



## **BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS**

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;  
Ana Cubas; Stella T. Maloyan; 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 6, 2018**  
**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 special meeting minutes from May 4, 2018

### **4. REPORTS:**

- a. Executive Director Report
- b. AEG Proposal regarding the LACC and expansion of the JW Marriott Hotel – AEG
- c. Monthly Update – April – AEG Facilities
- d. Monthly Update – April – LATCB
  - i. Digital Trends - LATCB

### **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.

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

Special Meeting Minutes

May 4, 2018

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a special meeting on Friday, May 4, 2018 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  
Vice President, Otto Padron  
Commissioner Ana Cubas  
Commissioner David Stone

**ABSENT:**

Commissioner Stella T. Maloyan

**PRESENTERS:**

Brad Gessner, AEG  
Keith Hilsen, AEG  
Ellen Schwartz, AEG  
Doane Liu, CTD  
Bruce McGregor, LATCB

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

President Vein called the meeting to order at 9:01 a.m.

***Item 2. Public Comment***

None

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

None

***Item 3a. Approval of the special meeting minutes from April 4, 2018***

UNANIMOUSLY APPROVED.

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

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: a tour of Anaheim Convention Center, hard hat tour of Circa residential project, attending Mayor's State of the City Address, General Managers reception at Getty House, LAFC ribbon cutting ceremony, LA Sports and Entertainment Commission, unveiling of MyVoiceLA, sales mission to Detroit and the CTD Budget

Hearing; and meetings with various City departments and other agencies to discuss issues such as the LACC expansion, transit upgrades of Pico Station, business partnerships, 2018-19 CTD budget, future LACC bookings, City's new policies on sexual harassment in the workplace, and the AEG management contract.

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

Mr. Brad Gessner, assisted by Ms. Karina Garza, Ms. Estella Flores, and Mr. Matthew Brown, recognized February's Employee of the Month, Ms. Valeria Montano; March's Employee of the Month, Mr. Ervin Brewer; and Leader of the Quarter, Ms. Angelica Lawrence. Mr. Gessner reported that LACC had hosted 12 events that included three citywides and over 150 thousand attendees. Ms. Ellen Schwartz reported three film shoots. Mr. Keith Hilsen presented the financial data for March reporting \$6.8M gross revenue, \$1.6M above budget and \$733K above prior year. Mr. Hilsen also reported 78% occupancy and \$42M economic impact.

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

Mr. Bruce McGregor reported that year to date LATCB has processed 175 leads, resulting in 281,891 room nights with a year-end goal of 220 leads and projected 390,000 room nights. Mr. McGregor reported on bookings and two recently licensed events: Shell Oil in 2019 with 5K room nights and Major League Baseball in 2020 with over 12K room nights. Mr. McGregor also reported on prospect site inspections for Institute for Educational Leadership, National Collegiate Athletic Association, Cisco Systems Incorporated, and Links, Inc.

**ADJOURNMENT**

The meeting was adjourned at 9:32 a.m.

# Los Angeles Convention Center Monthly Update

APRIL 2018

BRAD GESSNER



## EMPLOYEE OF THE MONTH – APRIL 2018



DANIEL MARQUIS  
LEVY – CATERING COORDINATOR

# LACC APRIL 2018 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
Apr. 4 - 5	Boutique Design West	6,000
Apr. 5 - 7	Dwell on Design Conference & Expo	8,000
Apr. 6	Cedars Sinai Medical Network	2,000
Apr. 8	Baisakhi Celebration 2018	4,000
Apr.14 - 15	El Sembrador Metanoia de Parejas	6,500
Apr. 14	World of Dance Tour	4,000
Apr. 14 - 16	Minefaire: A Minecraft Fan Experience	18,000
Apr. 15	The Model Experience Fashion Show	1,000
Apr. 17	Naturalization	15,000
Apr. 21 - 27	American Academy of Neurology Annual Conf.	14,100
Apr. 29	AutoCon 2018	7,500

\*Citywide

**TOTAL: 86,100**



## LACC APRIL 2018 FILMING AND PHOTO EVENTS

<u>DATE</u>	<u>Name</u>	<u>Location</u>	<u>Amount</u>
APRIL 8 - 12	UNTITLED LED DAN GILROY	HALL K / FIGUEROA	\$139,473
ARIL 9 AND 11	PUMA	VENICE GARAGE / GIL LINDSEY/ PICO	\$12,600
APRIL 14 AND 15	SWAT	BOND LOT	\$12,500
APRIL 16	SAMSUNG	WEST LOBBY/GIL LINDSEY	\$24,560

TOTAL FILMING: \$189,133  
(APRIL 2017: \$35,460)

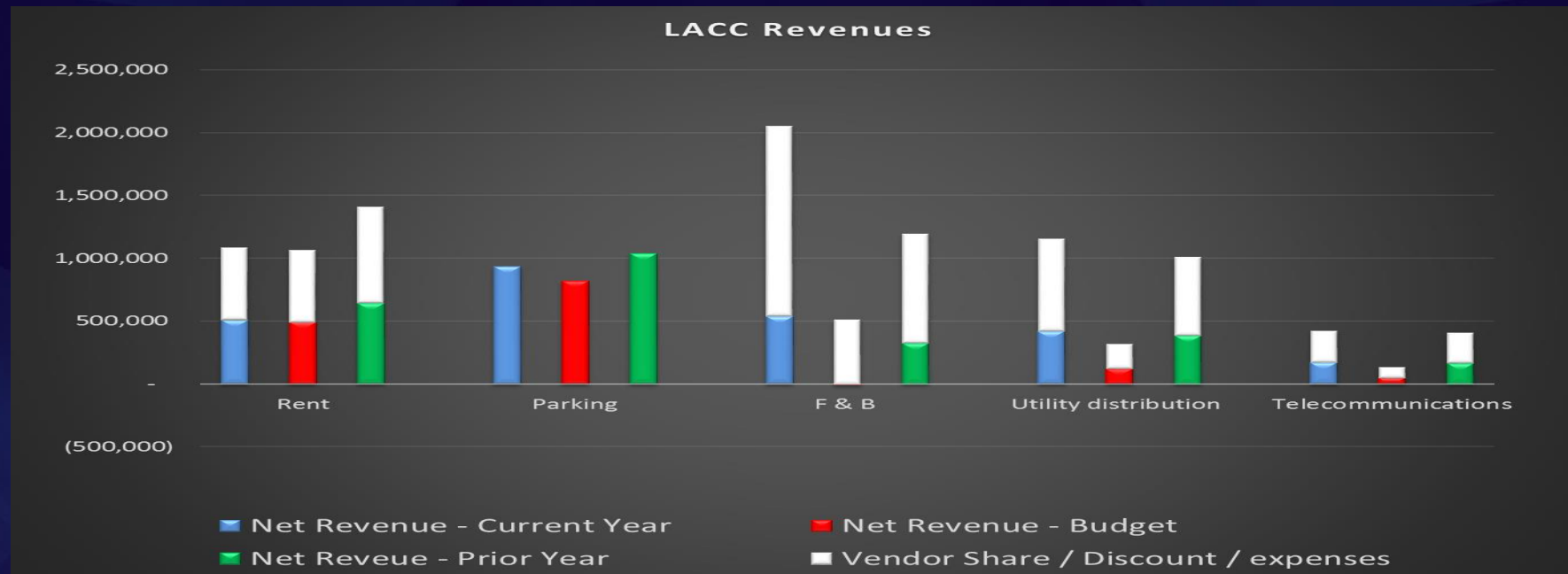
# FINANCIALS

## OPERATING SURPLUS:

- \$852K (before approved City Reimbursements, A & I and Capital Projects)
- \$998 above budget
- \$147K below prior year

## REVENUES:

- \$6.0 million gross revenue (before discounts and service provider share)
- \$2.6 million net revenue
- \$1.1 million above budget and \$35K below prior year

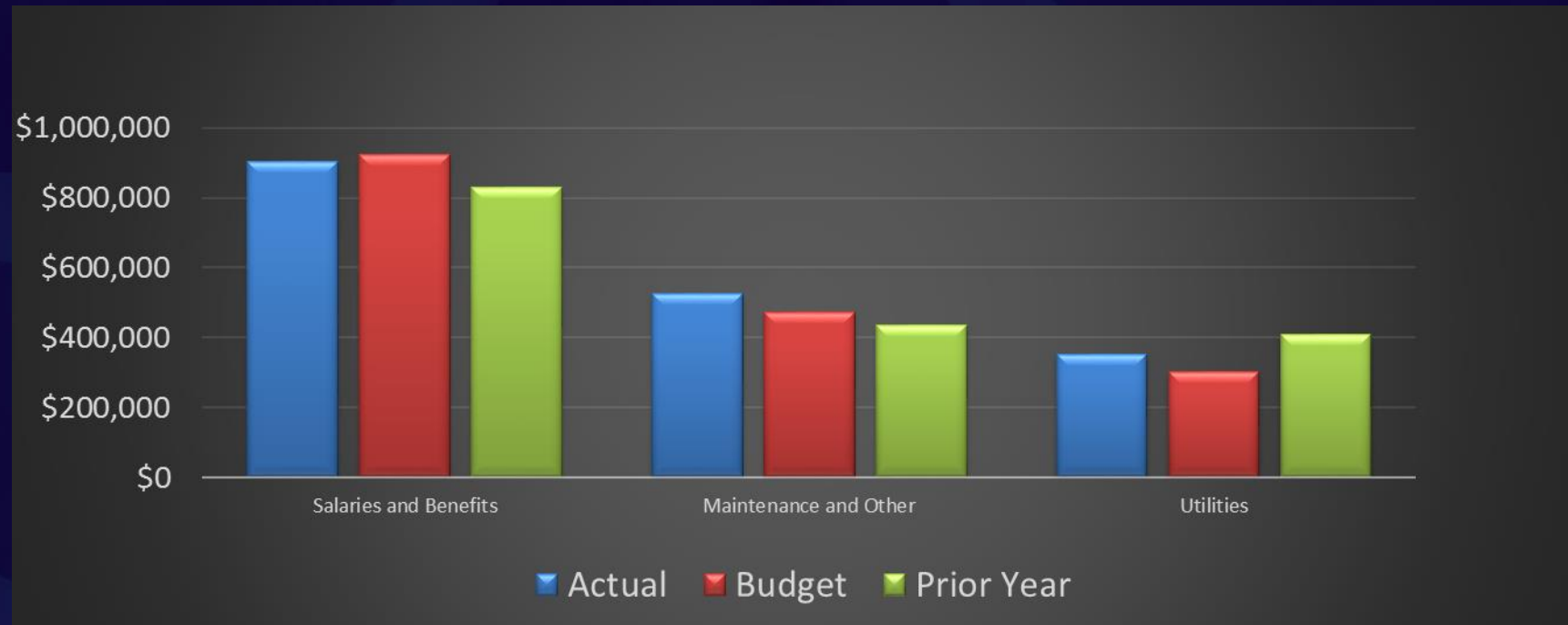




# FINANCIALS

## OPERATING EXPENSES:

- \$1.8 million (before approved A & I, Capital Projects, and City reimbursement)
- \$88K above budget and \$111K above prior year



CITY REIMBURSEMENT - \$322K

CAPITAL and ALTERATION \* IMPROVEMENTS

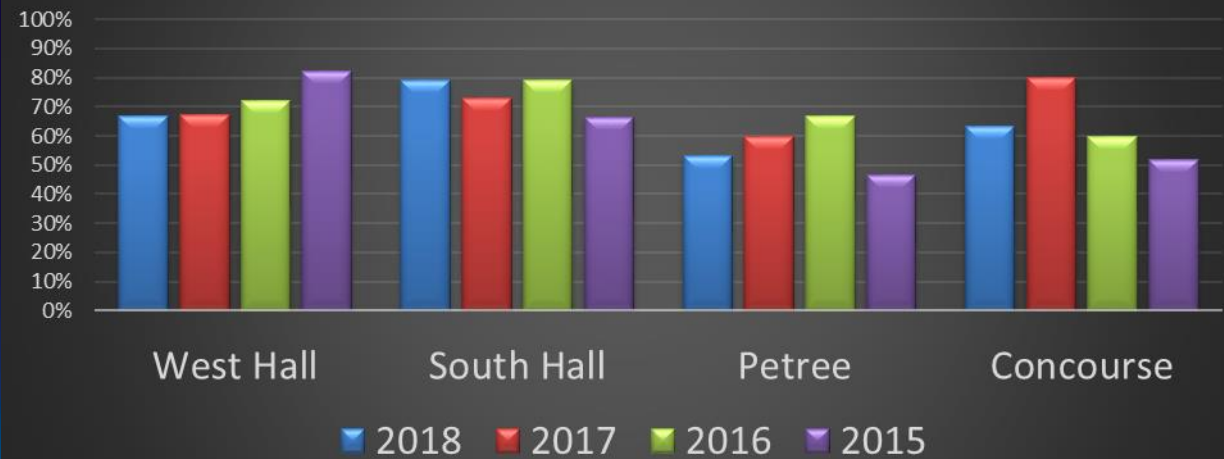
Door Closure part II repairs, Table replacement, dishwasher installation

# OCCUPANCY

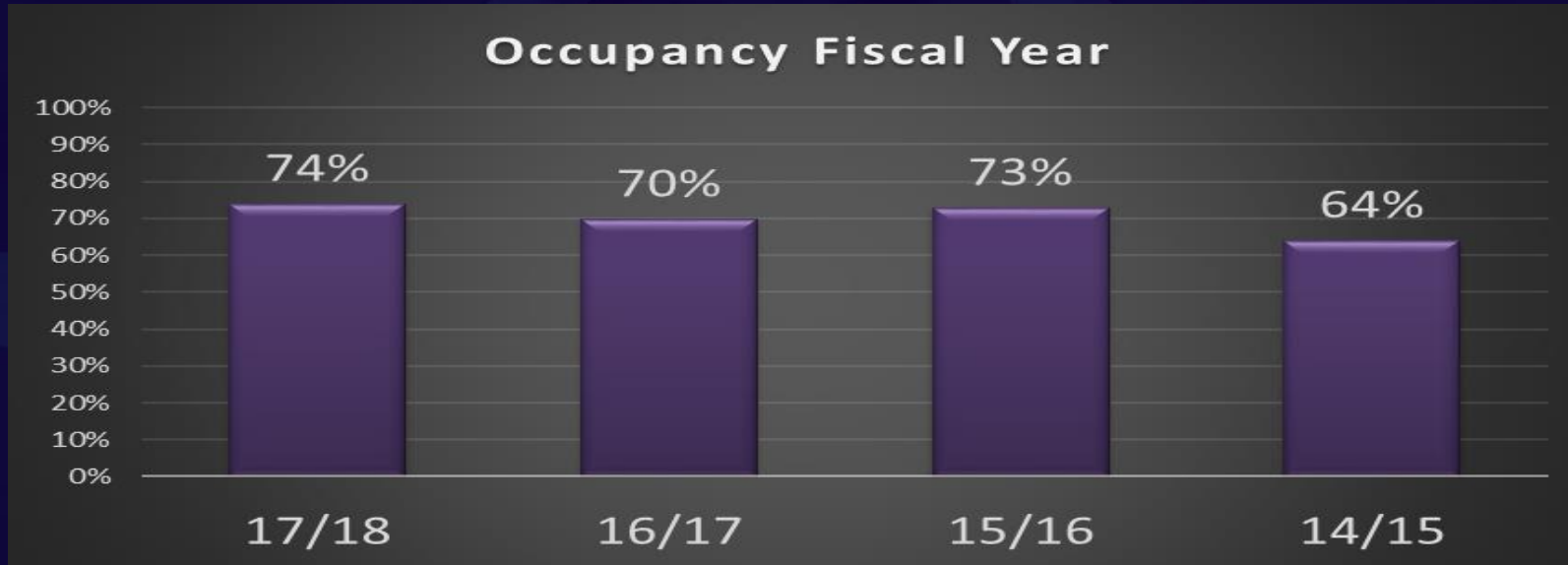
## Exhibit Hall Occupancy



## Occupancy by Exhibit Hall



# OCCUPANCY



PricewaterhouseCoopers report on Convention Center occupancy states:

It has been recognized industry-wide that the “practical” maximum exhibit hall occupancy rate is approximately 70 percent and the “efficient” range is considered to be approximately 50 to 60 percent. Occupancy levels less than 50 percent generally suggest the existence of marketable opportunities or open dates, while an occupancy rate above 60 percent increases the potential for lost business or “turn-aways.”

# ECONOMIC IMPACT

\$39.5 million in Projected Economic Impact





M E E T

*Los Angeles*<sup>TM</sup>

# CTD Board of Commissioners Meeting

June 6, 2018





# CITYWIDE CONVENTION SALES FY 17/18 PRODUCTION

Lead Production	Leads Actual
FY 17/18 Goal	220
FY 17/18 YTD	<b>195</b>
FY 16/17 STLY	204

Booked Room Nights Produced	RNs Actual
FY 17/18 Goal	390,000
FY 17/18 YTD	<b>369,631</b>
FY 16/17 STLY	329,779

Dated May 31, 2018



# RECENT BOOKINGS



Institute for Educational Leadership  
Community Schools and Family Engagement Conf.  
May 26 – 29, 2020  
**3,770 Room Nights**

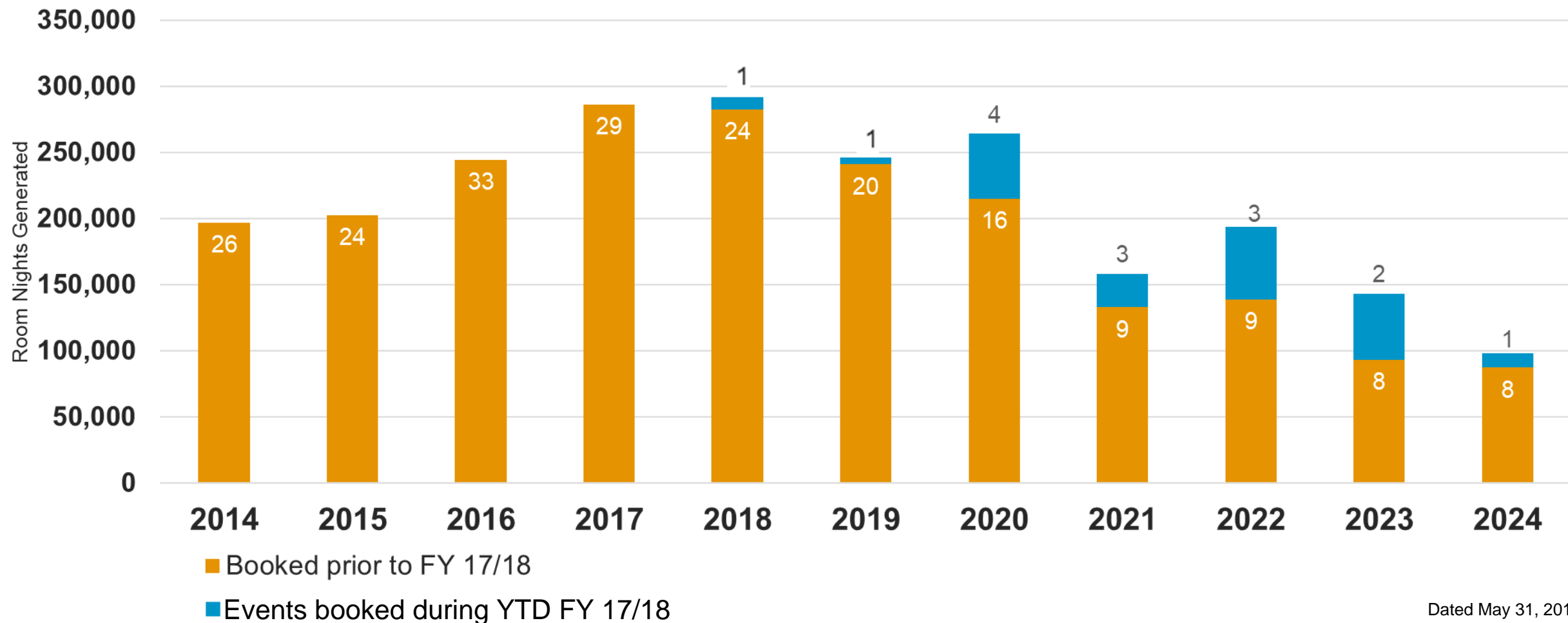


American Society of Human Genetics  
2030 Annual Meeting  
October 22 – 26, 2030  
**12,320 Room Nights**



ANIME EXPO  
July 2026, 2027, 2029 & 2030  
**17,845 Room Nights**

# CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2014-2024 CALENDAR YEAR ARRIVAL DATE



Dated May 31, 2018

# PROSPECT SITE INSPECTIONS



NCAA Men's Final Four  
April 2024 or 2025  
**52,000 Room Nights**



Check Point Software Technologies  
CPX 360 Event  
February 2019  
**4,900 Room Nights**



American Association for Thoracic Surgery  
Annual Meeting  
May 2023  
**8,034 Room Nights**

# NEW SALES COLLATERAL- TECH SEGMENT



**LOS ANGELES COUNTY** has more high-tech jobs than Boston-Cambridge, Santa Clara County or New York City, thanks to the now-infamous "Silicon Beach." Google opened its Venice campus in 2011, while Playa Vista has attracted high-profile tech tenants such as Microsoft and Facebook. Snapchat has grown exponentially since its Venice launch in 2012. All of this growth has created a nurturing environment for tech start ups and visiting tech companies alike.



## TECH COMPANIES WHO ARE MEETING IN LOS ANGELES:

- Adobe MAX
- SIGGRAPH
- LinkedIn
- SOLIDWORKS
- DrupalCon
- E3
- YouTube
- Citrix
- Society for Information Display



*"This city has a rich legacy of industries like entertainment and aerospace, and now we're seeing our tech sector take off. That's because we made it easier for tech companies to open and expand in L.A."*

-Mayor Eric Garcetti

## THE WHO'S WHO OF LOS ANGELES TECH

- |                            |                     |
|----------------------------|---------------------|
| • SpaceX                   | • Electronic Arts   |
| • Blizzard Entertainment   | • TrueCar           |
| • HauteLook                | • ZipRecruiter      |
| • Riot Games               | • LegalZoom         |
| • Google                   | • Dollar Shave Club |
| • Netflix                  | • Hyperloop One     |
| • Technicolor              | • Boingo Wireless   |
| • Hulu                     | • Spokeo            |
| • Snap                     | • Tinder            |
| • Symantec                 | • AXS               |
| • Ticketmaster             | • Ring              |
| • CoreLogic                | • IMDb              |
| • BuzzFeed, Inc.           | • Bluebeam, Inc.    |
| • Houzz                    | • Accenture         |
| • OpenX Technologies, Inc. | • Insomnia Games    |
| • Salesforce               | • Scopely           |
| • Fandango                 | • Saatchi & Saatchi |
| • Playstation              | • Fullscreen        |
| • Facebook                 | • And growing...    |

LEARN MORE AT [MEETLA.COM](http://MEETLA.COM)

MEET  
*Los Angeles*

## Los Angeles: It Might Surprise You



RAISED BY LA TECH COMPANIES IN 2016



GROWTH IN AVAILABLE TECH JOBS IN 2017



3 WORLD CLASS RESEARCH UNIVERSITIES

MEET  
*Los Angeles*

# NEW SALES COLLATERAL- MEDICAL SEGMENT



**LOS ANGELES** is the second largest healthcare market in the country and is at the forefront of major changes taking place in the healthcare industry. The local medical industry in L.A. County includes 103 biopharmaceutical companies, 436 medical device and diagnostic companies and 787 research and lab support institutions. Together, local establishments received over \$890 million in NIH research awards in 2016.



## TOP LOS ANGELES MEDICAL INSTITUTIONS:

- Cedars-Sinai Medical Center
- L.A. County Univ. of Southern California Medical Center
- Ronald Reagan Univ. of California-Los Angeles Medical Center
- Children's Hospital Los Angeles (pictured left)
- City of Hope

## ECONOMIC IMPACTS OF THE LIFE SCIENCES IN LOS ANGELES:

- Generates \$40.3 billion in county economic activity (output)
- Adds \$20.5 billion to gross county product
- Supports 162,000 jobs
- Increases labor income by \$11.9 billion/year



## RECENT AND UPCOMING MEDICAL MEETINGS IN LOS ANGELES

- Alzheimer's Association
- American Academy of Allergy, Asthma and Immunology
- American Academy of Neurology
- American Academy of Osseointegration
- American Academy of Periodontology
- American Association of Neurological Surgeons
- American Association of Orthodontists
- American College of Chest Physicians
- American College of Physicians
- American Health Information Management Association
- American Heart Association-International Stroke Conference
- American Heart Association-Scientific Session
- American Society for Cataract and Refractive Surgery
- American Society of Colon & Rectal Surgery
- American Society of Human Genetics
- American Society of Plastic Surgeons
- American Speech-Language Hearing Association
- International Association for Dental Research
- International Society for Stem Cell Research
- North American Spine Society
- Society of Interventional Radiology
- Society of Simulation in Healthcare
- Society of Thoracic Surgeons

LEARN MORE AT [MEETLA.COM](http://MEETLA.COM)

MEET  
*Los Angeles*

MEET  
*Los Angeles*



# SALES TRAVEL CALENDAR

## Recent Events:

- **HelmsBriscoe ABC**  
April 30<sup>th</sup> – May 2<sup>nd</sup>
- **LA Tourism Pacific Northwest Sales Mission**  
May 8<sup>th</sup> – 11<sup>th</sup>
- **IMEX Frankfurt**  
May 15<sup>th</sup> – 17<sup>th</sup>
- **C2 Montreal**  
May 23<sup>rd</sup> – 28<sup>th</sup>





# SALES TRAVEL CALENDAR

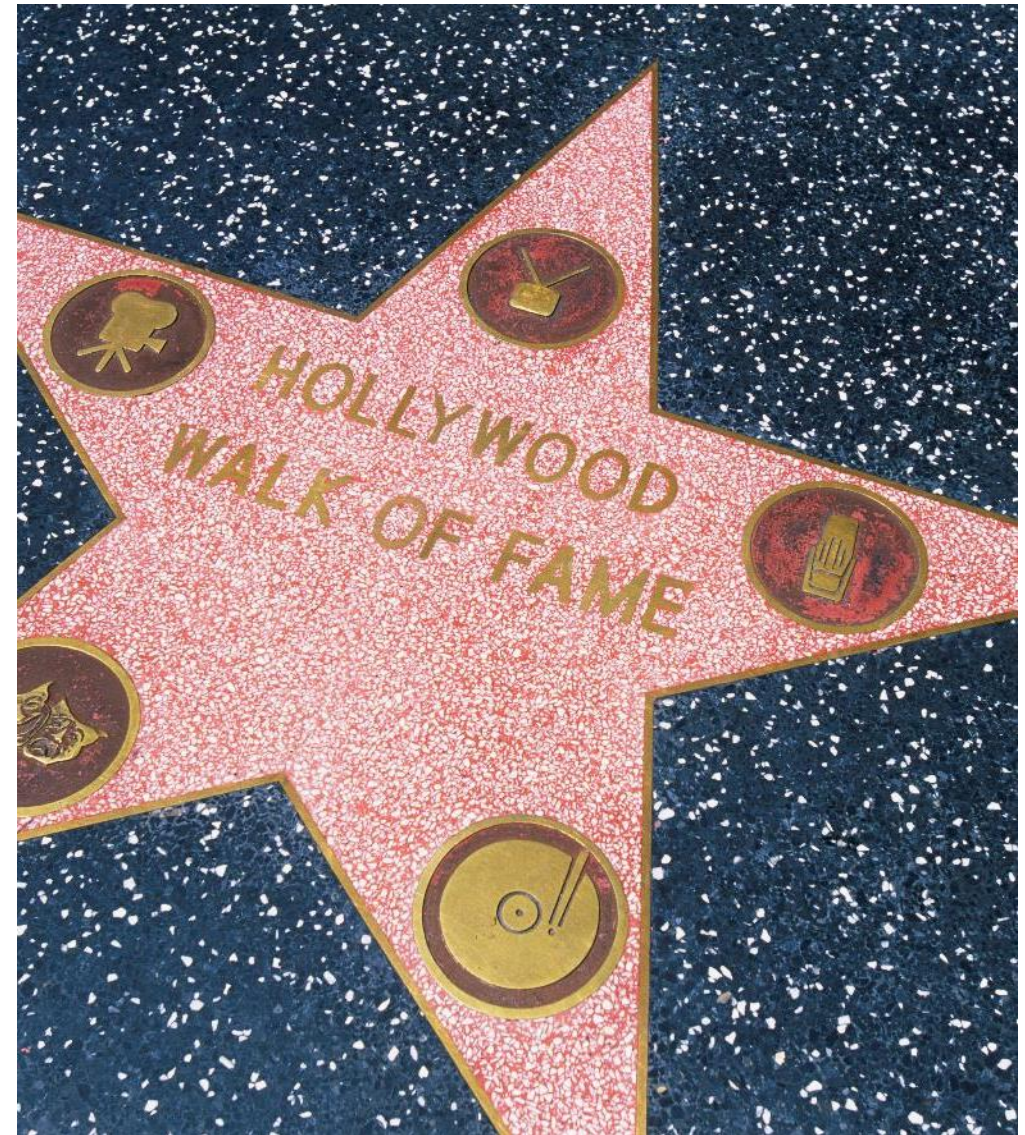
## Upcoming Events:

- **MPI WEC**  
June 2<sup>nd</sup> - 5<sup>th</sup>
- **PCMA Education Conference**  
June 10<sup>th</sup> - 13<sup>th</sup>
- **PCMA Partnership Summit**  
June 21<sup>st</sup> - 24<sup>th</sup>
- **Destination International**  
July 10<sup>th</sup> - 13<sup>th</sup>



# SPEAKER NETWORK

- Developing a Speaker Network to provide Meeting Planners access to L.A. based talent in vertical markets
- Building and strengthening relationships with various agencies:
  - William Morris Endeavor (WME) Speakers
  - Creative Artists Agency (CAA) Speakers
  - Greater Talent Network (and sub-bureaus)
  - Speakers on Healthcare
- Existing Partnerships (USH, WB, AEG) and Institutional Relationships (USC, UCLA, Cal Tech, Cedars Sinai, City of Hope)
- Talent segmented by subject matter and pricing tiers.
- Range of categories and topics including:
  - Lifestyle & Entertainment, Sports, Business, Motivational Inspirational, Tech, Medical, Leadership etc.





An aerial photograph of Los Angeles taken from a high vantage point, likely Griffith Park. The foreground shows a grassy hillside with a chain-link fence and several white, rectangular structures. A winding road and a lake are visible in the middle ground. The city of Los Angeles and the surrounding mountains are visible in the background under a warm, orange-hued sky at sunset.

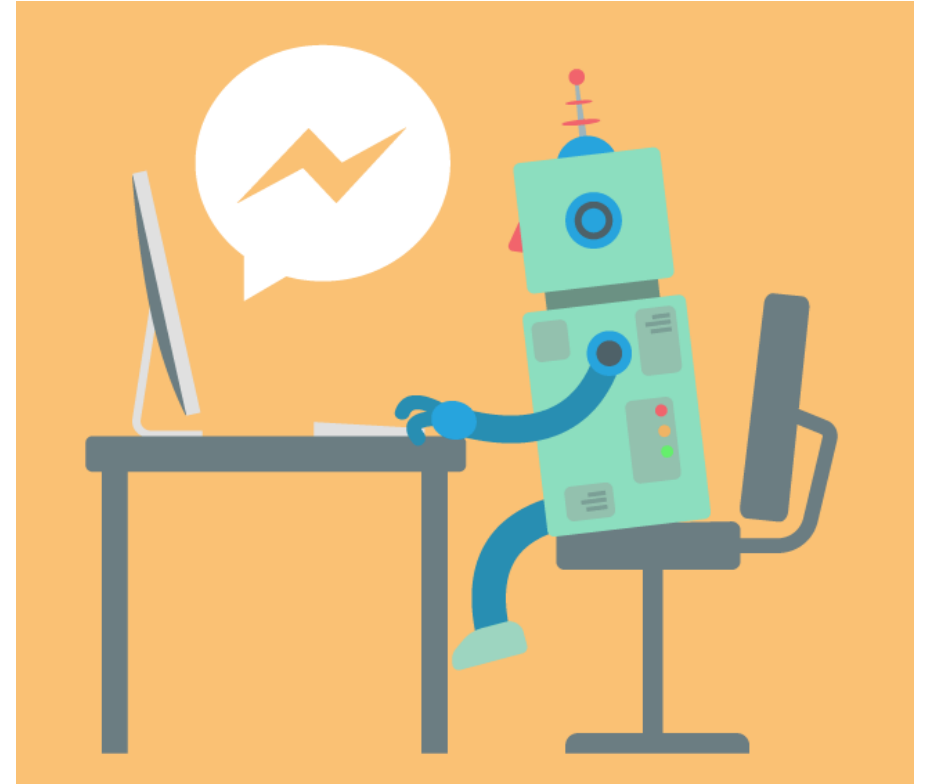
# DIGITAL TRENDS

LOS ANGELES TOURISM & CONVENTION BOARD



# AGENDA

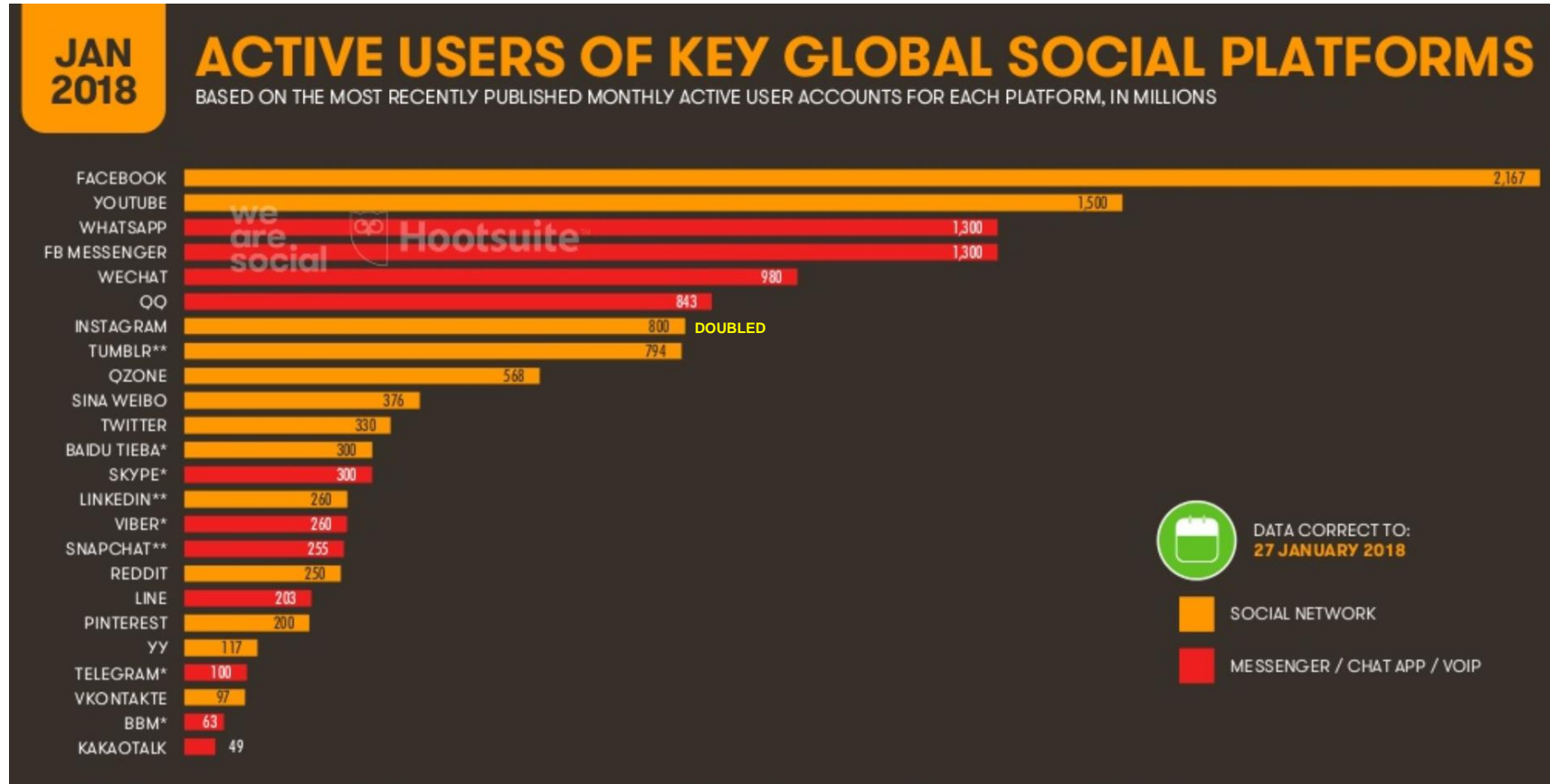
- Digital Overview
- Voice Search
- Social API Changes
- GDPR
- Discover Los Angeles
- Immersive Tech
- Influencer Marketing



# DIGITAL OVERVIEW



# DIGITAL OVERVIEW





# DIGITAL OVERVIEW

- There's a desire for content personalization but at what cost?
- Companies are spending quite a bit on personalization, but will have to ensure they're not jeopardizing user privacy.
- Building an authentic voice is extremely important when people are visiting 30+ websites in the customer journey.
- The booking window is tightening. Travel-related searches for "today" and "tonight" on mobile have increased by 150% over the past two years.
- More than 60% of U.S. Travelers would consider an impulse trip based on a good hotel or flight deal. They also want immediate gratification and plan on taking more short getaways.



# VOICE SEARCH

- 50% of all searches will be voice searches by 2020.
- About 30% of all searches will be done without a screen by 2020.
- 13% of all households in the U.S. owned a smart speaker in 2017. That number is predicted to rise to 55% by 2022.
- As of January 2018, there were an estimated one billion voice searches per month.
- 52% of people keep their voice-activated speakers in their living rooms.



# OPTIMIZING FOR VOICE SEARCH

- Ensure rich snippet status with Google (position Zero)
- Provide context to your site information (store hours and location) in order to meet customer demand immediately – “near me”
- Develop a rich snippet FAQ section that could be picked up by Voice Search (conversational tone)
- Create page titles that are also conversational and provide the answer through your content in a fact driven fashion
  - What is ...
  - How to ....
  - Who is ...
- Monitor the future of voice search advertising



# SOCIAL API CHANGES

- The changes to the Instagram/Facebook API affect all developers and platforms, regardless of their level of partnership with Instagram and Facebook. These changes were made to protect user privacy and prevent bad actors from abusing the API.
- Evaluate all your 3<sup>rd</sup> party connections that may have hooks to Facebook and/or Instagram.
- It's now ever more important to focus on quality over quantity.



# GENERAL DATA PROTECTION REGULARION (GDPR)

- Went into effect on May 25, 2018
- Designed to "harmonize" data privacy laws across Europe as well as give greater protection and rights to individuals.
- Identify your data collection practices.
- Give customers more access to their information.
- Learn more: [WWW.EUGDPR.ORG](http://WWW.EUGDPR.ORG)



# DISCOVER LOS ANGELES: NOW

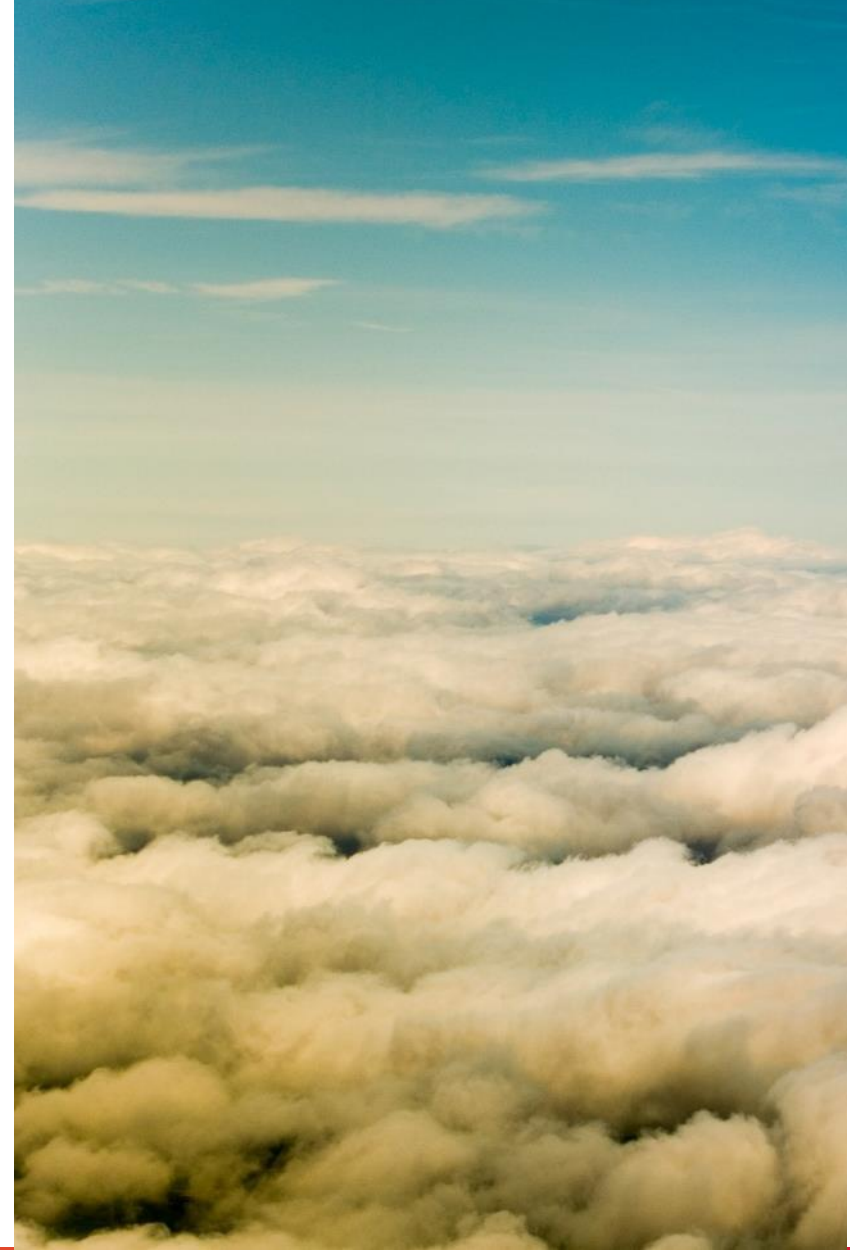
- We will soon reach 15 million users across all digital platforms
- We're approaching 4.5 million social media followers globally
- Winner of two Webby Awards in 2018
- #1 Instagram account amongst all DMOs in the country





# DISCOVERLOSANGELES.COM FUTURE

Shifting DISCOVERLOSANGELES.COM from a traditional product led website to an influential **publishing** destination, motivating travelers to visit Los Angeles.



# DISCOVERLOSANGELES.COM OBJECTIVES

## PRIMARY:

### INCREASE VISITOR INTENT TO LOS ANGELES

By improving the overall user experience and interface, we will build brand trust. Converting website users into physical Los Angeles visitors and evangelists.

## SECONDARY:

### BRAND CONNECTION

DISCOVERLOSANGELES.COM is the digital home for Los Angeles, a seamless experience evoking the brand's essence creatively and functionally.

## TERTIARY:

### INCREASE AD REVENUE

We will improve the advertising experience for both the advertisers and the website visitors. The new architecture will allow for a larger breadth of advertising offerings without intruding in the visitors' experience.

# TARGET AUDIENCE NEEDS



L.A. Loyal



The Whole Family



Inspired Travelers



Trendy Travelers

- Stay up to date with evolving L.A.
- Authentic storytelling
- Influencer Content

- Inspired
- Family attractions
- Planning
  - accommodations
  - restaurants
- Live like a local - ethos
- Iconic L.A.

- Inspired
- Live like a local - ethos
  - nightlife
  - local culture (inc beach)
  - health and fitness
- Iconic L.A.

- Inspired
- Shopping
- Iconic L.A.
- Live like a local - ethos
  - nightlife
  - local culture (incl beach)



# DISCOVERLOSANGELES.COM SITEMAP



Architecture
Neighborhoods
Wellness
Comedy Clubs
Disabled Access
Itinerary (Singles)
Itinerary (Luxury)
Literary
Gardens
Flight Status
Urban Art
Events
Sports
Hip Hotels
Tours
Travel by Bike
Itinerary (Latino)
Itinerary (Couples)
Itinerary (Gay)
Clubs
Family Hotels
Music
Itinerary (Pet-friendly)
Visitor Info Centers
Itinerary (Eco-Friendly)
Travel by Car
Itinerary (Family)
Public Transport

Food & Drink

Bars
Restaurants

2 items

Step 3

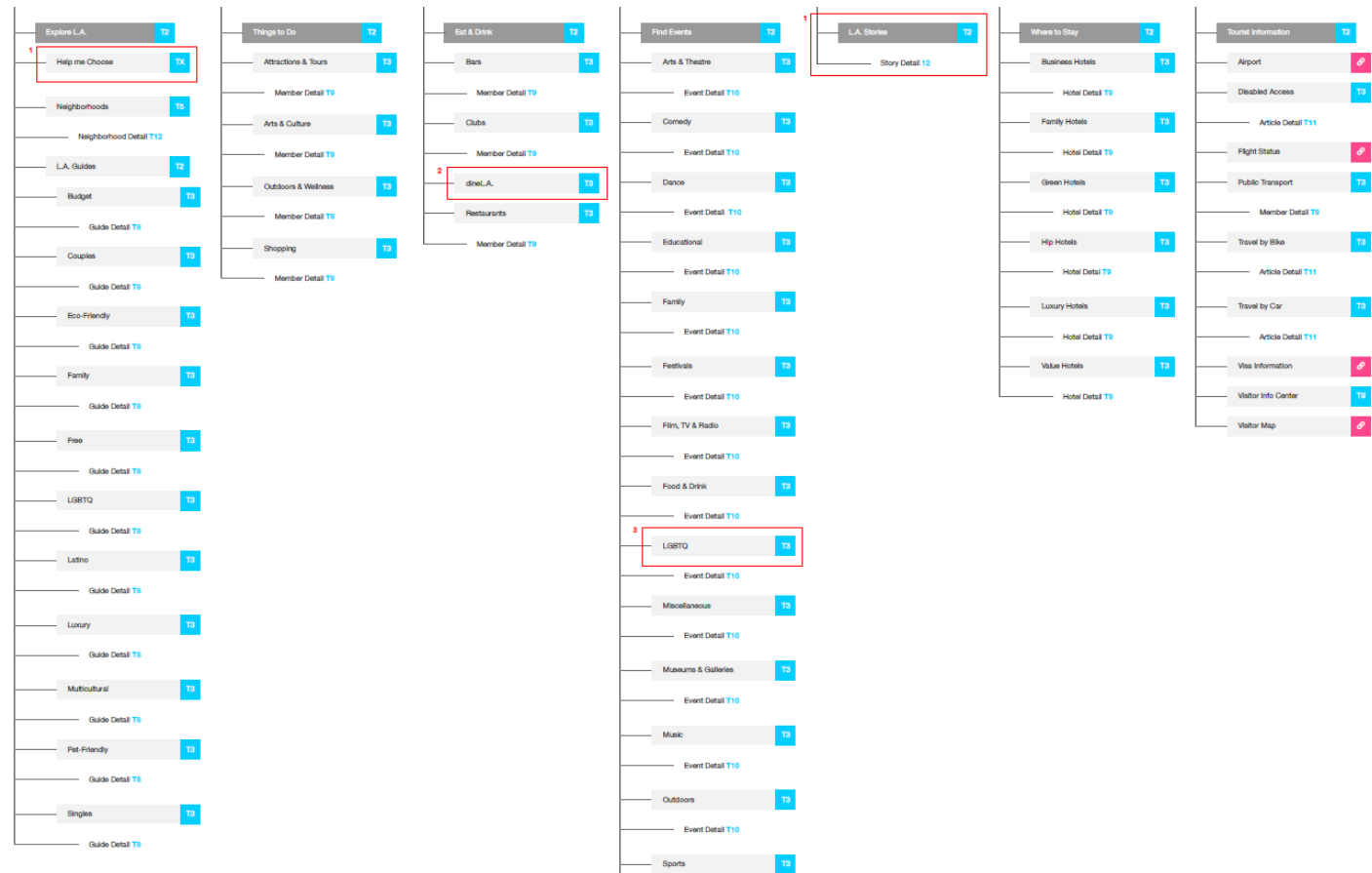
Click the title to rename your new group.

Step 4

Add more items to this group by dropping them on top of it.

Make more groups by dropping them in unused spaces.

When you're done click "Finished" at the top right. Have fun!



# IMMERSIVE TECH

DISCOVERY  
(FEB 2018)

WIREFRAMES

DESIGN  
(SUMMER 2018)

DEVELOPMENT

QA

LAUNCH  
(JAN/FEB 2019)

# IMMERSIVE TECH

- Immersive Tech is not a substitute for travel, it complements the traveler's journey.
- Although creative companies are rapidly leveraging Immersive Tech, we must adapt emerging platforms that are relevant to our business objectives.
- L.A. Tourism has the opportunity to establish itself as a trailblazer in this field.





# INFLUENCER MARKETING

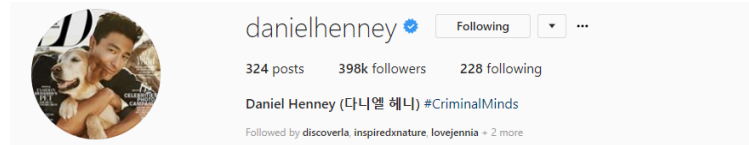
**100** Influencers  
**160 Million** Followers  
**\$2 Million** in Value



# INFLUENCER MARKETING

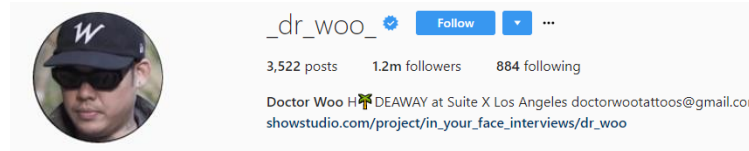
## TIER 1

Celebrities



## TIER 2

Ambassadors & Tastemakers



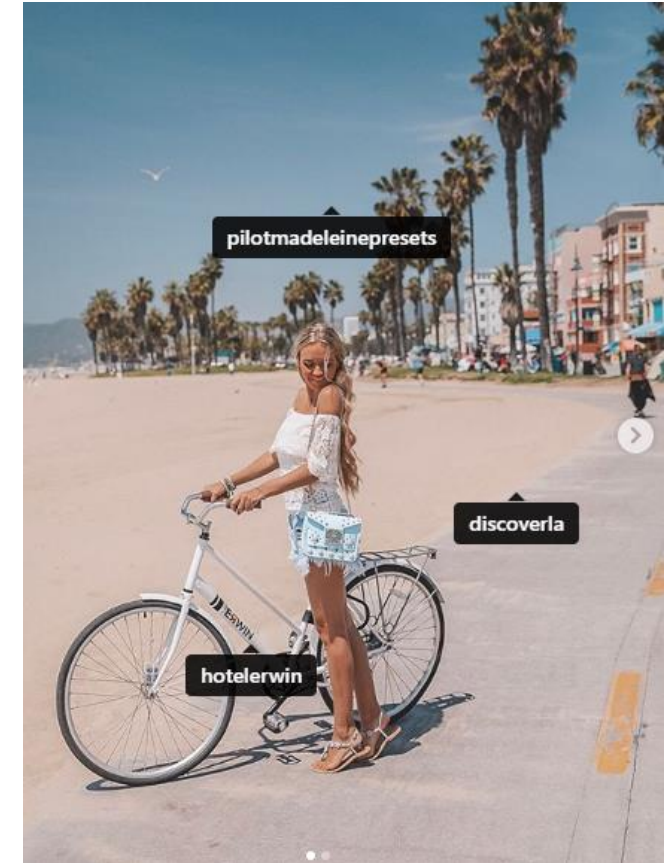
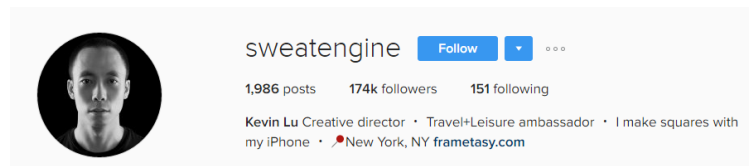
## TIER 3

Social Media Influencers



## TIER 4

Social Media Content Creators



# INFLUENCER MARKETING



sweatengine • Following  
Los Angeles, California

sweatengine @alexshibutani 🤔  
shawnwhughes 🤔  
vvimoniz 🤔🤔🤔 So cool 🤔 Kevin!!  
hyniora This is awesome!  
mrdavidduran 🤔  
roomandwild Love it!  
dlengyelt so much fun!!  
tunisiansecret #tunisiansecret  
beyondthemag This is insane!!!!



3,118 views

MAY 5

Add a comment...







**Thank You**