



CITY TOURISM COMMISSION



Commissioners: Jon F. Vein, President; Juan Camacho;
Camron Onumah; Kathleen Rawson; Vacant

Members of the public who wish to speak during the meeting must submit a "Request to Speak" form for each agenda item of interest to the Board Secretary prior to the commencement of the public comments. 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 Comments." Public speaking will be limited to a total of three minutes per speaker. Meeting packets may be found on the City Tourism Department website, tourism.lacity.org.

Regular Meeting
Wednesday, June 21, 2023
9:00 a.m.
1201 S. Figueroa St.
Los Angeles, CA 90015

1. CALL TO ORDER / ROLL CALL

2. COMMENTS FROM THE PUBLIC

- a. General and Agenda Item 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 the City Tourism Commission.

3. APPROVE MINUTES

- a. Approval of the special meeting minutes from May 25, 2023

4. REPORTS

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

5. ACTION ITEMS

NONE

6. 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.

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

May 25, 2023

Special Meeting Minutes



CITY TOURISM BOARD OF COMMISSIONERS

Special Meeting Minutes
May 25, 2023

The Board of City Tourism Commissioners (Board) convened a special meeting on Thursday, May 25, 2023 at 9:00 a.m. in the Tom Fields Board Room at 1201 S. Figueroa St., Los Angeles, CA 90015.

PRESENT:

President Jon F. Vein
Juan Camacho
Sandra Lee
Cameron Onumah
Kathleen Rawson

ABSENT:

None

PRESENTERS:

Ben Zarhoud, ASM
Doane Liu, CTD
Kim Nakashima, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:03 a.m.

Item 2a. Public Comment

Public comments related to the Interactive Kiosk Experience, also known as IKE, were received from the individuals listed below. As this subject was not an agenda item, correspondence was received and filed.

Barbara Broide, Westside Neighborhood Council, Land Use/Mobility Committee
Marion Dodge
Debra Matlock, President of the Los Feliz Improvement Association
Chris Spitz, Vice Chair of the Westside Regional Alliance of Councils
Maryam Zar, President of the Pacific Palisades Community Council

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from March 15, 2023

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 Marc Gagnon with the International Health Racket and Sportsclub Association, the U.S. Golf Association, a Korean delegation from Seoul City and Jamsil Stadium, Commission President Jon Vein, Terri Toennies with the L.A. Auto Show, Ray Chiang with Anime Expo, Councilmember Katy Yaroslavsky, Deputy Mayor Randall Winston, Steve Choe with AC Moxy hotel, Deputy Mayor Rachel Freeman, hotel industry representatives, Michael Samulon with Mayor's Office of Energy and Sustainability, Martin Ludlow regarding LA x NOLA event, Department of Water and Power, newly appointed City Tourism Department commissioners for an orientation, Kim Weedmark, Adam Burke, Curtis Earnest of CD 9, various clients for safety task force meetings, and Tourism Day planning meetings; attending City Council's Budget and Finance committee, Los Angeles Tourism & Convention Board's (LATCB) Board of Directors meeting, Mayor Bass' State of the City, NatCon Career Academy, City Tourism Department's budget hearing, Visit California's press conference at LAX, Asian American & Pacific Islander Heritage Month ceremony, FIFA event at Griffith Observatory, Central City Association event, and a CBRE fireside chat.

Item 4b. ASM Monthly Update

Mr. Ben Zarhoud reported on 12 events during March 2023 with 29,029 total number of attendees and seven filming/parking clients, as well as the Sales and Marketing activities. Mr. Zarhoud presented the financial data for March, reporting an operating surplus of \$0.9M and \$5.0M in gross revenue, of which 80% was driven by rental, parking, food and beverage, noting good parking revenues in part due to campus activity with over 30 events at Crypto.com Arena. Mr. Zarhoud also reported \$2.1M in operating expenses, noting the variance from the last report was due to the timing of purchases made. In addition, Mr. Zarhoud reported 1.2 GW of power generated, 22% from solar and March's exhibit hall occupancy as 45%.

Item 4c. LATCB Monthly Update

i. LA Tourism Overview

Mr. Darren Green provided an overview of LATCB, its longstanding relationship with the City of Los Angeles, its mission, organizational structure, and tourism's economic impact on the City.

ii. Sales Department Overview

Mr. Green presented an overview of LATCB's sales and marketing team with graphics identifying the regional assignments of both the Citywide Sales team and Hotel Sales team throughout the United States.

iii. Sales Update

Mr. Green reported that LATCB has processed 139 leads year-to-date and booked 285,812 room nights, exceeding the year-end goals of 130 leads and 225,760 room nights. Mr. Green also reported 21 citywides booked for 2023 calendar year and a robust pipeline.

iv. Citywide Site Inspection Highlights

Mr. Green reported on recent site visits by the Service Employees International Union, Toyota, American Society of Association Executives, and Informa Connect.

Item 5a: Policy Recommendations for the Los Angeles Convention Center

Ms. Kim Nakashima presented the Board with policy recommendations for the Los Angeles Convention Center which includes a transition away from pandemic-response language and extending temporary discounting provisions for citywide and local events through December 31, 2028. Discounting provisions would be used only when absolutely necessary to strategically book or retain business. The policy recommendations would help mitigate the current and future challenges which include the increasingly competitive market, fears of recession/inflation, uncertainty regarding the Los Angeles Convention Center Expansion/Modernization Project, anticipated impacts from expansion project construction, and sustained booking calendar interruption due to the 2028 Olympic and Paralympic Games.

THE BOARD UNANIMOUSLY APPROVED THE POLICY RECOMMENDATIONS FOR THE LOS ANGELES CONVENTION CENTER

ADJOURNMENT

The meeting was adjourned at 10:42 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

APRIL 2023

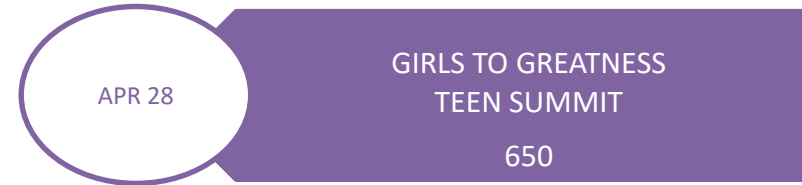
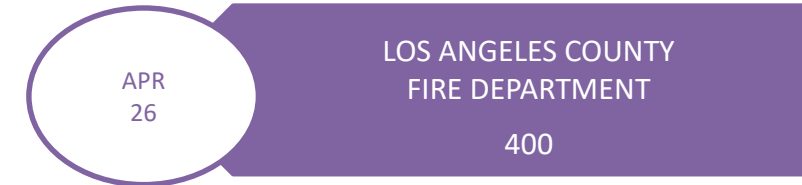
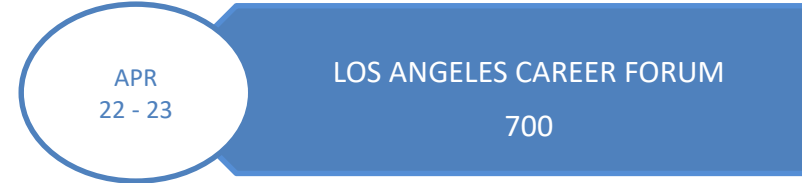
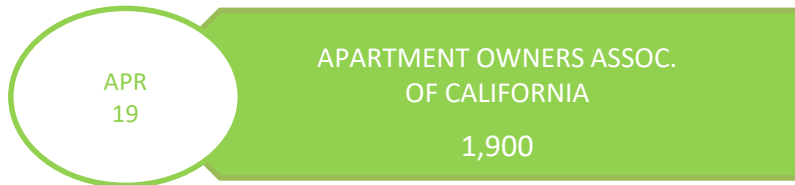
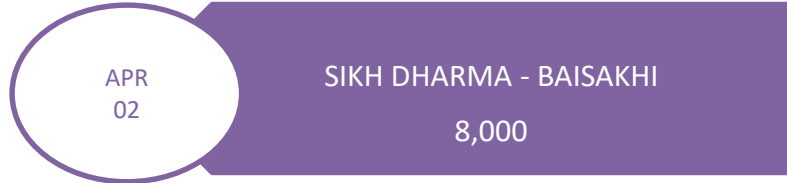
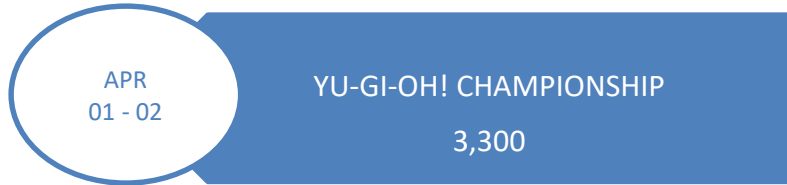
KIMBERLY WEEDMARK

AND

BEN ZARHOUD



LACC APRIL 2023 EVENTS



- *CITYWIDE
- *CONSUMER SHOW
- *ASSEMBLY
- *TRADE SHOW
- *MEETING

LACC APRIL 2023 EVENTS



AAHOA



APARTMENT OWNERS ASSOC.



YU-GI-OH! CHAMPIONSHIP



LACC APRIL 2023 EVENTS



AAHOA



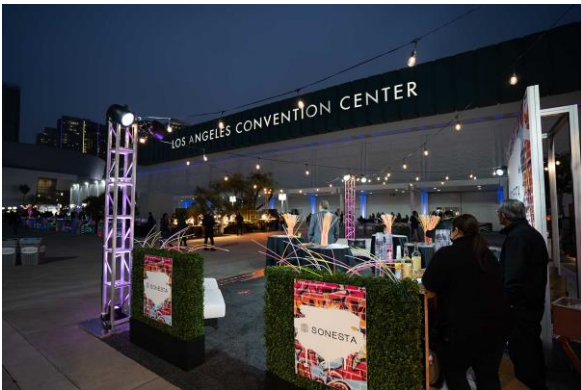
APARTMENT OWNERS ASSOC.



YU-GI-OH! CHAMPIONSHIP



AAHOA VIP RECEPTION



LACC APRIL 2023 FILMING & PARKING

DATES	PRODUCTION COMPANY	NAME	LOCATION	AMOUNT
Apr 3 – 6	Ionic Productions	Wonder Man	West Lobby, Petree, Concourse	\$79,328
Apr 27 – 29	Furlined	Verizon Commercial	West Lobby, Petree, Bond Lot	\$21,636
			TOTAL:	\$100,964

SALES & MARKETING ACTIVITIES

LICENSED:

EVENT	DATES	TYPE
LA County Fire Dept.	April 26, 2023	Assembly
LA Grand Interfaith Iftar	April 17, 2023	Assembly
Reed Exhibitions Meetings	April 27 – 28, 2023	Meeting
The Church in Los Angeles	May 21, 2023	Meeting
HACLA 2023	May 22, 2023	Assembly
Who Wants to Make it	June 24, 2023	Meeting
Got Sole	July 22, 2023	Consumer Show
WCUI Nursing Graduation	October 14, 2023	Assembly
Wekfest Los Angeles 2023	October 15, 2023	Consumer Show
SBMT World Congress 2024	March 14 – 17, 2024	Trade Show

LACC APRIL 2023 FINANCIALS

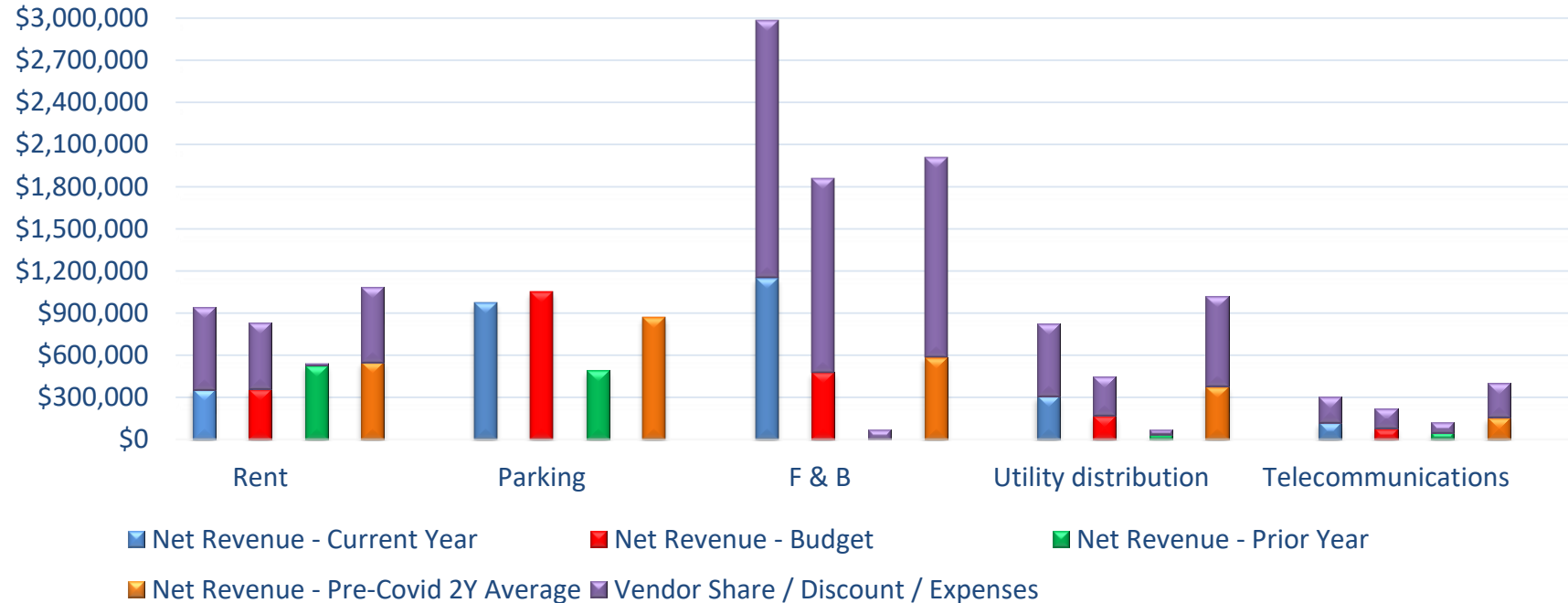
OPERATING SURPLUS (LOSS):

- \$0.6 million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.3 million above budget
- \$0.8 million above prior year and \$0.2 million below Pre-Covid 2Y average

REVENUES:

- \$6.4 million gross revenue (before discounts and service provider share)
- \$3.2 million net revenue
- \$0.9 million above budget
- \$1.9 million above prior year and \$0.5 above below Pre-Covid 2Y Average

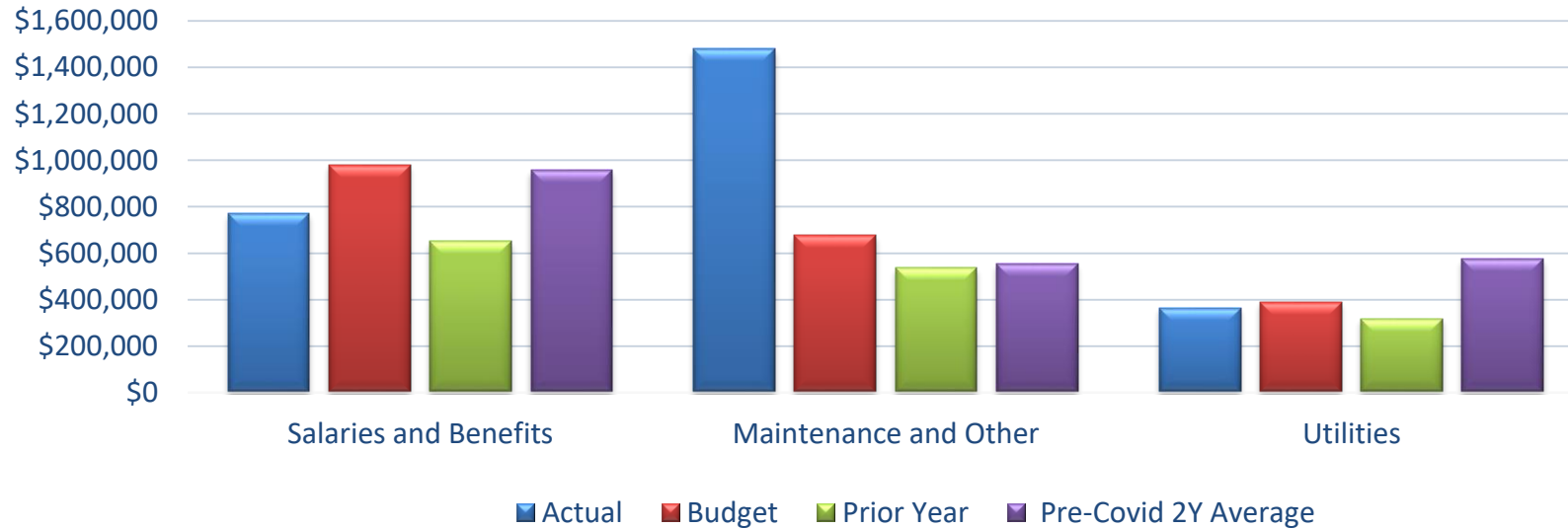
LACC Revenues



LACC APRIL 2023 FINANCIALS

OPERATING EXPENSES:

- \$2.1 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.2 million above budget
- \$0.7 million above prior year and \$0.2 million above Pre-Covid 2Y Average



CITY REIMBURSEMENT – \$0.6 million (\$0.5 million above budget driven by additional General Fund costs)

Capital and Alterations & Improvements

LACC APRIL 2023 OCCUPANCY

Exhibit Hall Occupancy

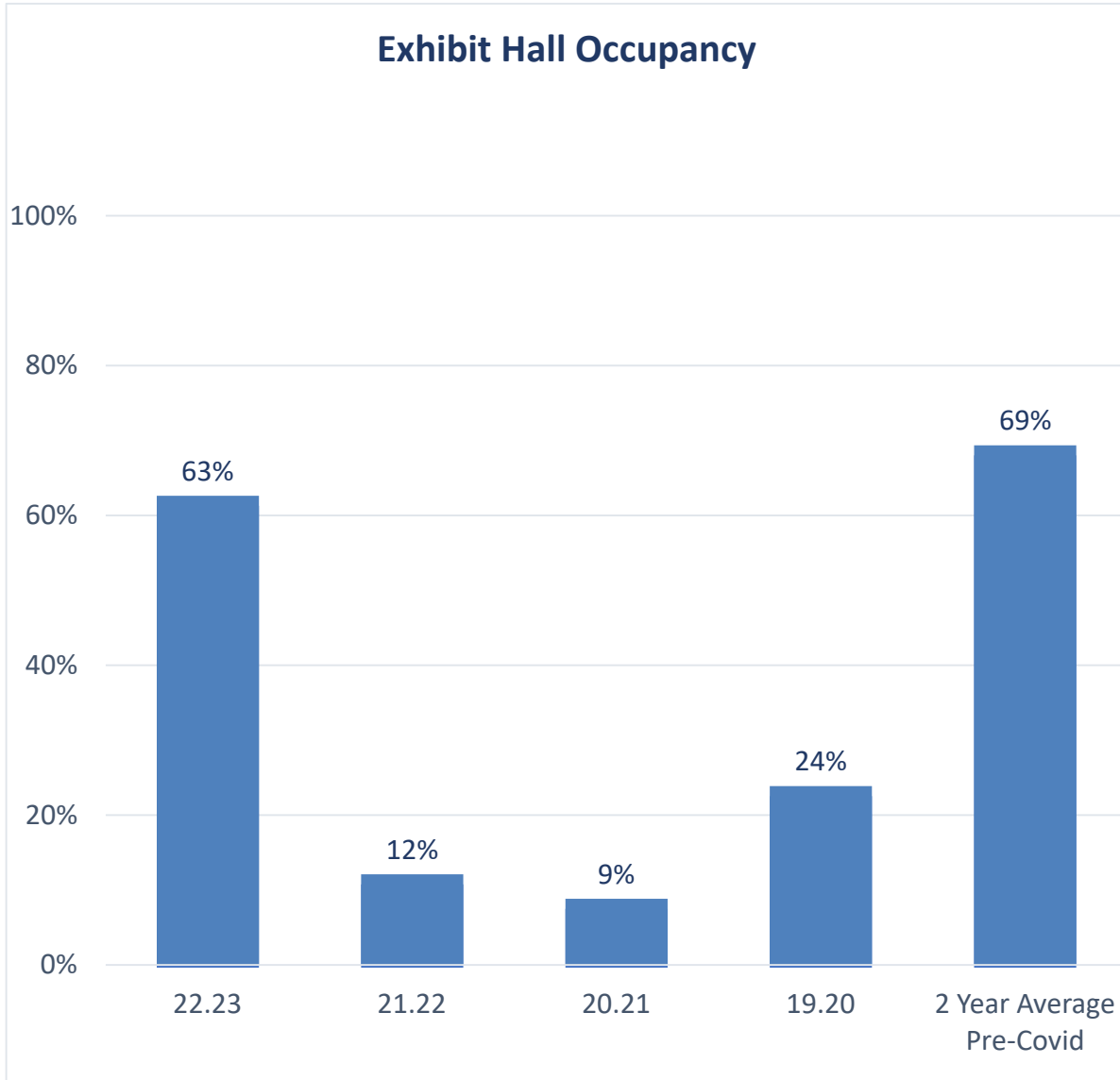
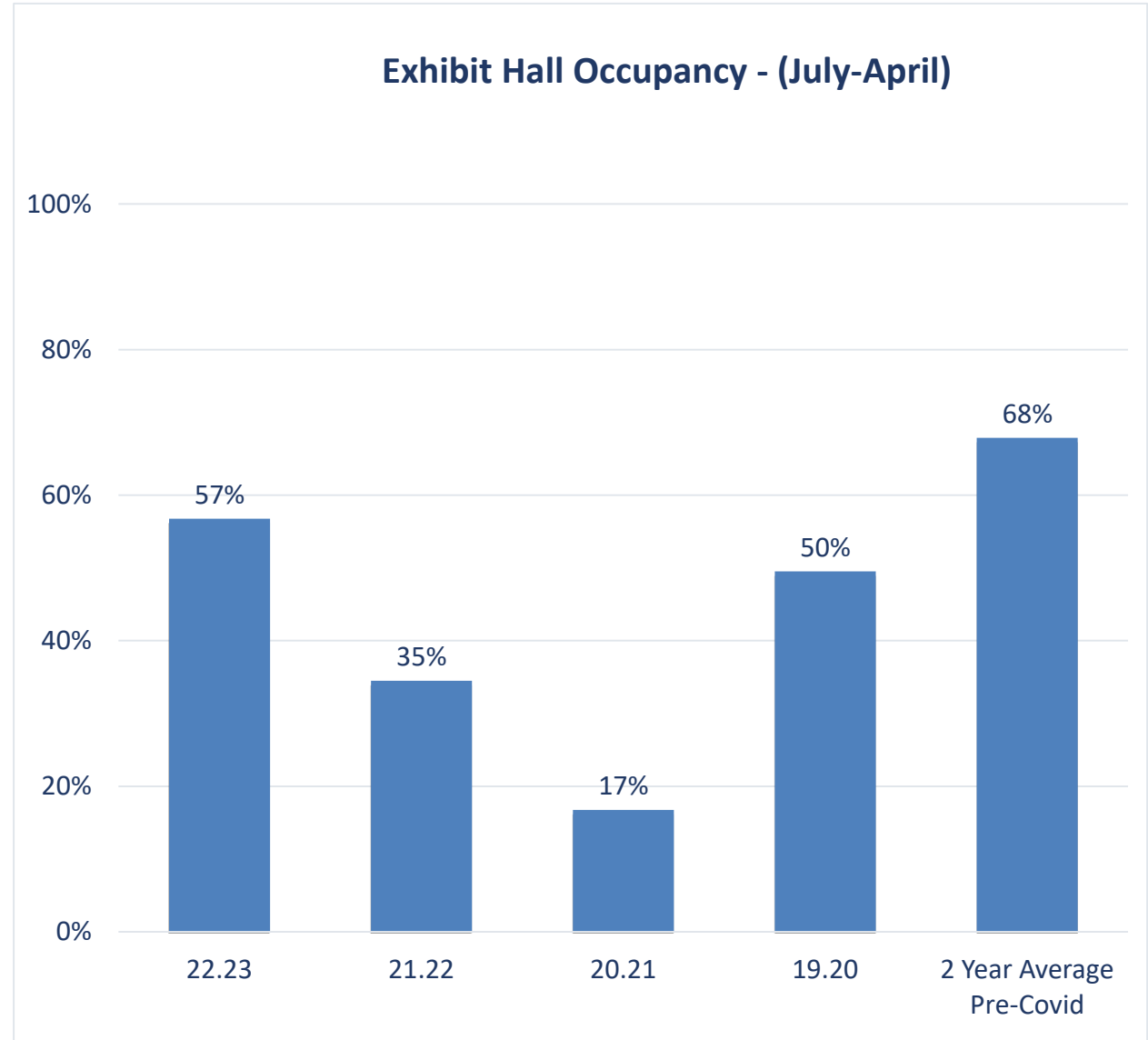


Exhibit Hall Occupancy - (July-April)



Item 4c

LATCB Update



CTD Board of Commissioners

June 21, 2023



Los Angeles Tourism & Convention Board



NEW Destination [Sizzle](#) Video 2023

CITYWIDE CONVENTION SALES

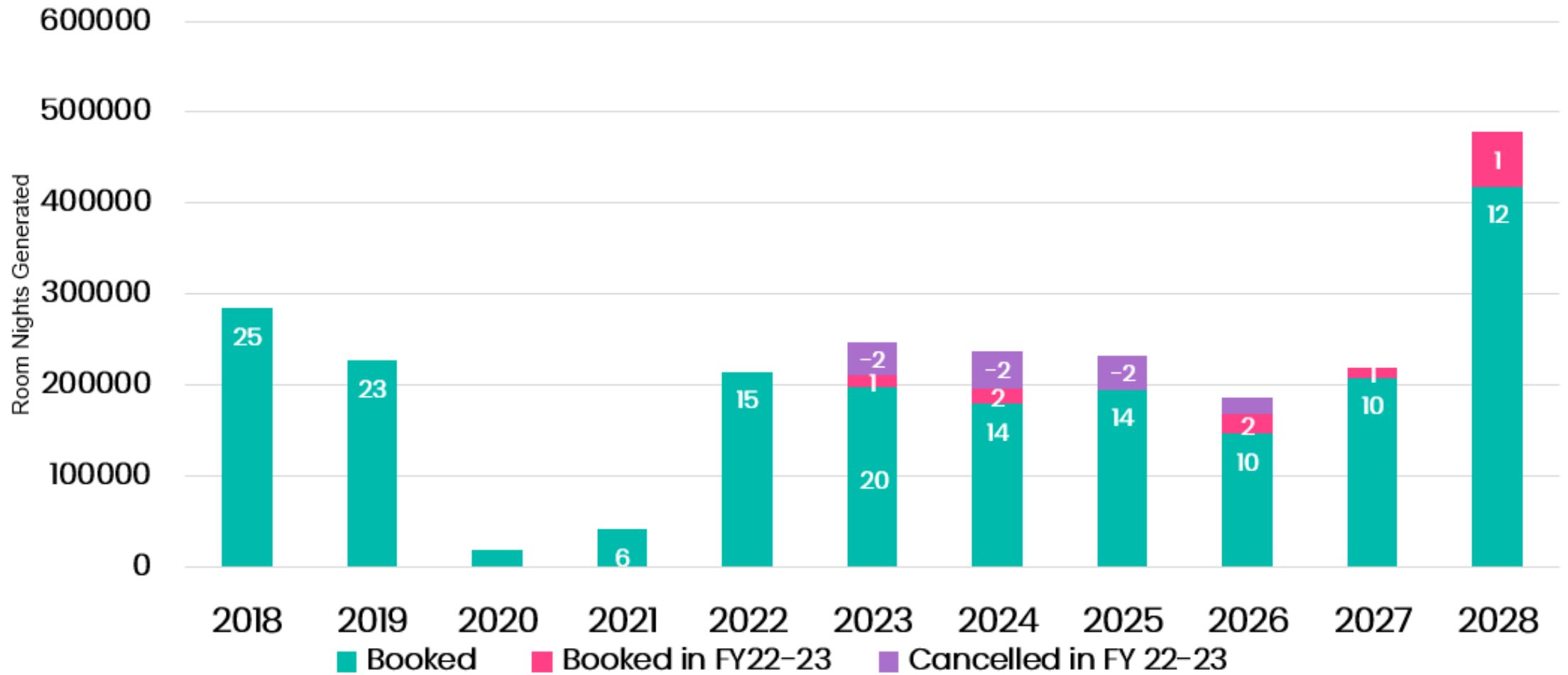
YTD FY22/23 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 22/23 Goal	130
FY 22/23 YTD	158
FY 21/22 STLY	114
FY 2017-2019 STLY Average	212

Booked Room Nights Produced	RNs Actual
FY 22/23 Goal	225,760
FY 22/23 YTD*	229,332
FY 21/22 STLY	177,390
FY 2017-2019 STLY Average	316,373

* Includes E3 cancellations for 2024 & 2025

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2018-2028 CALENDAR YEAR ARRIVAL DATE



Dated June 12, 2023



CITYWIDE CONVENTION PIPELINE

YEAR	RNs	Last Update Variance
2023	13,000	711
2024	57,237	-51,071
2025	201,897	74,832

YEAR	RNs	Last Update Variance
2026	243,553	73,866
2027	201,908	33,580
2028	71,543	36,313



CITY TOURISM DAY

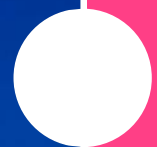
LA Tourism Customer Advisory Board



LA Tourism Customer Advisory Board

- The make-up of the board are the top meeting & event planners for citywide conventions and hotel meetings & events.
- There are currently 15 members on the board, and we meet twice per year, with the last meeting having taken place the first week of June.
- Key topics discussed include:
 - event attendance
 - frequency of communication
 - tradeshow participation
 - hotel and destination challenges/opportunities

More details of the feedback from the meeting will be shared at the next CTD meeting.



Sales Marketing Tools & Initiatives

Hilary Feutz

Director, Sales Marketing
LA Tourism & Convention Board



SALES MARKETING AREAS OF FOCUS

Engagement and
Website
Visitation

Awareness in Key
Vertical Market
Segments

Marketing Tools
and Assets

Brand &
Partnership
Oversight

NOW PLAYING

100 Years of LA Icons



EXT. WARNER BROS. — DAY



EXT. HOLLYWOOD SIGN — DUSK
Impromptu meetings off the beaten path



MeetLA.com

While architectural marvels stand as testaments to Los Angeles' rich history, it's the city's enduring love for both its past and its future that solidifies its place as the Capital of Creativity. As new developments emerge for meetings and conventions, LA continues to embrace "what once was" while also looking toward "what's next."

Los Angeles. Now Playing.

100 Year
Anniversaries

NOW PLAYING

100 Years of LA Icons

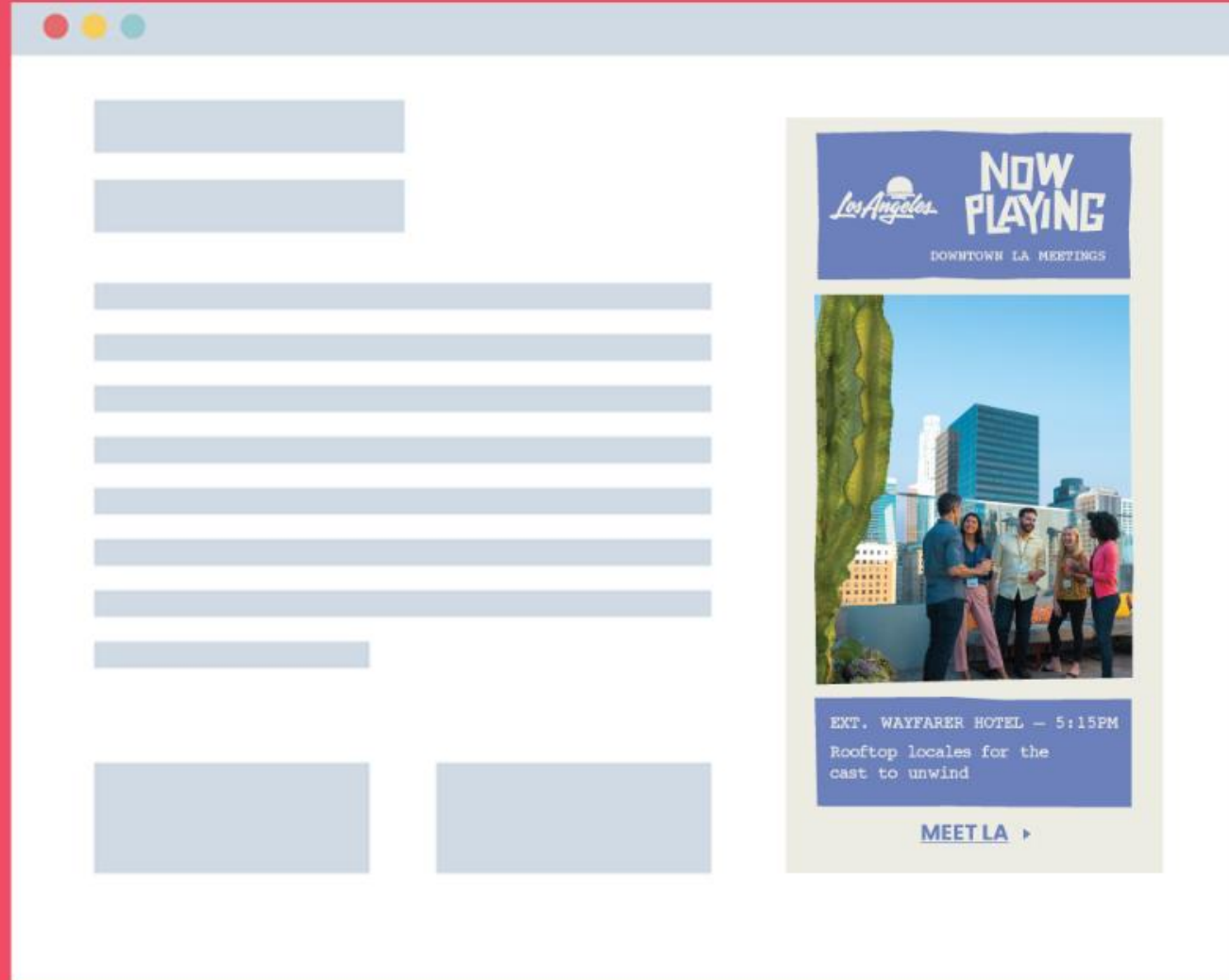


MeetLA.com

It's the year of centennials in Los Angeles, where the 'next big things' date back a century. As legends tower in testament to beauty and retrospection, the destination is honoring 'what once was' and also 'what's next.' See what's in store for your LA meeting or convention.

Los Angeles. Now Playing.

100 Year
Anniversaries



Downtown

**LOS ANGELES CITYWIDE CONVENTIONS
SAFETY AND SECURITY RESOURCES**

SAFETY AND SECURITY TASK FORCE

PUBLIC SAFETY AND SECURITY PLAN

EMERGENCY PREPAREDNESS PLAN

LOS ANGELES CITY DEPARTMENTS ACTIVATED

LADOT

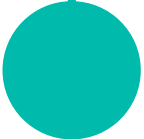
TOURISM MASTER PLAN

DOWNTOWN CAMPUS SAFETY MEASURES

EVENT PREPARATION TRIPS

In our City of Angels, we've taken a unique public/private collaborative approach to maximize all available resources in addressing issues of safety and security for citywide conventions.

SCAN TO PLAN
Our team makes planning and decision-making easy, simple and stress-free: sales@latourism.org
MeetLA.com



New Safety & Security Materials

Developed [in-depth article](#) on Meet LA website

Developed sales sheet for team to share with planners

Shares information on LA's:

- Safety Task Force
- Plan for citywide conventions
- Convention Campus safety measures
- Event Prep Tips



SUPPLIER DIVERSITY PROGRAM



Connecting Meeting & Convention Planners with LA's Local and Diverse Supplier Network



Business Connect is the official supplier diversity program of the Los Angeles Sports & Entertainment Commission (LASEC) and connects the city's network of minority, women, LGBTQ+ and veteran-owned business suppliers with high-profile sporting events, meetings, and conventions coming to LA.

Through LA Tourism, you have the opportunity to work with this supplier collective and integrate the services you need into your meeting.



Plan your meeting **and** your impact.
MeetLA.com

130

Certified Business Connect companies are LA Tourism members

71%

BIPOC (Black, Indigenous, & People of Color)-owned business members

57%

Woman-owned business members

9%

LGBTQIA+-owned business members

6%

Veteran-owned business members

8,000

Jobs & 65 communities are represented throughout LA County

Business Connect Program

- New supplier diversity program
- [New Meet LA](#) content piece with Diversity Supplier listing for easy use
- Sales sheet to showcase the program's features and offerings



45%

A multi-year study analyzing the responses of 165,000 high school students found that less than half of students surveyed felt that their high school prepared them for future careers. Creating a space that allows students to explore career options will allow them to be better informed and more prepared for future success.

[VIDEO](#)

Career Academy

MISSION: To increase equity in career representation by inspiring the youth of historically underserved areas of Los Angeles to consider a diverse career path.

Targeting groups of 10-15 students from difficult socioeconomic backgrounds who have fewer opportunities.

Since 2021, we have hosted students to attend the following LACC events:

- GSMA Mobile World Congress
- LA Auto Show
- US & Canadian Academy of Pathology
- Intelligent Transportation Systems World Congress
- LA Art Show
- Natcon



THANK YOU



Los Angeles Tourism & Convention Board