



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

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;  
Jeremy Bernard; Ana Cubas; Stella T. Maloyan

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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, September 6, 2017  
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. PUBLIC COMMENT

### 3. ACTION ITEMS:

- a. Approval of the special meeting minutes from August 23, 2017

### 4. PRESENTATIONS:

- a. 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
- b. AEG Monthly Update – July – Brad Gessner, AEG
- c. LATCB Monthly Update – July – Darren Green, LATCB
  - i. Client Services Update – Liane Haynes-Smith, LATCB
- d. Executive Director Report

### ADJOURNMENT

### AGENDA FORECAST / SPECIAL TOPICS:

- |                    |   |                                       |
|--------------------|---|---------------------------------------|
| September 20, 2017 | - | Expansion & Futurization Update – CTD |
|                    | - | CIP Update – CTD                      |

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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.

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

Special Meeting Minutes

August 23, 2017

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a special meeting on Wednesday, August 23, 2017 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 Jeremy Bernard  
Commissioner Stella T. Maloyan

**ABSENT:**

Vacant

**PRESENTERS:**

Doane Liu, CTD  
Tony Peterman, JLL

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

President Vein called the meeting to order at 9:04 a.m.

***Item 2. Public Comment***

None

***Item 3a. Approval of the special meeting minutes from 0900 am, July 26, 2017***

UNANIMOUSLY APPROVED

***Item 3b. Approval of the special meeting minutes from 1030 am, July 26, 2017***

UNANIMOUSLY APPROVED

***Item 4a. Neighborhood Council***

None

***Item 4b. JLL Hotel Study***

Mr. Tony Peterman present the finding of the Hotel Study completed by JLL. Mr. Peterman noted the following: the Los Angeles hotel market has grown steadily year over year since 1950 and is set to exceed the U.S. average for the first time since 1992; the LACC market area is at peak performance, at above 80% occupancy and was a top U.S. performer in 2016; and additional 5,200 hotel rooms in 18 projects may enter the convention center hotel market but even if all 5,200 rooms become available L.A. would still be behind competitors. Mr. Peterman also reviewed feedback from show managers, who noted the need for hotels with different price points and brands, hotels within walking distance of the LACC, and the need for an additional head quarter hotel. Mr. Peterman presented three possible scenarios and assumptions and the possible effect of the scenarios, with the optimal scenario as being the expansion of the LACC and the addition of a head quarter hotel onsite which would provide greater economic impact for the City.

***Item 4c. Executive Director Report***

Mr. Doane Liu announced that Commissioner Maloyan's reappointment and Ms. Ana Cubas' appointment had been confirmed in the Economic Development Committee and was moving on to full Council. Mr. Liu updated the Commissioners on CTD related items which included the Chief Legislative Analyst was in the process of finalizing the LACC modernization proposal; Mr. Liu met representatives of the Lightstone project which includes two towers and three brands; that the Mayor would soon reveal a new brand and logo for the City; Mr. Liu gave a brief overview of CTD to the Trade, Travel and Tourism Committee; and met with corporate representatives of Airbnb which has \$2 million in booking everyday.

**ADJOURNMENT**

The meeting was adjourned at 10:03 a.m.

Los Angeles Convention Center  
Monthly Update  
July 2017

Brad Gessner



## EMPLOYEE OF THE MONTH – JULY 2017



**Mina Hurtado  
Edlen**

## LACC JULY 2017 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
July 1 – 4	Anime Expo	357,178
July 8 - 15	Victory Outreach	80,000
July 14 - 25	County of L.A. HR Testing	4,500
July 18	Naturalization Ceremony	16,000
July 21 - 24	California Marketplace 2017	5,000
July 21 – 23	El Sembrador	14,600
July 22 - 23	Brideworld Expo	4,600
July 23	Torres Empire L.A. Super Show 2017	4,000
July 30	Mujer Feliz	2,000
July 30 – Aug. 3	SIGGRAPH 2017	16,500

\*Citywide

**TOTAL: 504,348**

## LACC JULY 2017 FILMING AND PHOTO EVENTS

<u>Name</u>	<u>Location</u>	<u>Amount</u>
American Crime Story - Versace	West Lobby	\$23,900
Honda	Kentia	\$18,220

**TOTAL FILMING: \$42,120**

(JULY 2016 - \$41,420)

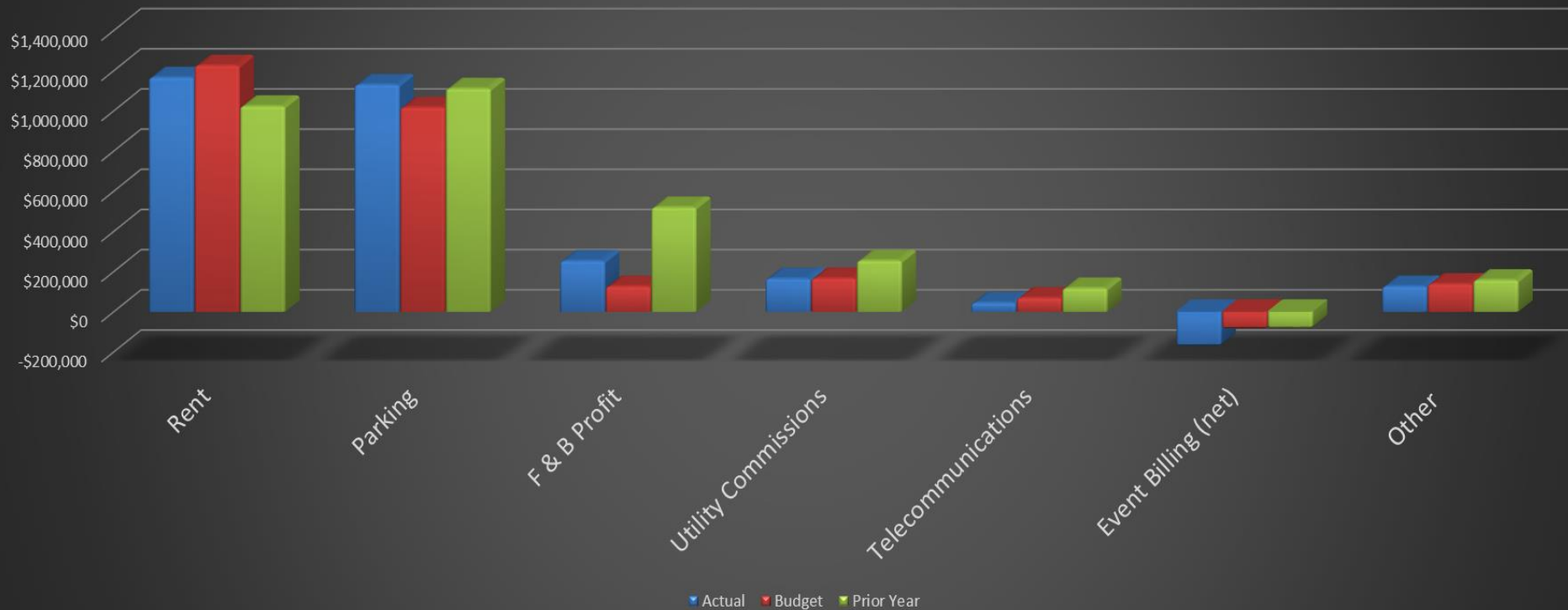
# FINANCIALS

## OPERATING SURPLUS:

- \$728K (before approved City Reimbursements, A & I and Capital Projects)
- \$216K better than budget and \$397K below prior year

## REVENUES:

- \$2.7 Million
- \$57K above budget and \$386K above prior year
- \$238K in rental discounts

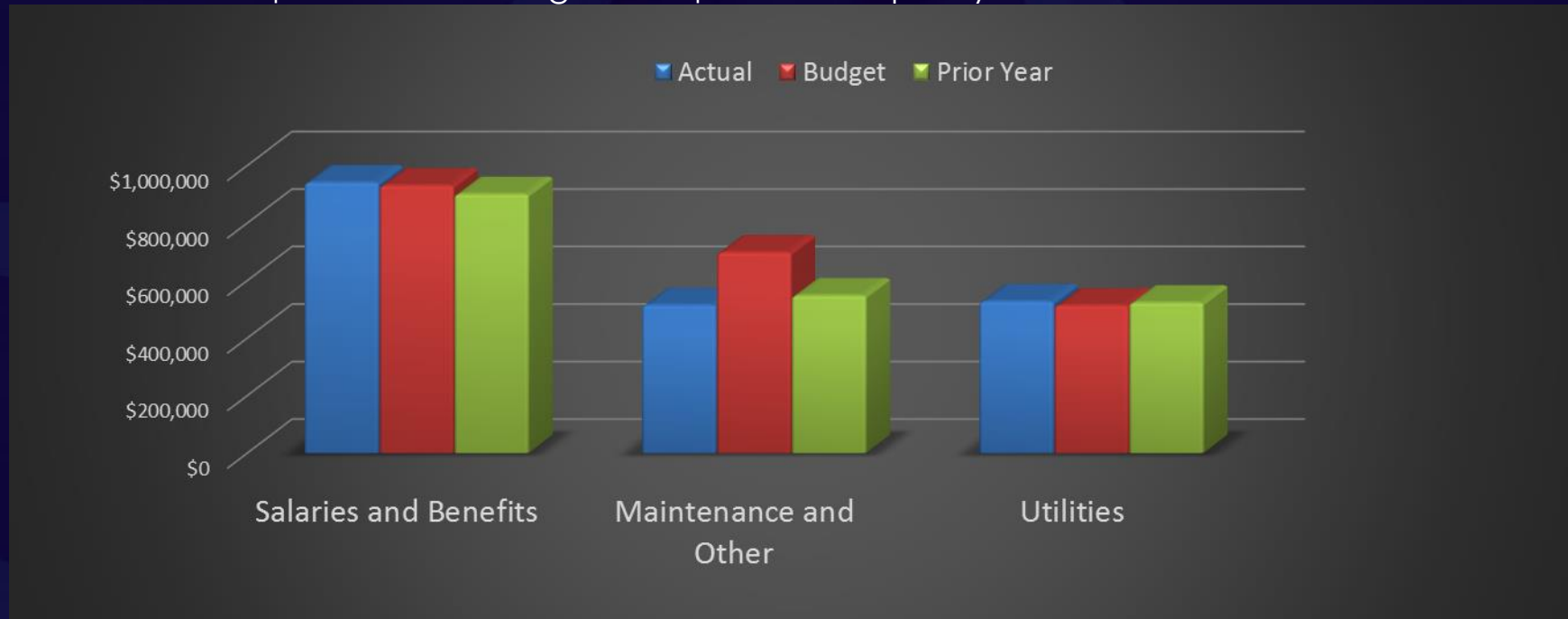




# FINANCIALS

## OPERATING EXPENSES:

- \$1.9 million (before approved A & I and Capital Projects)
- \$159K below budget and \$11K above prior year

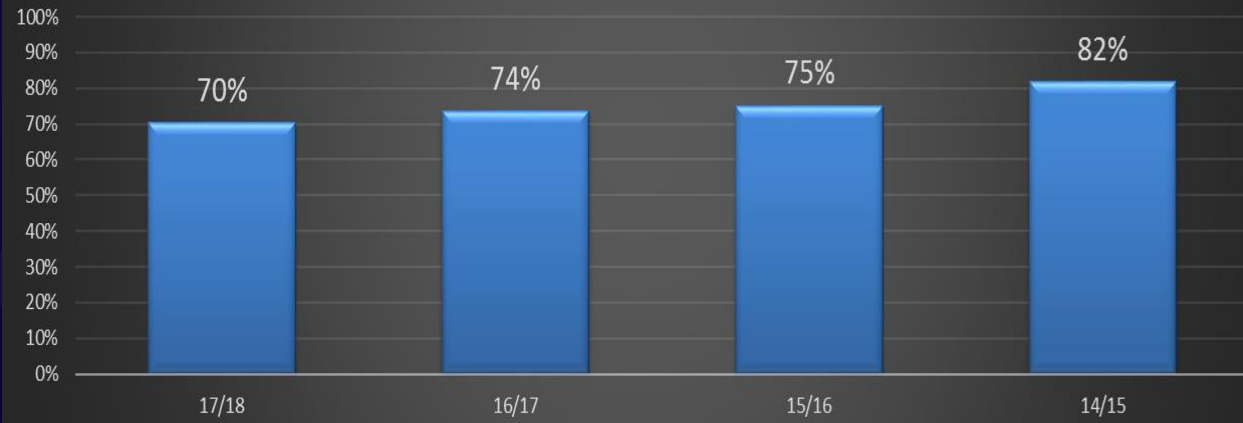


CITY REIMBURSEMENT - \$279K

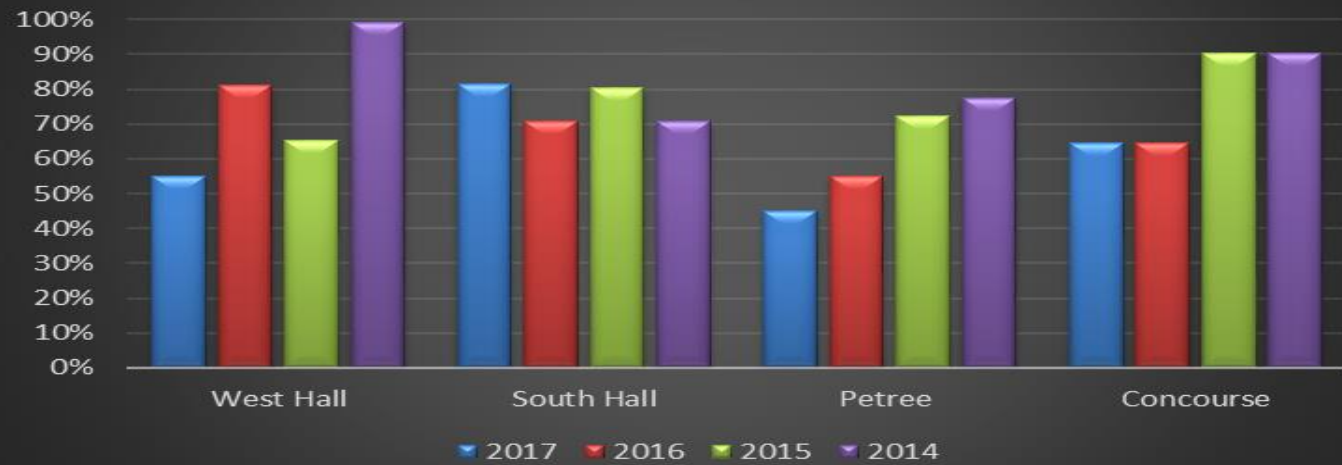
- ALTERATION AND IMPROVEMENTS & CAPITAL PURCHASES:
  - Concessions stand equipment replacement
  - Rolling Steel Door repairs
  - ADA accessible walkway

# OCCUPANCY

## July exhibit Hall Occupancy



## July Occupancy by Exhibit Hall



# Economic Impact

## \$81 million in Projected Economic Impact



# CTD Board of Commissioners Meeting

September 6, 2017

meet  
**L.A.**



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# Citywide Convention Sales YTD FY 17/18 Production

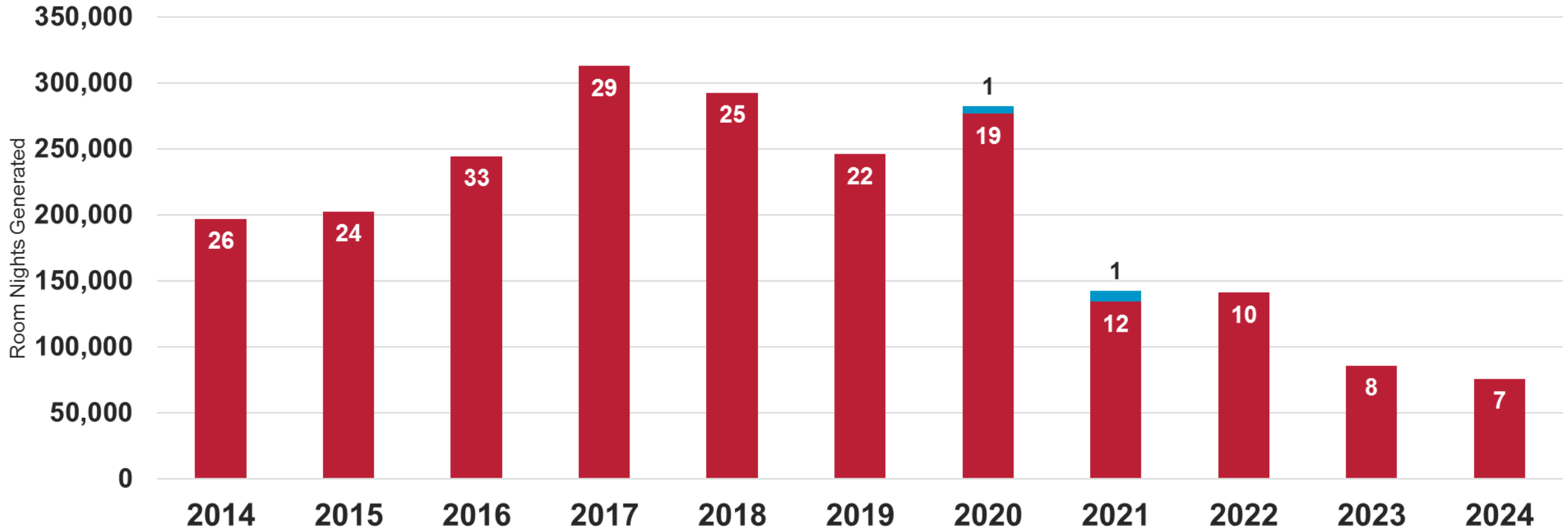
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Lead Production	Leads Actual
FY 17/18 Goal	220
FY 17/18 YTD	<b>27</b>
FY 16/17 STLY	23

Booked Room Nights Produced	RNs Actual
FY 17/18 Goal	390,000
FY 17/18 YTD	<b>14,094</b>
FY 16/17 STLY	74,456

Dated August 24, 2017

# Citywide Convention Sales Booked Room Nights 2014 to 2024 Calendar Year Arrival Date



■ Booked prior to FY 17/18

■ 2 Events with 14,094 room nights booked during FY 17/18 (July 1, 2017 – August 24, 2017)



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# AUGUST PROSPECT SITE INSPECTIONS

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American Retirement Association  
March 2020 4,420 Total Room Nights



Chemical and Biological Microsystems Society  
October 2020 3,472 Total Room Nights



**SAFER ROADS SAVE LIVES**

American Traffic Safety Services Association  
January 2021 6,253 Total Room Nights



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# HOTEL ROOM BLOCKS

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- Average percentage of inventory from DT hotels is about 50%
- All cities are giving smaller blocks based on strong transient demand
- Unlike San Diego and San Francisco, it takes L.A. over **20** hotels to get to 4,000 peak, up to 2 miles from Center
- San Francisco- approximately **10-15** hotels to get 4,000; 29 hotels to get over 4,000- all within 1 mile of Center
- San Diego- approximately **8-10** hotels to get 4,000 peak; 10-15 5,000-6,000 rooms peak, all within 1 mile of Center





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# HOTEL OPENINGS 2017

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- **Hotel Indigo Downtown Los Angeles** (350 Rooms) DTLA
- **InterContinental Los Angeles Downtown** (890 Rooms) DTLA
- **Freehand Hotel and Hostel** (226 Rooms) DTLA
- **Dream Hollywood** (179 Rooms) Hollywood
- **Cambria El Segundo LAX** (152 Rooms) Beach Cities
- **The Waldorf Astoria Beverly Hills** (170 Rooms) Beverly Hills
- **The Jeremy Hotel Los Angeles** (286 Rooms) West Hollywood
- **The Everly** (216 Rooms) Hollywood
- **NoMad Hotel** (250 Rooms) DTLA
- **Hotel Figueroa** (285 Rooms) DTLA

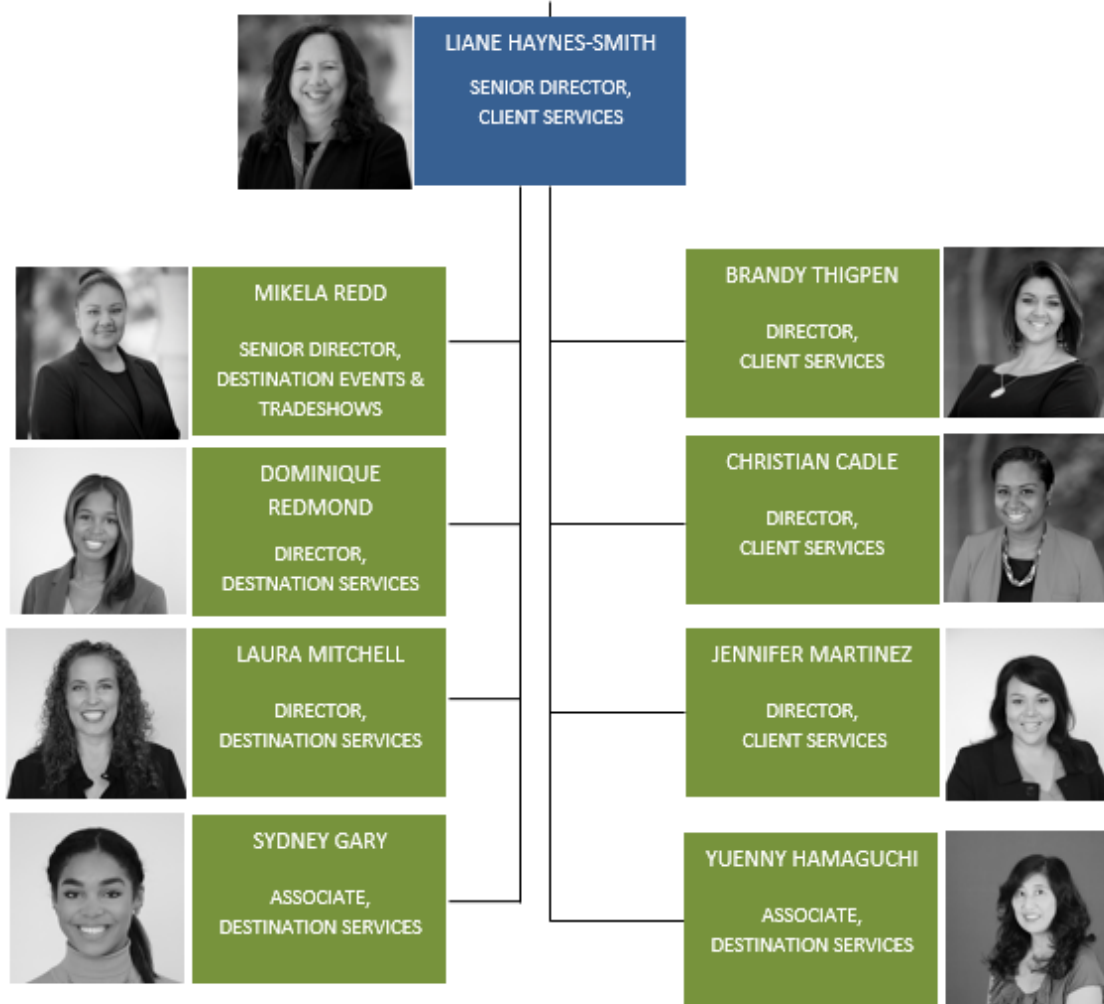
# DOWNTOWN HOTEL INVENTORY UPDATE

<b>Hotels Under Construction</b>		
Figueroa Hotel (Complete Hotel Renovation)	939 S. Figueroa St.	285
NoMad Hotel	649 S. Olive Street	250
Park Hyatt	1101 S. Flower Street	184
The Downtown L.A. Proper (Case Hotel)	1106 S. Broadway	148
<b>Home2 Suites Los Angeles Downtown</b>	<b>Ingraham St. &amp; S. Bixel St.</b>	<b>143</b>
5		<b>1,010</b>
<b>Future Sites</b>		
MOXY Hotel (Fig+Pico Project)	Pico Blvd & Figueroa St	1,100
Olympic Tower Hotel	811 W Olympic Blvd	373
Equinox Hotel @ The Grand	1st & Grand Ave	305
The Cambria at L.A. LIVE	926 W James M. Wood Blvd	225
<b>Figueroa Centre Regalian Project</b>	<b>925 S. Figueroa</b>	<b>220</b>
The Reef	1933 South Broadway	208
Broadway Trade Center	830 S Broadway	200
Lizard in Los Angeles	633 S Spring St	176
The Foreman and Clark Building (Hyde Hotel)	7th and Hill Street	165
Hoxton Hotel	1060 S Broadway	164
W Hotel (Existing Luxe 175 + 121 added = 296 rooms)	1020 S. Figueroa Street	121
Morrison Hotel	1246 S. Hope Street	80
12		<b>3,337</b>

# DESTINATION & CLIENT SERVICES TEAMS

## Destination Service Team

- Organizes, coordinates and executes signature events
  - Client Events
  - FAM Trips
  - Sales Missions
  - Screenings
- Oversees the activation of LATCB tradeshows domestically and internationally
- Manage assigned self-contained meetings that are housed at one or multiple hotels in the city



## Client Services Team

- Manage assigned citywide conventions that are based at the Convention Center
- Engage convention attendees through pre-promotions
- Effectively serve as an extension of the Sales Team for site Inspections, venue selections and other required services

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# CLIENT SERVICES FY 16/ 17 RESULTS

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- 32 Citywide Conventions in last 12 months
- 4.8 out 5.0 Client Services Satisfaction Rating
- 32 FAMs and Sales Missions
- 88 Site Inspections
- 60 Tradeshows, Conferences and Events



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# CITYWIDE CONVENTION REQUIRING SERVICE FROM NOW UNTIL.....

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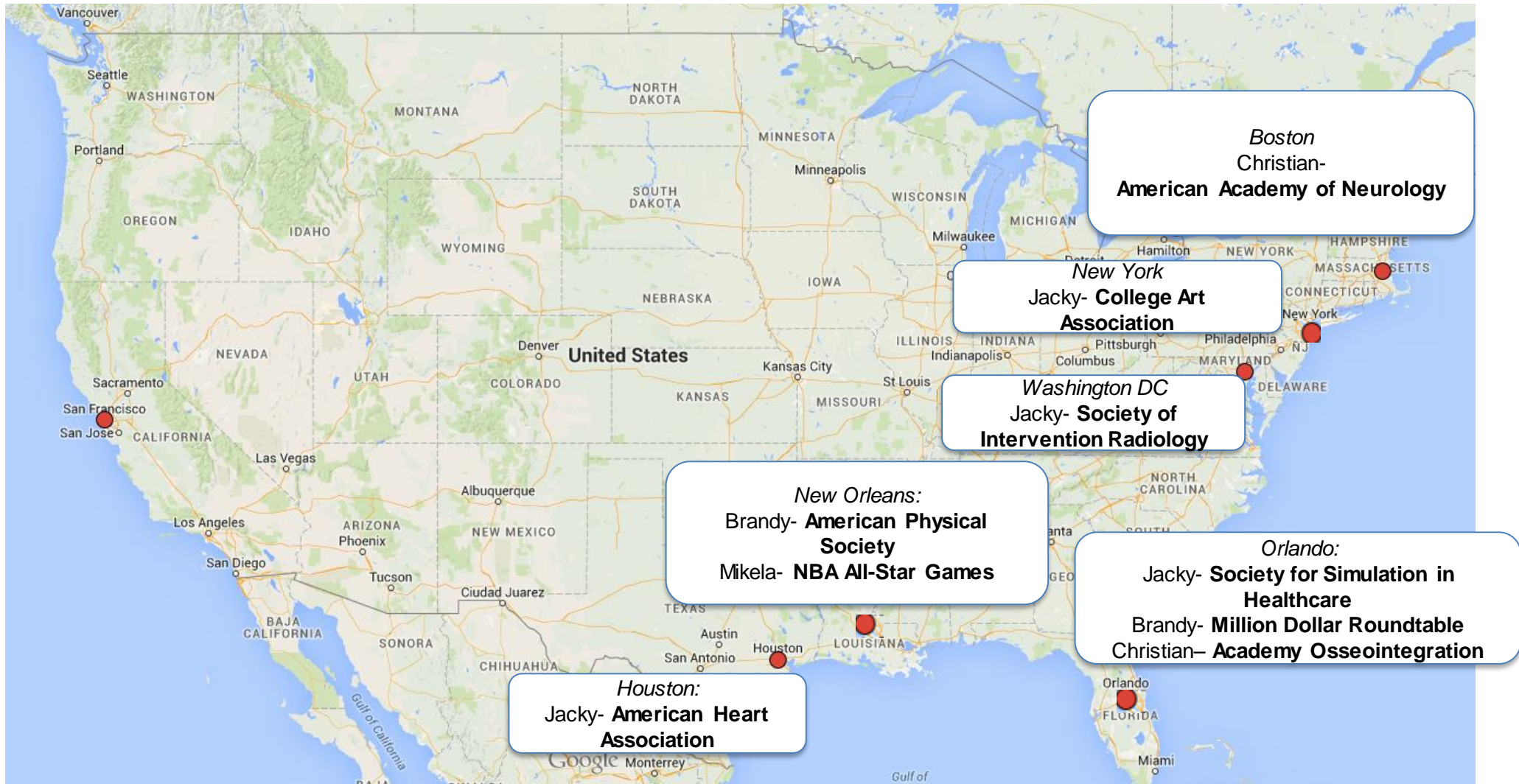


- 2016 Citywide Conventions – 22
- 2017 Citywide Conventions – 29
- 2018 Citywide Conventions – 26
- 2019 Citywide Conventions – 22
- 2020 Citywide Conventions – 19
- 2021 Citywide Conventions – 12
- 2022 Citywide Conventions – 12



# CLIENT SERVICES

## 2016 - 2017 PRE-PROMOTIONAL TRIPS



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# SUPER WOMEN IN FY 16/17

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- 2 Sales Missions
- 3 Internal Meetings
- 9 Pre-promotional Trips
- 34 Self Contained Meetings
- 20 Client Events
- 88 Sites for Citywide Convention & Self Contained Meetings
- 60 Trade Shows required preparation
- 32 Citywide Conventions





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# ENHANCED SITES

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The current fundamentals are in place:

1. Strong Client Services Team
2. Establishing a Personal Connection
3. Keeping Competitive with Other Destinations
4. Highlighting What is Uniquely L.A.



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# ENHANCED SITES

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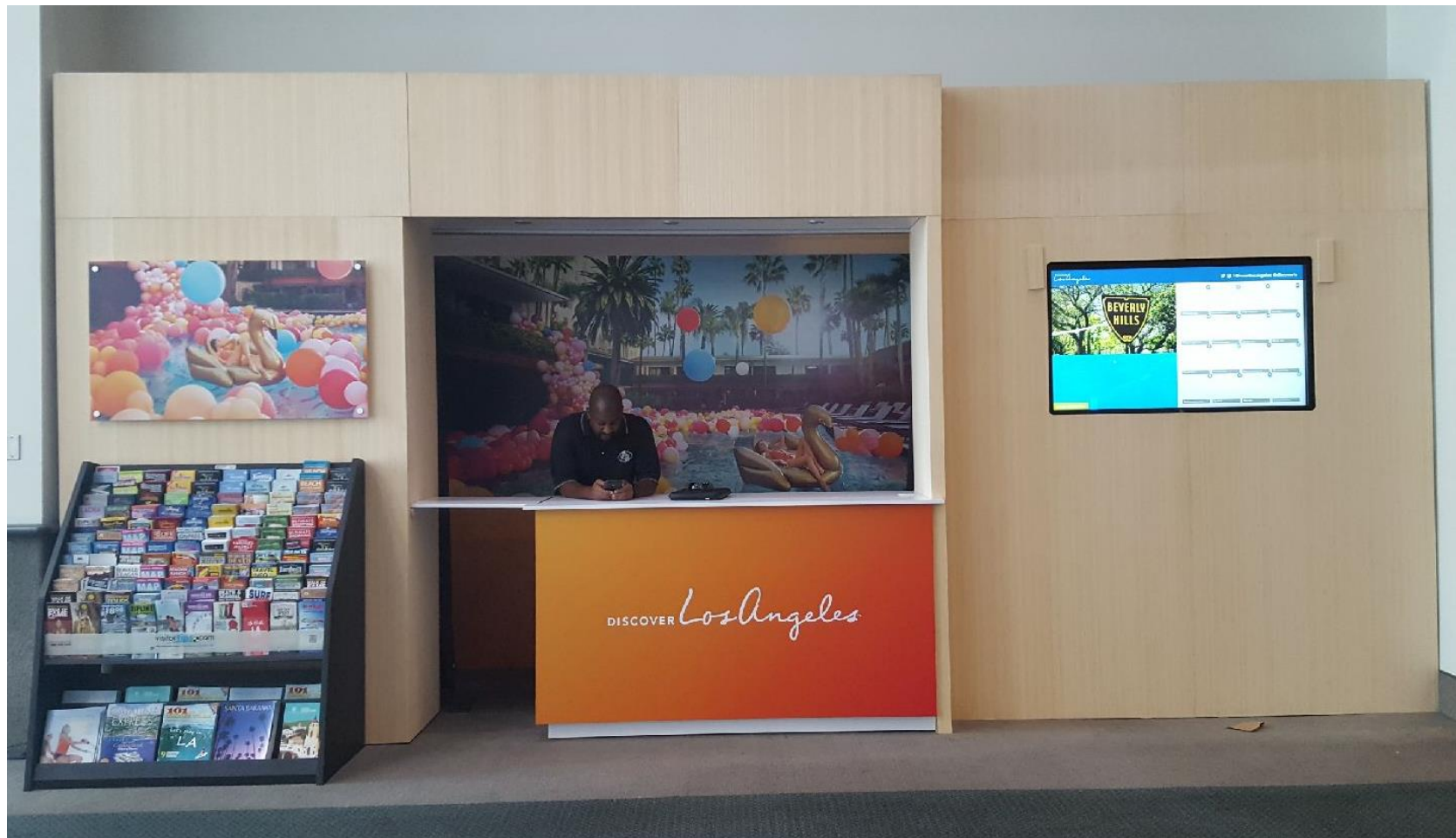
## Identify Methods to Further Enhance the Site Experience

- **Personalized** sites are the key – the more personalized and experiential the better
  - Personalization does not have to be expensive
  - Keep Sites Fun, Energized & Interactive
- People want to know **the LA story** – historical references, people of interest – bring the town to life with past references as well as sharing what is to come
- Site **consistency** – determining those steps that are a given within each site category
- Need to incorporate **human interest** & speak about L.A. as a **Community**
- Engage and utilize our partners from transportation to hotels to create a cohesive experience

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# NEW VISITOR CENTER

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# FIGUEROA STREET CONSTRUCTION

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Beginning the weekend of July 29, Figueroa will be reduced to three northbound lanes **between 11th and 8th Streets.**

This traffic pattern will remain in place for the next 60-90 days

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# METRO REGIONAL CONNECTOR CONSTRUCTION

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- Currently 6th St Closure from Flower St to Hope St Through November
- Flower St from 5th to 6th Closure from August to December
- Two lanes Closure on Flower St from 4th to 5th from July to August (Weekends)



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

MARKET OUTLOOK FORUM 2017

AUGUST 30



INTERCONTINENTAL<sup>®</sup>  
LOS ANGELES DOWNTOWN

THANK YOU