



## 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

---

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 for each agenda item of interest. 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 two minutes per speaker, unless the presiding officer grants some other amount of time before the commencement of the public comment.

Regular Meeting  
Wednesday, June 5, 2019  
9:00 a.m.  
Los Angeles Convention Center  
1201 S. Figueroa Street, L.A., CA 90015  
**Executive Board Room**

### **1. CALL TO ORDER / ROLL CALL**

### **2. COMMENTS FROM THE PUBLIC**

- a) General 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 Board of Los Angeles Department of Convention and Tourism Development Commissioners

### **3. APPROVE MINUTES:**

- a) Approval of the meeting minutes from May 1, 2019

### **4. REPORTS:**

- a) Executive Director Report
- b) LACC Expansion Update
- c) AEG Monthly Report – April
- d) LATCB Monthly Report – April

### **5. DISCUSSION:**

None

### **6. ACTION ITEMS:**

None

### **7. 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.

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

Regular Meeting Minutes  
May 1, 2019

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a special meeting on Wednesday, May 1, 2019 at 9:00 a.m. at the Los Angeles Convention Center (LACC), located at 1201 S. Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

**PRESENT:**

President, Jon F. Vein  
Commissioner Noel Hyun  
Commissioner David Stone

**ABSENT:**

Vice President, Otto Padron  
Vacant Position

**PRESENTERS:**

Ellen Schwartz, AEG  
Ben Zarhoud, AEG  
Doane Liu, CTD  
Darren Green, LATCB

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

President Vein called the meeting to order at 9:00 a.m.

***Item 2a. Public Comment***

None

***Item 2b. Neighborhood Council***

None

***Item 3a. Approval of the regular meeting minutes from April 3, 2019***

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 design working groups and AEG relative to expansion; with expansion working groups on legal documentation, design and construction, transportation and parking; with financial advisors relative to expansion; and clients regarding future events; presentations on expansion to the Construction Network; attended ED Committee with new Commissioner; the Mayor's State of the City and Green New Deal; and the GLP Community Outreach meeting.

***Item 4b. AEG Monthly Update – March***

Ms. Ellen Schwartz introduced Marc Hamilton, the Leader of the Quarter. Ms. Schwartz reported that LACC had hosted 13 local events and two citywide event resulting in over 147,850 attendees. In addition, LACC hosted nine filmings. Mr. Ben Zarhoud presented the financial data for March, reporting \$4.7M in gross revenue, which was \$0.8M below prior year due to fewer citywide events. Mr. Zarhoud reported a 68% occupancy rate, a decreased from the previous year due to small citywide events. Mr. Zarhoud also reported \$56M economic impact, \$18M from short term business and \$38M from citywide business.

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

Mr. Darren Green reported that LATCB processed 172 leads YTD, resulting in 268,606 room nights, versus 271,960 this time last year, with a year-end goal of 220 leads and projected 390,000 room nights. Mr. Green noted that the decrease in room nights is due to customer's reluctance to commit to future years without a firm construction timeline, noting that Cardio did not chose Los Angeles and IRSA left but will return once construction is completed. Mr. Green reported that the lack of booking due has resulted lost revenue of \$200M in 3 months and that booking trends continue to be down due to concerns of construction. Mr. Green presented an overview of recent site visits and the Meet LA Exchange hosted by LATCB as well as a related video.

***Item 5. Discussion***

None

***Item 6. Action Items***

None

**ADJOURNMENT**

The meeting was adjourned at 9:33 a.m.

# LOS ANGELES CONVENTION CENTER MONTHLY UPDATE

APRIL 2019

ELLEN SCHWARTZ



# EMPLOYEE OF THE QUARTER



MAYRA ALFARO  
MEETINGS COORDINATOR



# WORLD PRE

## APRIL EVENTS



# LACC APRIL 2019 EVENTS

APR  
5 - 7

**INT'L GEM & JEWELRY SHOW**

3,000

APR  
13 - 14

MINEFAIRE 2019

10,000

APR  
24 - 28

AMERICAN ASSOC. OF CLINICAL  
ENDOCRINOLOGY

7,500

APR  
5 - 11

ISRI 2019 ANNUAL CONVENTION

18,000

APR  
14

SIKH DHARMA OF SO CAL

6,000

APR  
26 - 28

L.A. SPRING CASH & CARRY

2,000

APR  
6 - 7

EL SEMBRADOR

8,000

APR  
16 - 18

**2019 SHELL NAT'L CONFERENCE**

3,200

APR  
27 - 28

KIDS EXPO 2019

2,200

APR  
9 - 10

CRYPTO INVEST SUMMIT

1,500

APR  
22

DISNEY PREMIERE

2,500

APR  
9 - 18

L.A. DEPT. OF HUMAN RESOURCES

1,000

APR  
23

NATURALIZATION

16,000

TOTAL

80,900

\*CITYWIDE

# LACC APRIL 2019 FILMING & PHOTO EVENTS

<u>DATE</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
Apr. 3 - 4	Good Trouble	Venice Garage	\$4,500
Apr. 7 - 9	Legion	Bond/South	\$12,000
Apr. 11 - 16	West World	South Garage / Kentia	\$78,495
Apr. 16 - 18	Good Trouble	Venice Garage	\$5,625
Apr. 30	Dicks Sporting Goods	Pico / Bond	\$6,500

TOTAL FILMING: \$107,120



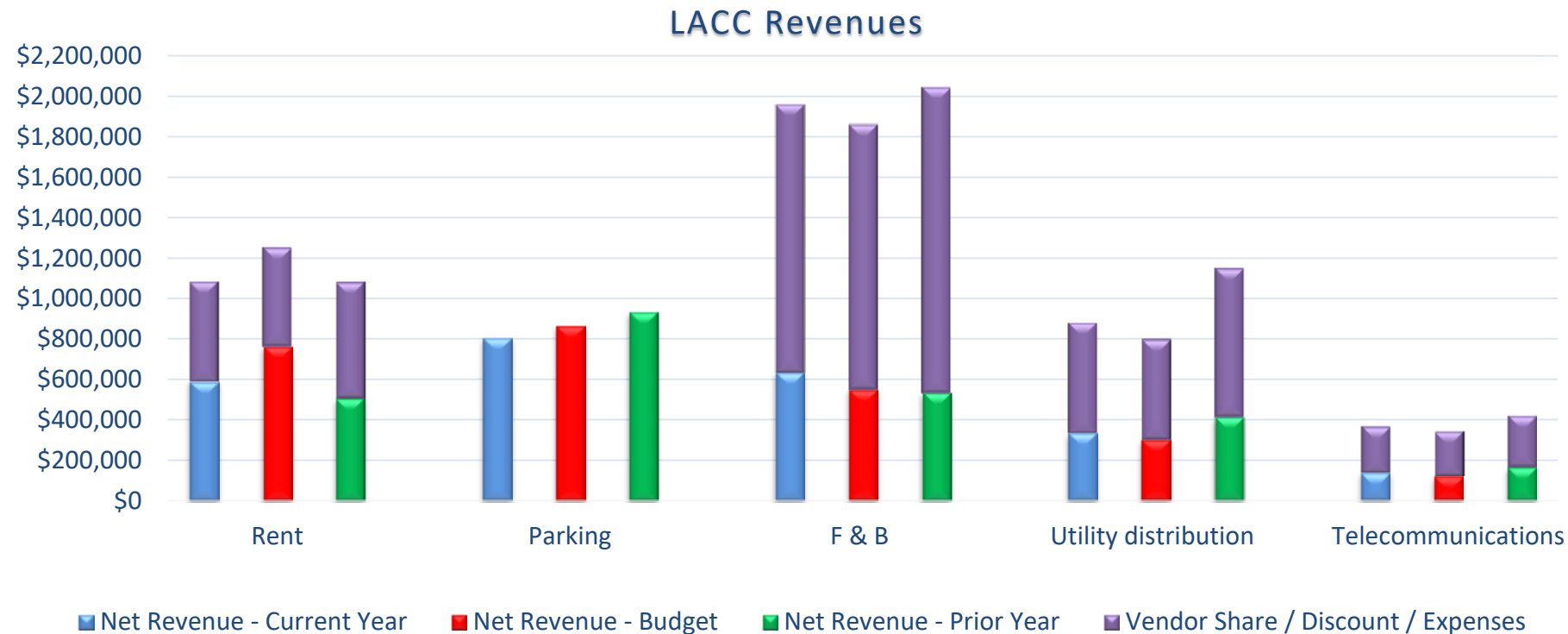
# LACC April 2019 FINANCIALS

## OPERATING SURPLUS (LOSS):

- \$0.7 million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.1 million above budget
- \$0.1 million below prior year

## REVENUES:

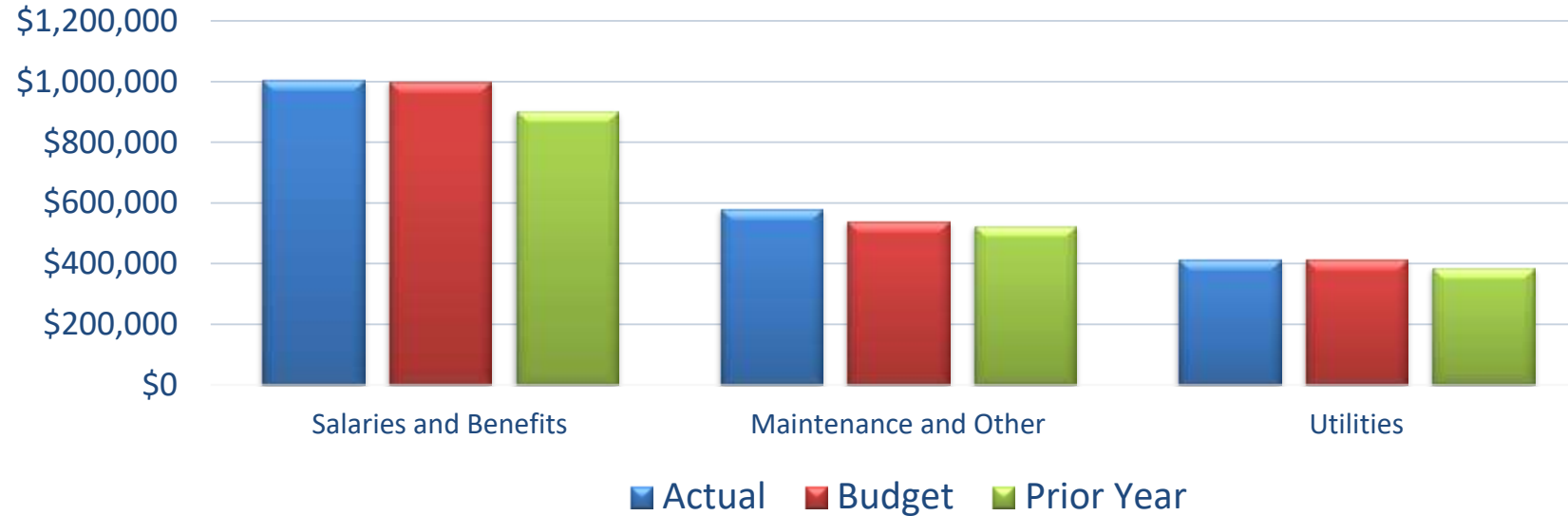
- \$5.6 million gross revenue (before discounts and service provider share)
- \$2.7 million net revenue
- \$131K above budget and \$66K above prior year



# LACC April 2019 FINANCIALS

## OPERATING EXPENSES:

- \$2.0 million (before approved A & I, Capital Projects, and City reimbursement)
- \$45K above budget and \$0.2 million above prior year

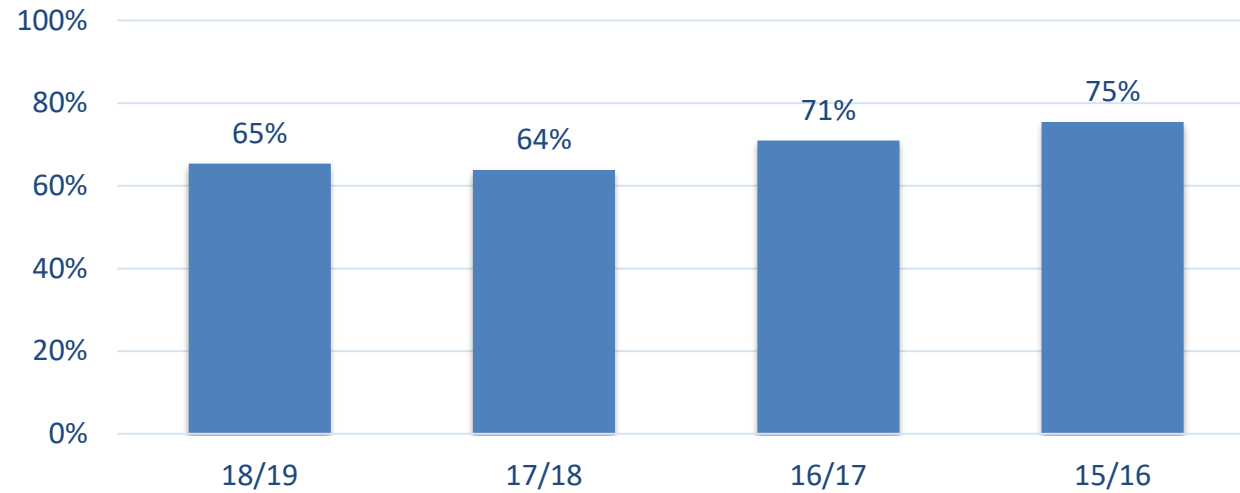


CITY REIMBURSEMENT - \$358K

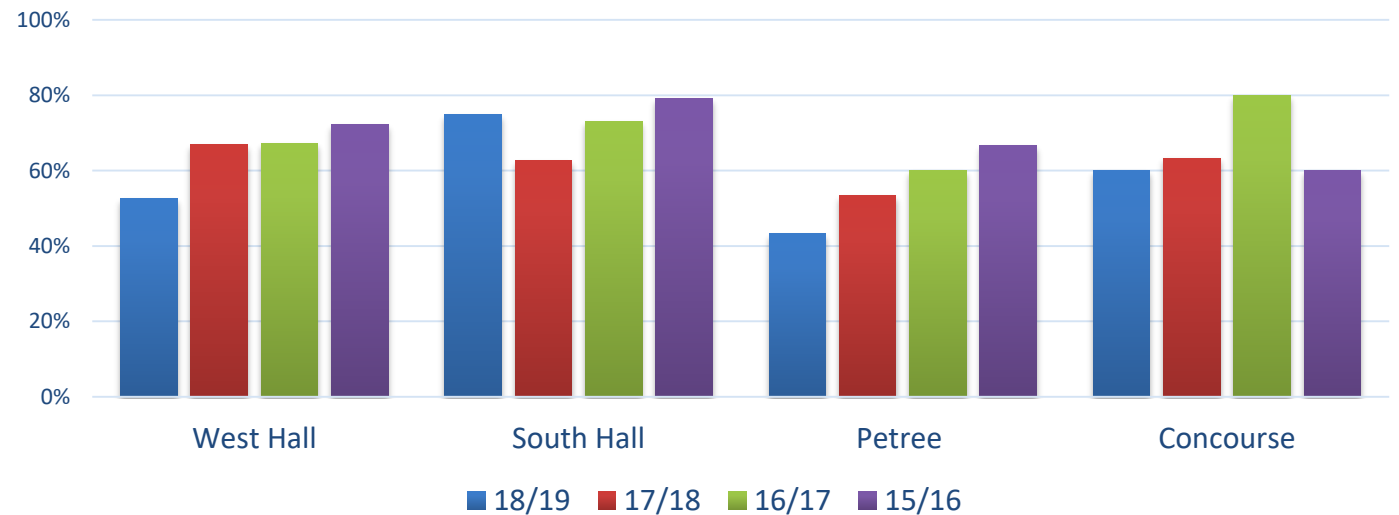
Capital and Alterations & Improvements

# LACC April 2019 OCCUPANCY

## Exhibit Hall Occupancy

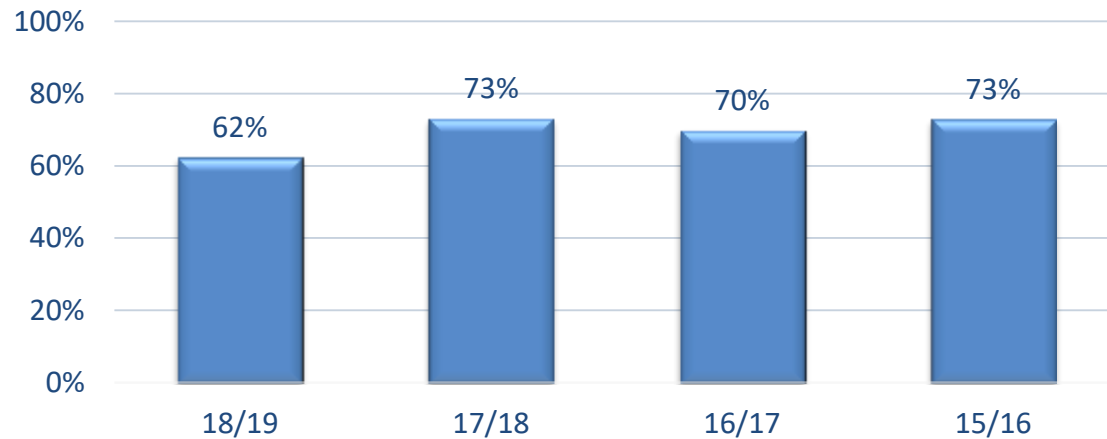


## Occupancy by Exhibit Hall

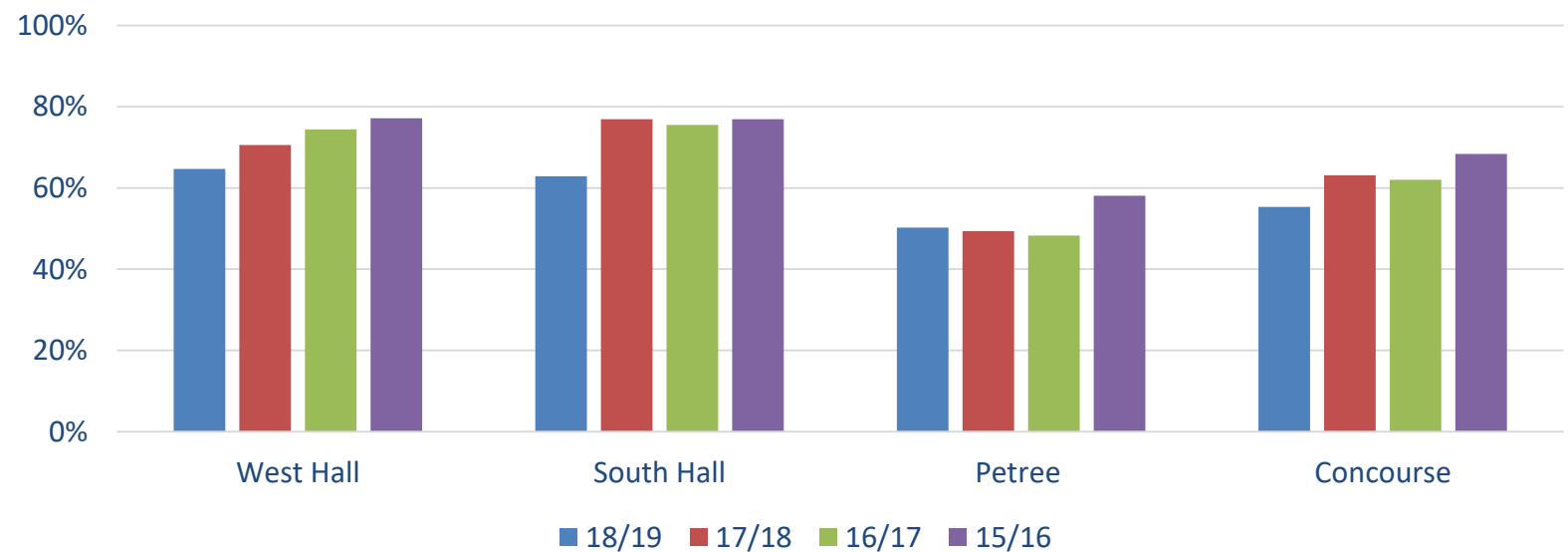


# LACC YTD 2018/2019 OCCUPANCY

## Exhibit Hall Occupancy - (July - April)



## Occupancy by Exhibit Hall - (July - April)



# LACC April 2019 ECONOMIC IMPACT

\$31.1 million in Projected Economic Impact





An aerial photograph of Los Angeles, California, featuring a modern stone building with a green roof in the foreground. The city skyline is visible in the background under a hazy sky.

# CTD BOARD OF COMMISSIONERS MEETING

June 5, 2019

*Los Angeles*

Los Angeles Tourism & Convention Board

# CITYWIDE CONVENTION SALES

## YTD FY 18/19 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 18/19 Goal	220
FY 18/19 YTD	<b>202</b>
FY 17/18 STLY	191

Booked Room Nights Produced	RNs Actual
FY 18/19 Goal	390,000
FY 18/19 YTD	<b>317,586</b>
FY 17/18 STLY	284,280

Dated May 28, 2019



# RECENT BOOKINGS - 78,980 TRNs



WeWork  
Annual Employee Summit  
January 13-15, 2020  
**22,275 Room Nights**

(Confidential)

MWE, Inc.  
March 25-28, 2021  
**12,253 Room Nights**



United Fresh Produce Association  
United Fresh 2021  
April 22-23, 2021  
**4,845 Room Nights**



GSMA  
Mobile World Congress Los Angeles 2021  
October 27-29, 2021  
**18,025 Room Nights**

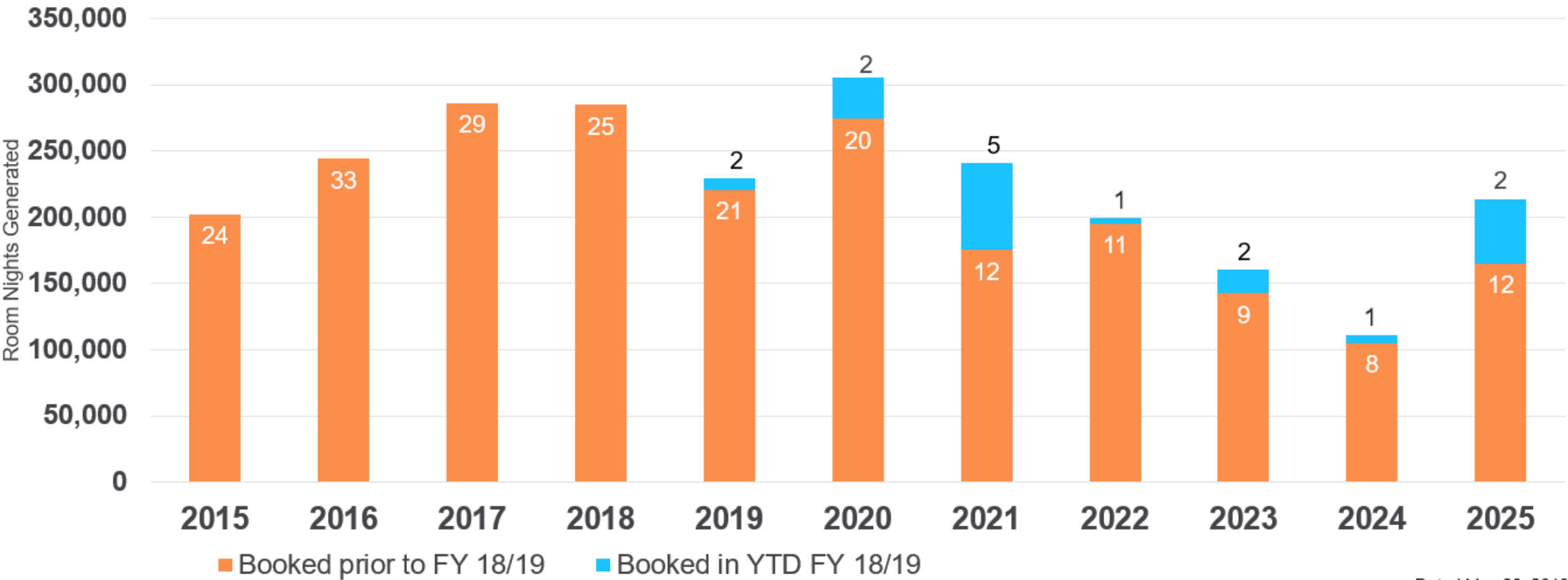


Asian American Hotel Owners Association, Inc.  
2023 AAHOA Annual Convention & Trade Show  
April 5-7, 2023  
**11,235 Room Nights**



Specialty Coffee Association of America  
2026 Annual Specialty Coffee Expo  
April 16-19, 2026  
**10,347 Room Nights**

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



Dated May 28, 2019

# RECENT SITES



## Academy of Nutrition and Dietetics

Academy of Nutrition and Dietetics  
Food & Nutrition Conference & Expo 2028  
October 7-9, 2028  
**17,040 Room Nights**





- With more than **7,000 members** and an audience of more than **50,000 individuals**, PCMA is the world's largest network of Business Events Strategists.
- The **PCMA Education Conference (EDUCON)** is an energetic and immersive program designed to attract industry thought leaders.
- **This year the event will be hosted in Los Angeles and will bring up to 500 meeting planners and an additional audience of suppliers to our city.**
- Partners have a unique opportunity to connect their brand with this vast network of global meeting and convention professionals.

# PCMA EDUCON

JUNE 25-28, 2019 | LOS ANGELES

## PCMA Educon Buyer Audience



**84%**  
7-10 years  
industry  
experience



**49%**  
produce  
tradeshows



**1.3 million**  
avg. meeting  
budget per  
planner



**69%**  
manage corporate,  
association or  
medical events



**80%**  
influence or authorize  
venue, hotel, and amenity selection

# PCMA EDUCON PROGRAMMING

- 700 attendee's registered to date
- 300 meeting planners currently registered
- JW Marriott/Ritz Carlton host hotels
- Off site venues include the Indigo and The Fleids
- LATCB hosting pre-event fam targeting key customers
- Key sponsors/partnerships include Universal Studios, Warner Brothers, Paramount, Wolfgang Puck, Bank of California Stadium, Pasadena and Beverly Hills CVB
- Activation of Hologram featuring the preliminary design of the renovated LACC

# PCMA EDUCON HIGHLIGHTS:

## Monday, June 24<sup>th</sup>

7:00 pm – 10:00 pm	PCMA Board and Chapter Leaders Dinner at Freeplay (Banc of California Stadium)
7:00 pm – 8:30 pm	PCMA Hackathon Reception / Meet & Greet

## Tuesday, June 25<sup>th</sup>

12:00 pm – 4:00 pm	Los Angeles City Tours
6:30 pm – 9:00 pm	Welcome Reception at the Novo L.A. LIVE & The Target Terrace

## Wednesday, June 26<sup>th</sup>

9:00 am – 12:00 am	PCMA Foundation Give Back Bash
--------------------	--------------------------------

## Thursday, June 27<sup>th</sup>

7:30 pm – 11:00 pm	Closing Networking Reception at Universal Studios Hollywood
--------------------	---

## Friday, June 28<sup>th</sup>

12:00 pm – 4:00 pm	Los Angeles City Tours
--------------------	------------------------

# GM SALES MISSION 2019

## Washington, D.C.

**Dates:** May 14-17, 2019

**Objective:**

- Target new business opportunities in key feeder markets
- Connect with existing customers, identify new business opportunities
- Incorporates a series of sales calls along with hosting various events
- Put them face to face with key partners





**E3**<sup>TM</sup>  
**2019**

June 11-13  
Los Angeles

[E3Expo.com](http://E3Expo.com)





# E3's PROUD LA HISTORY

49%

**Attendance**

Five Year Growth



32

**Thousand**

2018 Total Room Nights  
14% YOY Increase



\$88

**Million**

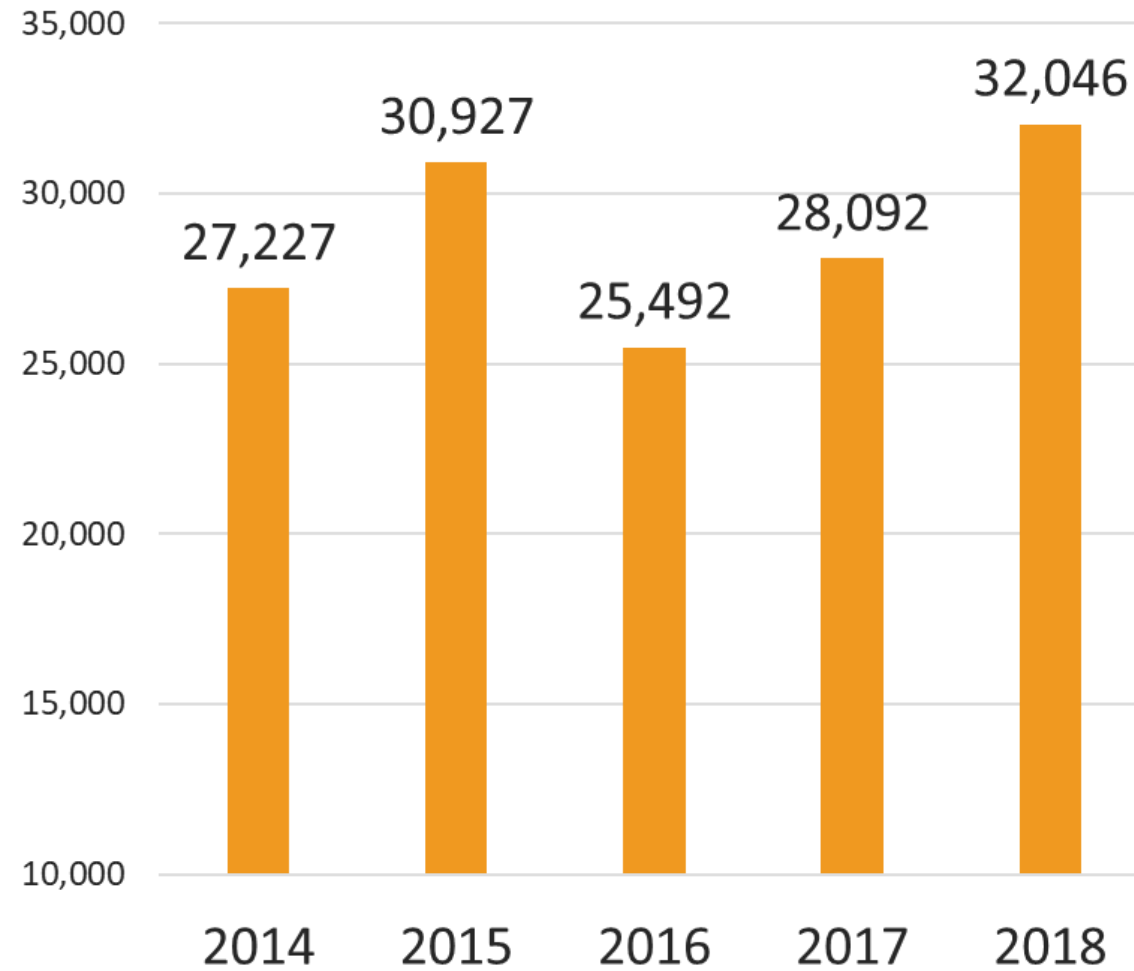
2018 Economic Impact



2017 First Time E3 Open to the Public



# E3 ROOM NIGHT PICKUP



# OPPORTUNITIES:

- **E3:**
  - Each year there are non-participating vendors that look to book rooms and capitalize on E3's presence.
  - The concern is hotels booking these vendors diminishing the inventory.
  - The presence of these vendors/companies creates a conflict for exhibitors and attendees.
- **Hotels:**
  - Releasing rooms specifically on shoulder nights allowing hotels to resell.
  - Attrition needed
  - Contracting further out
- **Los Angeles Convention Center:**
  - Construction impact on the show
  - Dates and specific timelines



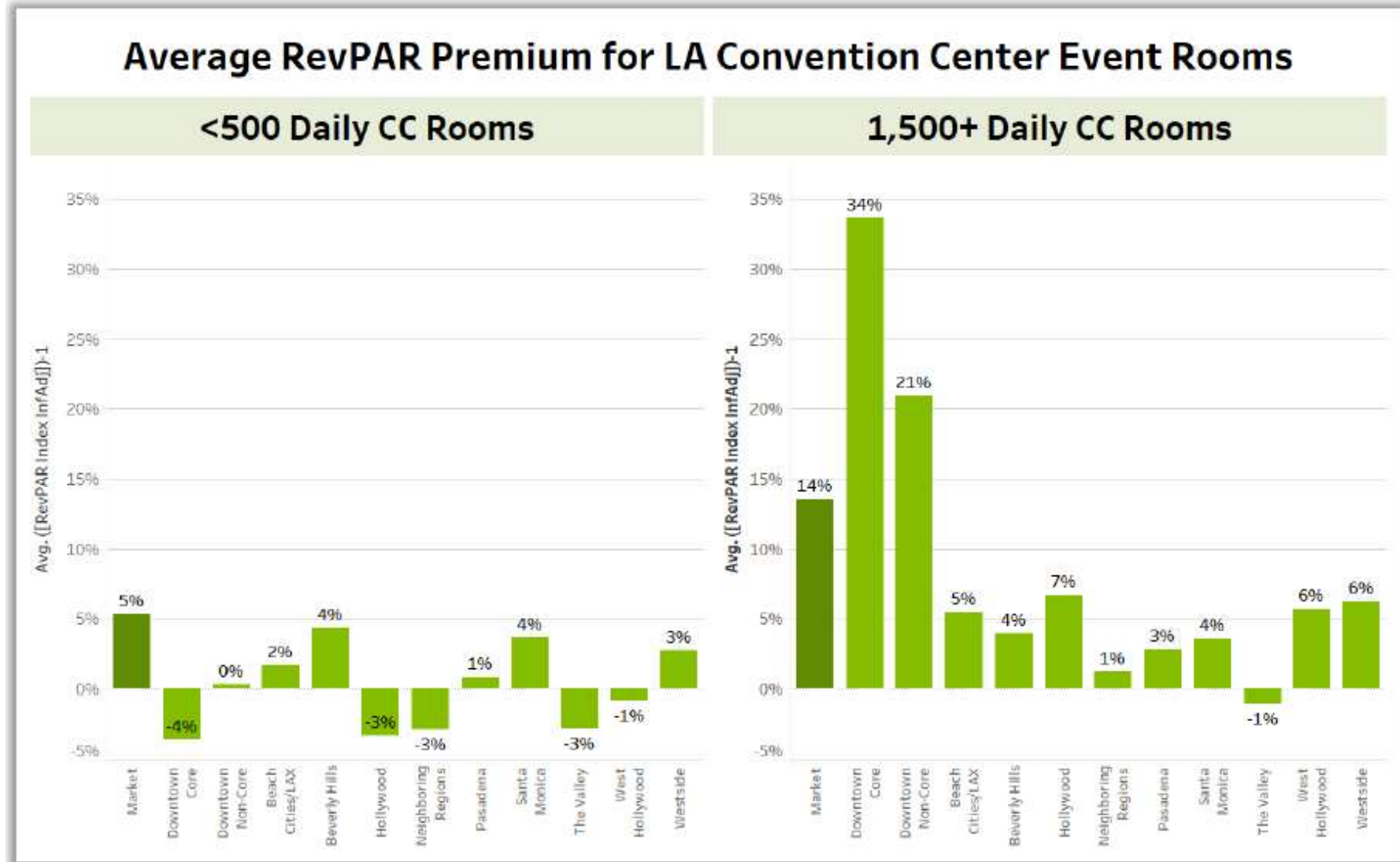
# DTLA HOTEL OPENINGS:

Hotel Name	Opening	# of Rooms
Tuck Hotel	Early 2017	14
Arts District Firehouse Hotel	April 2019	9
The Downtown L.A. Proper	Summer 2019	148
The Hoxton	Summer 2019	164
Hotel Clark	TBD	348
Hotel Trinity	TBD	190



# STR LOS ANGELES COMPRESSION STUDY

- Calendar Years 2017 and 2018, actualized over **564,000 audited convention center event room nights**.
- **The L.A. market realized a 14% gain in RevPAR** on days when Los Angeles Convention Center hosted events with **1,500+ rooms**.
- **Downtown Core hotels experienced the highest lift in RevPAR (+34%)** when events of 1,500+ rooms were booked at the convention center.





A nighttime aerial view of Los Angeles, California. The city is densely packed with lights from buildings and streets. In the foreground, the US Courthouse tower stands out with its blue and white lighting and large digital displays. Other notable buildings include the US Bank Tower and the US Courthouse. The background shows the city extending to the mountains under a dark sky.

# MEET LOS ANGELES



A scenic photograph of a beach at sunset. The sky is a gradient of orange, yellow, and blue. The sun is a bright, glowing orb on the horizon, creating a lens flare effect. Several tall palm trees are silhouetted against the sky, their fronds clearly visible. In the background, the ocean and a distant shoreline with a Ferris wheel can be seen.

THANK YOU

*Los Angeles*

Los Angeles Tourism & Convention Board