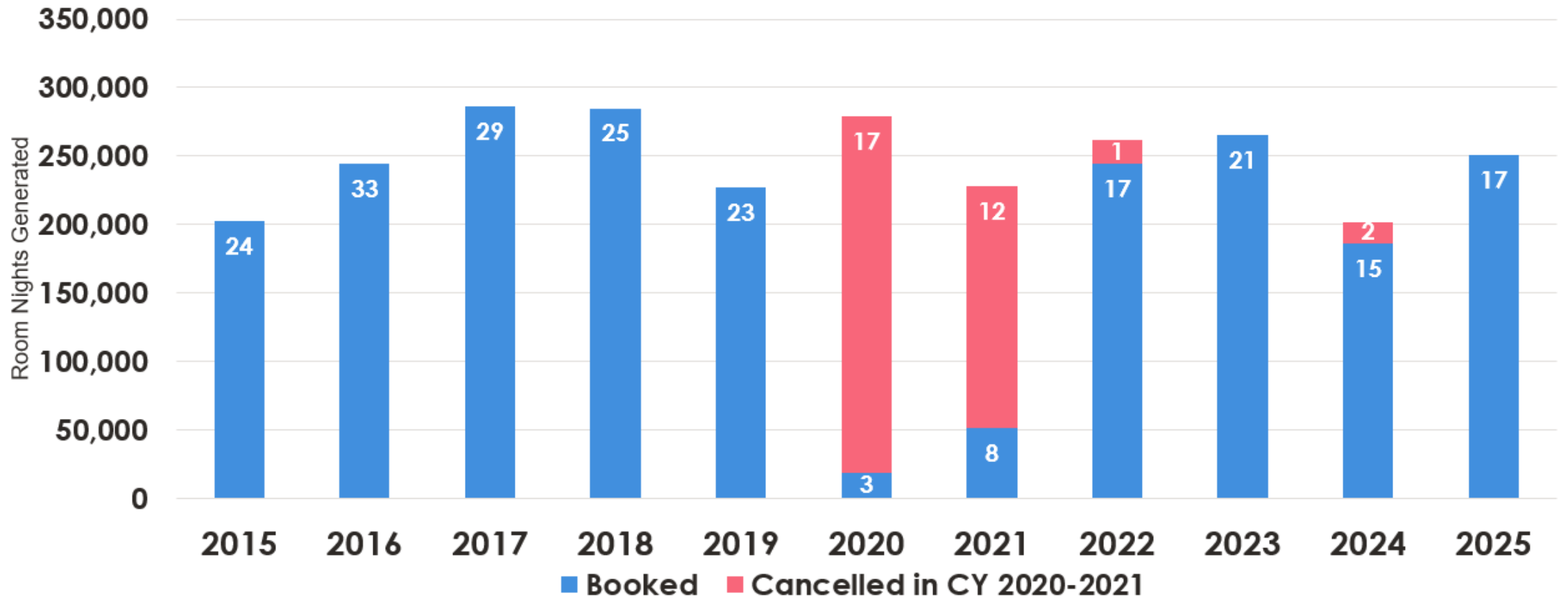
YTD FY20/21 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 20/21 Goal	176
FY 20/21 YTD	51
FY 19/20 STLY	131

Booked Room Nights Produced	RNs Actual
FY 20/21 Goal	362,725
FY 20/21 YTD	224,339
FY 19/20 STLY	283,349

Dated March 25, 2021

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



Dated March 29, 2021

CITYWIDE CONVENTIONS 2021 ON THE BOOKS

Event	Arrival Date	Total Room Nights	Update
National Catholic Educational Association - NCEA	April 6	8,333	Should receive formal cancellation notice this month. Being less than 3 months from their event, not able to confirm we can hold live event. Working to rebook 2024.
LA Marathon-2021	May 21	2,445	Planning to hold their live event. Looking to move to the fall.
E3 2021	June 15	27,609	Will be mostly digital event. Working with production team on broadcast options at LA Live/LACC. Working on 2022 & 2023 license.
United Fresh Produce Association	June 25	2,552	Planning to hold live hybrid 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	Doing a virtual event over 4 th of July. Signing their license agreement through 2030.
The Trade Desk	July 19	8,700	Cancelling due to not knowing if they are able to hold a live event in July. Have re-booked in 2023.
International Health, Racquet and Sportsclub Association	September 20	5,090	Planning to hold live event, pending approval from LA County officials. In regular contact with LATCB regarding status of meeting in LA.
American Academy of Otolaryngology	October 3	20,984	Planning to hold live event, pending approval from LA County officials. In regular contact with LATCB regarding status of meeting in LA. Making a final decision to be live or virtual.
Linux Foundation	October 13	13,021	Planning to hold live event, pending approval from LA County officials. In regular contact with LATCB regarding status of meeting in LA.
GSMA Mobile World Congress	October 26	12,422	Planning to hold live event, pending approval from LA County officials. In regular contact with LATCB regarding status of meeting in LA. Making a final decision to be live or virtual.
National Science Teaching Association - NSTA	December 8	3,218	Planning to hold live event, pending approval from LA County officials. In regular contact with LATCB regarding status of meeting in LA.

GLOBAL MEETINGS INDUSTRY DAY: VIRTUAL

APRIL 8, 2021



- Multiple events 4/8 – 4/15 held around the world
- Working on an LA-focused activation with partner venues in anticipation of the relaunch of meetings
- Participating in CEO panel with other California destinations

GMID - LOS ANGELES

April 13, 2021

- **Locations:** Iconic and State of the Art Open Air Indoor/Outdoor Venues
- **Format:** Interviews from each location highlighting value propositions
- **Deployment:** LATCB and Venue Sales/Services representation
- **Format:** Live interviews via Zoom
- **Alignment:** working with local MPI, PCMA and Site Chapters to ensure coordinated Messaging
- **Objective:** promoting myriad of outdoor options along with broadcast capabilities

GMID Venue Presentation Event:

Date: Tuesday April 13th
Time: 1:00pm – 2:30pm PT (90 minutes)

Different LATCB Team Members to interact/interview each venue during Q&A (see above)

Structure of Conversation with Each Venue:

- Personal note (& sample icebreaker questions)
- How long at venue?
- Where the venue is at right now?
- Event capabilities/Parameters (Group sizes, catering, technology)
- Example of successful group event held at the location?
- Broadcast/Hybrid capabilities
- Show unique space

GMID Link: <https://gmidcollective.org/the-2021-event/>

MPI GMID Link: <https://www.mpi.org/events/gmid21>

- Bank of California - Annie Benson / Paige Cram
- Universal Studios - Kim Weedmark / Mary Gallagher
- SOFI/Hollywood Park - Adolfo Romero / Laura Mitchell
- LA Coliseum - Sacha Tani / Anna Kim
- Warner Brothers - Danny Kahn / Bryan Churchill
- LA Convention Center - Doane Liu / Ellen Schwartz / Kathy McAdams
- LA Live - Kayla Kilpatrick / Christian Cadle



LAX UPDATES

Patti MacJennett
Senior Vice President,
External & Cultural Affairs



Impacts of COVID-19

95%



April 27, 2020

Innovative Response to COVID-19



Travel Safely at LAX



ATTENTION
FACE MASKS
ARE REQUIRED at
LAX by federal law

Federal law requires proper wearing of face masks in this facility at all times. Failure to comply will result in denial of entry, being escorted from the property and possible penalties under federal law.

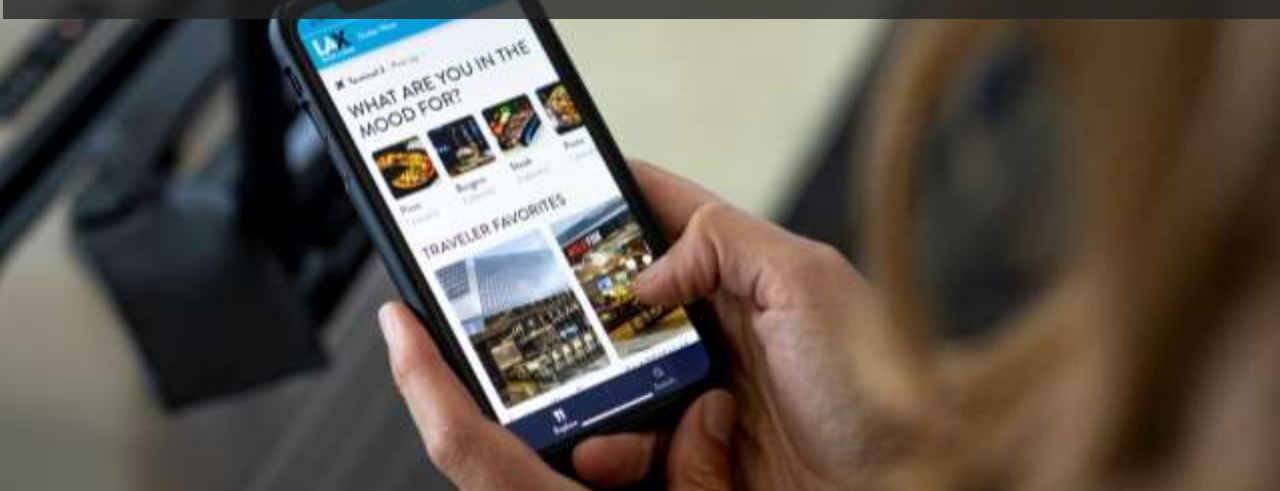
LAX www.FlyLAX.com/TravelSafely



Scan this code with your phone to learn more about the order



Touchless Technology



Messaging to our Guests





Continuing to Innovate



Landside Access Modernization Program (LAMP)

01

Automated People Mover (APM) Train System



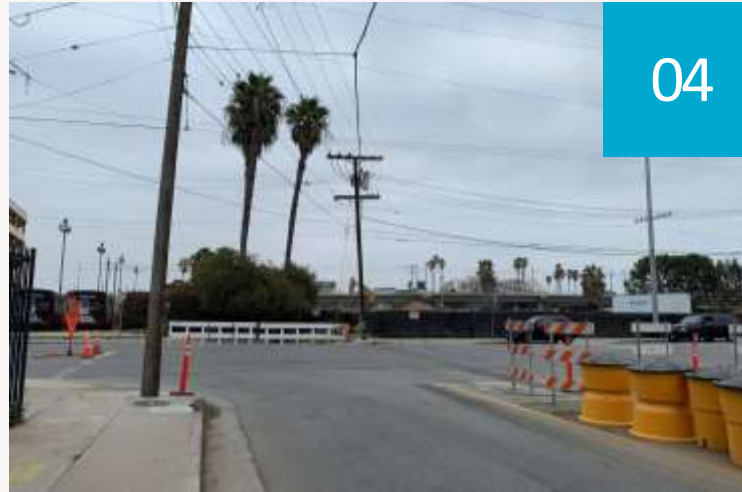
01

02



02

Consolidated Rent-A-Car (ConRAC) Facility



04

03

Intermodal Transportation Facility-West (ITF-West)



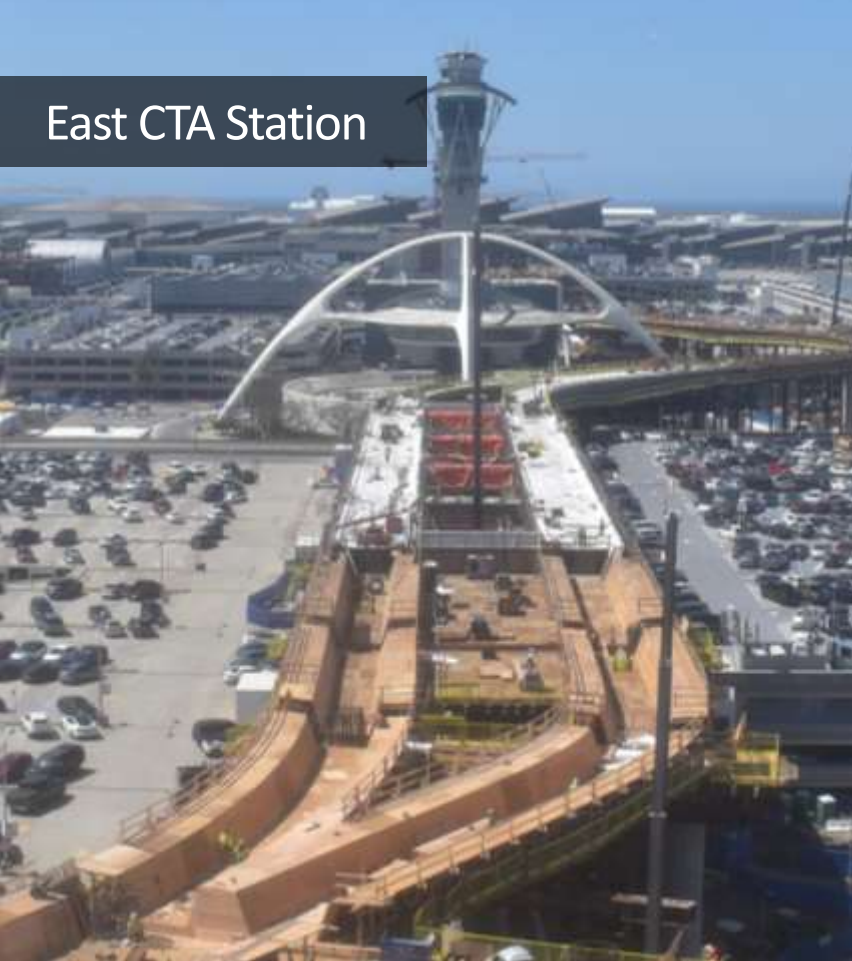
03

04

Roadway Improvements

Automated People Mover

East CTA Station



People Mover Connection at Consolidated Rent-A-Car Facility



Center CTA Station



Maintenance & Storage Facility





Intermodal Transportation Facility-West



Consolidated Rent-A-Car Facility Update



Quick Turn Around Building

Ready Return Building

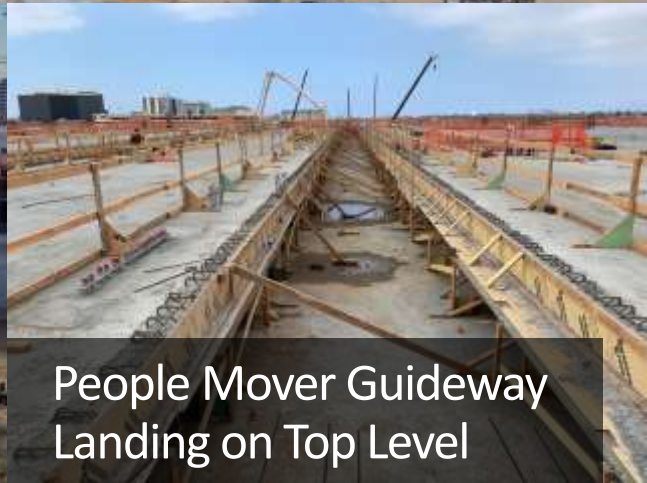
Idle Storage Building



Maintenance Bays



Northside of Facility



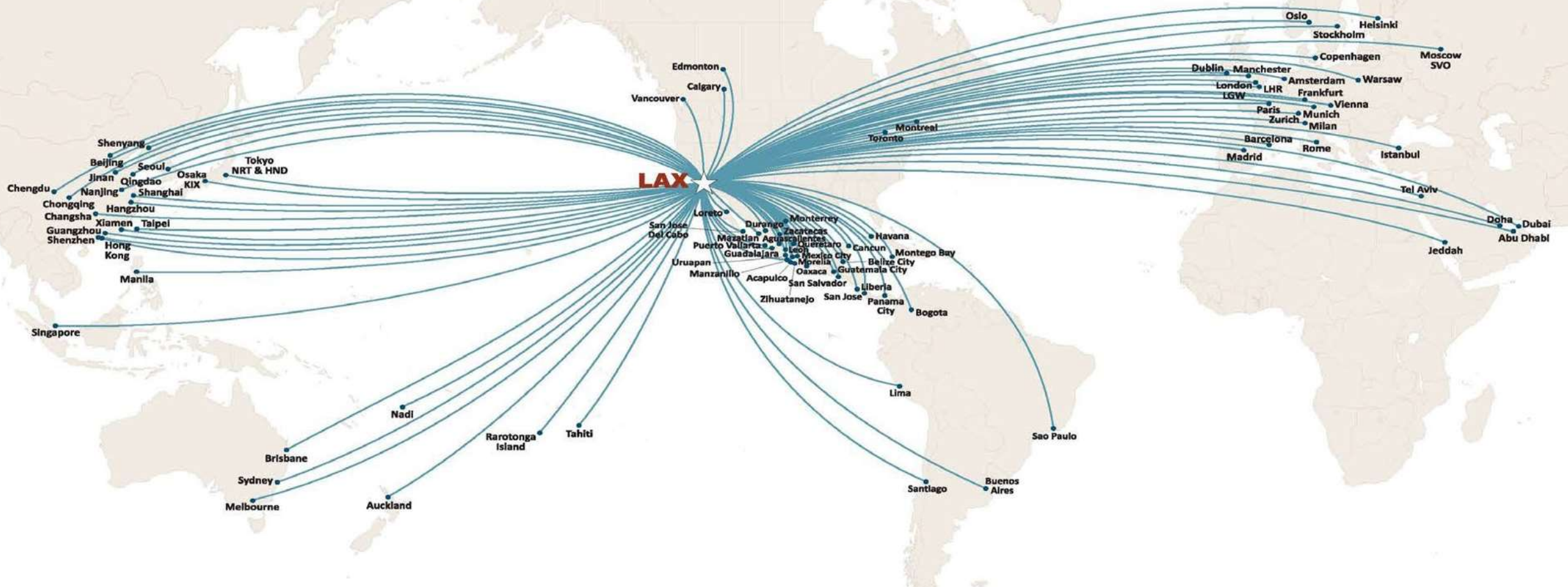
People Mover Guideway Landing on Top Level



West Gates at Tom Bradley International



Travel is Coming Back



THANK YOU



Los Angeles™

Los Angeles Tourism & Convention Board

Item 5a
Department Name Change –
Board Report #21-003



CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: March 31, 2021

To: Board of Los Angeles Convention and Tourism Development
Commissioners

From: Doane Liu, Executive Director
Department of Convention and Tourism Development

Subject: **PROPOSED NAME CHANGE FOR THE LOS ANGELES DEPARTMENT
OF CONVENTION AND TOURISM DEVELOPMENT – BOARD REPORT
#21-003**

BACKGROUND

The Los Angeles Convention Center Department was renamed the Department of Convention and Tourism Development (CTD) on June 9, 2014 under Ordinance 183008 as part of the governance changes which transitioned the Los Angeles Convention Center (LACC) from public to private management. During the years that followed, the Board of Los Angeles Convention and Tourism Development Commissioners (Board) focused on the transition and improving the working relationship between the private operator of the LACC and the Los Angeles Tourism and Convention Board (LATCB).

Now, this Board has been able to turn its focus toward its other mandate: to advise the Mayor and Council on all policies related to tourism. Tourism is an important economic driver for the region, creates good-paying jobs and supports the City’s General Fund. It is especially important for the City to focus on making Los Angeles a welcoming tourist destination as it prepares for an increase in global visitation in upcoming years with the 2022 NFL Super Bowl, 2022 MLB All-Star Game, 2026 FIFA World Cup and 2028 Olympic and Paralympic Games. CTD staff recommends that the Department’s name be changed to the Los Angeles City Tourism Department to reflect this shift, and to further distinguish CTD from its prime contractors.

RECOMMENDATION

Staff recommends that the Board of Los Angeles Convention and Tourism Development Commissioners support the recommended new name for the department, the Los Angeles City Tourism Department.

FINANCIAL IMPACT STATEMENT

CTD anticipates no negative financial impact on the General Fund.

cc: Kimberly Miera, Deputy City Attorney
Derik Pearson, Senior Administrative Analyst
John Wickham, Office of the Chief Legislative Analyst