



## CITY TOURISM COMMISSION



Commissioners: Jon F. Vein, President; Kathleen Rawson, Vice President;  
Taelor Bakewell; Juan Camacho; Cameron 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](http://tourism.lacity.gov).

Special Meeting  
Wednesday, July 18, 2024  
9:00 a.m.  
1201 S. Figueroa St.  
Los Angeles, CA 90015

- 1. CALL TO ORDER / ROLL CALL**
- 2. ELECTION OF THE 2024-2025 BOARD OFFICERS**
- 3. PUBLIC COMMENT ON AGENDIZED ITEMS ONLY**
- 4. APPROVE MINUTES**
  - a. Approval of the special meeting minutes from June 26, 2024
- 5. REPORTS**
  - a. Executive Director Report
  - b. ASM Update
  - c. LATCB Update
- 6. ACTION ITEMS**

NONE
- 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](http://ethics.lacity.org/lobbying). For assistance, please contact the Ethics Commission at (213) 987-1960 or [ethics.commission@lacity.org](mailto: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.

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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 2a

# Election of the 2024-2025 Board Officers



## Item 3a

# Public Comments on Agendized Items



Item 4a

Approval of the

June 26, 2024 Minutes



## **CITY TOURISM BOARD OF COMMISSIONERS**

### **Special Meeting Minutes**

June 26, 2024

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, June 26, 2024, at 9:00 a.m. at the Los Angeles Convention Center, 1201 S. Figueroa St., Los Angeles, CA 90015.

#### **PRESENT:**

President Jon F. Vein  
Vice President Kathleen Rawson  
Juan Camacho

#### **ABSENT:**

Taelor Bakewell  
Cameron Onumah

#### **PRESENTERS:**

Kim Weedmark, ASM  
Doane Liu, CTD  
Darren Green, LATCB

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

President Vein called the meeting to order at 9:00 a.m.

#### ***Item 2a. Public Comment***

None

#### ***Item 2b. Neighborhood Council***

None

#### ***Item 3a. Approval of the regular meeting minutes from May 15, 2024.***

UNANIMOUSLY APPROVED

#### ***Item 4a. Executive Director Report***

Doane Liu provided an overview of his activities since the last Board meeting, which included: attending City Council to introduce South Korean band, RIIZE; a breakfast with our public safety partners, a CCA Treasures event, a Destination Crenshaw event, a Los Angeles Tourism & Convention Board Customer Advisory event; participating in a site visit with Nationwide Marketing Group, an interview with the Americas Lodging Investment Summit; meetings with the Institute of Scrap Recycling on a possible future event, Dan Hoffend and Kim Weedmark regarding expansion and mergers, Supernal regarding flying taxi cabs, Manufacturing Engineering on pre-event planning; and expansion related meetings with the Trade, Travel and Tourism Committee, the Budget and Finance Committee, Council District 3, Council District 14, Plenary Group, Council Member Price, and Council Member de León.

Mr. Liu noted that the Trade, Travel, and Tourism Committee approved the Los Angeles Convention Center expansion motion on June 18, 2024, and is on the agenda for today's Budget and Finance Committee meeting. The biggest change being a move from public-private partnership to design-build only, with the City taking care of the financing. The operations and maintenance will be dealt with later in the process.

***Item 4b. ASM Monthly Update***

Ms. Kim Weedmark reported on 14 events hosted during April 2024, which was a mix of meetings, consumer shows, assemblies, a trade show and one citywide event related to the field of endodontistry, with 47,706 total number of attendees. Ms. Weedmark also reported a total of six filmings for the month of April. The sales and marketing team licensed 10 events in the month of April. The financial data for April reported an operating loss of \$0.6M and \$3.5M in gross revenue, with approximately 73% from rent, food and beverage, and parking. Operating expenses totaled \$2.7M with continued spending on building maintenance and repairs. The building consumed 1.4 GWh, 24% from solar. April's exhibit hall occupancy rate was 40%. April's total economic impact was \$23.4M, \$6.8M generated by LACC events and \$16.6M generated by the citywide event. The year to date net revenue totaled \$30.4M, versus the \$25.4M budgeted; the expenses were \$23.3M, versus \$22.1M; and an operating profit of \$7.1M, versus the \$3.3M budgeted.

***Item 4c. LATCB Monthly Update***

Mr. Darren Green reported that hotel sales are 307,930, which is 126% of the year-to-date goal of 258,000. This is attributed to the addition of the NBA All Star Game and the NFL Super Bowl, which was not part of the initial forecast. LATCB plans to raise the goal for next fiscal year. Mr. Green reported 22 bookings, which is 147% of the year-to-date goal of 18. The leads are at 128, with a goal of 140. There's some concern about reaching the goal; but, Ms. Kathy McAdams has 160,000 in the sales bubble to help reach it. Mr. Green also noted booking Red Hat and Pokemon for 2025, nine groups added in 2026, six groups added in 2027, and plans to still book events for 2028, around the Olympics.

Mr. Green provided highlights from the Customer Advisory Board meeting that took place from June 16 - 18, 2024. The Customer Advisory Board consists of the top meeting event planners in our industry who host citywide or self-contained meetings. The goal of the meeting is to share insight and key issues impacting meetings and events and how LA can position itself to capture more business.

Mr. Green also provided a sales and marketing overview for Fiscal Year 2024-25, mentioned the revamping of the MeetLA website, hosting ASAE in December 2024 and ASAE in August 2025, the LA on Location platform, and the Ambassador Program.

The meeting was adjourned at 9:51 a.m. without objection.

## Item 5a

# Executive Director's Report



# Item 5b

## ASM Update





# LOS ANGELES CONVENTION CENTER MONTHLY UPDATE – MAY 2024

**KIMBERLY WEEDMARK**  
GENERAL MANAGER

**BEN ZARHOUD**  
ASST. GENERAL MANAGER



# May 2024 Events

## 89,113 Total Attendees

- 05/05 – 05/08 – IPW 2024 (20,000)
- 05/03 – 05/07 – Visit California (9,000)
- 05/9 – 05/17 – ISEF (6,713)
- 05/20 – 05/21 – Commencement for Cal State University (37,100)
- 05/22 – AWS 2024 Summit (3,800)
- 05/24 – 05/26 – Pokemon Regional Championships (7,000)
- 05/25 – 05/27 – Iglesia de Restauracion – PAR 2024 (4,500)
- 05/29 – 05/30 – California Hydrogen Convention (1,000)

\*MEETING

\*CITYWIDE

\*CONSUMER SHOW

\*ASSEMBLY

\*TRADE SHOW



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# LACC LEADER OF THE 1<sup>ST</sup> QUARTER



KEVIN MCCALL

HR Manager, Training & Organizational Development

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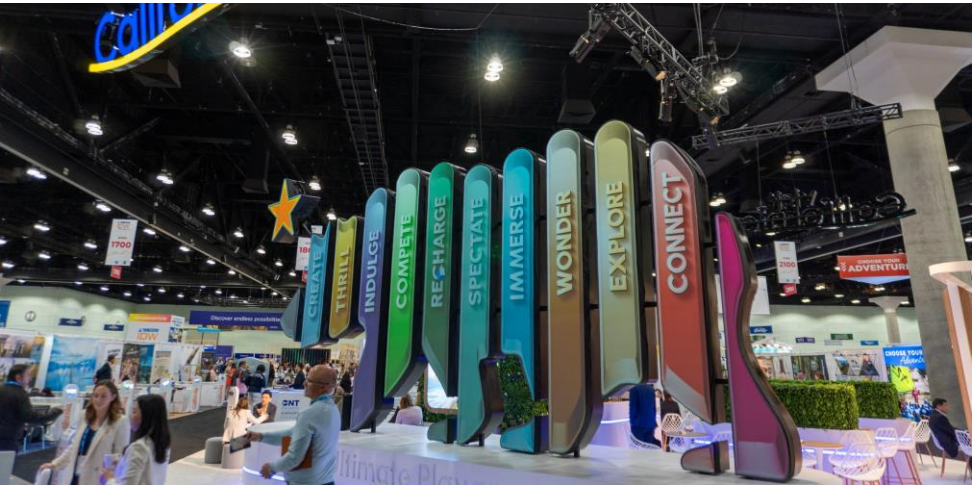
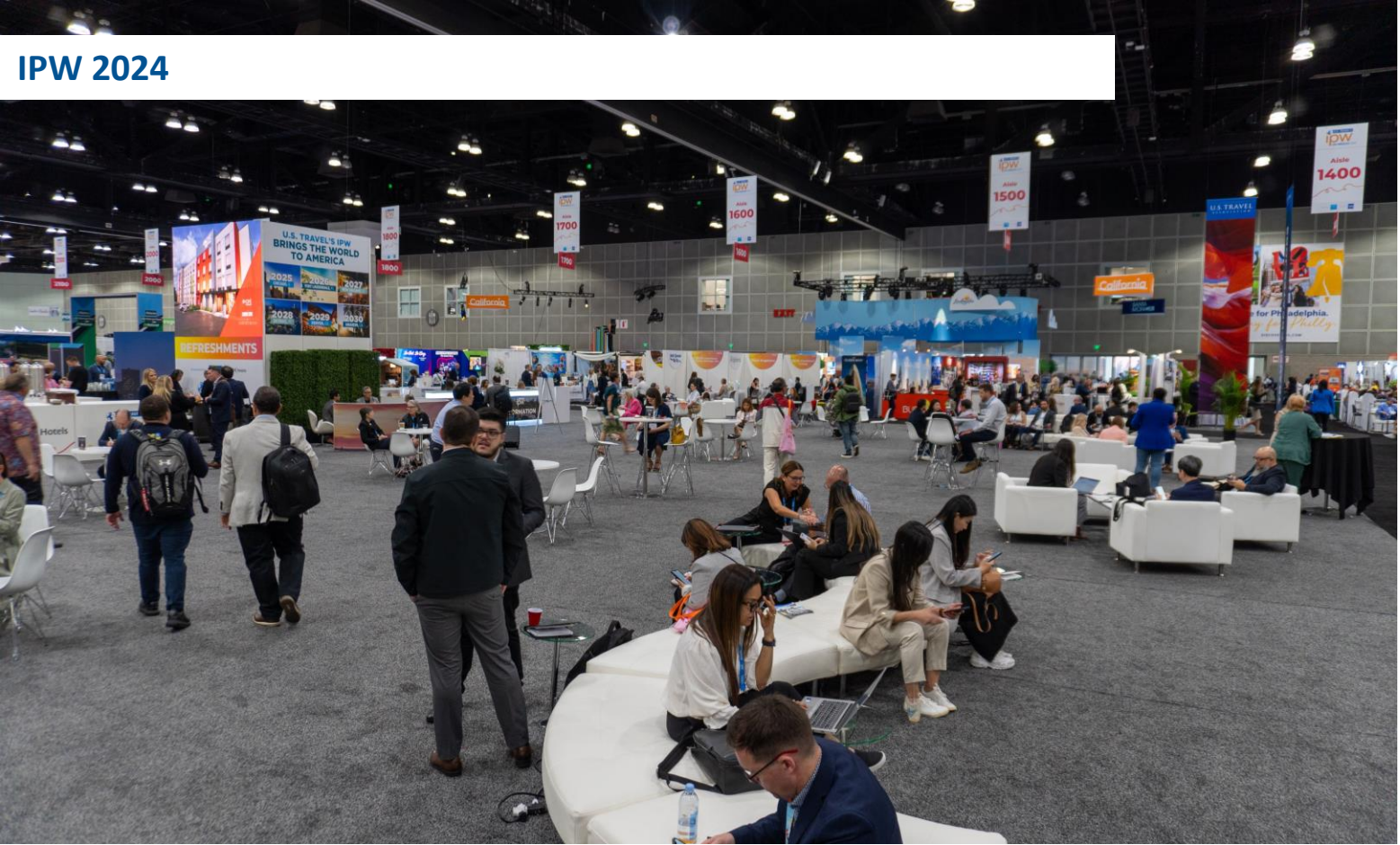
## TEAM MEMBER OF THE 1<sup>ST</sup> QUARTER



ALAN GONZALEZ

Mechanic







IPW 2024 (VISIT CALIFORNIA ACTIVATION)









CAL STATE LA COMMENCEMENT





# Filming Event in May 2024

Total: \$10,912

Name	Production Company	Space	Amount
Nike Keep it Tight	Somesuch, Inc.	West Garage	\$10,912

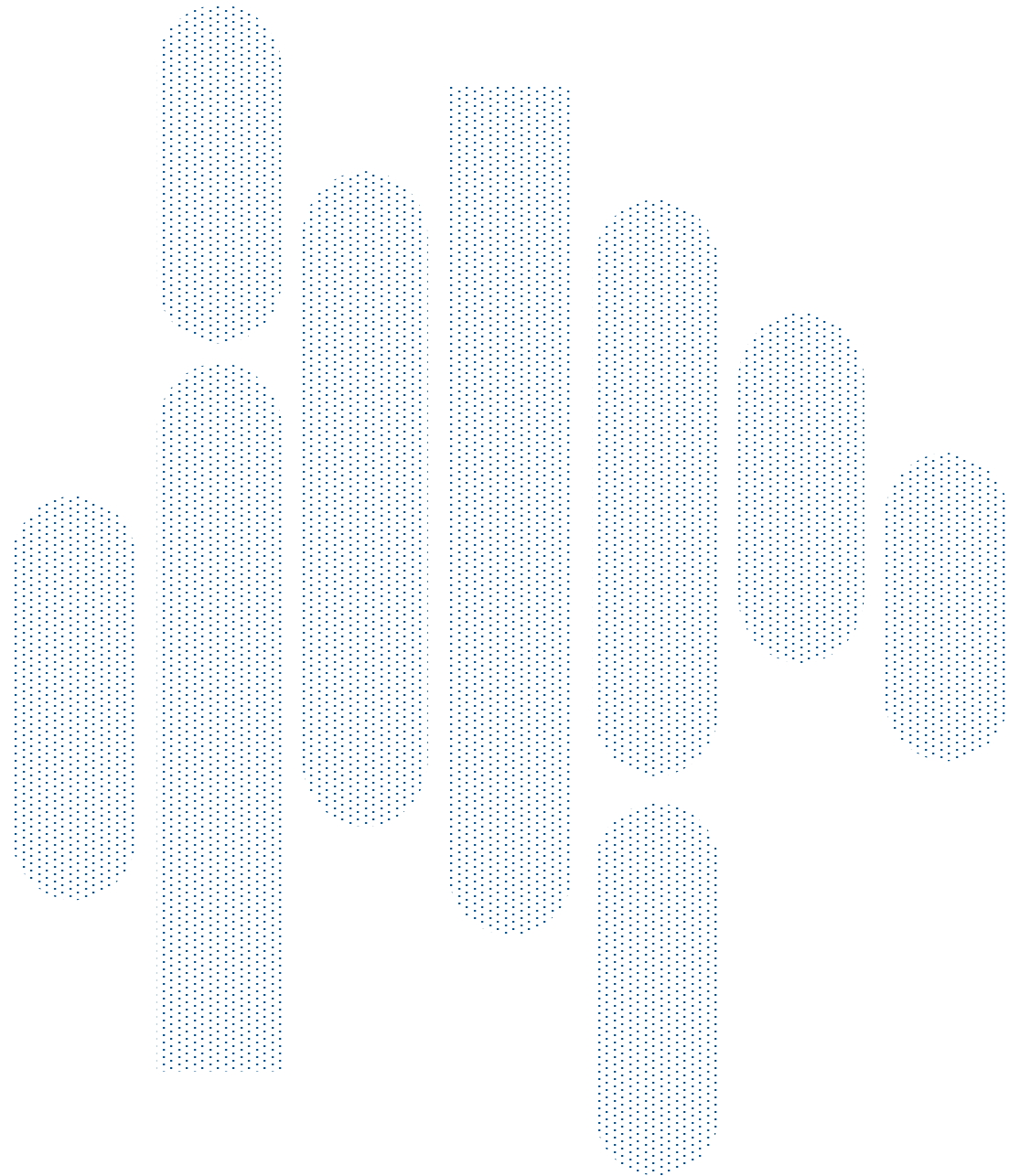


# Sales Activity

## 9 Events Licensed in May 2024

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- Assemblies: 1
- Consumer Shows: 2
- Citywides: 3
- Meetings: 2
- Tradeshows: 1



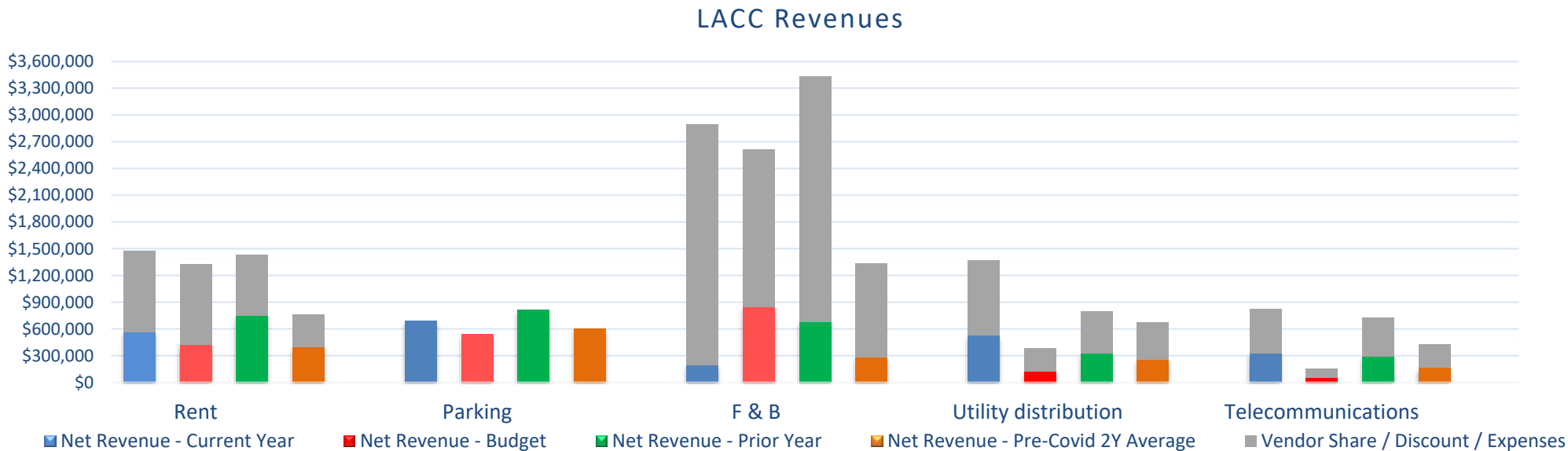
# May 2024 Financials

## OPERATING SURPLUS (LOSS):

- (\$0.9) million (before approved City Reimbursements, A & I and Capital Projects)
- \$1.1 million below budget
- \$1.4 million below prior year and \$0.9 million below Pre-Covid 2Y average

## REVENUES:

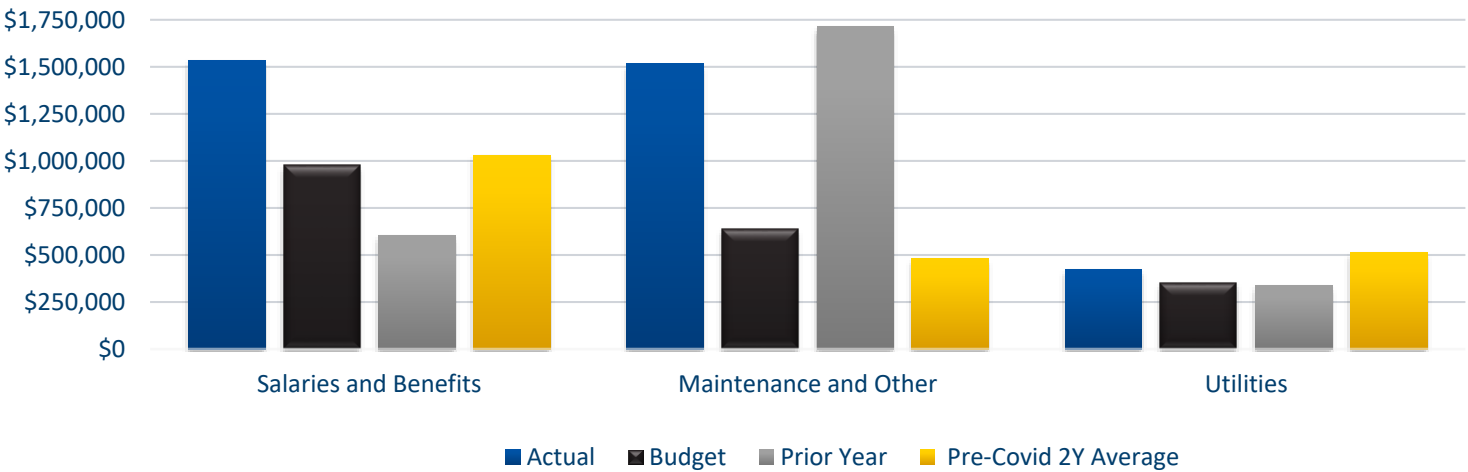
- \$7.8 million gross revenue (before discounts and service provider share)
- \$2.6 million net revenue
- \$0.4 million above budget
- \$0.6 million below prior year and \$0.8M above Pre-Covid 2Y Average



# May 2024 Financials

OPERATING EXPENSES:

- \$3.5 million (before approved A & I, Capital Projects, and City reimbursement)
- \$1.5 million above budget
- \$0.8 million above prior year and \$1.6 million above Pre-Covid 2Y Average

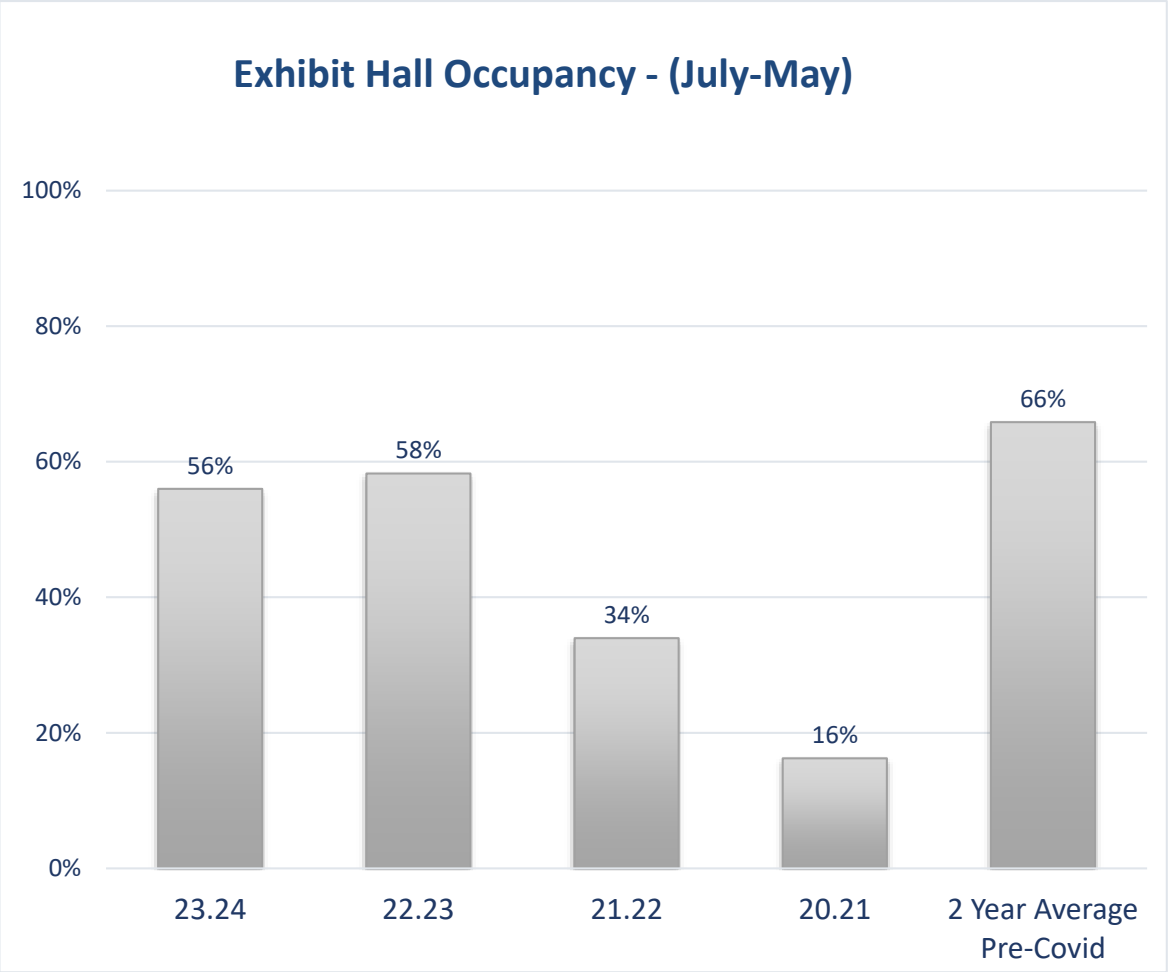
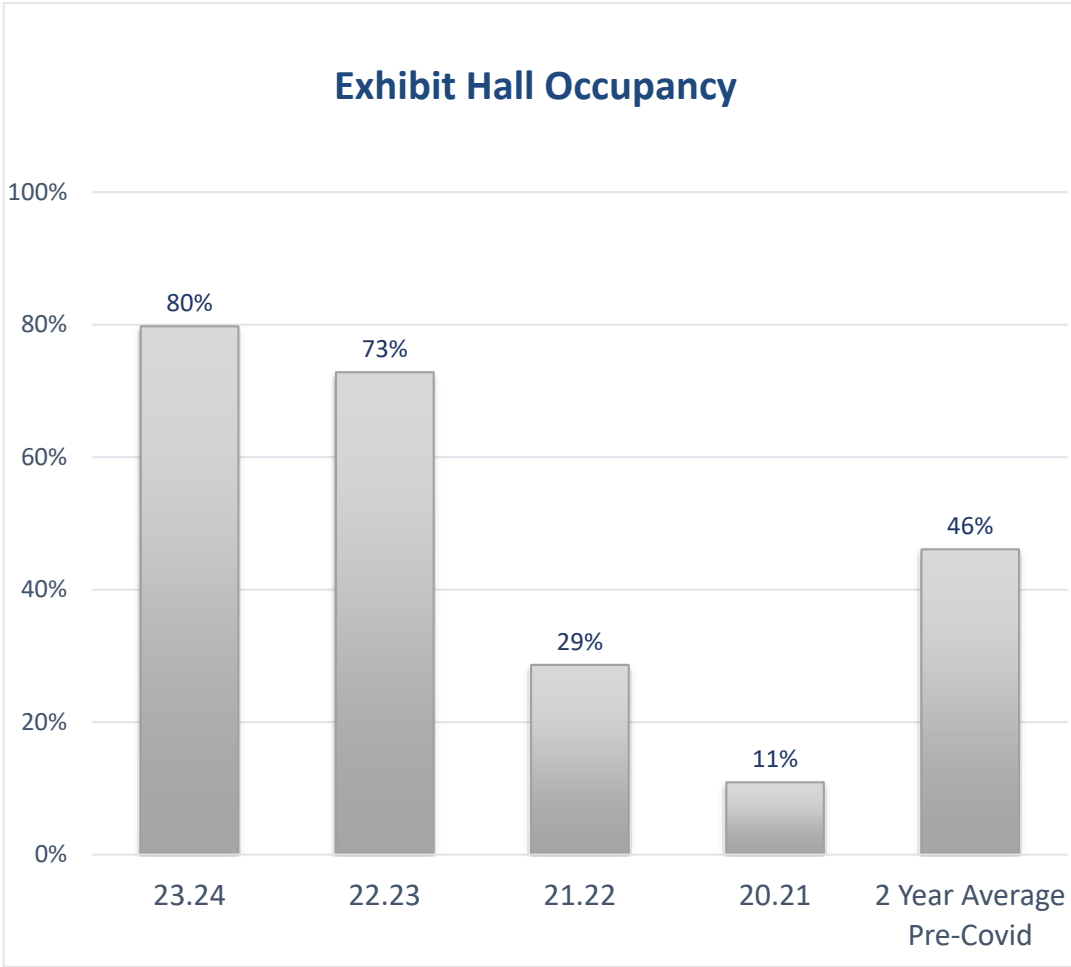


YTD Performance (unaudited) – Net Revenue \$32.9 million vs budget of \$27.6 million, Expenses \$26.7 million vs budget \$24.0 million, Operating profit \$6.2 million vs budget of \$3.6 million.

CITY REIMBURSEMENT –\$0.1 million

Capital and Alterations & Improvements

# May 2024 Occupancy



# May 2024 Economic Impact

\$45.1 million in Estimated Economic Impact





*Los Angeles*  
CONVENTION  
CENTER

THANK YOU



# Item 5c

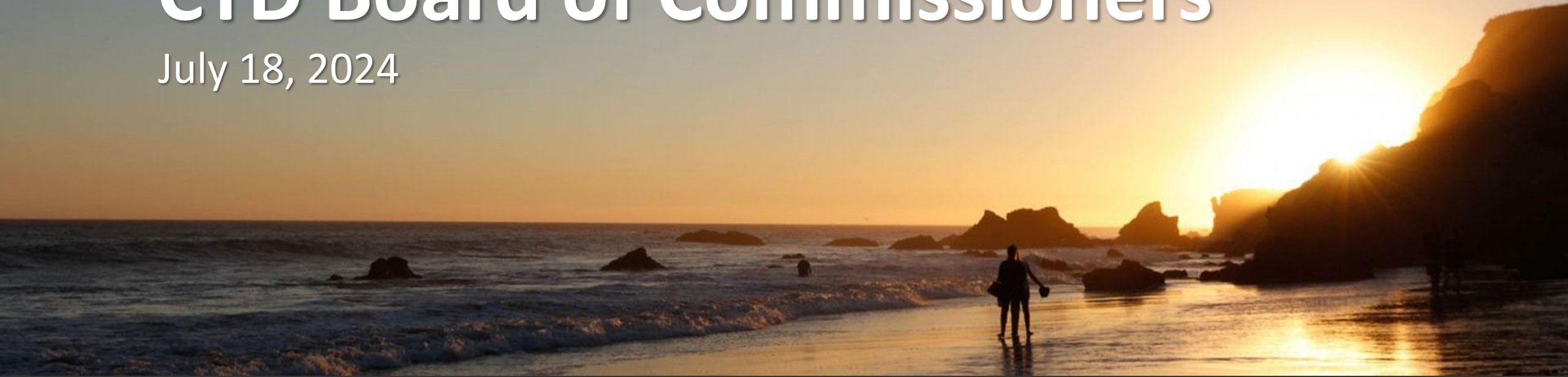
## LATCB Update





# CTD Board of Commissioners

July 18, 2024

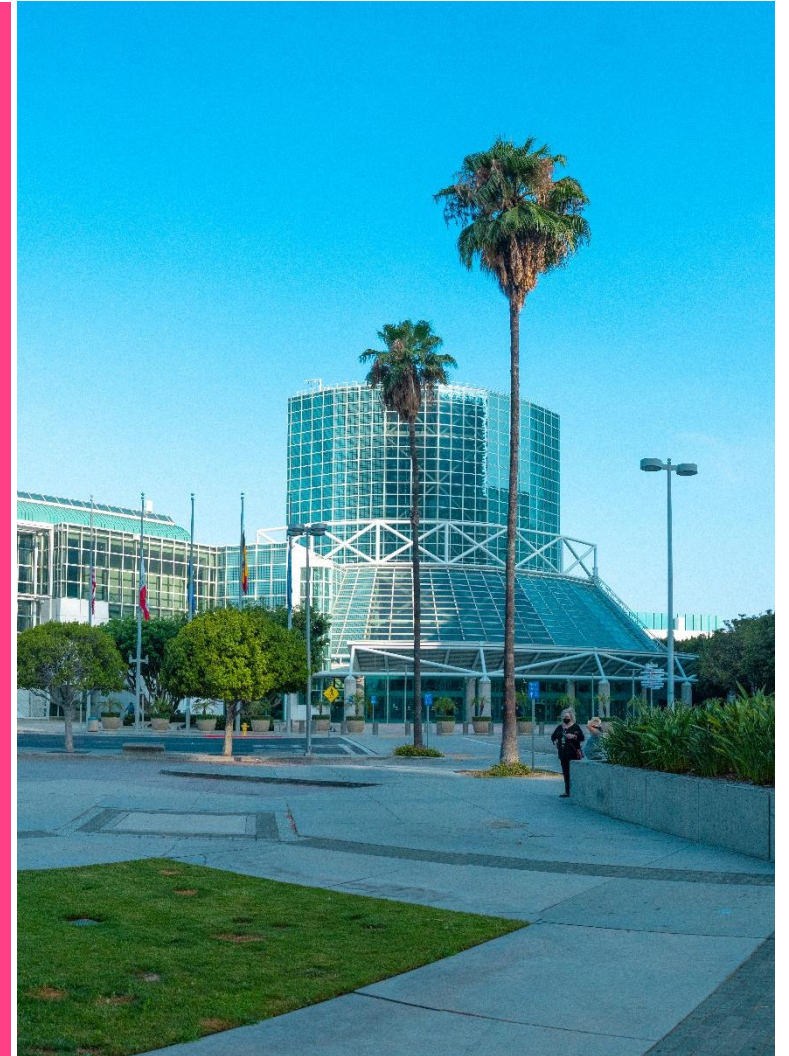


Los Angeles Tourism & Convention Board



# Sales Update

**Patti MacJennett**  
Chief Stakeholder Officer



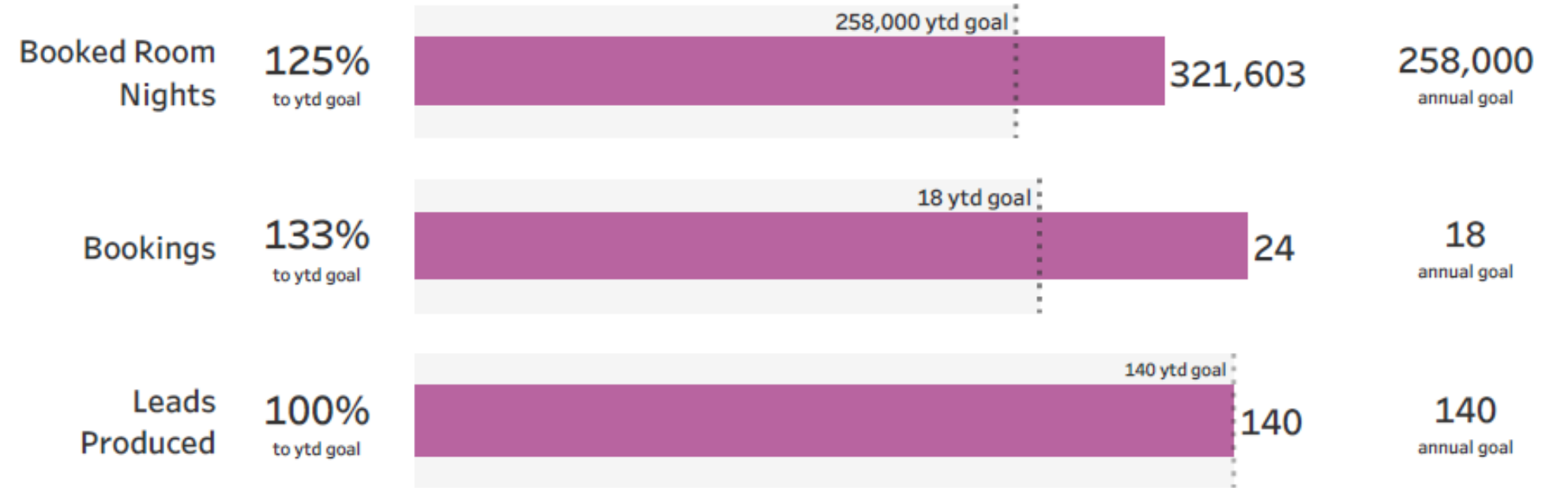
# CITYWIDE CONVENTION SALES

Sales Production for FY 2024 through June  
Data last refreshed 7/10/2024 11:20:08 PM

Calendar Fiscal Year  
Year 2024  
Month Full Year

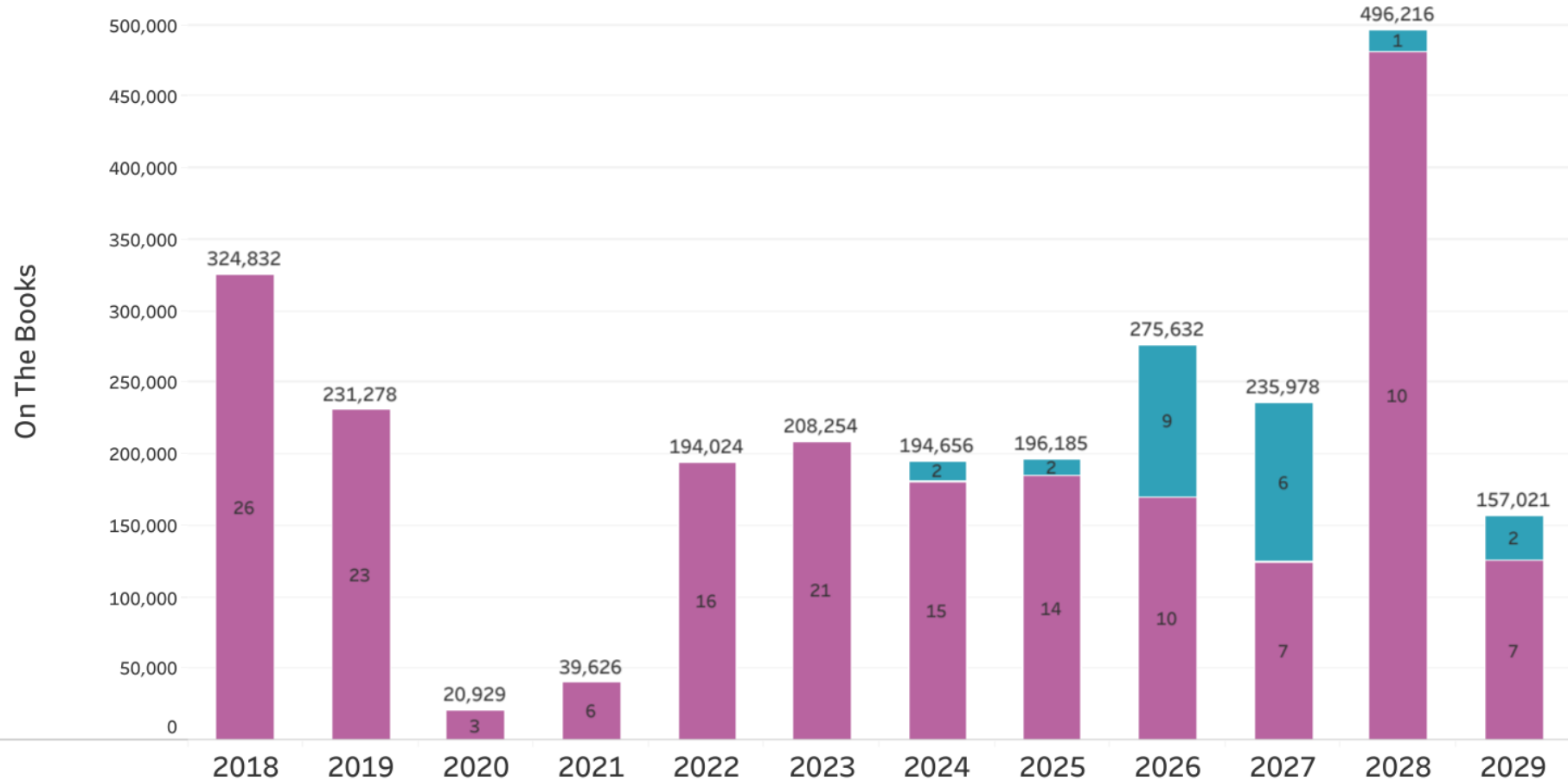
Citywide

FY 2024 through June



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 7/10/2024 11:20 PM

Sales TypeCitywide

Sales ManagerAll

Peak BucketAll

Corp or AssnAll

Vertical MarketAll

Leads

92

Null

25% - Qualified lead for LA

1,131,179 room nights  
68 leads

Lead Room Nights

1,502,166

50% - LA has made the short-list

162,080 room nights  
13 leads

75% - LA selected and Hotel TBD

Attendees

1,299,684

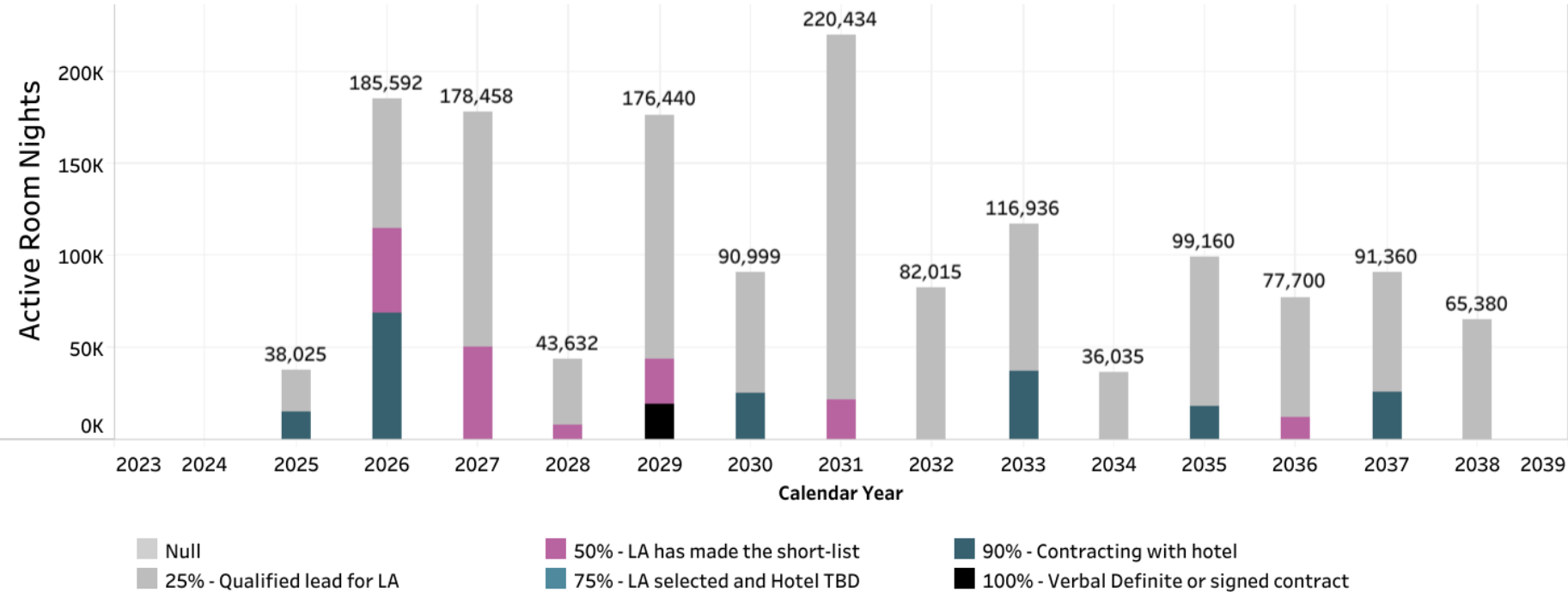
90% - Contracting with hotel

189,260 room nights  
10 leads

100% - Verbal Definite or signed contract

19,647 room nights  
1 leads

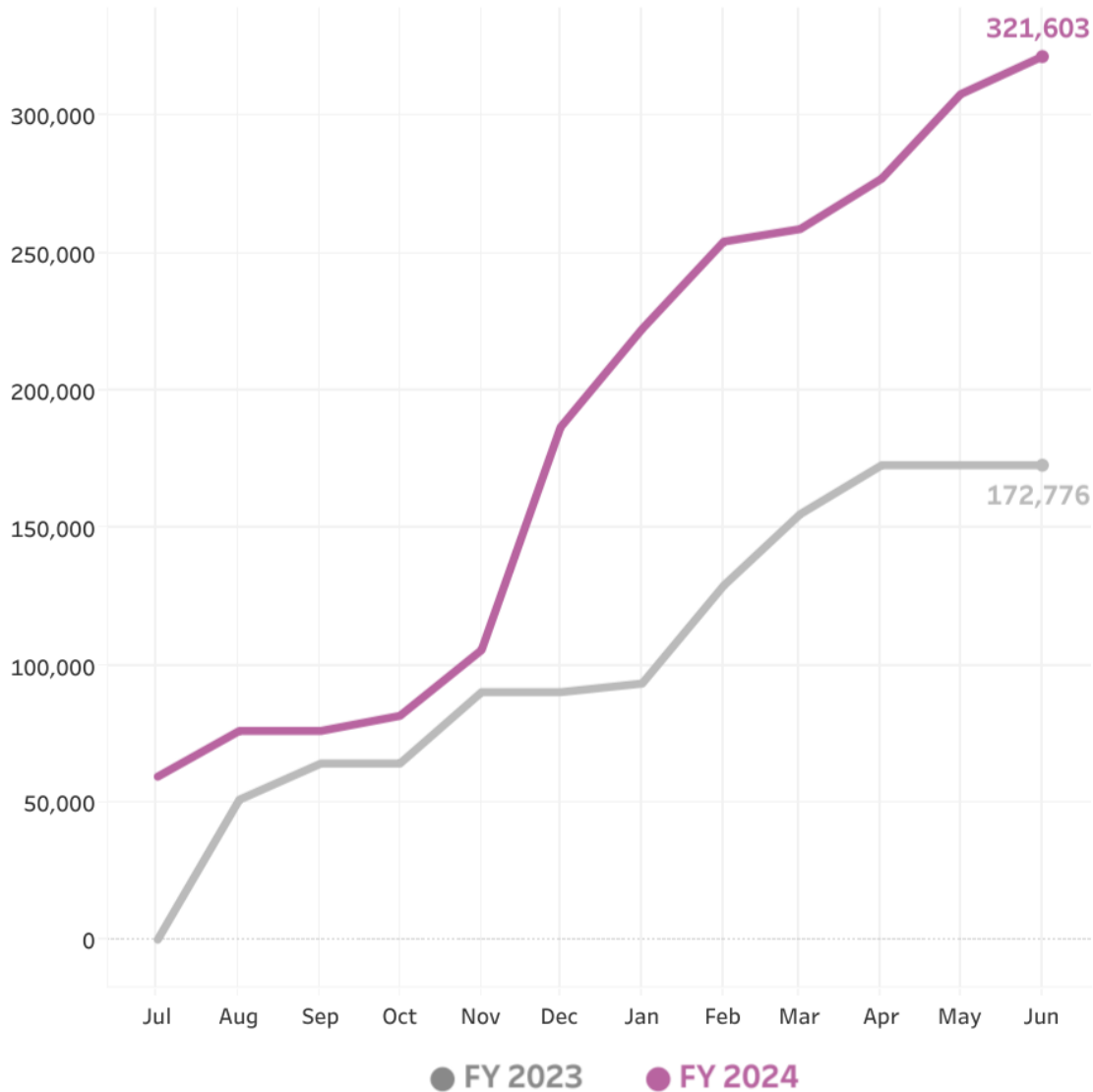
Active Pipeline by Meeting Year



# Citywide Booked Room Nights

FY 2024 through June

Booked Room Nights by Month



Key Metrics

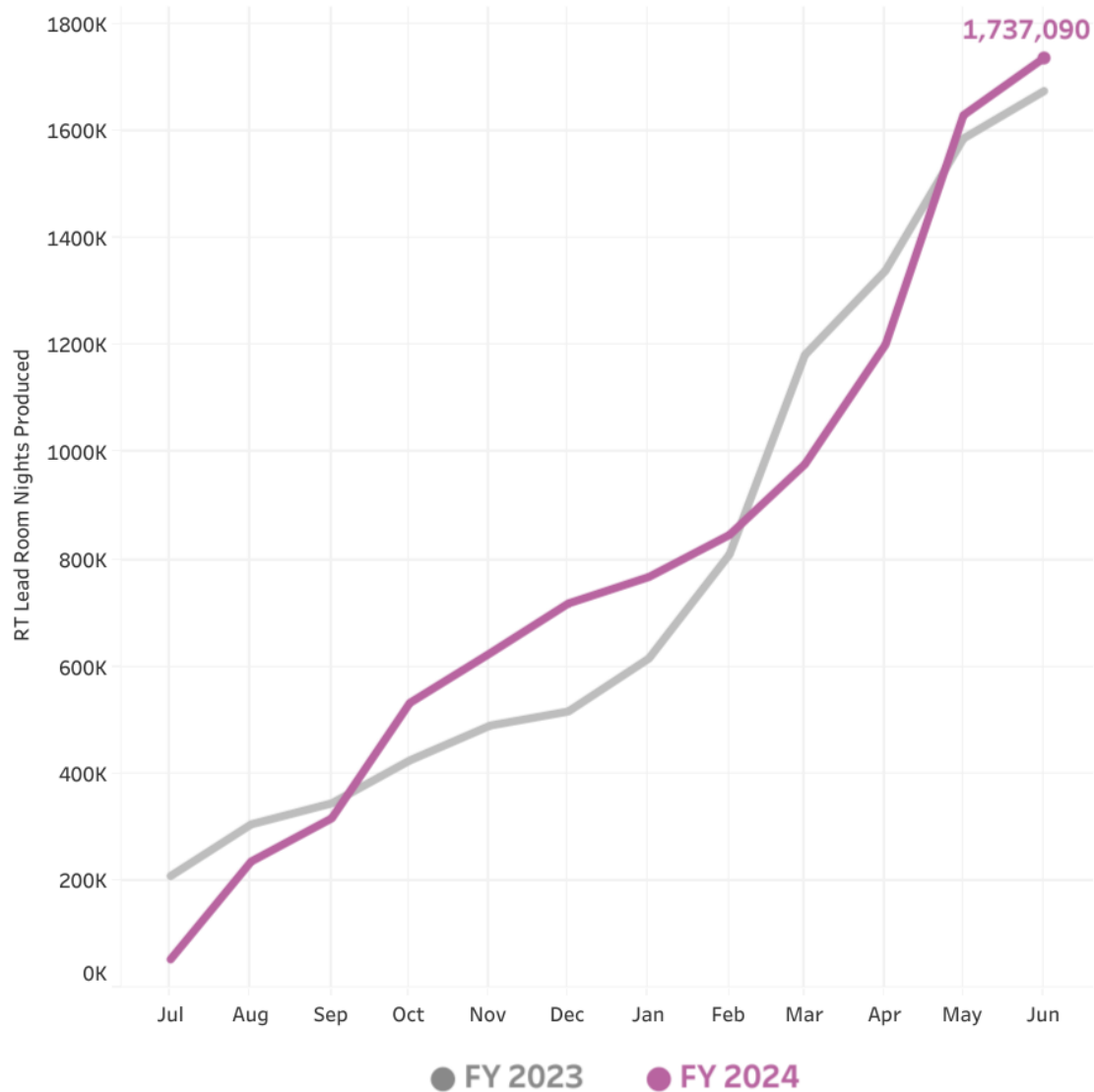
	FY 2024
Bookings	24
Bookings YOY	118%
Booked Room Nights	321,603
Booked Room Nights YOY	86%
Attendees	454,600
Attendees YOY	-71%



# Citywide Lead Production

FY 2024 through June

Lead Production by Month



Key Metrics

	FY 2024
Leads Produced	140
Leads Produced YOY	-17%
Lead Room Nights Produced	1,737,090
Lead Room Nights Produced YOY	4%
Attendees	1,296,366
Attendees YOY	-51%



# DINE LA









# DINE LA RESTAURANT WEEK UPDATE

- Dine LA Restaurant Week is here! With a near record of 426 restaurants this season. It is a true representation of LA's diversity by spanning across 79 neighborhoods and offering 31 unique global cuisines.
- 50 Michelin Restaurants, 31 TMD Hotels, 47 Restaurants at Member Hotels
- Dine LA Restaurant Week is on July 12-26, where visitors and residents can enjoy special prix fixe lunch menus starting at \$15 and dinner menus starting at \$25.
- This program is offered twice a year and showcases Los Angeles as a premier dining destination while highlighting the diverse culinary experiences LA has to offer.





DINE  
LA<sup>TM</sup>