

CITY TOURISM COMMISSION

Commissioners: Jon F. Vein, President; Otto Padron, Vice President; Bricia Lopez; David Stone; Germonique Ulmer



Members of the public who wish to speak during the meeting must submit a "Request to Speak" form to the Board Secretary <u>prior</u> 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 one minute per speaker.

Regular Meeting Wednesday, March 16, 2022 9:00 a.m.

Los Angeles Convention Center 1201 S. Figueroa Street, Los Angeles, CA 90015 Room 411 - Theater

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 the City Tourism Commission.

3. APPROVE MINUTES

a. Approval of the regular meeting minutes from February 16, 2022

4. REPORTS

- a. Executive Director Report
- b. ASM Update
- c. LATCB Update

5. PRESENTATIONS

a. Update on Proposed Visitor Kiosks - IKE Smart City

Materials related to an item on this agenda submitted to the City Tourism Commission 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.



CITY TOURISM COMMISSION

Commissioners: Jon F. Vein, President; Otto Padron, Vice President; Bricia Lopez; David Stone; Germonique Ulmer



6. ACTION ITEMS

- a. Los Angeles Tourism & Convention Board FY 2022-23 Budget Board Report #22-001
- b. Findings to Continue Teleconference Meetings Pursuant to AB 361 Determination in accordance with AB 361 Section 3(e)(3) that, while the state of emergency due to the Covid-19 pandemic, as originally proclaimed by the Governor on March 4, 2020, remains active and/or state or local officials have imposed or recommended measures to promote social distancing, this legislative body has reconsidered the circumstances of the state of emergency and that the state of emergency continues to directly impact the ability of the members to meet safely in person and/or state or local officials continue to impose or recommend measures to promote social distancing.

7. ADJOURNMENT

NOTICE TO PAID REPRESENTATIVES

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 987-1960 or ethics.commission@lacity.org.

Materials related to an item on this agenda submitted to the City Tourism Commission 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.

Item 3a

Approval of the

February 16, 2022 Minutes



CITY TOURISM COMMISSION

Regular Meeting Minutes February 16, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, February 16, 2022 at 9:00 a.m. via Zoom.

PRESENT:

Vice President Otto Padron, Presiding Commissioner Bricia Lopez Commissioner David Stone Commissioner Germonique Ulmer

ABSENT:

President Jon F. Vein

PRESENTERS:

Ellen Schwartz, ASM Ben Zarhoud, ASM Kimberly Miera, Deputy City Attorney Doane Liu, CTD Darren Green, LATCB

Item 1. Call to Order / Roll Call

Vice President Padron, presiding, 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 special meeting minutes from January 12, 2022 UNANIMOUSLY APPROVED

Item 3b. Approval of the regular meeting minutes from February 2, 2022 UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: several meetings regarding the Super Bowl Experience readiness, the Summit of the Americas, and the MLB All Star Fan Fest; attending the LATCB International update, Emergency Management tabletop, and the Super Bowl welcome press conference. Mr. Liu also noted that the Planning Hearing Officer approved details on the

Board of City Tourism Commission February 16, 2022 Page 2 of 2

LACC and JW Marriott expansions, and the Planning Department review of the LACC specific plan and signage district.

Item 4b. ASM Monthly Update

Ms. Schwartz reported six events, including one citywide event which was smaller than usual due to COVID restrictions, and 3 filimings. Ms. Schwartz reported that the consumer events are out performing the citywide events. Mr. Zarhoud presented the financial data for December, reporting an operating surplus of \$0.2M and \$2.9M in gross revenue, driven by parking for campus events. Mr. Zarhoud also reported \$1.5M in operating expenses, noting that staff is still doing more with less, and that the December Exhibit Hall occupancy was 31%, noting that the year-over-year activity is still limited.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 70 leads YTD and booked 83,088 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that while leads are great compared to last year, the room nights are less that last and that expansion delays are still causing concern for clients. Mr. Green presented that preliminary data from the Super Bowl reporting an Economic Impact of \$234M-\$477M, Local Tax Impact of \$12M-\$22M, with Total Room Nights of 150,000-225,000 and the hotels did well, considering one of the teams was local. Mr. Green also gave a review of the Customer Advisory Board meeting, which is the strongest compared to other CVB's, noting that new hotel inventory, development updates, as well as other critical topics were discussed, with staffing being the number issue as well as the expense and profitability concerns of returning to in person meetings.

Item 5a: Findings to Continue Teleconference Meetings Pursuant to AB 361

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

ADJOURNMENT

The meeting was adjourned at 9:43 a.m. without objection.

Item 4a Executive Director's Report



Item 4b ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

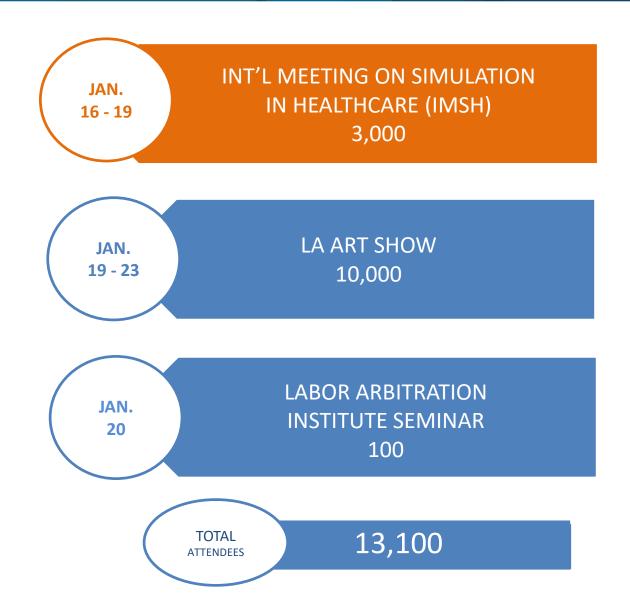
JANUARY 2022

BEN ZARHOUD





LACC JANUARY 2022 EVENTS



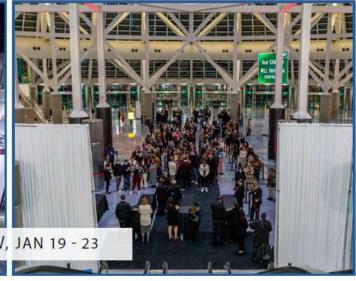
JANUARY 2022 EVENTS

JANUARY EVENT RECAP









LACC JANUARY 2022 FILMING & PARKING

DATES	NAME	LOCATION	AMOUNT
Jan 4 - 7	The Flight Attendant	South Lobby	\$91,400
Jan 19 - 25	Facebook Live (Foo Fighters)	South Hall G	\$90,853

TOTAL: \$182,253

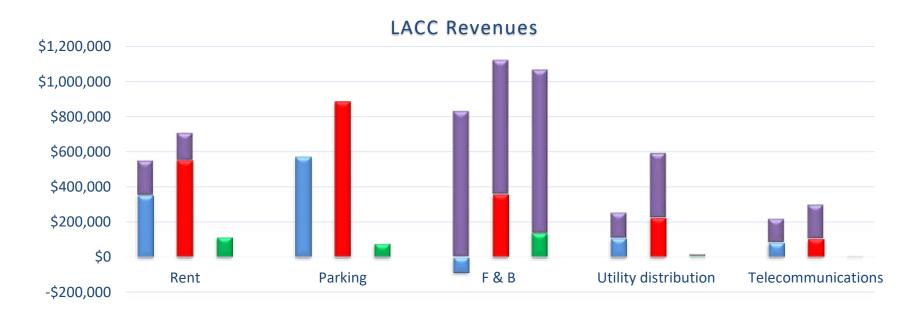
LACC JANUARY 2022 FINANCIALS

OPERATING SURPLUS (LOSS):

- (\$0.7) million (before approved City Reimbursements, A & I and Capital Projects)
- \$1.1 million below budget
- \$0.2 million below prior year

REVENUES:

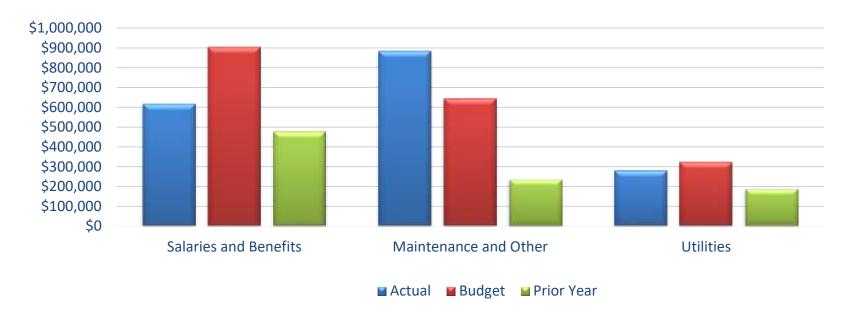
- \$2.5 million gross revenue (before discounts and service provider share)
- \$1.1 million net revenue
- \$1.2 million below budget and \$0.6 million above prior year



LACC JANUARY 2022 FINANCIALS

OPERATING EXPENSES:

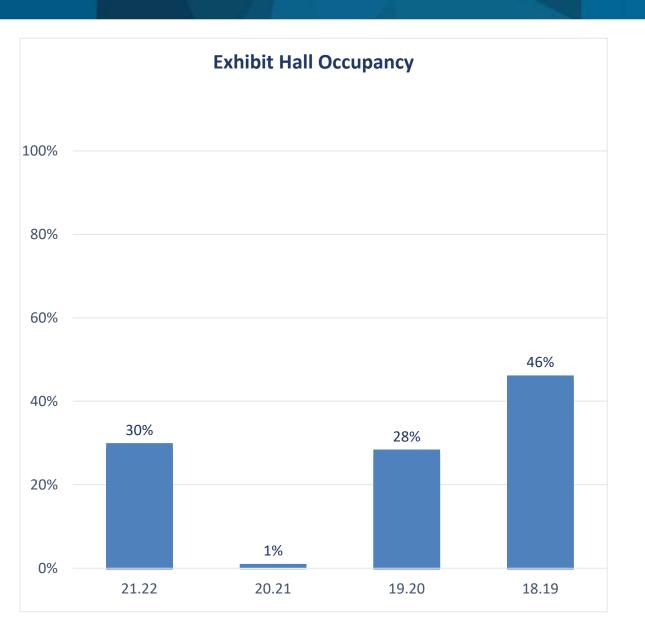
- \$1.8 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.1 million below budget and \$0.9 million above prior year

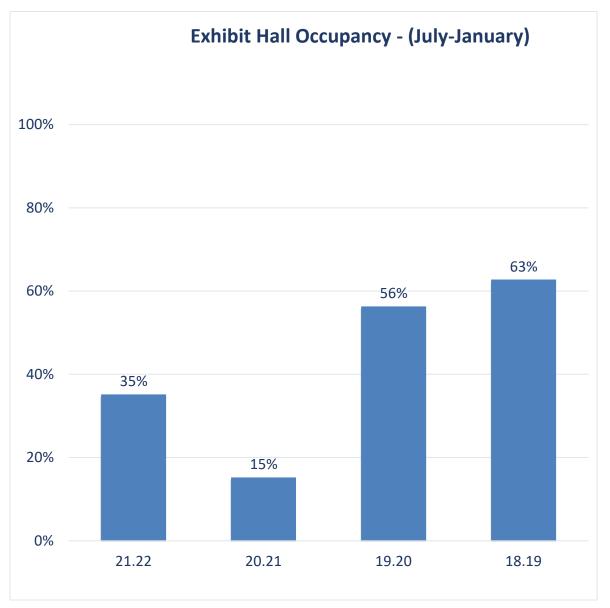


CITY REIMBURSEMENT - \$0.1 million

Capital and Alterations & Improvements

LACC JANUARY 2022 OCCUPANCY





Item 4c LATCB Update

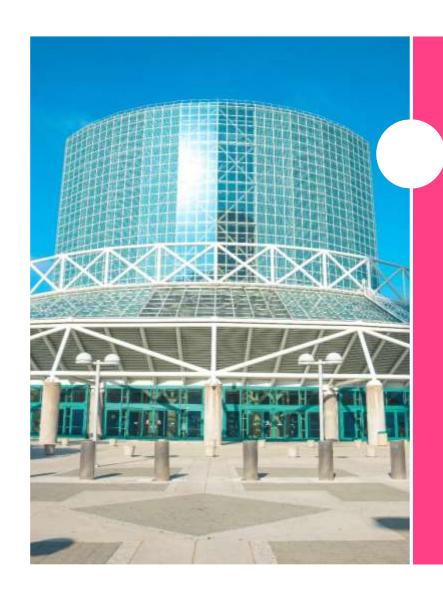








Los Angeles Tourism & Convention Board



SALES UPDATES

Darren K GreenChief Sales Officer





CITYWIDE CONVENTION SALES

YTD FY21/22 PRODUCTION RESULTS

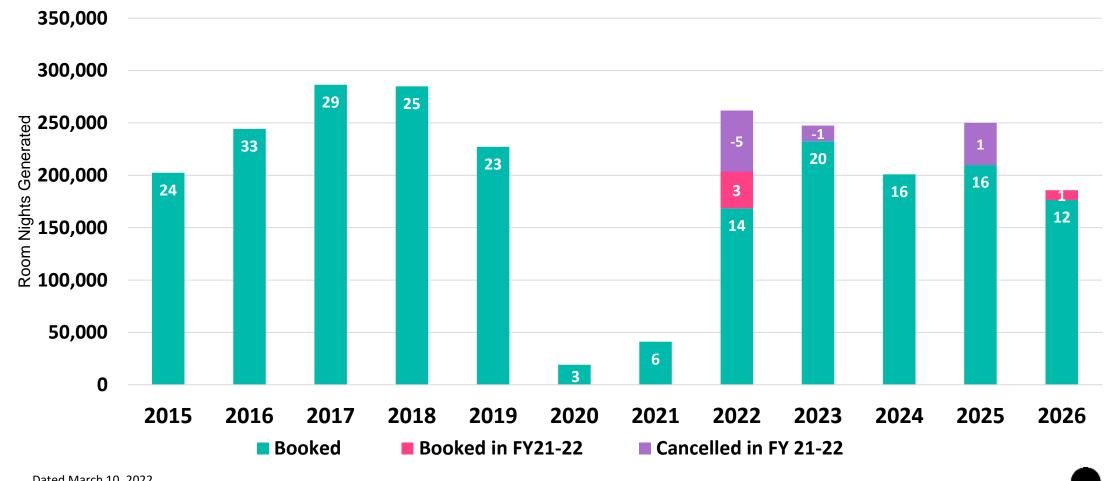
Lead Production	Leads Actual
FY 21/22 Goal	176
FY 21/22 YTD	78
FY 20/21 STLY	49

Booked Room Nights Produced	RNs Actual
FY 21/22 Goal	225,000
FY 21/22 YTD	164,118
FY 20/21 STLY	224,339

Dated March 10, 2022



CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2015-2026 CALENDAR YEAR ARRIVAL DATE



Dated March 10, 2022



CITYWIDE CONVENTION PIPELINE

YEAR	RNs	Last Update Variance
2022	19,482	14,492
2023	88,666	10,504
2024	182,015	6,256

YEAR	RNs	Last Update Variance
2025	153,548	5,487
2026	94,192	-13,792
2027	141,081	-32,787

Dated March 10, 2022



Super Bowl LVI Client Event



- The Sales team worked closely with the NFL and the Super Bowl Host Committee contracting and actualizing approximately
 65,000 total room nights
- Hosted the meeting industry's most influential leaders, with executives from HB, Conference Direct, HPN, ANIME, George P. Johnson, Enterprise Events Group, Cvent, and Ingram Micro
- Showcased activations at hotels and venues.
- The Game Day experience exceeded expectations and we've already received 3 concrete leads





GROUP SALES RECOVERY TRENDS AND FOCUS

- "Group business" = small corporate vs. large association
- Corporate meetings up from 59% to 70% of group business
- Small gatherings crucial to group recovery; meetings of 1,000+
 make up 3.2% of events that occur
- Hotels and venues need midweek corporate and association business
- International slower to recover, impacting gateway cities and group-oriented hotels
- Citywide association meetings needed for full recovery
- Recurring theme = need for more strategic approach to meetings
 segments and formats



SALES FOCUS

- Increase focus on **Business Development**, identifying vertical/geographic opportunities as lead volume increases month over month.
- Manage demand and lead volume by **strategically redeploying and increasing** sales resources to optimize hotel support, efficiency and production.
- Increase outreach to hotels and venues to ensure ongoing strategic alignment.
- Continue migration to primary focus on digital channels and develop targeted campaigns for key vertical segments.
- Continue to partner with VCA to promote statewide message that California is open for business, leveraging their significant financial investment for tradeshows, sales missions and media.



VISIT CALIFORNIA

PME Initiative & Platform Partnering







Los Angeles Tourism & Convention Board

Item 5a Update on Proposed Visitor Kiosks – IKE Smart City



Item 6a

Los Angeles Tourism & Convention Board

FY 2022-23 Budget – Board Report #22-001





OVERVIEW OF THE LOS ANGELES TOURISM & CONVENTION BOARD 2022-23 TOT BUDGET

Board of City Tourism Commissioners Meeting March 16, 2022

LA TOURISM BACKGROUND

LA Tourism (Los Angeles Tourism & Convention Board)

- First contracted with the City in 1976
- > CTD's governance gives oversight of LA Tourism contract to CTD
- Current contract term through June 30, 2030

Services Provided

- To book and assist in licensing the Los Angeles Convention Center
- To book meetings and conventions in hotels
- To promote Los Angeles in domestic and international markets

Constituents

- Los Angeles Convention Center, City of Los Angeles
- Hoteliers
- Hospitality and tourism industry partners
- Customers (meeting planners, travel industry, visitors)
- Consumer and travel trade media

LA TOURISM FUNCTIONAL OVERVIEW

SALES & SERVICES

MARKETING

OPERATIONS/ MEMBERSHIP

EXTERNAL AFFAIRS

CITYWIDE SALES

CLIENT SERVICES

HOTEL SALES

DESTINATION SERVICES

BRAND & DIGITAL MARKETING

COMMUNICATIONS (P.R.)

INTERNATIONAL TOURISM

TOURISM INSIGHTS (RESEARCH)

FINANCE

INFORMATION TECHNOLOGY

HUMAN RESOURCES

MEMBERSHIP & Dine LA

VISITOR SERVICES

CITY TOURISM DEPARTMENT

TOURISM
MARKETING DISTRICT

LOS ANGELES WORLD
AIRPORTS

GOVERNMENT & INDUSTRY STAKEHOLDERS

Pandemic Impacts

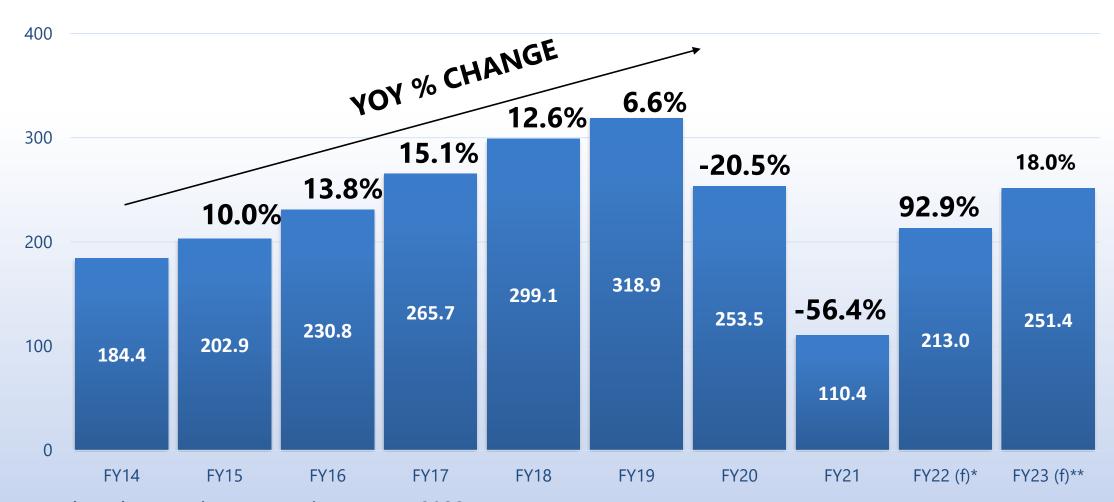
	<u>2019</u>	<u>2020</u>	<u>2021</u>
Travel & Tourism Jobs	544,700	347,300	466,900*
Total Visitors	50.7MM	26.9MM	39.9MM**
Direct Spending	\$24.7B	\$9.9B	\$16.0B**
Total Economic Impact	\$37.8B	\$15.2B	\$24.4B**

^{*}Jobs 2021 projection based on Employment Development Department (State of CA) data

^{**}Calendar Year projections based on Tourism Economics data

Los Angeles Transient Occupancy Tax (TOT)

Contributions to General Fund per Fiscal Year (in \$M)



^{*} Forecast based on Tourism Economics January 2022 Forecast

^{**} Forecast using City Revenue Outlook from FY22 Proposed Budget (April 2021)

TOT Funds for LA Tourism Contract

14% hotel occupancy tax collected by hotel and motel operators and remitted to the City

- > 1% LA Tourism
- > 13% City General Fund
 - 1% Department of Cultural Affairs
 - 3.5% Allocated to Los Angeles Convention Center Debt Service

Net TOT Allocation to LA Tourism*			
Actual 2020-21	Revised Estimate 2021-22**	Proposed Budget 2022-23***	
\$8,139,000	\$16,056,000	\$18,931,000	

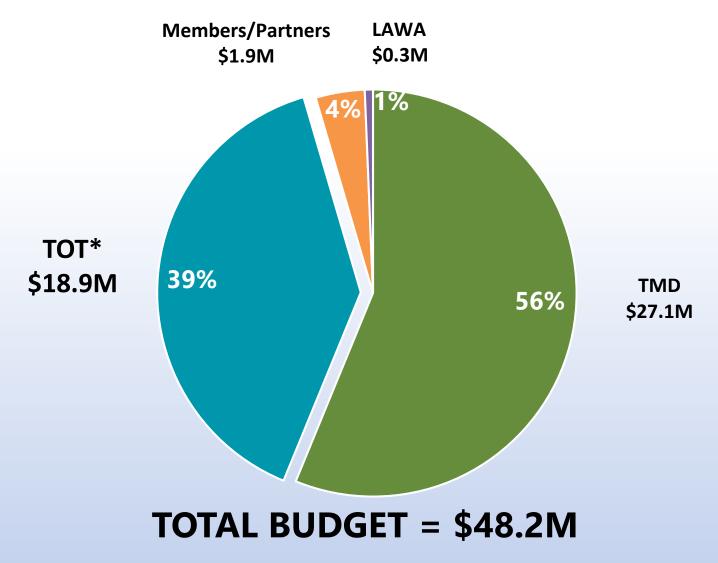
^{*}Net of City administrative services allocation, including CTD's cost of administering the LA Tourism contract.

^{**}Based on Tourism Economics January 2022 forecast

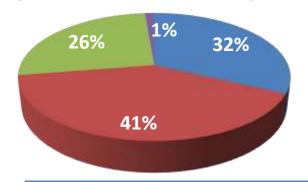
^{***}Based on City Revenue Outlook from FY22 Proposed Budget (April 2021)

LA TOURISM RESOURCES 2022–23

(Preliminary)



OVERVIEW OF LA TOURISM TOT PROPOSED BUDGET



- Convention & Meeting Sales & Services
- Marketing, Public Relations & Media
- Operations (Finance, Legal, Technology & HR)
- Allocation to TOT Reserve Fund

TOT Allocation							
Program	Actual 2020-21	Estimated 2021-22	Proposed 2022-23	YOY % Change			
Convention & Meetings Sales & Services	\$2,330,000	\$4,378,000	\$6,058,000	38.4%			
Domestic & International Marketing, Global Public Relations & Media	\$2,445,000	\$7,045,000	\$7,660,000	8.7%			
Operations (Finance, Legal, Technology & HR)	\$3,364,000	\$4,633,000	\$4,963,000	7.1%			
Allocation to TOT Reserve Fund, for funding future programming			\$250,000				
TOTAL	\$8,139,000	\$16,056,000	\$18,931,000	17.9%			

CONVENTION & MEETINGS SALES & SERVICES

2021-22 DELIVERABLES

- Increased booking of small meetings by an average of 10-15%
- Continued to focus on retention of existing citywide groups along with booking and replacing open dates due to cancellations or shifts to future years
- Secured group business for new and modernized venues, leveraging signature sports and entertainment events
- Aggressively resumed sales team travel targeting tradeshows, client and customer events, stressing LA is open for conventions, to be held safely and responsibly
- Continued to illustrate the importance of the development and renovation of the LACC



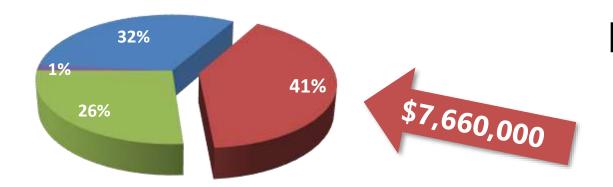
2022-23 FOCUS

- Transition from "Customer Engagement" to "Business Development"
- Manage demand and lead volume, strategically deploying sales resources
- Execute "in-person" Meet LA Exchange and Customer Advisory Board
- Continue to leverage and partner with Visit CA and their PME objectives
- Re-assess production targets based on number and size of events, booking pace, deployment, available inventory and progress of the LACC renovation
- Evolve Sales Marketing messaging to align with B2C campaign as much as possible

DOMESTIC & INTERNATIONAL MARKETING, GLOBAL PUBLIC RELATIONS & MEDIA

2021-22 DELIVERABLES

- Achieved 39.9 million visitors by the close of 2021
 - 37.5 million domestic visitors
 - 2.4 million international visitors
- Created a new, global campaign "Your Comeback Starts Here"
- Launched first national advertising campaign in organization's history, reaching
 24 million "Ad-aware" traveling households
- 5.4 million unique visitors to website, social and e-mail database
- 70% of all earned media coverage was feature stories



DOMESTIC & INTERNATIONAL MARKETING, GLOBAL PUBLIC RELATIONS & MEDIA

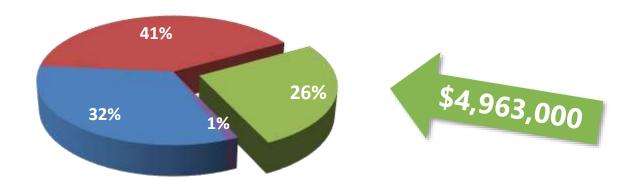
2022-23 FOCUS

- Optimize Ad Markets based on available funding
- **Develop next evolution** of "Your Comeback Starts Here" campaign
- Renew BrandUSA LOA at a minimum of \$1 million to activate five international markets
- Execute trade missions leveraging paid, owned, and earned assets in international markets
- Develop and test a pilot program leveraging arts and culture to drive visitation

OPERATIONS (Finance, Legal, Technology & HR)

2021-22 DELIVERABLES

- Continued to release program funding in 60-day tranches to maximize ongoing operating liquidity and minimize impact of unanticipated revenue shortfalls
- Re-evaluated staffing levels to balance financial position while ensuring appropriate resources to maintain competitive market position
- Implemented internal Operations Committee to focus on continuous process improvement and maximize use of technology
- Visitor Information Centers remained closed; continued to disseminate information through optimal channels



OPERATIONS (Finance, Legal, Technology & HR)

2022-23 FOCUS

- Balance budgetary needs and cash management to ensure sufficient liquidity for programming, while achieving FYE breakeven position
- **Leverage process automation** to drive efficiencies and productivity, including centralized accounting, HRMS functionality and enhanced cybersecurity measures
- Implement practical solutions to address labor shortage and market competitiveness for talent
- Measure and focus efforts on Diversity, Equity and Inclusion (DEI) to ensure that branding, hiring, succession planning, procurement and Board composition better reflect our local community

RECOMMENDATION

The Board approve the Los Angeles Tourism & Convention Board 2022-23 TOT budget for inclusion in the Mayor's 2022-23 Proposed Budget.

CITY OF LOS ANGELES

INTER-DEPARTMENTAL CORRESPONDENCE

Date: March 11, 2022

To: Board of City Tourism Commissioners

From: Doane Liu, Executive Director

City Tourism Department

Subject: LOS ANGELES TOURISM & CONVENTION BOARD 2022-23 BUDGET

- BOARD REPORT #22-001

SUMMARY

The primary goal of the City's engagement with the Los Angeles Tourism & Convention Board (LATCB) is to grow the local economy by promoting the City as a site for citywide conventions, business meetings and major tradeshows, and as a destination for leisure travel. As part of the annual budget process, and to satisfy the City's Charter-mandated budget deadlines, the Board of City Tourism Commissioners (Board) will consider for approval LATCB's 2022-23 budget for inclusion in the Mayor's Proposed Budget.

Destination Marketing Organizations (DMOs) such as LATCB are not unique to Los Angeles, and are engaged by cities for specific convention and travel promotional purposes. Most cities fund their DMOs through a hotel occupancy tax. Under its contract with the City, LATCB receives a portion of the City's Transient Occupancy Tax (TOT), which is a tax levied on hotel or motel rooms, collected by the operator and remitted to the City monthly. The tax rate is 14 percent, of which 13 percentage points are remitted to the General Fund and the other one percentage point is remitted to the Los Angeles Convention and Visitors Bureau Trust Fund. The recommendation in this report requests the Board's approval for LATCB's proposed expenditure of TOT for Fiscal Year 2022-23.

DISCUSSION

The Los Angeles City Tourism Department (CTD) and LATCB executed an agreement for a ten-year term, from July 1, 2020 through June 30, 2030. As part of the agreement, LATCB's proposed expenditure for TOT is reviewed and approved annually in consideration of the City's greater budget process.

LATCB is financed through several sources of funds. TOT is the second largest source of funds, making up approximately 39 percent of LATCB's budget. Other sources include LATCB's agreement with the Los Angeles World Airports (LAWA); revenues

received from annual dues paid by LATCB members and sponsorship partners; and assessments collected as part of the Tourism and Marketing District (TMD).

The following is a breakdown of LATCB's revenue budget for Fiscal Year 2022-23:

DESCRIPTION	AMOUNT	
LAWA Contract	\$313,000	
Members/Partners/Sponsors	\$1,877,000	
TOT	\$18,931,000	
Tourism Marketing District (1.5% Assessment)	\$27,096,000	
TOTAL	\$48,217,000	

Due to the ongoing novel coronavirus (COVID-19) pandemic, TOT remittances have been unpredictable as lodging activity has been significantly impacted by travel restrictions, surges in case rates and changing safety protocols. As shown in the table below, the negative impacts from the pandemic were drastically felt during Fiscal Year 2020-21. The City anticipates that TOT remitted to LATCB will increase as the travel sector continues its recovery:

1 Percentage Point Transient	Actual	Estimated	Proposed
Occupancy Tax to LATCB	2020-21	2021-22	2022-23
(TOT collections less City	\$8,138,731	\$16,056,000	\$18,931,000
administrative costs)	φο, 130,731	\$10,030,000	φ10,931,000

LATCB's TOT budget can be broken down into four main categories: sales, marketing, operations and the TOT Reserve Fund.

The sales division is charged with booking citywide conventions and events at the Los Angeles Convention Center (LACC), booking and coordinating sales for self-contained hotel events, and providing client services.

The marketing division targets domestic and international markets for the purposes of generating tourism and leisure travel to the City. Marketing develops public relations and media, creates and places advertisements, performs research and analysis on tourism and travel, and coordinates journalist site visits.

The operations division oversees the finance, technology, legal and human resources divisions for LATCB.

The TOT Reserve Fund is a tool that was added under the current contract, which allows LATCB to set aside funding for use during future years to support programming and responses to major disasters or catastrophic events.

The following is a breakdown of the TOT budget for the four major categories:

	Estimated 2021-22	Proposed 2022-23	YOY % Change
Sales	\$4,378,000	\$6,058,000	38.4%
Marketing	\$7,045,000	\$7,660,000	8.7%
Operations	\$4,633,000	\$4,963,000	7.1%
TOT Reserve	-	\$250,000	-
TOTAL	\$16,056,000	\$18,931,000	17.9%

The 38.4% increase to the sales budget will be crucial in supporting efforts to advance business opportunities as the meetings industry resumes activities. This will include additional development of messaging and the continued leveraging of key partnerships.

The marketing budget increase of 8.7% compared to prior year will be used to further evolve the "Your Comeback Starts Here" campaign and to strategically optimize ad markets based on available funding.

The operations budget has a year-over-year increase of 7.1% and will focus on realizing efficiencies from process automation; competing to recruit and retain talent; and focusing on diversity, equity and inclusion (DEI) efforts. Similar to the current fiscal year, the deployment of funding for this category will maximize ongoing operating liquidity.

Upon approval, the Mayor will include LATCB's budget as part of the 2022-23 Proposed Budget. Per the City's Charter, the Mayor's Proposed Budget must be submitted to the City Council no later than April 20, 2022.

RECOMMENDATION

That the Board of City Tourism Commissioners approve the Los Angeles Tourism & Convention Board 2022-23 TOT budget for inclusion in the Mayor's 2022-23 Proposed Budget.

Item 6b

Findings to Continue Teleconference Meetings Pursuant to AB361

