



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.

REVISED AGENDA

Special Meeting
Wednesday, June 26, 2024
9:00 a.m.
1201 S. Figueroa St.
Los Angeles, CA 90015

1. CALL TO ORDER / ROLL CALL
2. PUBLIC COMMENTS 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 relates 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 May 15, 2024
4. REPORTS
 - a. Executive Director Report
 - b. ASM Update
 - c. LATCB Update
 - d. LACC Expansion
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 15, 2024 Minutes



CITY TOURISM BOARD OF COMMISSIONERS

Special Meeting Minutes
May 15, 2024

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, May 15, 2024, at 9:00 a.m. at Ovation Hollywood, 6801 Hollywood Blvd., Hollywood, CA 90028.

PRESENT:

President Jon F. Vein
Vice President Kathleen Rawson
Juan Camacho
Cameron Onumah

ABSENT:

Taelor Bakewell

PRESENTERS:

Kim Weedmark, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Darren Green, LATCB
Kathy McAdams, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 10:01 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the regular meeting minutes from April 17, 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 a site visit with LATCB client, interview with the Los Angeles Business Journal, various IPW events, a speaking engagement at a VerdeXchange event, a site visit with the U.S. Access Board; meetings with LA28 regarding the LACC expansion, Susan Minato from UNITE HERE, Dr. Jackie Filla from the Hotel Association of L.A., City Council Budget, Finance and Innovation Committee regarding CTD's budget, students from the Miguel Contreras Learning Complex - School of Business and Tourism during LACC Career Academy, ISEF for their Safety and Security Roll Call, and Anime Expo regarding preparations for their 2024 event.

Special Meeting Minutes

Page 2 of 2

May 15, 2024

Mr. Liu also acknowledged some of his staff: Mr. Tigran Avetisyan for 15 years of City service and Mr. Emmett McOske for 10 years of City service, and Ms. Tran Huynh for her participation in the City's Women's Management Academy. Certificates were presented and photos were taken to commemorate the occasion.

Item 4b. ASM Monthly Update

Ms. Kim Weedmark reported on 20 events hosted during March 2024, which was a mix of consumer shows, assemblies, trade shows, meetings and one citywide event related to fitness and health, with 98,296 total number of attendees. The sales and marketing team licensed 11 events in the month of March. The financial data for March reported an operating deficit of \$0.04M and \$5.3M in gross revenue, which was \$1.3M above budget and \$0.1M below the pre-COVID, two-year average. 58% of the revenue was from rent, food and beverage, and parking. Operating expenses totaled \$2.9M with continued spending on building maintenance and repairs. The building consumed 1.4GWh, 21% from solar. March's exhibit hall occupancy rate was 49%. March's total economic impact was \$27.8M, \$11.2M generated by LACC events and \$16.6M generated by the citywide event. The year to date net revenue totaled \$28.3M, versus the \$23.5M budgeted; the expenses were \$20.6M, \$0.6M above budget; and an operating profit of \$7.7M, versus the \$3.5M budgeted.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 112 leads and booked 277,163 room nights, year to date. The LATCB team continues to look for short-term booking opportunities and noted 2026 and 2028 as big years for hotel sales.

Ms. Kathy McAdams reported on how the LATCB team elevates its client site visits which helps support the bid process for citywide events. Ms. McAdams also mentioned that Los Angeles will host the 2025 American Society of Association Executives Annual Meeting. The association's industry has an annual budget of \$79B for their conventions and meetings. The LACC will host the trade show and the attendees will stay at one of the twelve sponsored or contracted hotels.

The meeting was adjourned at 10:52 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

APRIL 2024

KIMBERLY WEEDMARK



APRIL 2024 EVENTS

APR.
02 - 04

IRS HIRING EVENT
700

APR.
10

HR STAR
CONFERENCE 2024
800

APR.
13 - 14

CONCERT CUMBIA MUSIC
AND DANCE
2,056

APR.
05

ISLAMIC CENTER OF
SOUTHERN CALIFORNIA
1,200

APR.
12

GIRLS TO GREATNESS 2024
900

APR.
16 - 20

AMERICAN ASSOCIATIO OF
EDODONTISTS 2024
15,000

APR.
05 - 07

VICTORY GYMNASTICS
STATE CHAMPIONSHIPS
3,000

APR.
12

TONIGHT'S CONVERSATION
LIVE & UNCUT
2,500

APR.
19 - 21

TATTOO & ANIME SHOW
3,858

APR.
07

SIHK DHARMA OF
SOUTHERN CALIFORNIA
7,500

APR.
12 - 13

FRANCHISE EXPOWEST
3,350

APR.
27 - 28

LOWRIDER SUPER SHOW
8,500

APR.
09 - 10

ISLAMIC CENTER OF
SOUTHERN CALIFORNIA
1,200

APR.
13

YUGIOH! REGIONAL
QUALIFIER
1,000

TOTAL
ATTENDEES

47,706

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

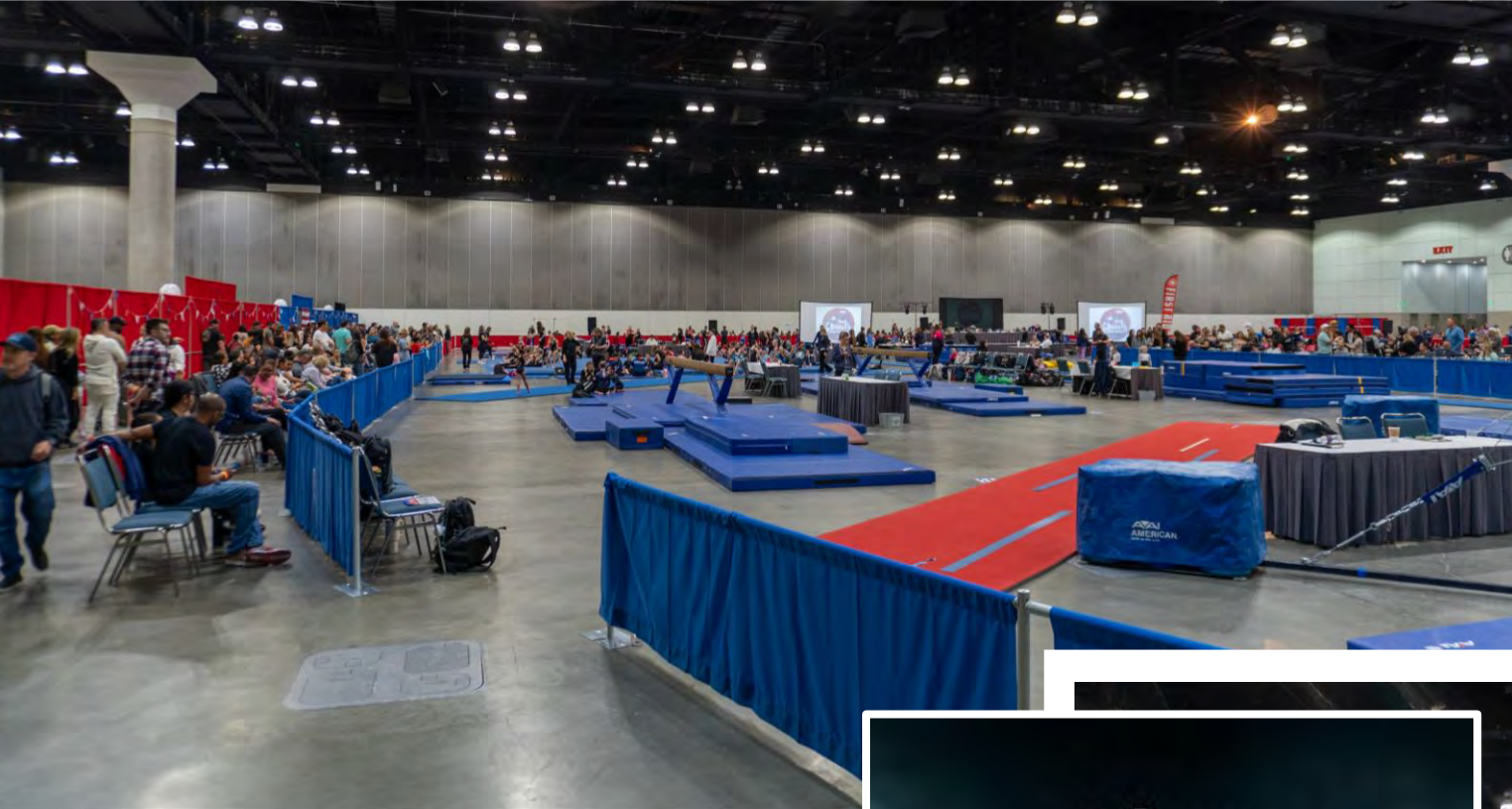


SIKH COMMUNITY OF SOUTHERN CALIFORNIA

VAISAKHI CELEBRATIONS

— 2024 —
KEERTAN DARBAR & NAGAR KEERTAN
SUNDAY, APRIL 7, 2024









**2024 LOS ANGELES
HR STAR CONFERENCE**
Wednesday, April 10 | L.A. Convention Center

17 Sessions **700+** HR Attendees **23rd** Year in Southern California

Learn More & Register at hrstarconference.com



**FRANCHISE
EXPO
WEST**

April 12 - 13, 2024

LOS ANGELES CONVENTION CENTER (WEST HALL A) • LOS ANGELES, CA

I am...
Bold Creative
Tenacious
Determined
Beautiful
Powerful
Resourceful
Brilliant Joyful
Unique Brave



girls to
GREATNESS
Teen Summit

April 12, 2024
9:00 AM - 3:00 PM
Invitation Only

a program of **EMPOWHER** INSTITUTE

TONIGHT'S CONVERSATION
Live & Uncut

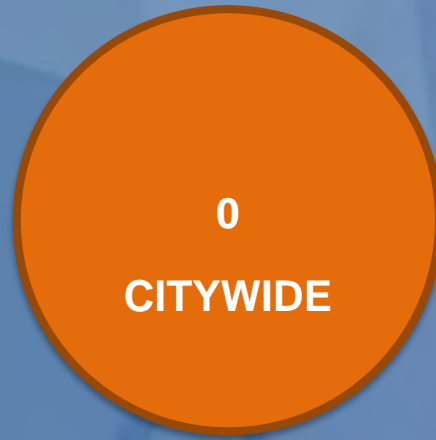


APRIL 2024 FILMING

DATES	PRODUCTION COMPANY	NAME	LOCATION	AMOUNT
April 2 – 4	Netflix	Falcon / Monsters	South Lobby and Kentia	\$81,980
April 3 – 4	Topanga Productions	SWAT	South Garage, Kentia, Bond Lot	\$26,198
April 8	ABC Signature Studios	Orphan	Multiple Spaces in South and West	\$67,780
April 8	Morton Jankel Zander, Inc.	Hyundai Commercial	South Garage, Kentia, Bond Lot	\$66,864
April 8	Somesuch, Inc.	Nike Keep it Tight	West Hall A, Petree CD, GLP	\$15,086
April 22 – 24	20 TH Television	Paradise City	South Lobby, Bond Lot, Pico, Fig Dr.	\$43,217
TOTAL:				\$301,125

APRIL SALES & MARKETING ACTIVITY

10 EVENTS LICENSED IN APRIL



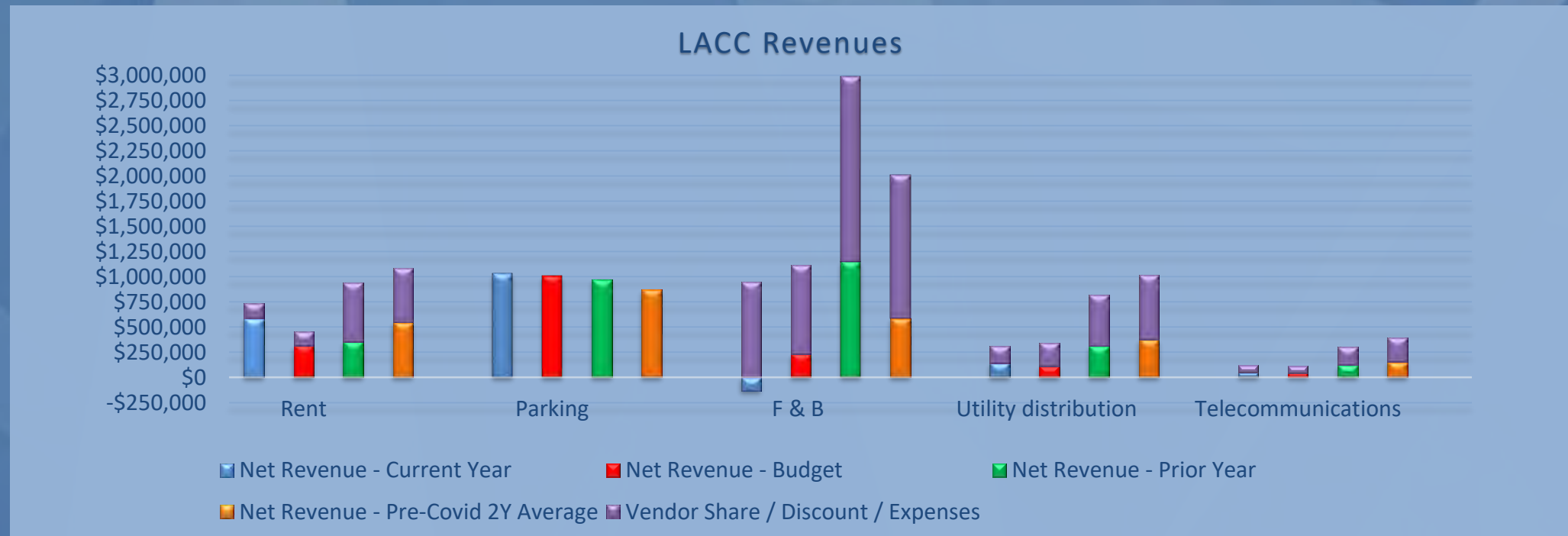
LACC APRIL 2024 FINANCIALS

OPERATING SURPLUS (LOSS):

- (\$0.6) million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.4 million below budget
- \$1.1 million below prior year and \$1.3 million below Pre-Covid 2Y average

REVENUES:

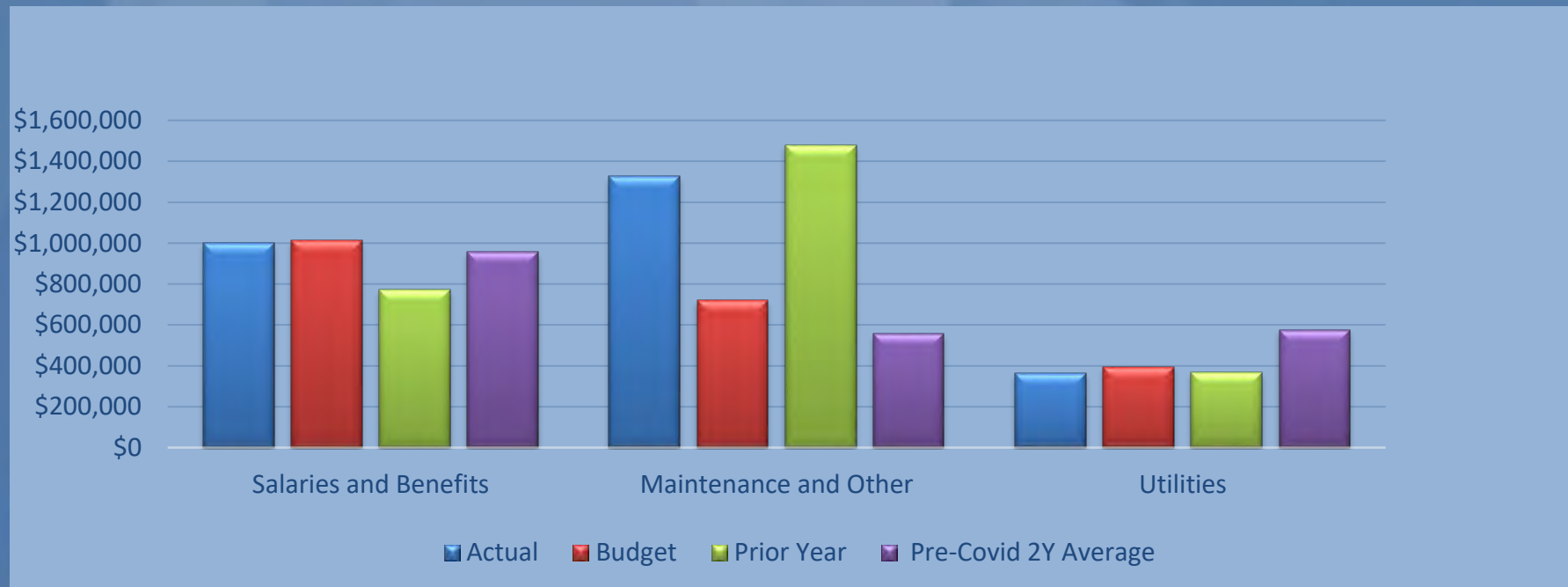
- \$3.5 million gross revenue (before discounts and service provider share)
- \$2.1 million net revenue
- \$0.2 million above budget
- \$1.1 million below prior year and \$0.6M below Pre-Covid 2Y Average



LACC APRIL 2024 FINANCIALS

OPERATING EXPENSES:

- \$2.7 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.6 million above budget
- \$0.1 million above prior year and \$0.8 million above Pre-Covid 2Y Average



YTD Performance (unaudited) – Net Revenue \$30.4 million vs budget of \$25.4 million, Expenses \$23.3 million vs budget \$22.1 million, Operating profit \$7.1 million vs budget of \$3.3 million.

CITY REIMBURSEMENT –\$0.2 million (at budget)

Capital and Alterations & Improvements

LACC APRIL 2024 OCCUPANCY

Exhibit Hall Occupancy

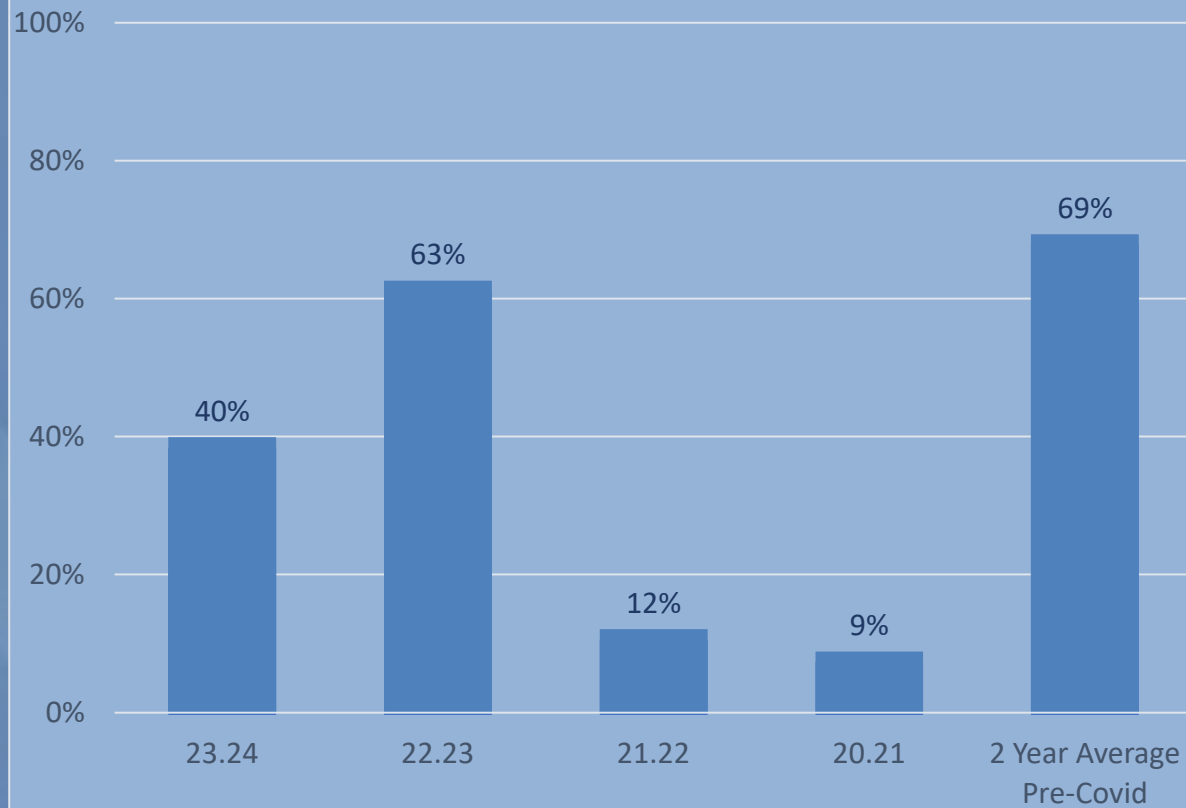
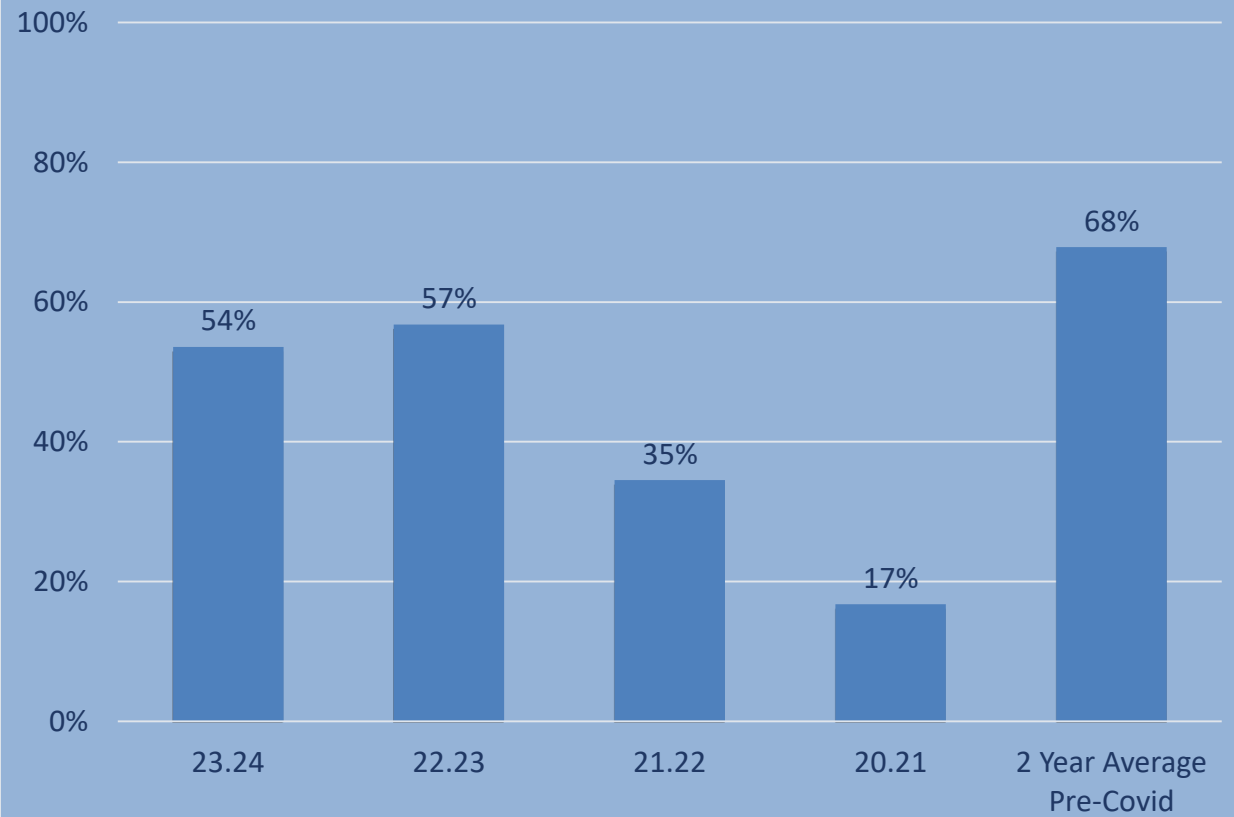
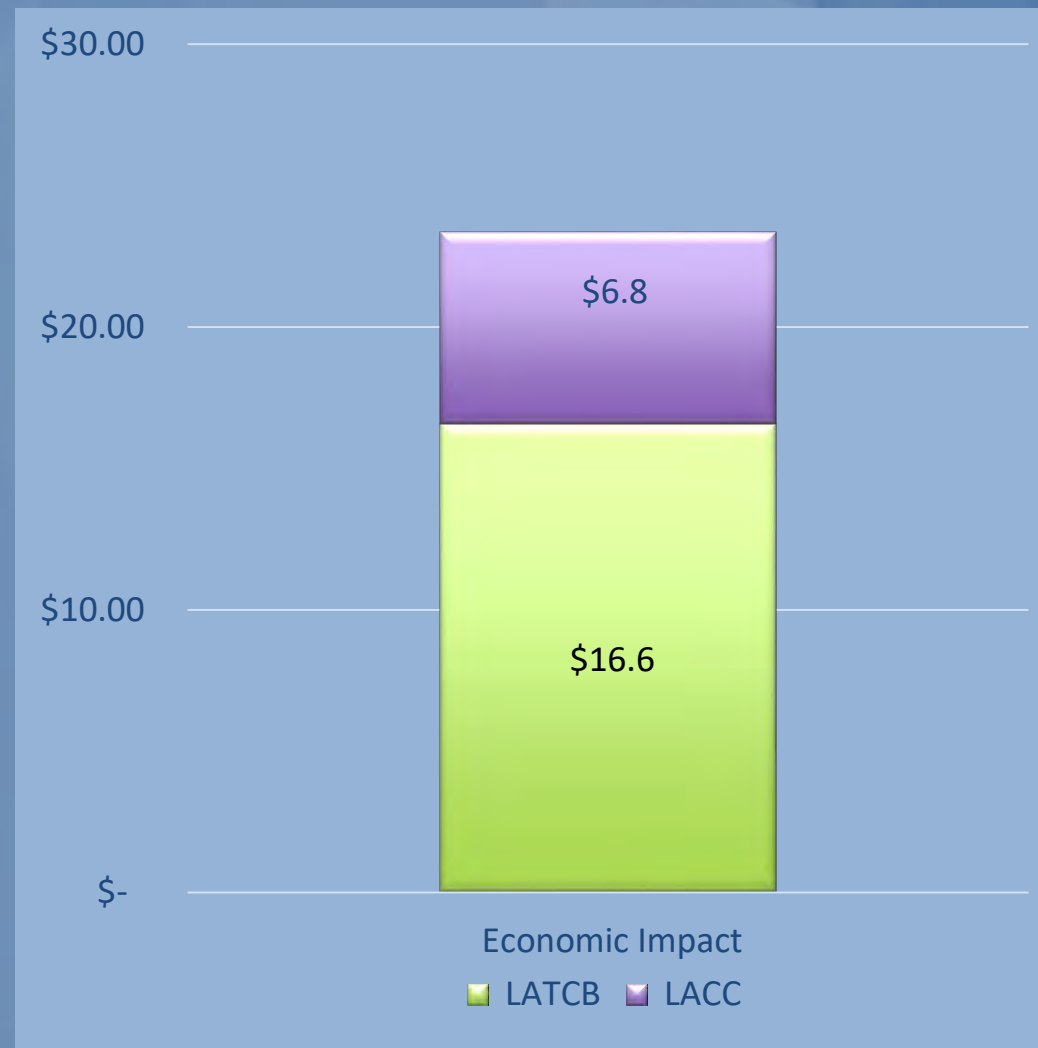


Exhibit Hall Occupancy - (July-April)



LACC APRIL 2024 ECONOMIC IMPACT

\$23.4 million in Estimated Economic Impact



Item 4c

LATCB Update



CTD Board of Commissioners

June 26, 2024



Los Angeles Tourism & Convention Board



Sales Update

Darren Green
Chief Sales Officer



CITYWIDE CONVENTION SALES

Sales Production for FY 2024 through May

Data last refreshed 6/19/2024 11:20:06 PM

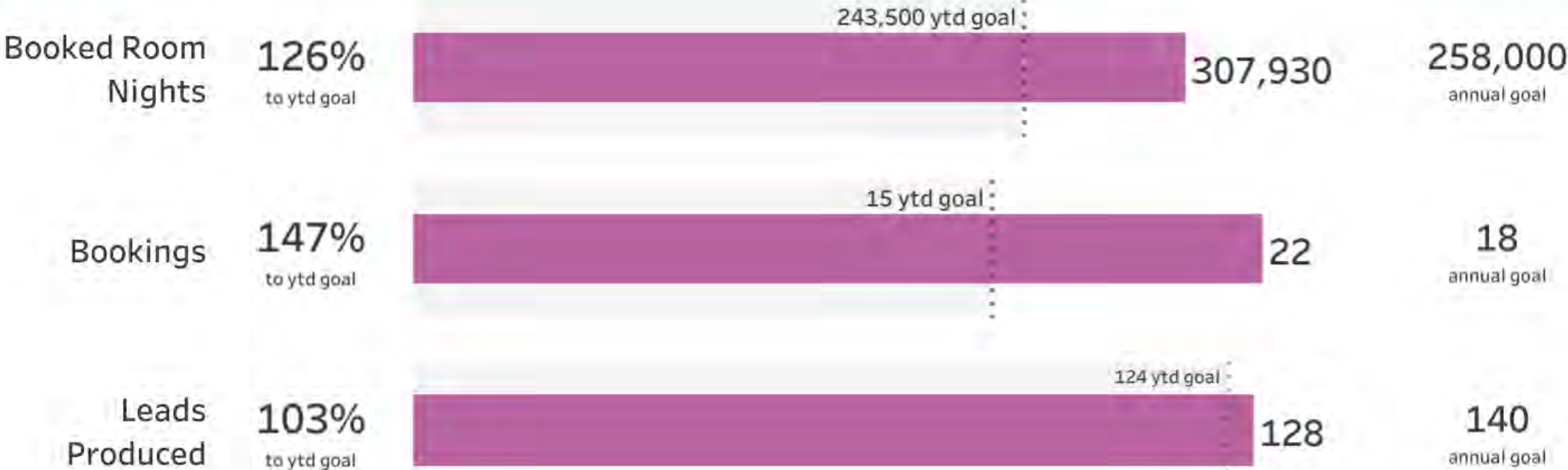
Calendar
Fiscal Year

Year
Latest Year

Month
May

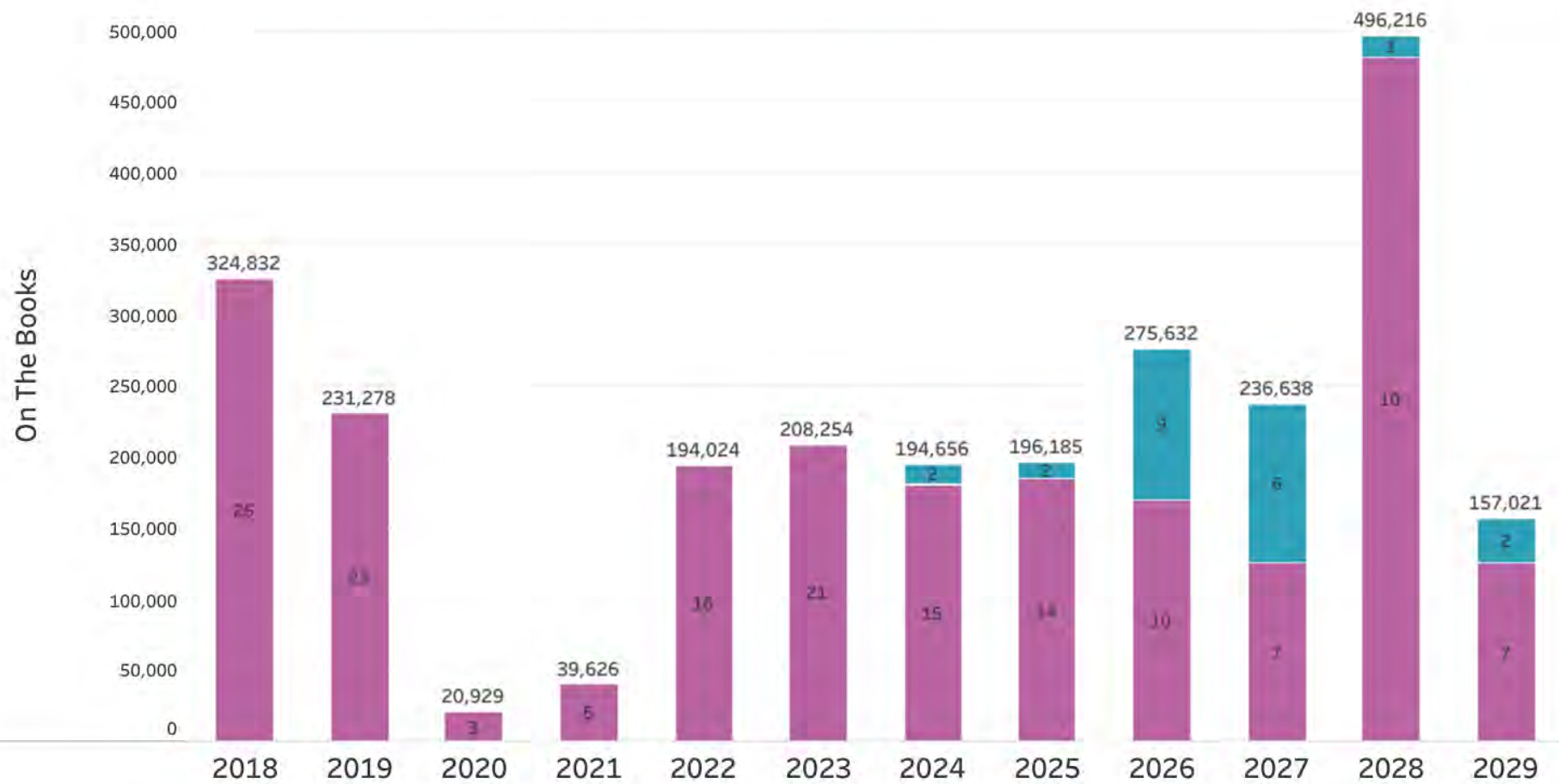
Citywide

FY 2024 through May



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	19	13	11	9
Booked in Year	0	0	0	0	0	0	2	2	9	6	1	2
Cancelled in Year	0	0	0	0	0	0	1	0	0	2	0	0



Citywide Active Pipeline Summary

Data last refreshed on 6/19/2024 11:20 PM

Sales Type
Citywide

Sales Manager
All

Peak Bucket
All

Corp or Assn
All

Vertical Market
All

Leads

82

Null

25% - Qualified lead for LA

1,050,203 room nights
61 leads

Lead Room Nights

1,353,485

50% - LA has made the short-list

154,385 room nights
14 leads

75% - LA selected and Hotel TBD

Attendees

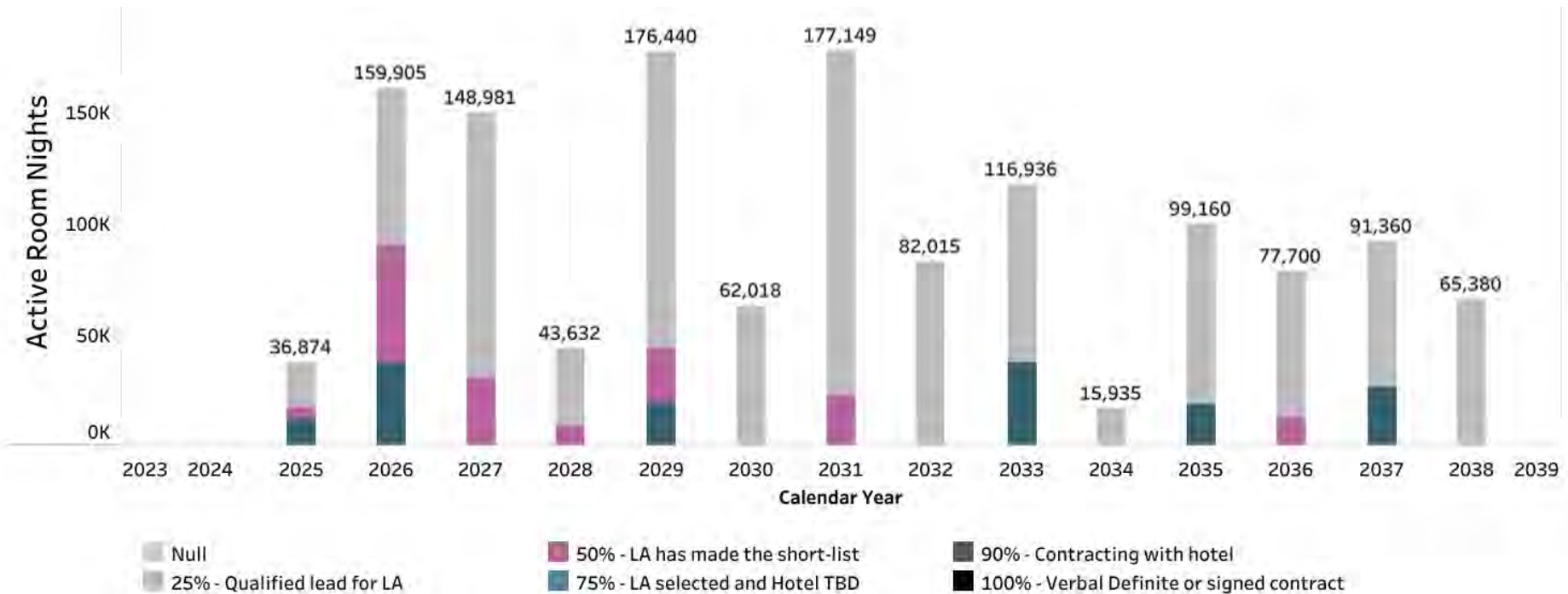
1,243,084

90% - Contracting with hotel

148,897 room nights
7 leads

100% - Verbal Definite or signed contract

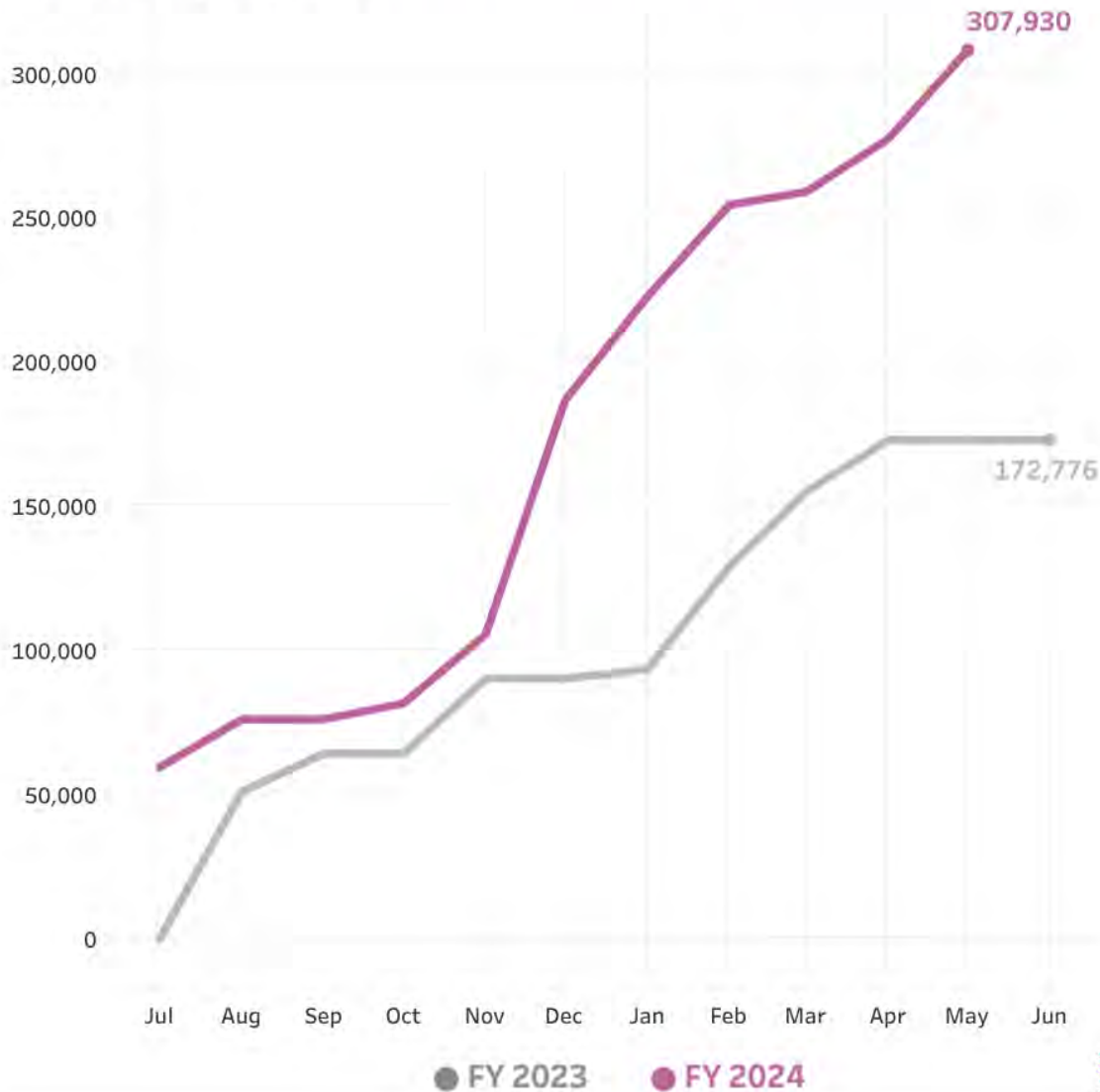
Active Pipeline by Meeting Year



Citywide Booked Room Nights

FY 2024 through May

Booked Room Nights by Month



Key Metrics

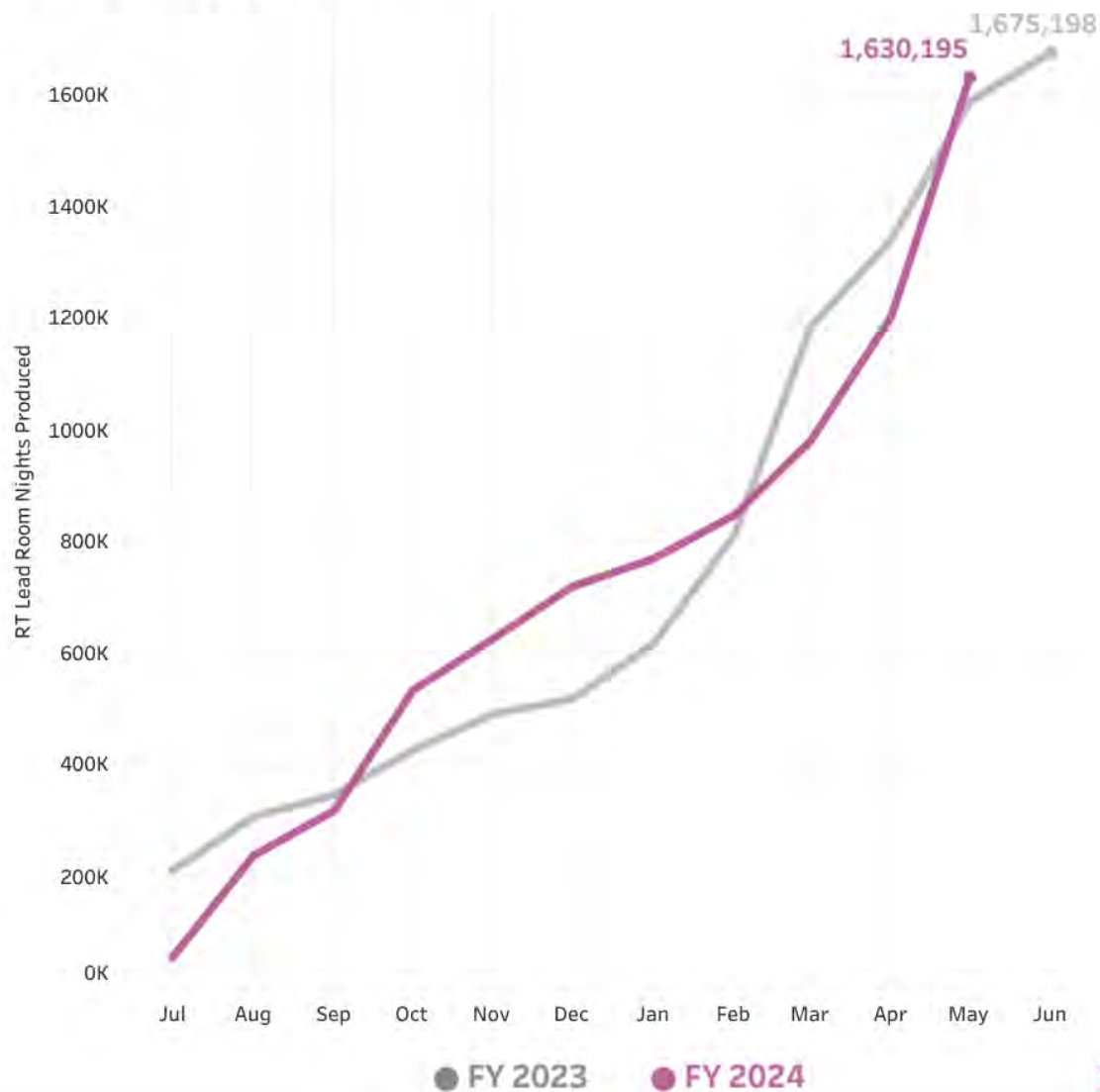
	FY 2024
Bookings	22
Bookings YOY	100%
Booked Room Nights	307,930
Booked Room Nights YOY	78%
Attendees	445,200
Attendees YOY	-71%



Citywide Lead Production

FY 2024 through May

Lead Production by Month



Key Metrics

	FY 2024
Leads Produced	128
Leads Produced YOY	-19%
Lead Room Nights Produced	1,630,195
Lead Room Nights Produced YOY	3%
Attendees	1,232,266
Attendees YOY	-52%





LA Tourism
Customer Advisory Board
Meeting Highlights



Sunday, June 16th - Tuesday June 18th

Composition - the top meeting and event planners in our industry that have or will be hosting their citywide or self - contained meetings in Los Angeles

Goal - discuss and share insight and key issues impacting meeting and events and how LA can position itself to capture more business

- **Highlights included:**

- Updates from last CAB Meeting in Spring
- Destination Perception Study
- Group Sales Marketing Messaging and Creative
- IPW Feedback and Upcoming Industry Hosting Events
- FY 24/25 Strategic Sales Plan Feedback/Does this resonate, are we missing anything?
- LA On Location Platform & Ambassador Program
- Drone Experience - LACC
- Engagement with our Hote Community
- Attendance at the TTT meeting to speak to the importance of the LAA Modernization



SALES MARKETING OVERVIEW FY24/25

Awareness

Always On
Connected TV
Online Video
Podcast Audio

Strategic Partnerships

Trade Media (Meetings Publications)

Partnership Marketing
Tradeshows & Events

Vertical Targeting

Medical
Tech
Incentive
Sports Venue Showcase

Email Marketing

Group Incentive Offer
Quarterly
Vertical with more focus on association leading up to ASAE

Content Marketing

Editorial calendar
New MeetLA site content
Organic & Paid Social
Planner toolkit

SALES MARKETING OVERVIEW

Meetings Trade Media	Editorial, Advertorial & Custom Content (i.e. "3 Days in LA") with Meetings Today , Northstar, Smart Meetings, PCMA, etc
E-mail Newsletters to Planner Community	Quarterly (Region spotlights), monthly vertical segments (association, tech, medical, incentive, sports theme), incentive offers
Tradeshow & Event Marketing	Presence at IMEX, Cvent Connect, ASAE, PCMA, MPI, GM Sales Missions, Road Shows, and local tradeshow & events



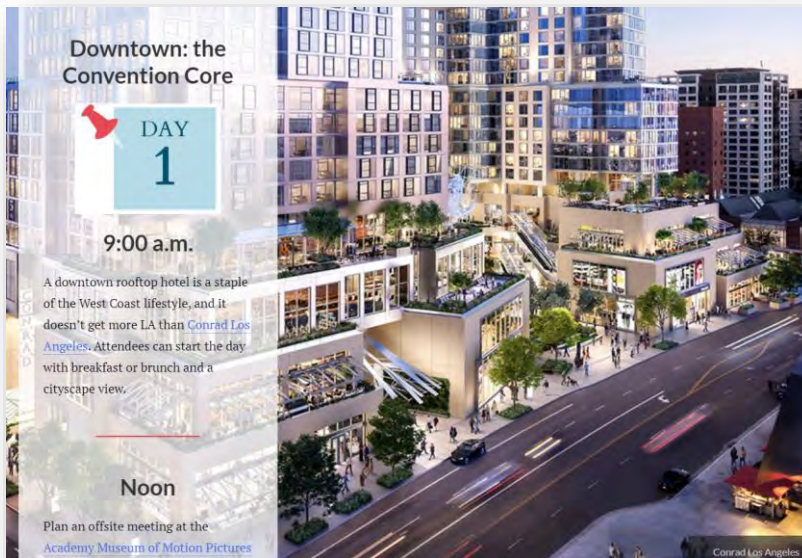
LA Regions Amplify Associations

Whether you're looking to increase event attendance, present new host locations to your board, offer pre- and post-meeting options or align creative experiences with association goals, Los Angeles' regions have you covered.

Attendees can fly into the West Coast's largest airport, then find themselves enjoying bucket-list attraction, tasting a new dish at a hidden-gem restaurant or immersing in culture at extraordinary locales.

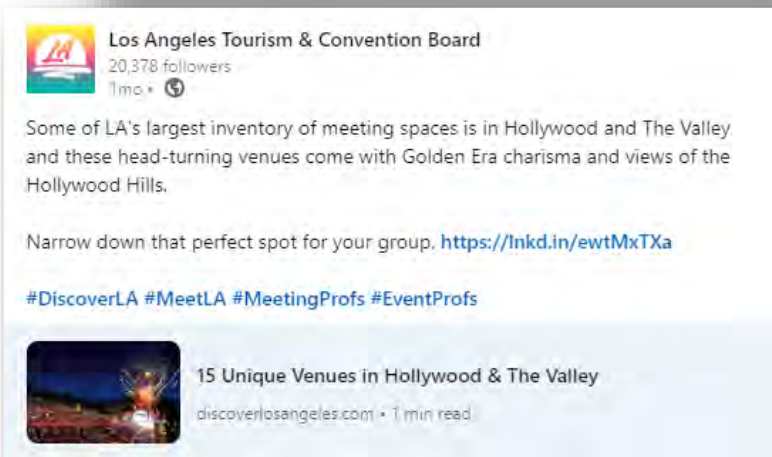
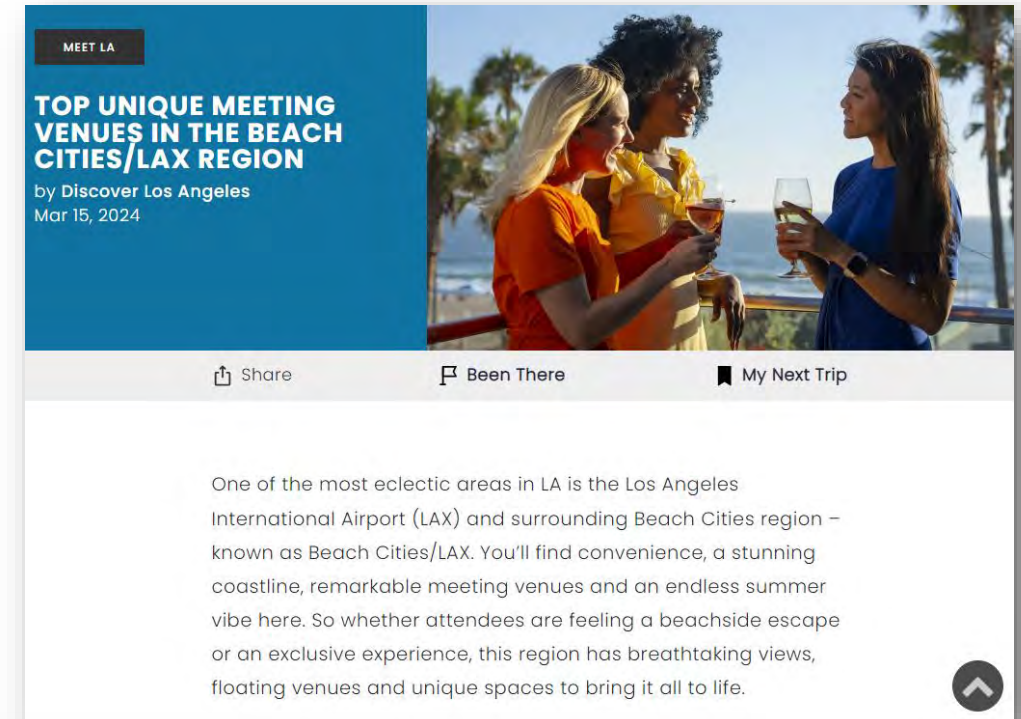
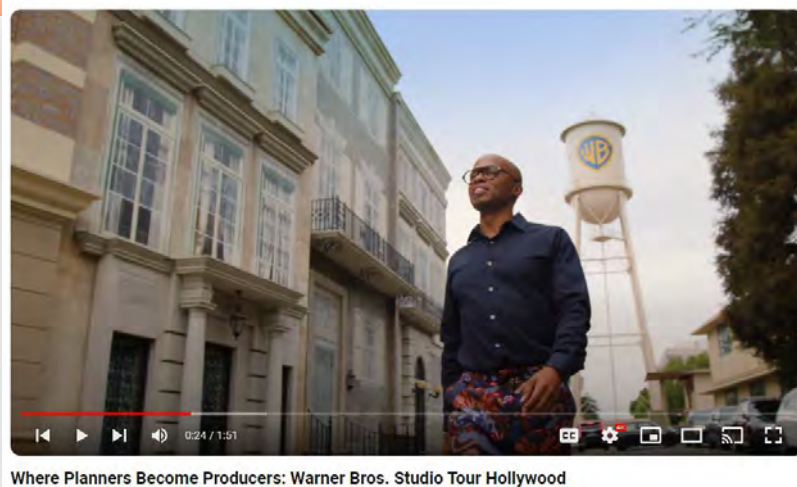
See the charismatic regions that are as convenient as they are captivating.

MEET LA'S REGIONS



SALES MARKETING OVERVIEW

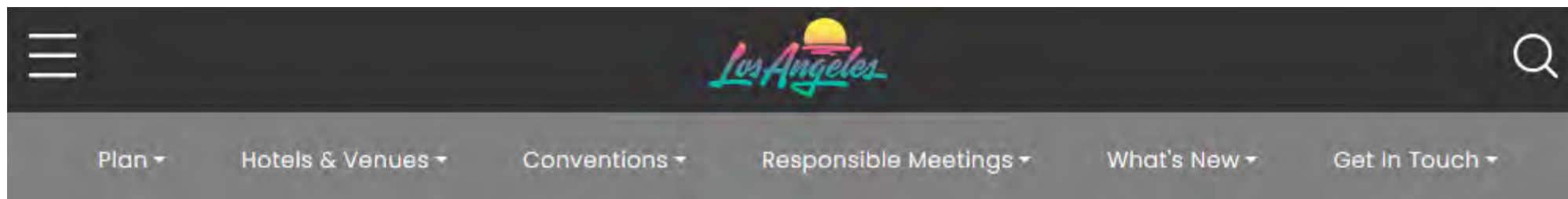
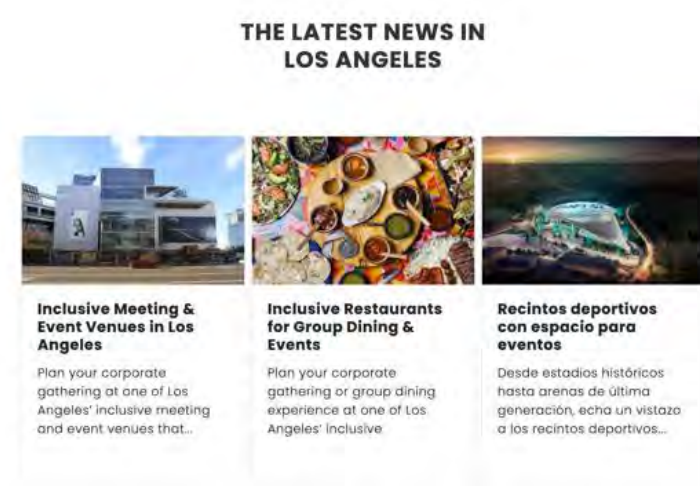
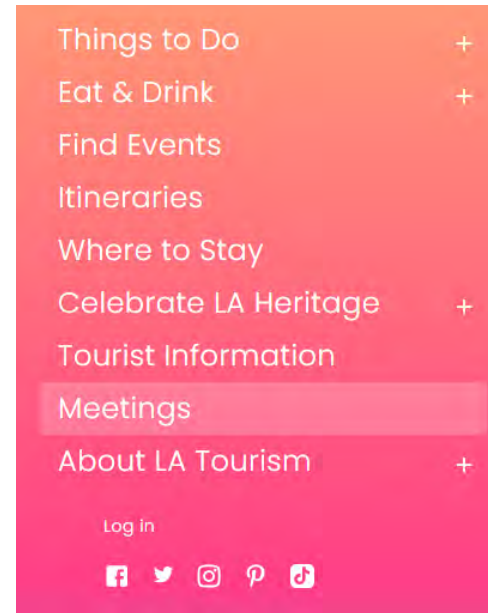
MeetLA Website	Planner toolkit, dedicated pages and itineraries for LA's regions, "what's new" blog content, virtual site tours
Video Marketing	Online Video and Connected TV using "Where Planners Become Producers" Series ft. Tony Scurry – Episodes including LAX/Beach Cities, Valley, Hollywood, DTLA, Expo Park
Digital Media	Linkedin, Meta (FB/IG), Google Discovery, Banner ads, Podcast Audio ads



MEETLA WEBSITE

WHAT'S NEW - THANKS TO YOU!

- Meetings in main Discover LA navigation
 - Search function
 - More intuitive MeetLA navigation
 - What's New content hub (Coming soon!)
 - New Meet the Team videos
 - Mobile optimized
 - Homepage video edited for clarity
- + More enhancements coming soon!



IAEE LA HOSTING December 2024



- December 17-19, 2024 (concern with holidays)
- Expo! Expo! is the industry's foremost face-to-face network for exhibition and event industry
- It's the gateway to the decision-makers for the \$77 billion exhibitions and events industry, with eighty-five percent of attendees having a role in purchasing decisions.
- Attendees include owners, executives, directors and managers from organizations from a wide variety of events, including many of the largest exhibitions in North America and from over fifty countries worldwide.
- Last hosted in 2014



ASAE LA HOSTING AUGUST 2025



- **August 9-12, 2025**
- **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**
- **Last hosted in 2010**





by the numbers...

- In the last six months
 - 16% improvement on conversion rate when On Location enhancements are activated.
 - 70% overall site visit conversion to definite business when incorporating Destination Sales and the On Location program.

LITTLE THINGS CREATE BIG IMPRESSIONS



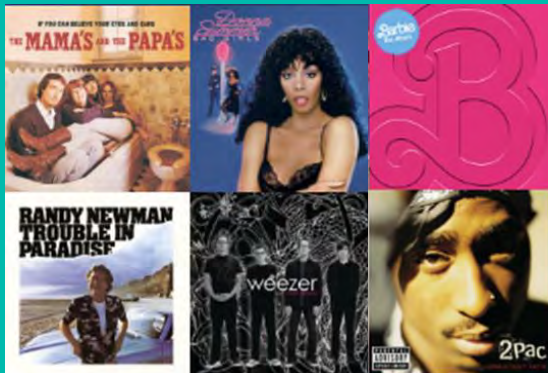
COMFORT



ESSENTIALS



TOOLS



VIBES



REFRESHMENTS



LOCAL'S PERSPECTIVE





Ambassador Program

- Partnership with BIDs
- Staffing during key times and at key locations
- 7 Conventions through June; budgeting for 20 in 24/25 (running \$15K/event)
- Next steps:
 - Elevated training for Ambassadors
 - QR codes/improved signage
 - Evaluate program for improvements
 - Testimonials to share the message
 - Eventually expand outside of DTLA

Item 4d
LACC Update

