



CITY TOURISM COMMISSION



Commissioners: Jon F. Vein, President; Kathleen Rawson, Vice President;
Taelor Bakewell; Juan Camacho; Camron Onumah

Public comments will be taken in person only. 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. Public comments are limited to agendized items only. Public speaking will be limited to a total of three minutes per speaker. Meeting agendas and minutes may be found on the City Tourism Department website, tourism.lacity.gov.

Special Meeting

Wednesday, May 15, 2024

10:00 a.m.

Ovation Hollywood

6801 Hollywood Blvd

Hollywood, CA 90028

(please note: not at LA Convention Center)

1. CALL TO ORDER / ROLL CALL

2. PUBLIC COMMENT ON AGENDIZED ITEMS ONLY

- a. 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 regular meeting minutes from April 17, 2024

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

April 17, 2024 Minutes



CITY TOURISM BOARD OF COMMISSIONERS

Regular Meeting Minutes
April 17, 2024

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, April 17, 2024, at 9:00 a.m. in the Tom Fields Board Room at 1201 S. Figueroa St., Los Angeles, CA 90015.

PRESENT:

Vice President Kathleen Rawson
Taelor Bakewell
Juan Camacho
Cameron Onumah

ABSENT:

President Jon F. Vein

PRESENTERS:

Kim Weedmark, ASM
Doane Liu, CTD
Darren Green, LATCB
Don Skeoch, LATCB
William Karz, LATCB

Item 1. Call to Order / Roll Call

Vice President Rawson called the meeting to order at 9:05 a.m.

Item 2a. Public Comment

Gus Sustaita, a member of the public, and Teodora Reyes, representing the San Fernando Valley Young Democrats, spoke under General Comments in support of wayfinding kiosks in the City of Los Angeles.

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from March 6, 2024.

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: participating in the Bisnow Market Update event; Los Angeles Tourism & Convention Board's branding campaign in South Korea; Los Angeles Convention Center (LACC) Town Hall; Safety & Security Roll Call for American Association of Endodontists; attending Mayor Bass' State of the City address; meetings with Melissa Raffel from Project Management Institute regarding a future event; Ballard Partners and Asian American Hotel Owners Association (AAHOA) regarding a future event; Plenary Group regarding the proposed LACC expansion project; Brisbane Times for an interview on tourism; VP Rawson update and

briefing; Council Member Traci Park's office for a video taping regarding the City budget; Mitchell Hotchberg, CEO at Lightstone, regarding support for the LACC expansion; and hosting public safety agencies in preparation for U.S. Travel's IPW event.

Item 4b. ASM Monthly Update

Ms. Kim Weedmark reported on nine events during February 2024, which was a mix of consumer shows, assemblies, a trade show, and a citywide event related to digital health, with 104,233 total number of attendees. The sales and marketing team licensed 19 events in the month of February. The financial data for February reported an operating surplus of \$2.2M and \$7.8M in gross revenue, which was \$2.2M above budget and \$2.4M above the pre-COVID two year average. 75% of the revenue was from rent, food & beverage, and parking. Operating expenses totaled \$2.1M, with a focus on adding resources to meet event needs and continued building maintenance and repairs. Also noted was the expectation of increased maintenance costs in the future. February's exhibit hall occupancy was 70%. February's economic impact was \$33.2M, generated by LACC and citywide events. Lastly, the City of L.A. issued a new program certification for green business and LACC received a sustainability award as a Certified Green Business under the California Green Business Network.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 90 leads year-to-date and booked 258,768 room nights with a goal of 140 leads and 258,000 room nights. Mr. Green noted that while the room night goal was met and exceeded, the leads are still a concern, and the team has done an excellent job despite the headwinds. Mr. Green also reported on the sales team's participation in recent industry events and tradeshow, the successful execution of the annual Meet LA Exchange, and activities related to Global Meetings Industry Day and Business Events Industry Week.

Mr. Don Skeoch, Chief Marketing Officer and Mr. William Karz, Sr. VP of Brand & Digital Marketing, provided an overview of the LA Tourism Global Campaign. The presentation focused on LATCB's efforts to maximize the economic impact of tourism as well as an overview of results from previous campaigns, upcoming media strategy and creative.

ADJOURNMENT

The meeting was adjourned at 10:14 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

MARCH 2024

KIMBERLY WEEDMARK
AND
BEN ZARHOUD



MARCH 2024 EVENTS

MAR. 02
BLACK MEN IN WHITE COATS
500

MAR. 2-3
EL SEMBRADOR
METONOIA DE MUJERES
14,000

MAR. 23
LOS ANGELES INT'L
JIU JITSU CHAMPIONSHIP
1,800

MAR. 4-9
IHRSA INT'L CONVENTION & TRADE
SHOW
27,000

MAR. 8-9
VICTORY GYMNASTICS
6,000

MAR. 9-10
LA COLLECT-A-CON
11,000

MAR. 09
GLAMOUR GOWNS & SUIT UP
500

MAR. 12-15
CONFIDENTIAL AUTO CLINIC
500

MAR. 12-15
ABILITIES EXPO
9,925

MAR. 14-17
SBMT WORLD CONGRESS
500

MAR. 16
LOS ANGELES GOT SOLE
6,000

MAR. 16
TUNER EVOLUTION
CAR SHOW
3,500

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

MARCH 2024 EVENTS

MAR. 16 - 17
HOME FREE CRUSADE 15 GRAND WORSHIP
2,000

MAR. 16 - 21
AFSCME OFS MANAGERS AND STAFF MEETING
300

MAR. 20
APARTMENT OWNERS ASSOC.
1,900

MAR. 20 - 21
L.A. COUNTY DHSP ENDING HIV EPIDEMIC
371

MAR. 23 - 24
LOS ANGELES CAREER FORUM
1,400

MAR. 22 - 24
FLESH AND BLOOD PRO TOUR
5,000

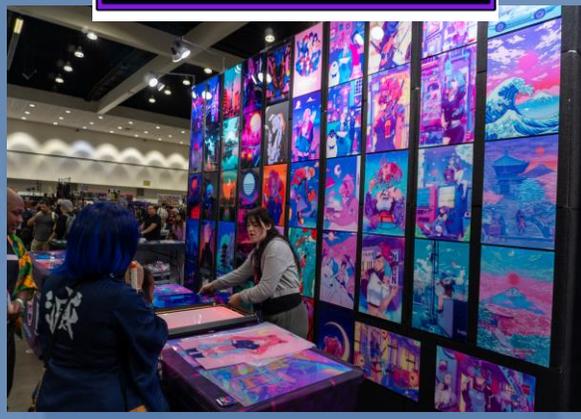
MAR. 23
ASPIRE TOUR
3,000

MAR. 24
CALIFORNIA BRIDAL & WEDDING EXPO
4,000

TOTAL ATTENDEES 98,296

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

MARCH 2024 EVENTS



MARCH 2024 FILMING

DATES	PRODUCTION COMPANY	NAME	LOCATION	AMOUNT
MARCH 12	Some Such Inc.	Lemonade Project	South Lobby and Kentia	\$45,103
			TOTAL:	\$45,103

MARCH SALES & MARKETING ACTIVITY

11 EVENTS LICENSED IN MARCH

2
ASSEMBLYS

5
CONSUMER
SHOWS

1
CITYWIDE

3
MEETINGS

TRADE
SHOW

LACC MARCH 2024 FINANCIALS

OPERATING SURPLUS (LOSS):

- (\$0.04) million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.3 million above budget
- \$0.9 million below prior year and \$1.3 million below Pre-Covid 2Y average

REVENUES:

- \$5.3 million gross revenue (before discounts and service provider share)
- \$2.9 million net revenue
- \$1.3 million above budget
- \$0.1 million below prior year and \$0.1M below Pre-Covid 2Y Average

LACC Revenues



■ Net Revenue - Current Year
 ■ Net Revenue - Budget
 ■ Net Revenue - Prior Year
 ■ Net Revenue - Pre-Covid 2Y Average
 ■ Vendor Share / Discount / Expenses

LACC MARCH 2024 FINANCIALS

OPERATING EXPENSES:

- \$2.9 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.9 million above budget
- \$0.8 million above prior year and \$1.2 million above Pre-Covid 2Y Average



YTD Performance (unaudited) – Net Revenue \$28.3 million vs budget of \$23.5 million, Expenses \$20.6 million vs budget \$20.0 million, Operating profit \$7.7 million vs budget of \$3.5 million.

CITY REIMBURSEMENT –\$0.2 million (at budget)

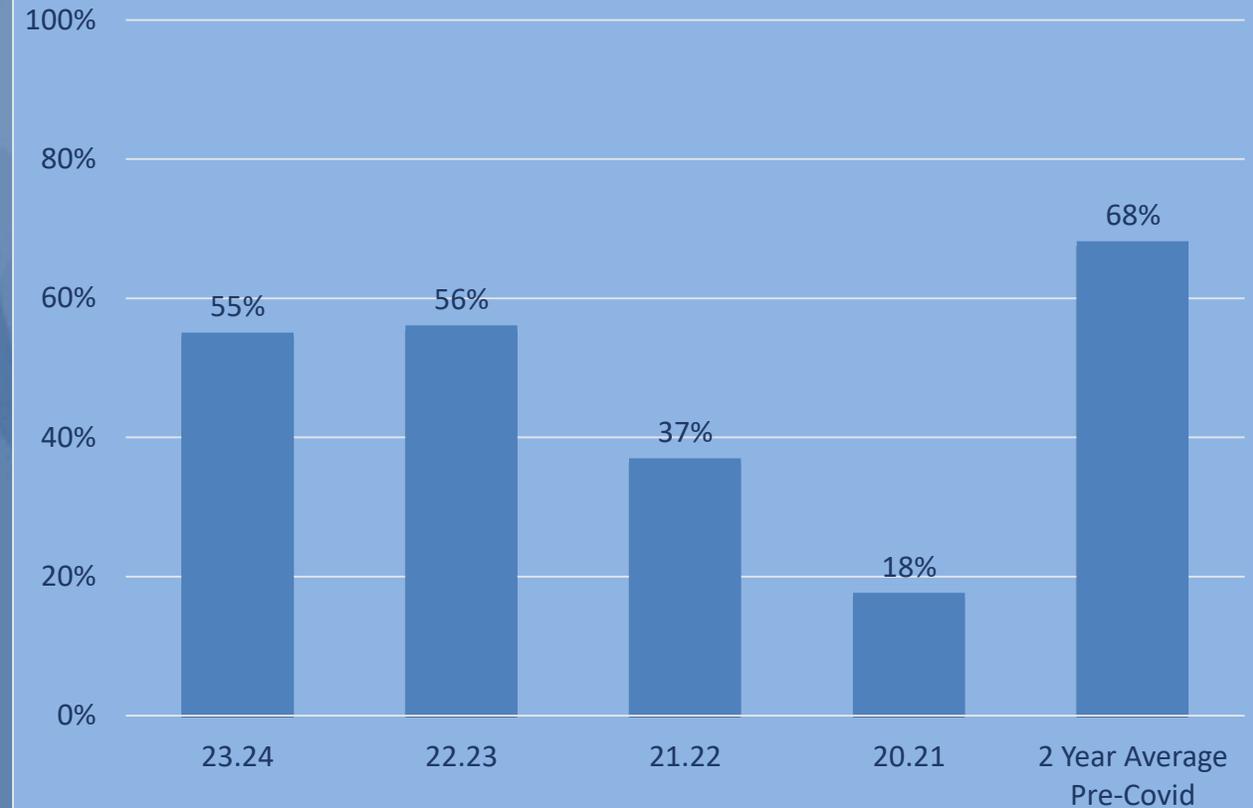
Capital and Alterations & Improvements

LACC MARCH 2024 OCCUPANCY

Exhibit Hall Occupancy



Exhibit Hall Occupancy - (July-March)



LACC MARCH 2024 ECONOMIC IMPACT

\$27.8 million in Estimated Economic Impact



Item 4c

LATCB Update



CTD Board of Commissioners

May 15, 2024



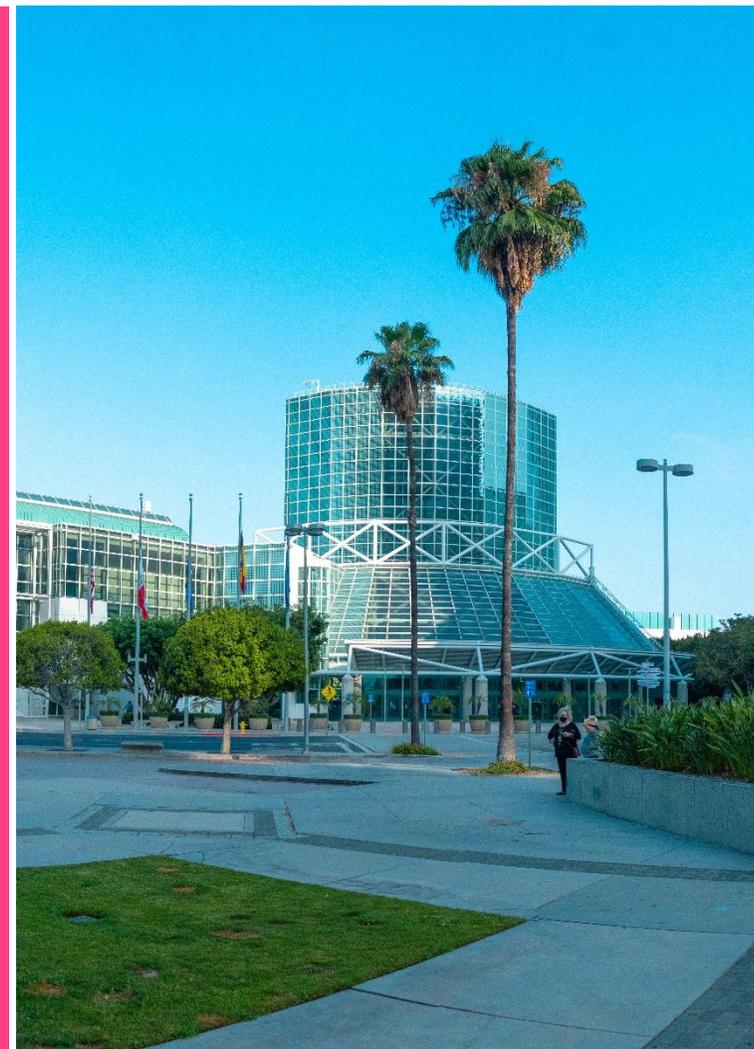
Los Angeles Tourism & Convention Board



Sales Update

Darren Green
Chief Sales Officer

Kathy McAdams
Sr. Vice President, Convention
Sales



Citywide OTB by Arrival Year

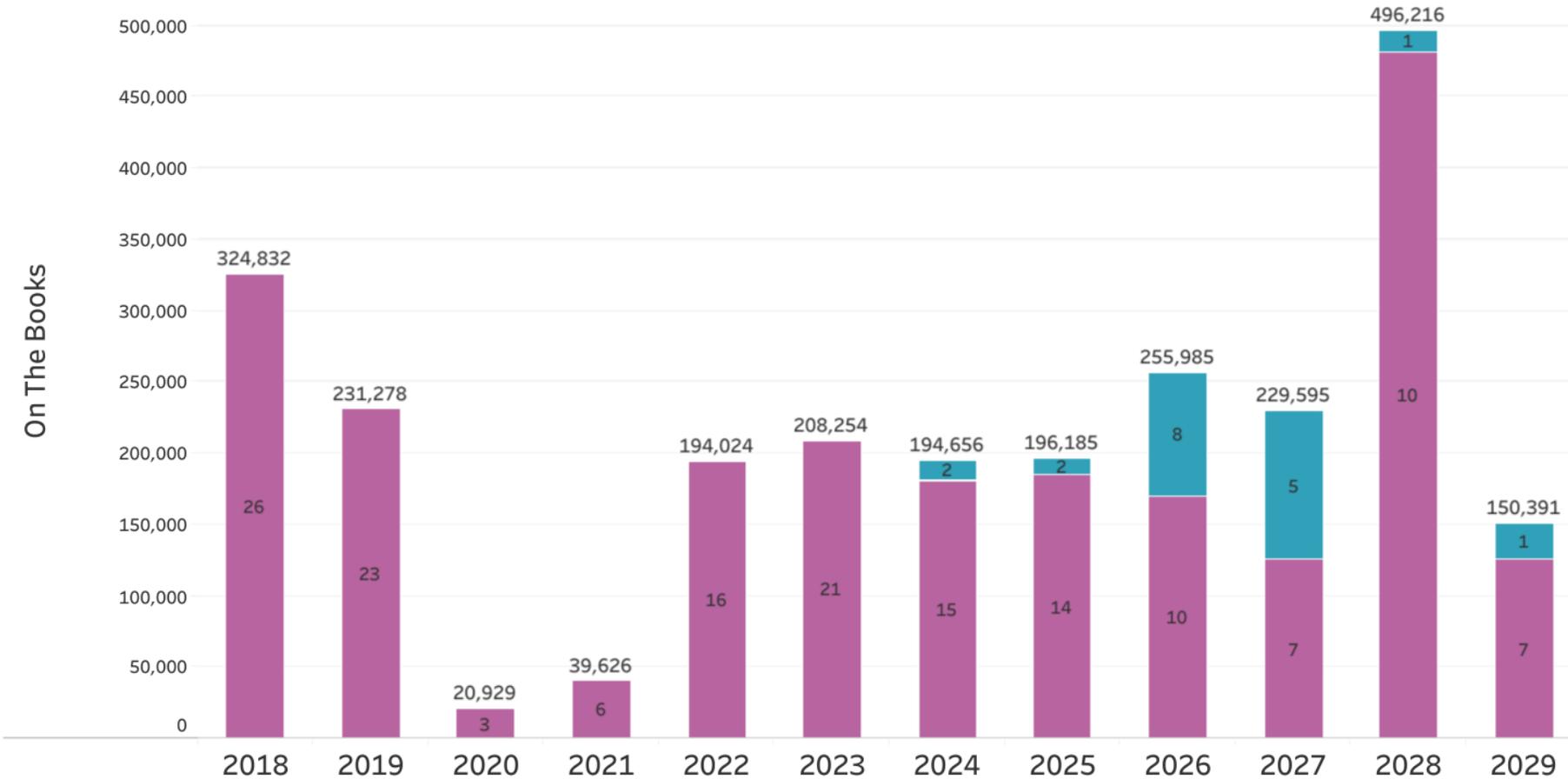
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Selected Year

Latest Year

Citywide OTB Room Nights by Arrival Year

● Booked in FY 2024



OTB Meetings, Bookings in FY 2024 and Cancellations in FY 2024

	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029
OTB Meetings	26	23	3	6	16	21	17	16	18	12	11	8
Booked in Year	0	0	0	0	0	0	2	2	8	5	1	1
Cancelled in Year	0	0	0	0	0	0	1	0	0	2	0	0



Citywide Active Pipeline Summary

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Sales Type
Citywide

Sales Manager
All

Peak Bucket
All

Corp or Assn
All

Vertical Market
All

Leads

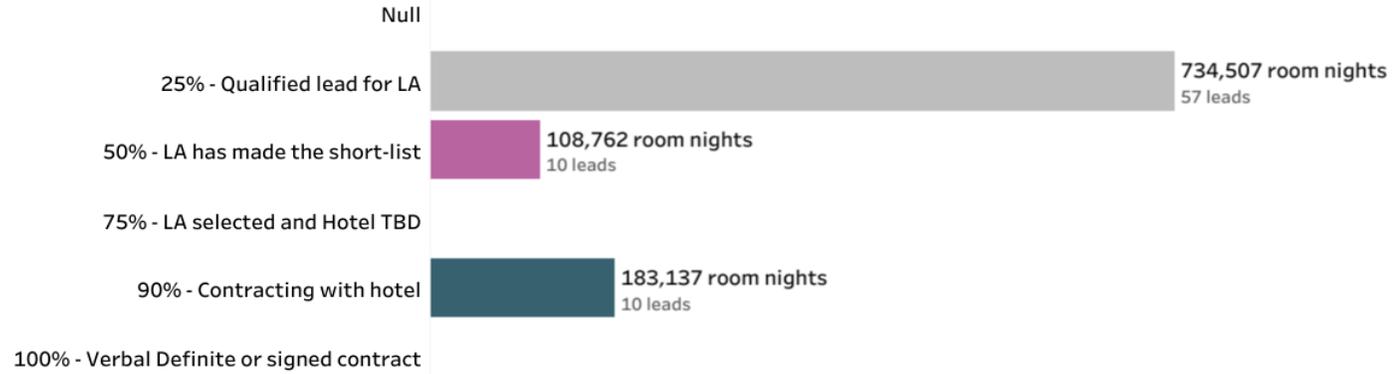
77

Lead Room Nights

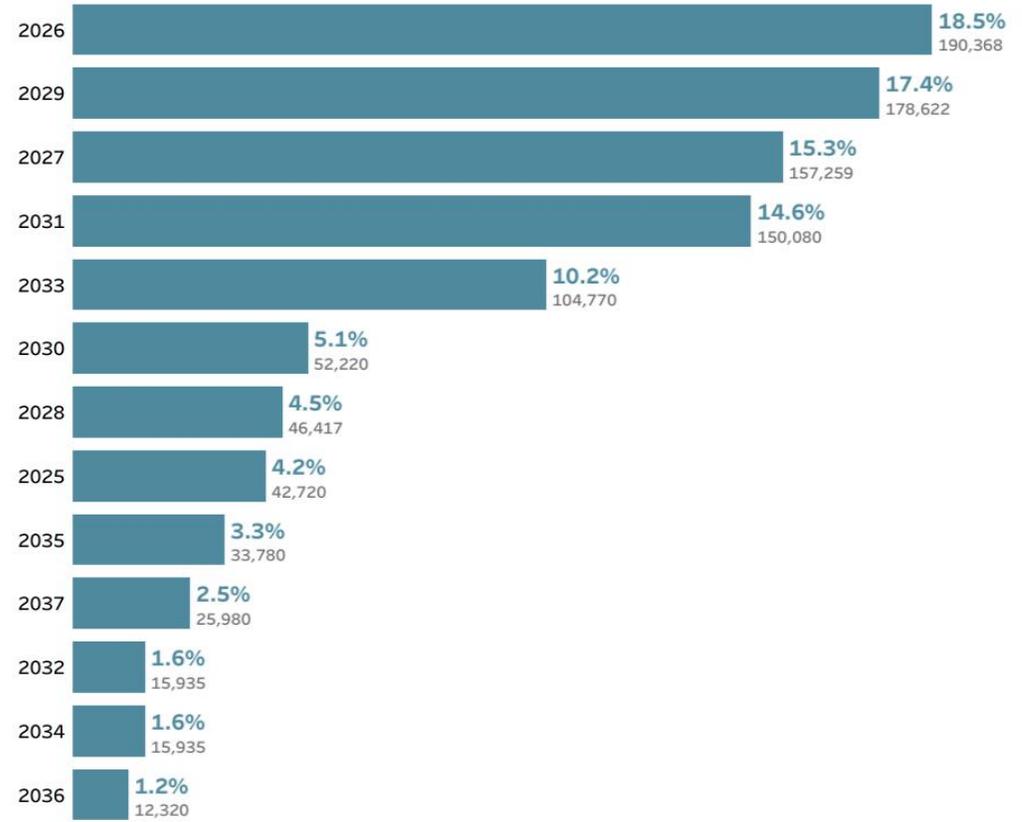
1,026,406

Attendees

814,384



Potential room nights by Meeting Year for all currently active leads



Production Comparison of FY 2024 through April

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Calendar
Fiscal Year

Year
Latest Year

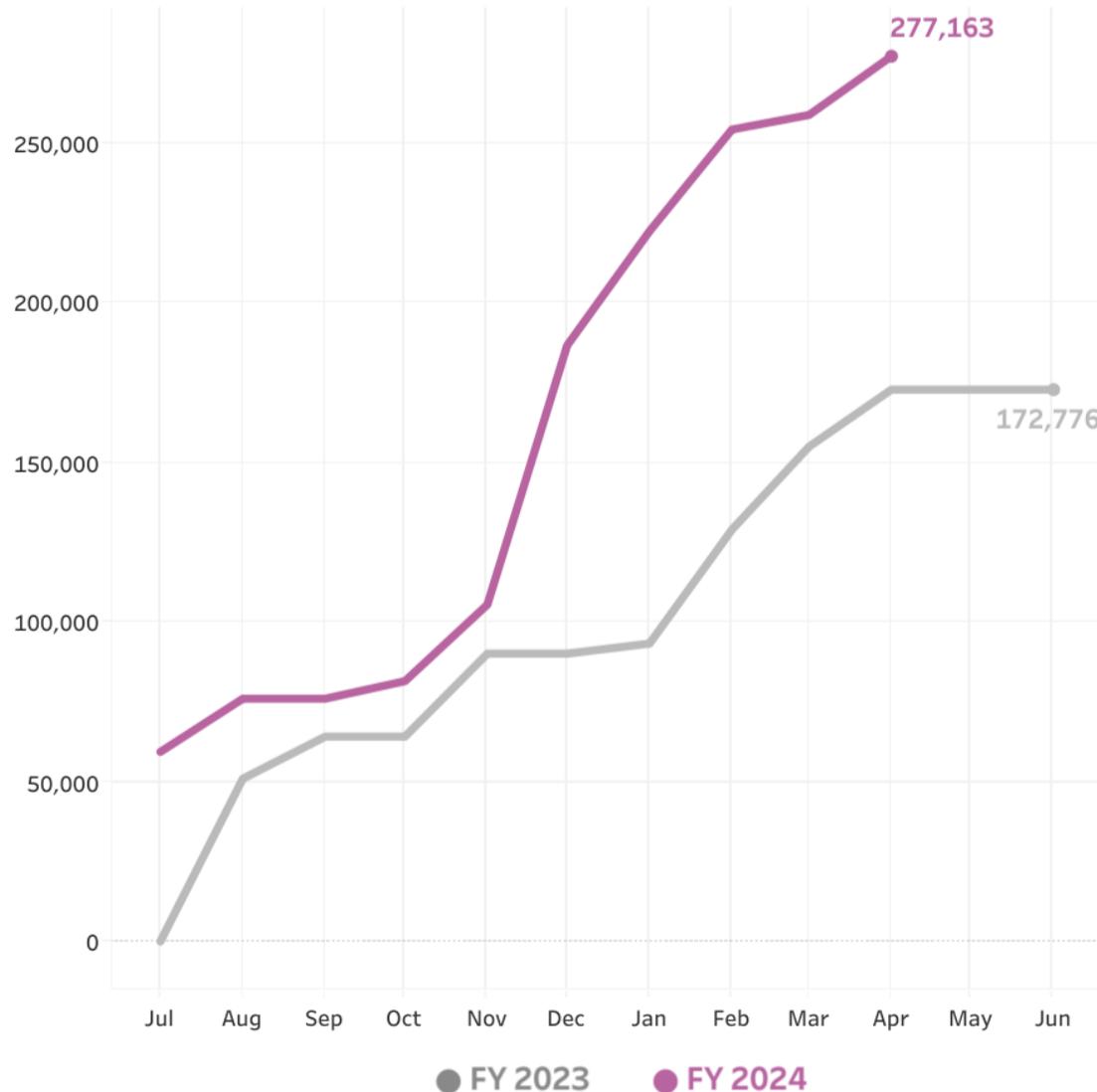
Comparison
Prior Year

Month
April

Citywide Booked Room Nights

FY 2024 through April

Booked Room Nights by Month



Key Metrics

	FY 2024
Bookings	19
Bookings YOY	73%
Booked Room Nights	277,163
Booked Room Nights YOY	60%
Attendees	422,700
Attendees YOY	-73%



Production Comparison of FY 2024 through April

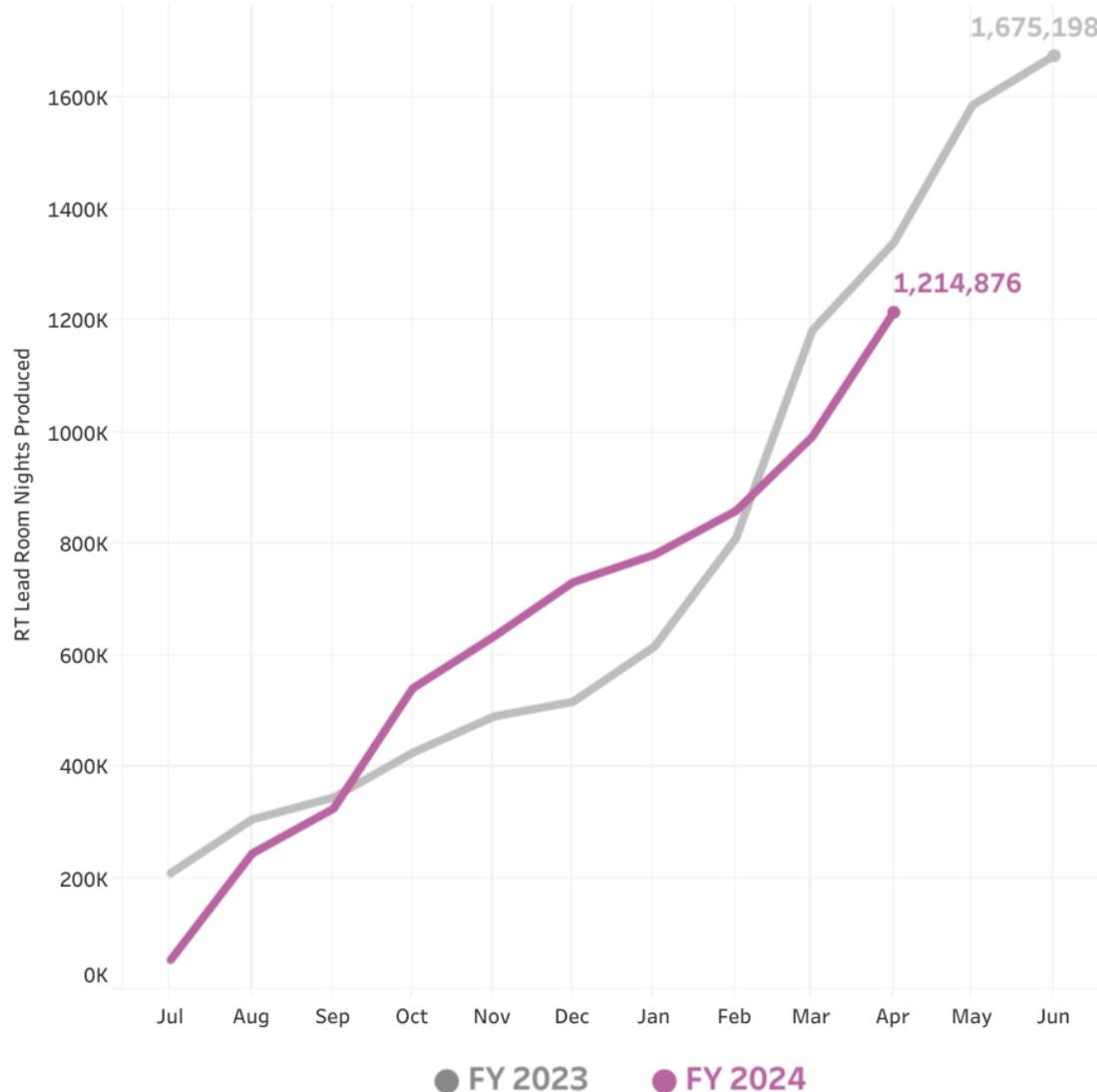
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Calendar Fiscal Year Year Latest Year Comparison Prior Year Month April

Citywide Lead Production

FY 2024 through April

Lead Production by Month



Key Metrics

	FY 2024
Leads Produced	112
Leads Produced YOY	-18%
Lead Room Nights Produced	1,214,876
Lead Room Nights Produced YOY	-9%
Attendees	771,266
Attendees YOY	-68%





Elevated Citywide Sites



Stakeholder Prep Call

- Invite all stakeholders that will be participating in the site for a “prep call”
- Review the agenda, overall purpose of the site, “hot buttons” for the client
- Helps to ensure we are a cohesive group in our selling efforts during the site
- Send follow-up notes to stakeholders post-site to help close the business



GM Meet and Greet

- Invite our DTLA Leadership community to meet our customers when they are in Los Angeles for a site
- Participants include Clients, Hotel GMs, CTD, LACC, LATCB
- Shows the client we value their business
- Proven success: 2 citywide bookings after the post-PCMA GM Meet and Greet

Pictured here are clients from Infectious Disease Society of America with Adam Burke, LA Tourism CEO

PCMA Client Post-FAM
Site visit and lunch with Chef
Mark at LA Convention
Center





ASAE Annual Meeting 2025



ASAE Annual Meeting & Exposition

August 9-12, 2025

Los Angeles, CA Host
City



- Four-day event bringing the association community together
- Associations spend more than \$79 billion annually to hold conventions and meetings
- 6000 total attendees - 3200+ are association professionals
- Tradeshow will be held at the Los Angeles Convention Center
- Contracted 12 hotels in DTLA



THANK YOU

LOS ANGELES TOURISM