



CITY TOURISM COMMISSION



Commissioners: Jon F. Vein, President; Kathleen Rawson, Vice President;
Taelor Bakewell; Cameron Onumah; Angelia Shepperd

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, January 22, 2025
9:00 a.m.
1201 S. Figueroa St.
Los Angeles, CA 90015

1. CALL TO ORDER / ROLL CALL
2. PUBLIC COMMENT ON AGENDIZED ITEMS ONLY
3. APPROVE MINUTES
 - a. Approval of the regular meeting minutes from November 20, 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

November 20, 2024 Minutes



CITY TOURISM BOARD OF COMMISSIONERS

Regular Meeting Minutes

November 20, 2024

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, November 20, 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 (left at 9:45 am)

Vice President Kathleen Rawson

Cameron Onumah

Angelia Sheppard

ABSENT:

Taelor Bakewell

PRESENTERS:

Kim Weedmark, ASM

Ben Zarhoud, ASM

Doane Liu, CTD

Christina Oh, CTD

Mary Gallagher, LATCB

Kathy McAdams, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:01 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from October 16, 2024

UNANIMOUSLY APPROVED

Item 5a. Expansion Update - Taken Out of order

Mr. Doane Liu gave an overview of the proposed designs of the Convention Center expansion project including an outdoor plaza and multipurpose space, noting that 50% drawings were completed on November 15, 2024 and are out to bid. Mr. Liu provided a projected timeline noting that the original proposed schedule can be met.

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: presenting at the Downtown breakfast club, several GLP Design sessions, a tour of Destination Crenshaw with CD 8; meetings with John Bwarie of Made in LA, M. Galvin of PortLA, and Mayor Bass, Jimmy Kim and Chief Choi; and panel discussions at the So. Cal. Development Forum, CoMotion, and the BisNow Retail and Hospitality Event. Ms. Christina Oh provided an overview of her recent trip to Croatia with CD 15, which resulted in an agreement with the Croatian Olympic Committee to locate its Olympic House in San Pedro during the 2028 Olympic and Paralympic Games.

Item 4b. ASM Monthly Update

Ms. Kim Weedmark reported on 15 events hosted during September 2024, which was a mix of meetings, consumer shows, assemblies, four filmings and three citywide events. The sales and marketing team licensed eight events in the month of September. Mr. Ben Zarhoud presented the financial data for September reporting an operating surplus of \$1.5M and \$6.8M in gross revenue, with approximately 76% from rent, food and beverage, and parking. Mr. Zarhoud also reported that operating expenses totaled \$2.1M. Mr. Zarhoud stated that September's exhibit hall occupancy rate was 62%, which was driven by citywide and the Emmys events and resulted in a total economic impact of \$41.4M, \$7.3M generated by LACC events and \$34.1M generated by the citywide events.

Item 4c. LATCB Monthly Update

Ms. Kathy McAdams reported that booked year to date room nights are 76,210, which is 25% of the annual goal of 303,257. Ms. McAdams reported 6 bookings year to date, which is one below the year to date goal, noting that 2028 is an exceptional year for booked room nights due to the Olympics. Ms. McAdams also provided an update on the new "Now Playing" advertising campaign, noting the ad placement and success of the email highlights with double the average open rate. Ms. McAdams also noted the promotions and incentive programs as part of the new campaign. Ms. Mary Gallagher gave an overview of the IAEE annual convention, which is composed of 60% exhibition organizers and 40% of suppliers to the exhibition industry.

The meeting was adjourned at 9:52 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE – OCTOBER 2024

KIMBERLY WEEDMARK
GENERAL MANAGER

BEN ZARHOUD
ASST. GENERAL MANAGER



October 2024 Events

96,312 Total Attendees

- 10/4 – 10/06 – LA Comic Con (40,000 attendees)
- 10/09 – 10/10 – The Business Show US (7,612 attendees)
- 10/10 – 2024 Sports & Entertainment Supplier Diversity (1,500 attendees)
- 10/12 – WCUI School of Medical Imaging (1,200 attendees)
- 10/15 – 10/20 – Infectious Disease Society of America – IDWeek 2024 (37,000 attendees)
- 10/28 – 10/30 – Cisco Systems – Partner Summit 2024 (9,000 attendees)



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

L.A. COMIC CON 2024



ID Week 2024



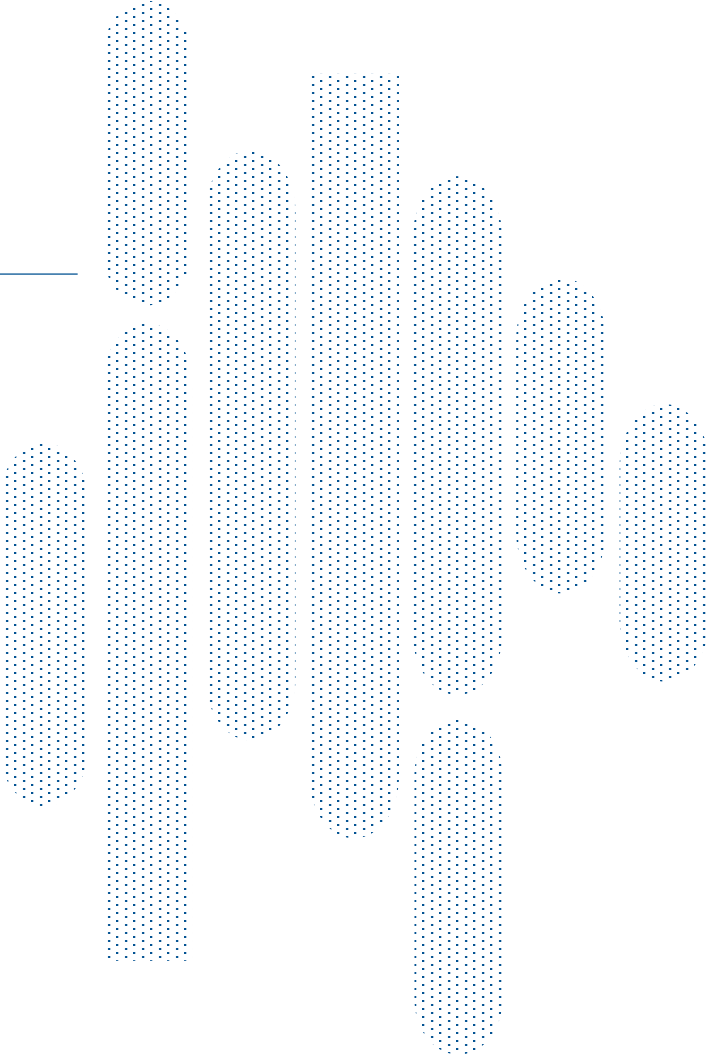
CISCO PARTNER SUMMIT 2024



Filming in October 2024

Total: \$61,511

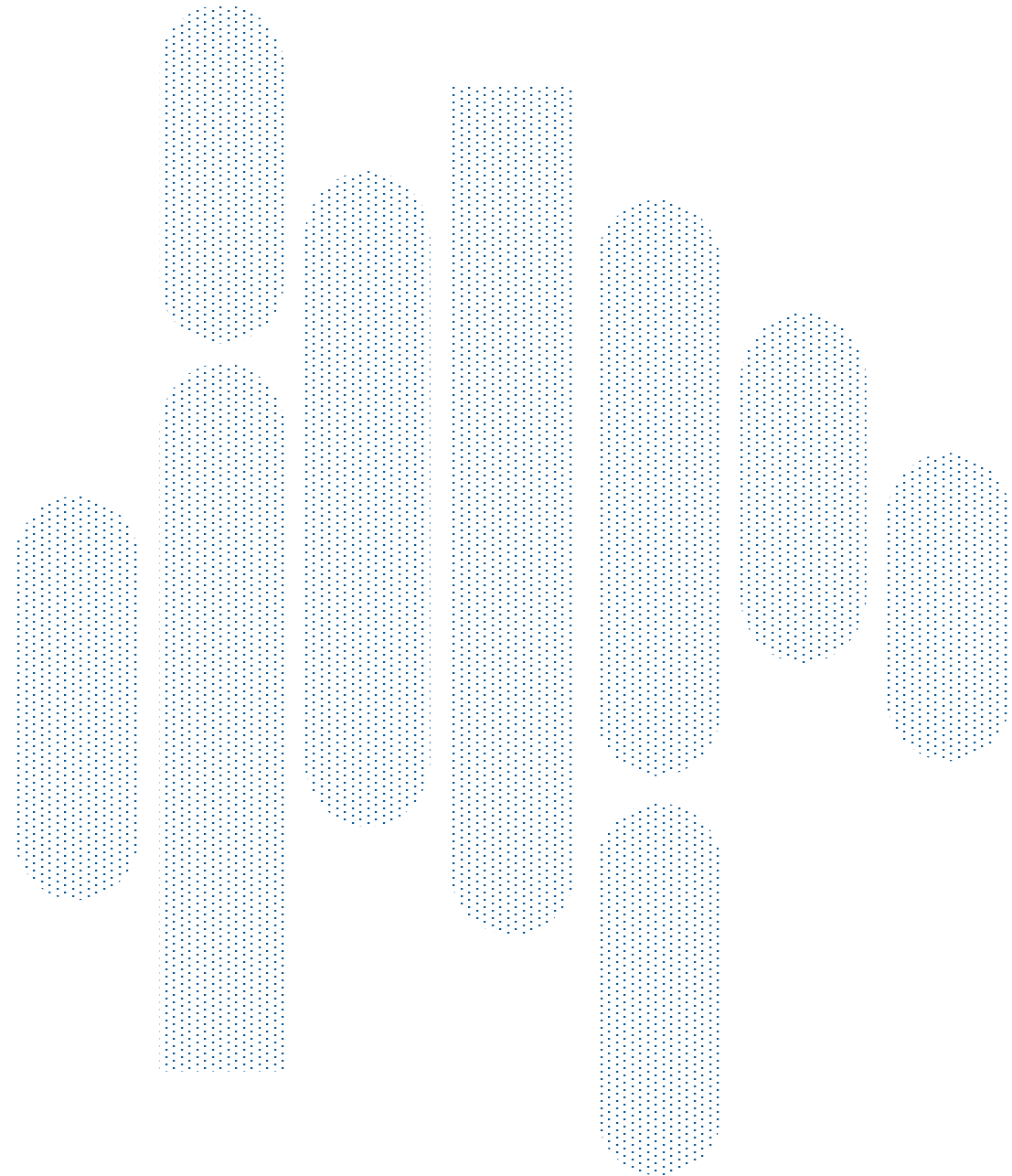
Name	Production Company	Event	Space	Amount
Oct. 01	Epoch Films	Parking: Epoch Films	Venice Garage	\$3,750
Oct. 9 – 11	Always Smiling Productions, LLC	The Morning Show	Kentia Hall	\$26,129
Oct. 9 - 11	Topanga Productions	SWAT Filming Basecamp	Bond Lot	\$21,132
Oct. 22 – 23	Mesquite Productions	Old Fashion Basecamp	Bond Lot	\$10,500



Sales Activity

11 Events Licensed in October 2024

- Assemblies: 1
- Consumer Shows: 3
- Citywides: 1
- Meetings: 2
- Tradeshows: 4



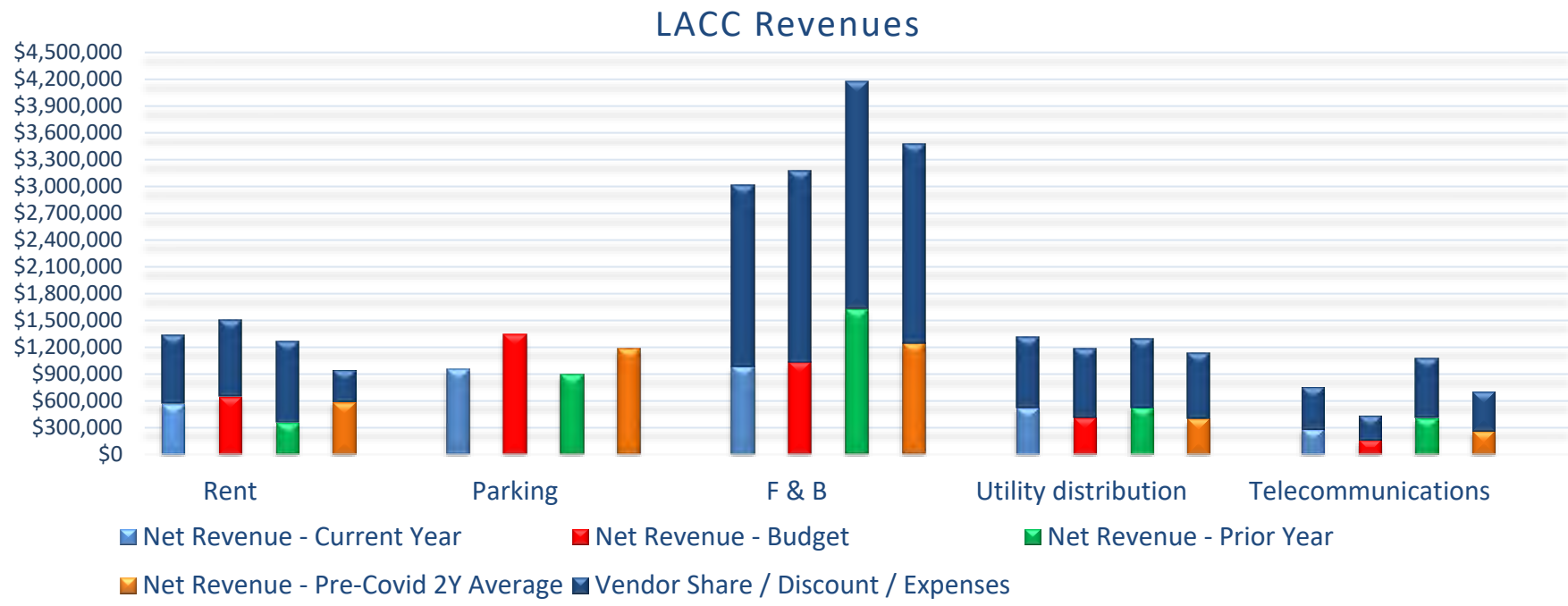
October 2024 Financials

Operating Surplus (loss):

- \$1.4 million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.1 million below budget
- \$0.7 million below prior year and \$0.3 million below Pre-Covid 2Y average

Revenues:

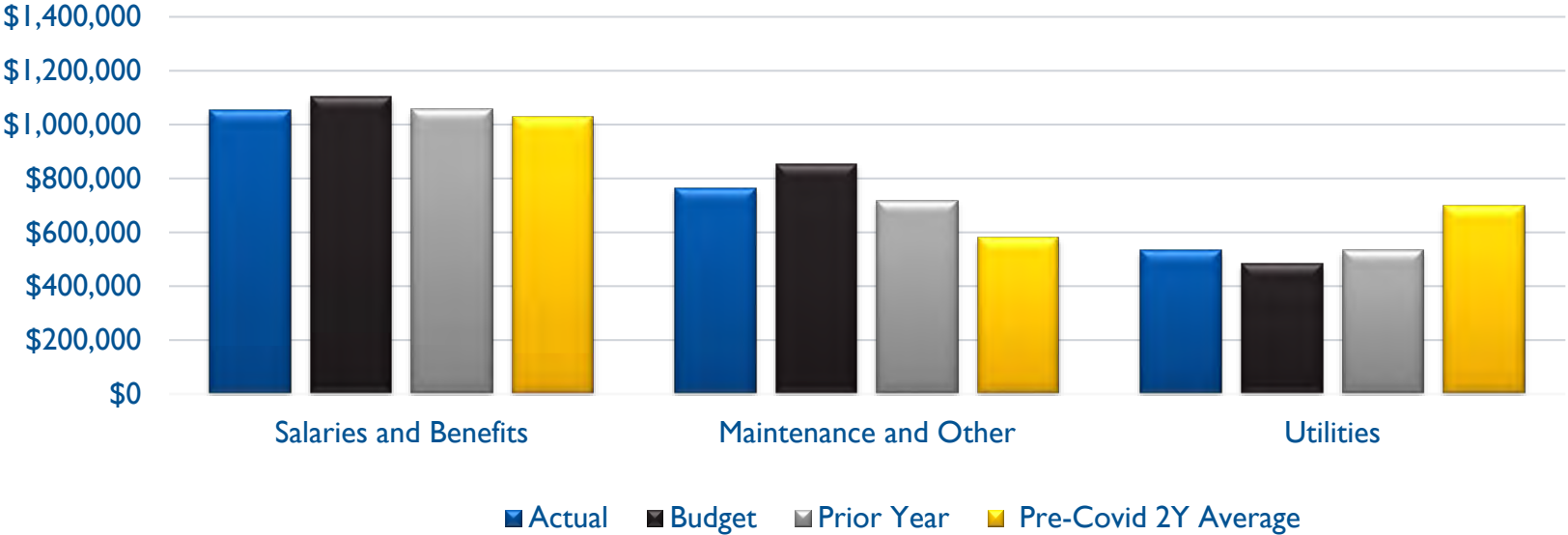
- \$8.1 million gross revenue (before discounts and service provider share)
- \$3.8 million net revenue
- \$0.1 million below budget
- \$0.7 million below prior year and \$0.1M below Pre-Covid 2Y Average



October 2024 Financials

Operating Expenses:

- \$2.4 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.1 million below budget
- \$0.1 million above prior year and \$0.2 million above Pre-Covid 2Y Average



YTD Performance (unaudited) – Net Revenue \$13.9 million vs budget of \$12.4 million, Expenses \$9.4 million vs budget \$10.1 million, Operating profit \$4.5 million vs budget of \$2.4 million.

City Reimbursement – \$0.2 million (at budget)

Capital and Alterations & Improvements

Occupancy October 2024

Exhibit Hall Occupancy

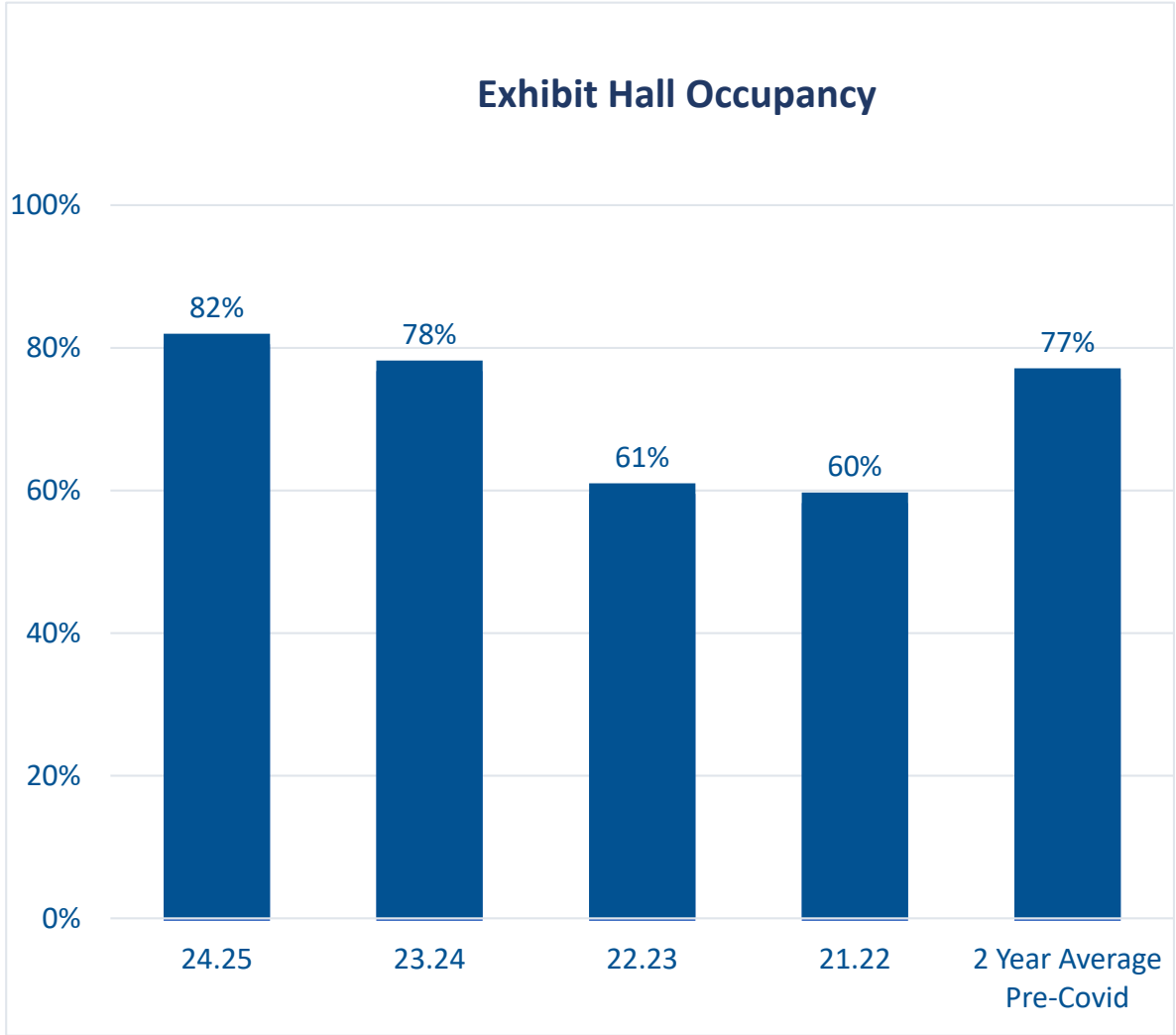
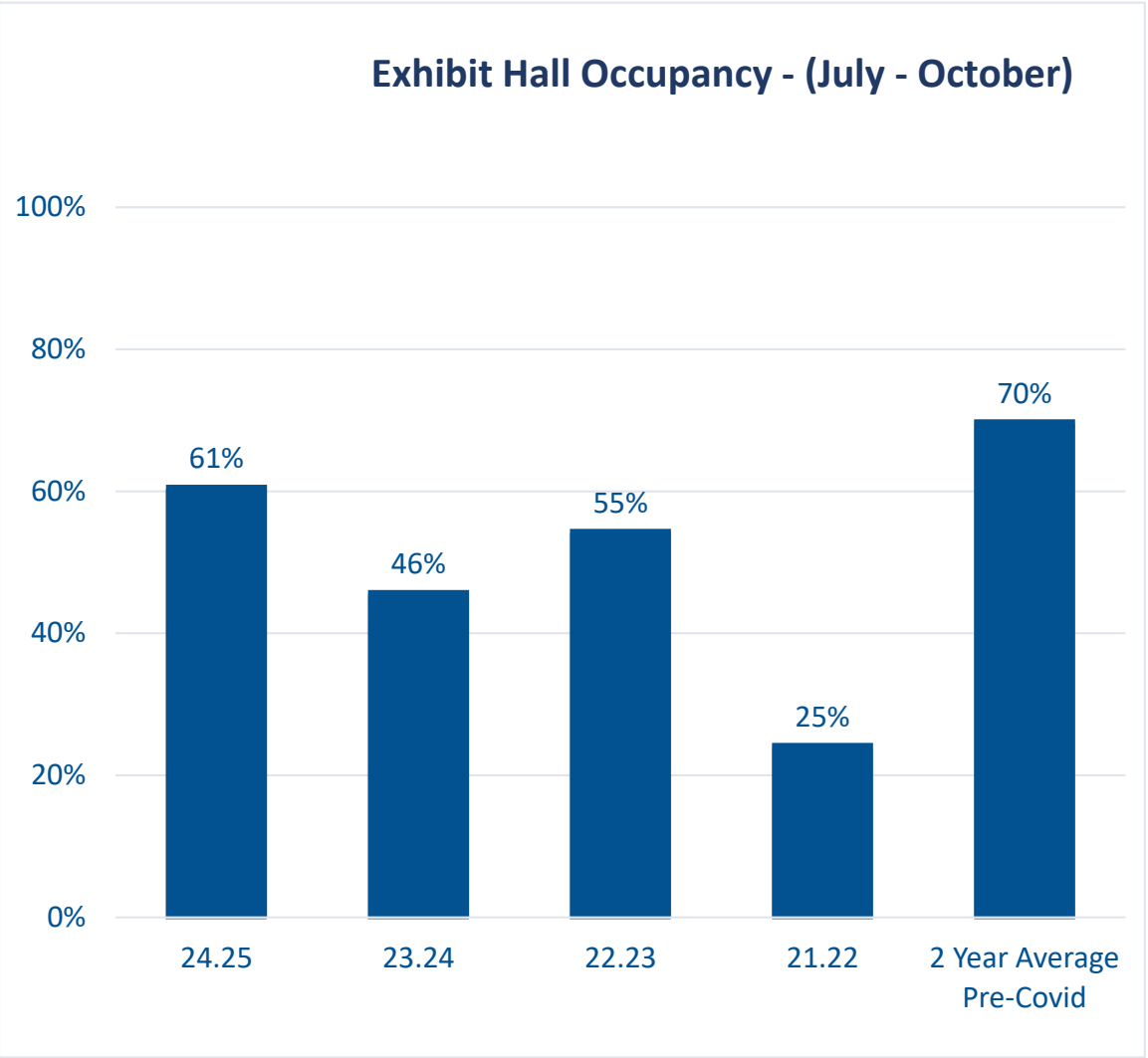
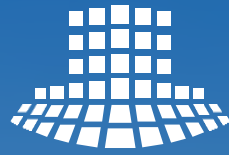


Exhibit Hall Occupancy - (July - October)



\$42.8 million in Estimated Economic Impact





Los Angeles
CONVENTION
CENTER

THANK YOU



**LOS ANGELES CONVENTION CENTER
MONTHLY UPDATE – NOVEMBER 2024**

KIMBERLY WEEDMARK
GENERAL MANAGER

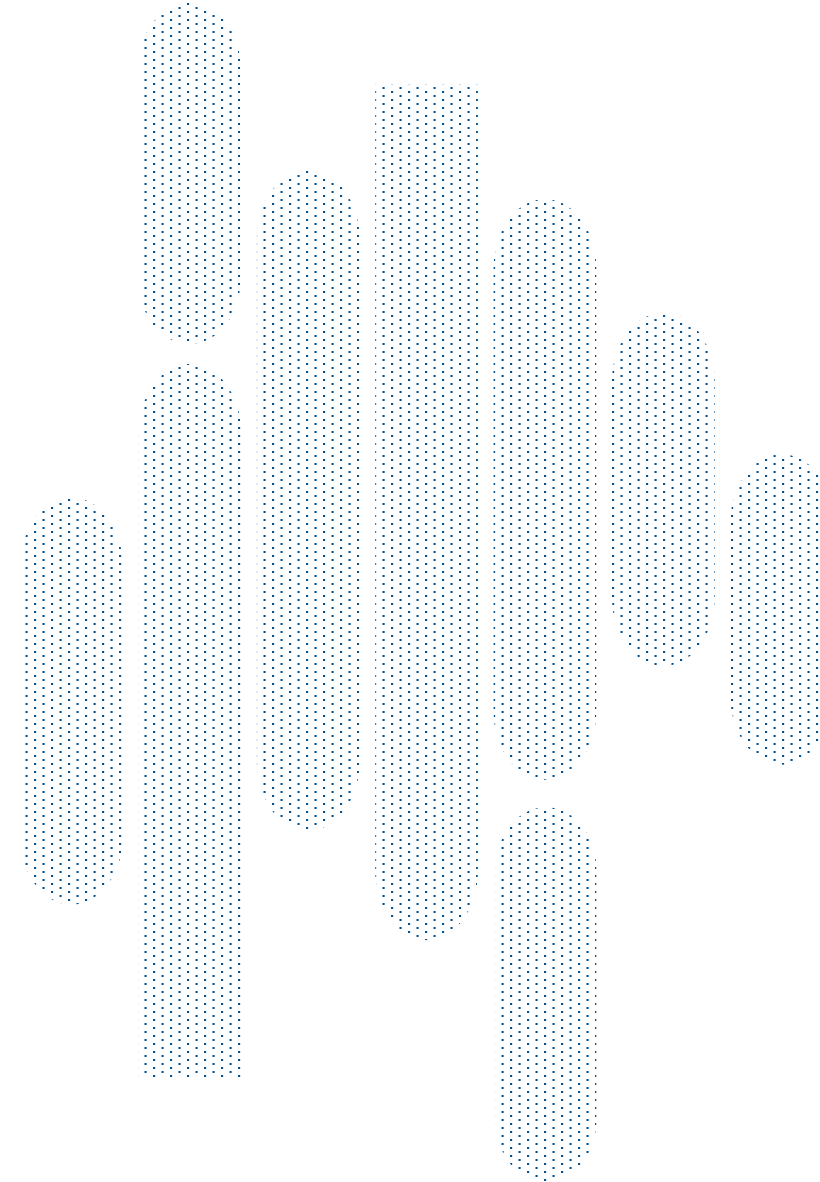
BEN ZARHOUD
ASST. GENERAL MANAGER



November 2024 Events

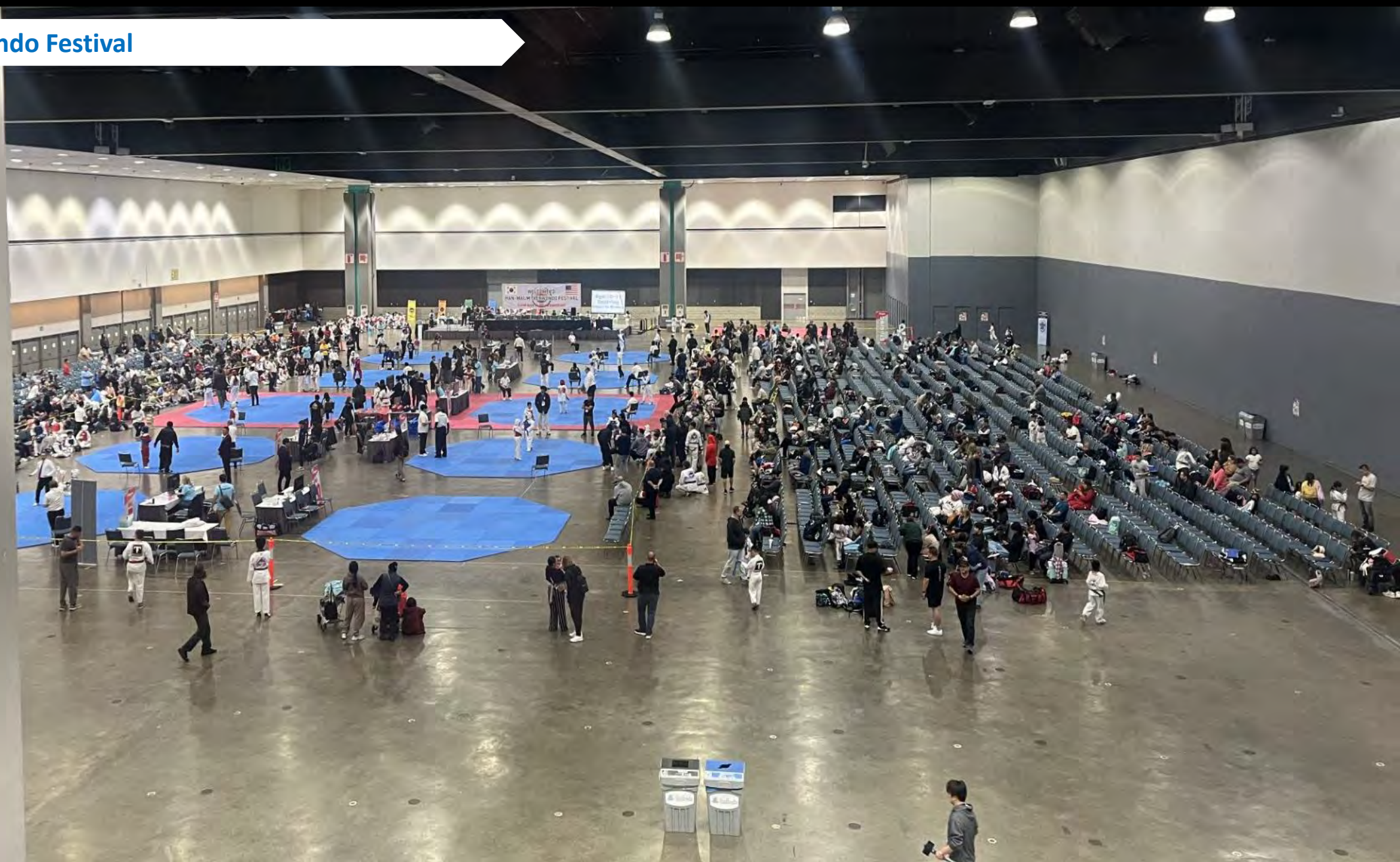
215,000 Total Attendees

- 11/01 – 11/02 – Han-Maum Taekwondo Festival (2,000 attendees)
- 11/21 – 12/01 – LA Auto Show 2024 (est. 213,000 attendees)



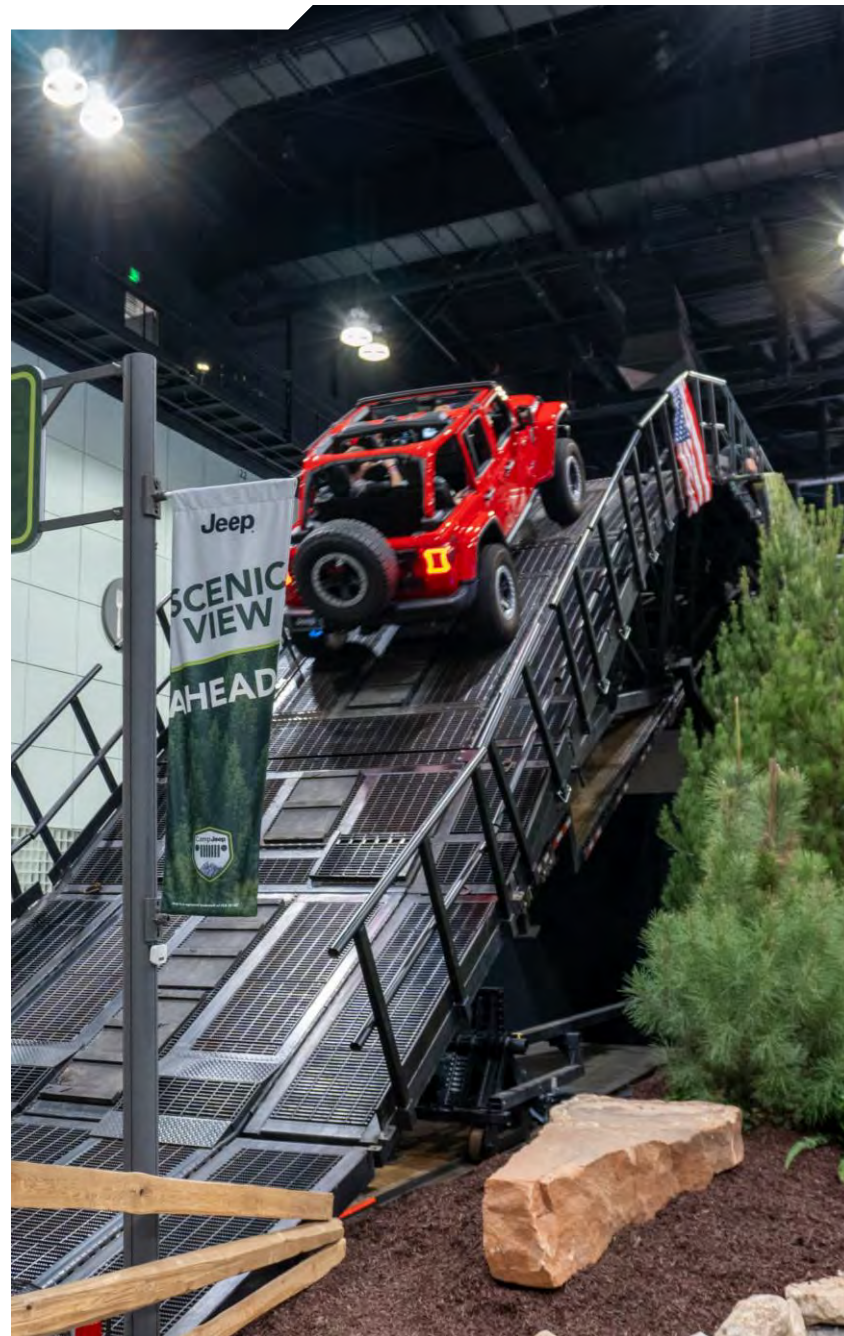
*MEETING
*CITYWIDE
*CONSUMER SHOW
*ASSEMBLY
*TRADE SHOW

Han-Maum Taekwondo Festival





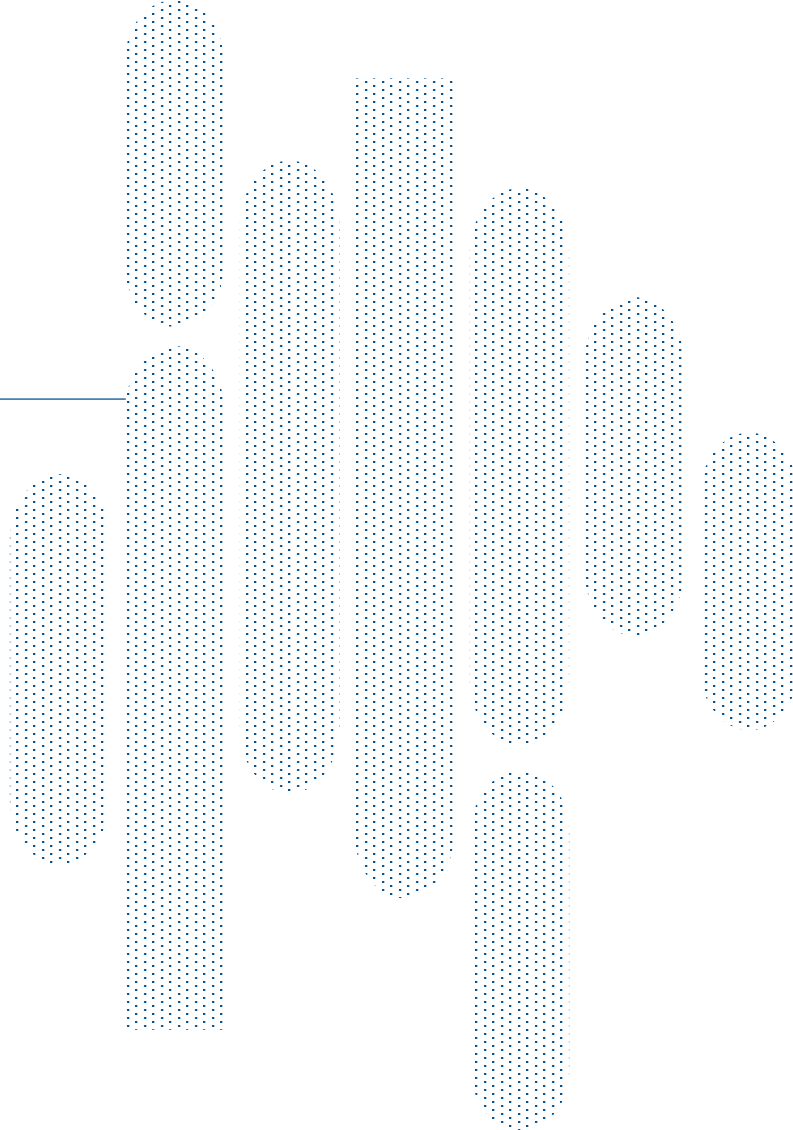
LA AUTO SHOW 2024 (2 of 2)



Filming/Parking/Basecamp in November 2024

Total: \$39,908

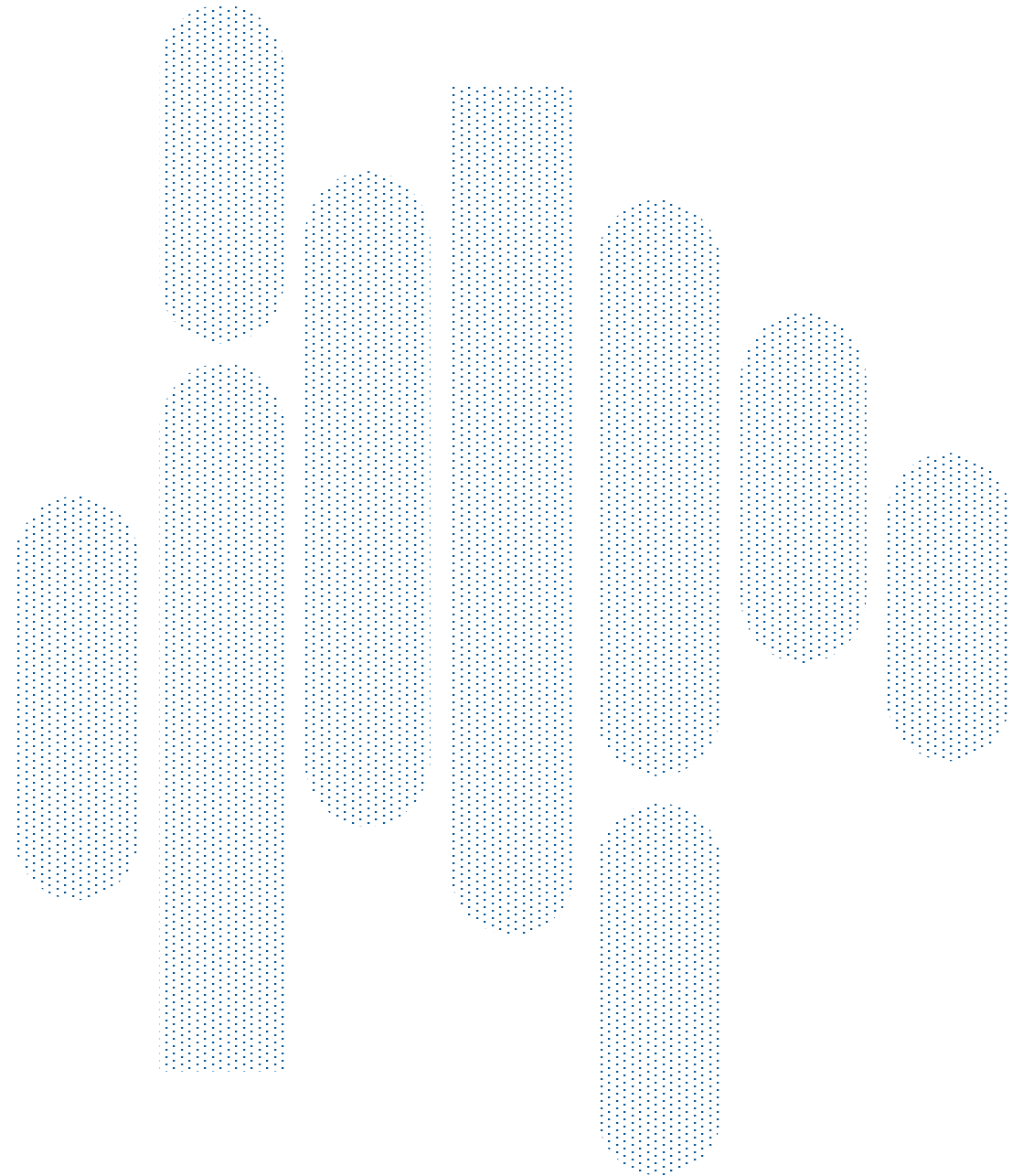
Name	Production Company	Event	Space	Amount
Nov. 01	Epoch Films	The Morning Show	South Garage	\$3,000
Nov. 03 – 04	Always Smiling Productions	Duolingo x Squid Games	Kentia Hall & South Garage	\$17,408
Nov. 11 - 13	Topanga Productions	Old Fashion Basecamp	Bond Lot	\$19,500



Sales Activity

10 Events Licensed in November 2024

- Assemblies: 3
- Consumer Shows: 6
- Citywides: 0
- Meetings: 1
- Tradeshows: 0



November 2024 Financials

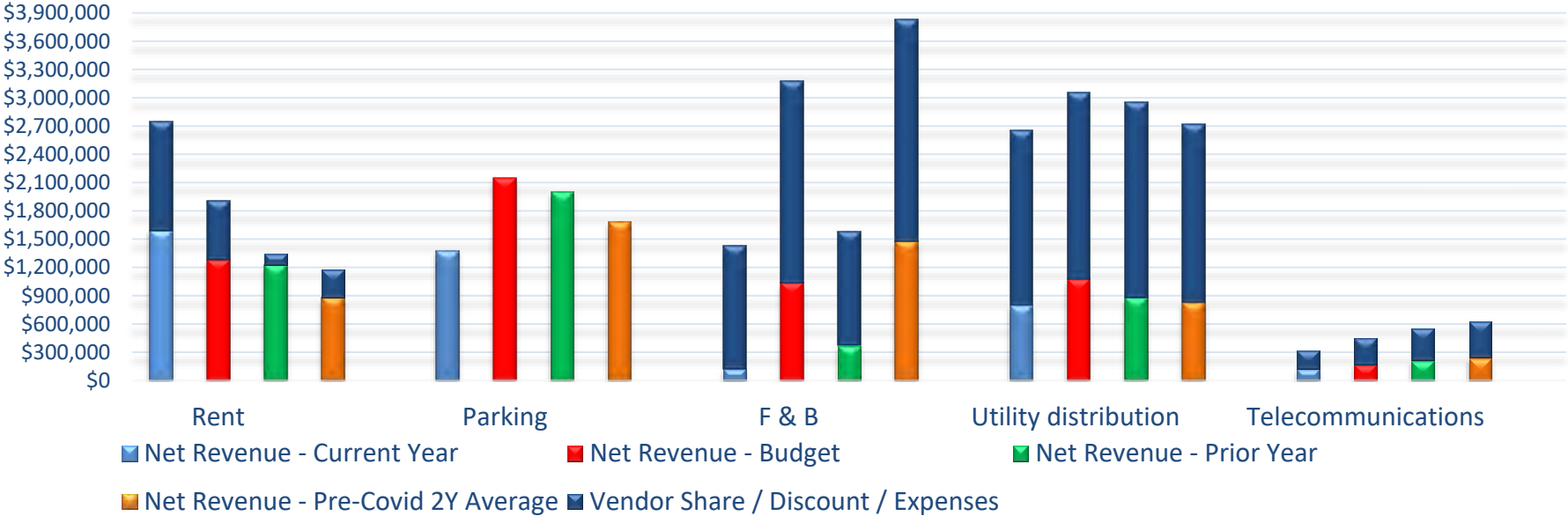
Operating Surplus (loss):

- \$1.6 million (before approved City Reimbursements, A & I and Capital Projects)
- \$1.7 million below budget
- \$1.2 million below prior year and \$1.3 million below Pre-Covid 2Y average

Revenues:

- \$8.9 million gross revenue (before discounts and service provider share)
- \$4.1 million net revenue
- \$1.9 million below budget
- \$0.8 million below prior year and \$1.1M below Pre-Covid 2Y Average

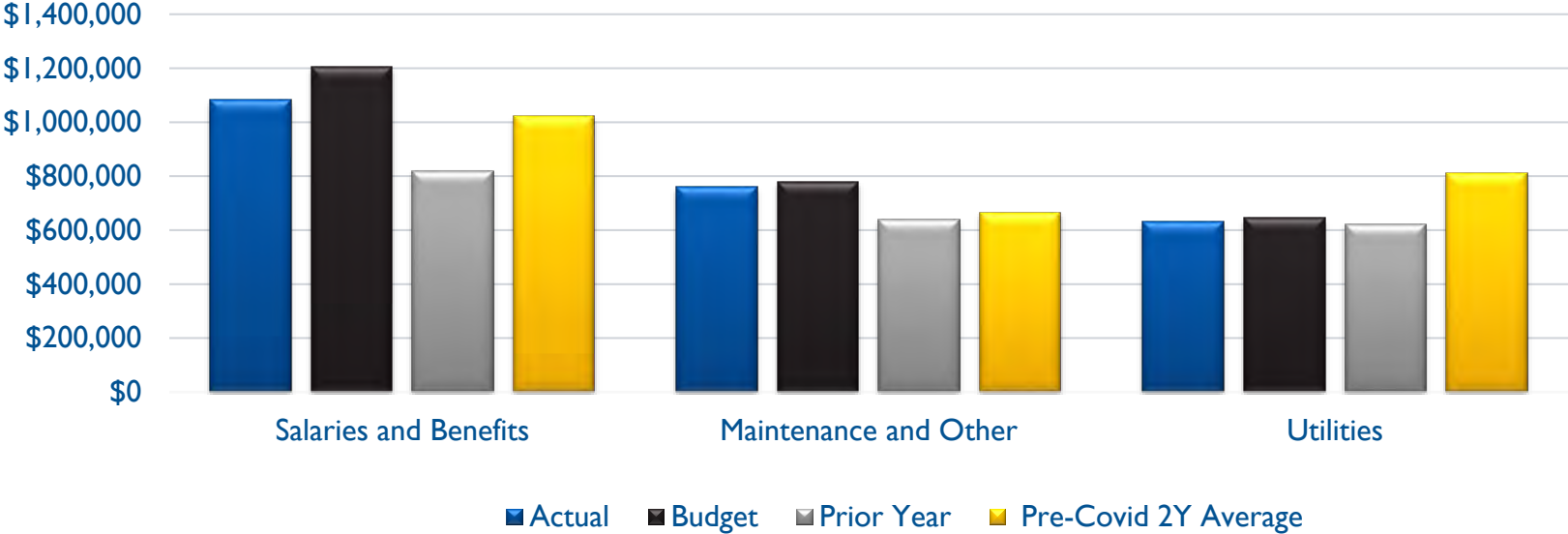
LACC Revenues



November 2024 Financials

Operating Expenses:

- \$2.5 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.2 million below budget
- \$0.4 million above prior year and \$0.2 million above Pre-Covid 2Y Average



YTD Performance (unaudited) – Net Revenue \$18.1 million vs budget of \$18.5 million, Expenses \$11.9 million vs budget \$12.8 million, Operating profit \$6.2 million vs budget of \$5.7 million.

City Reimbursement – \$0.2 million (at budget)

Capital and Alterations & Improvements

Occupancy November 2024

Exhibit Hall Occupancy

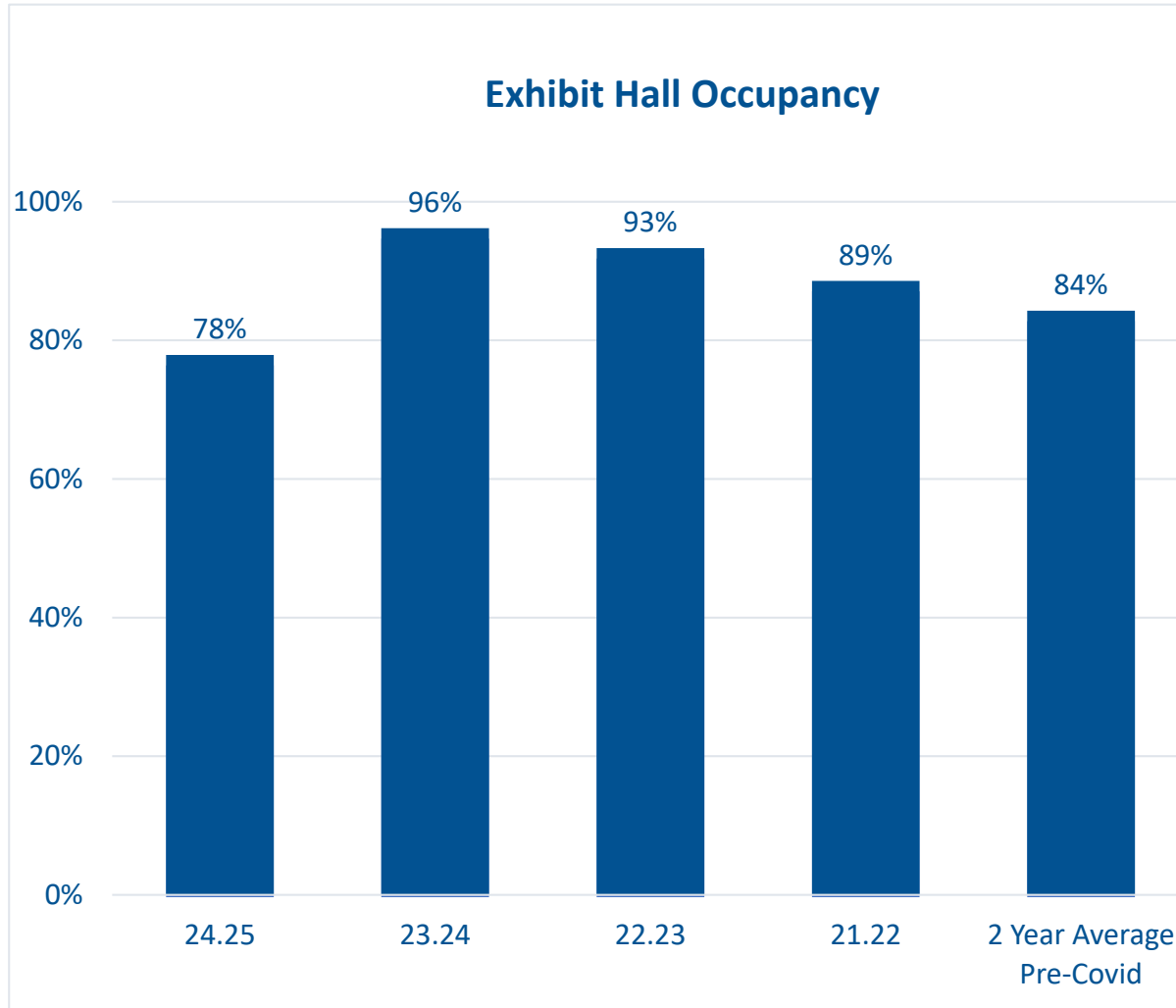
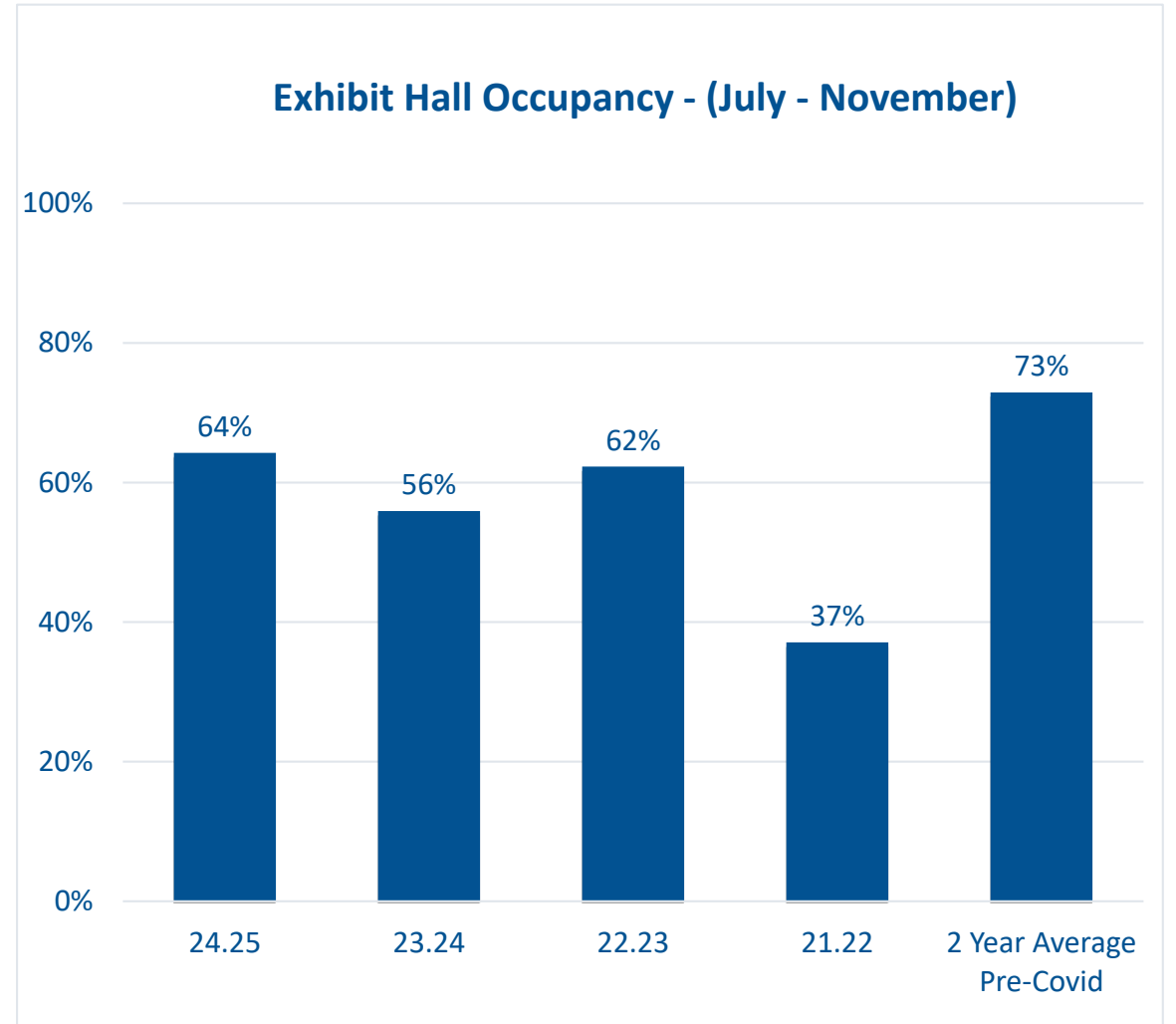
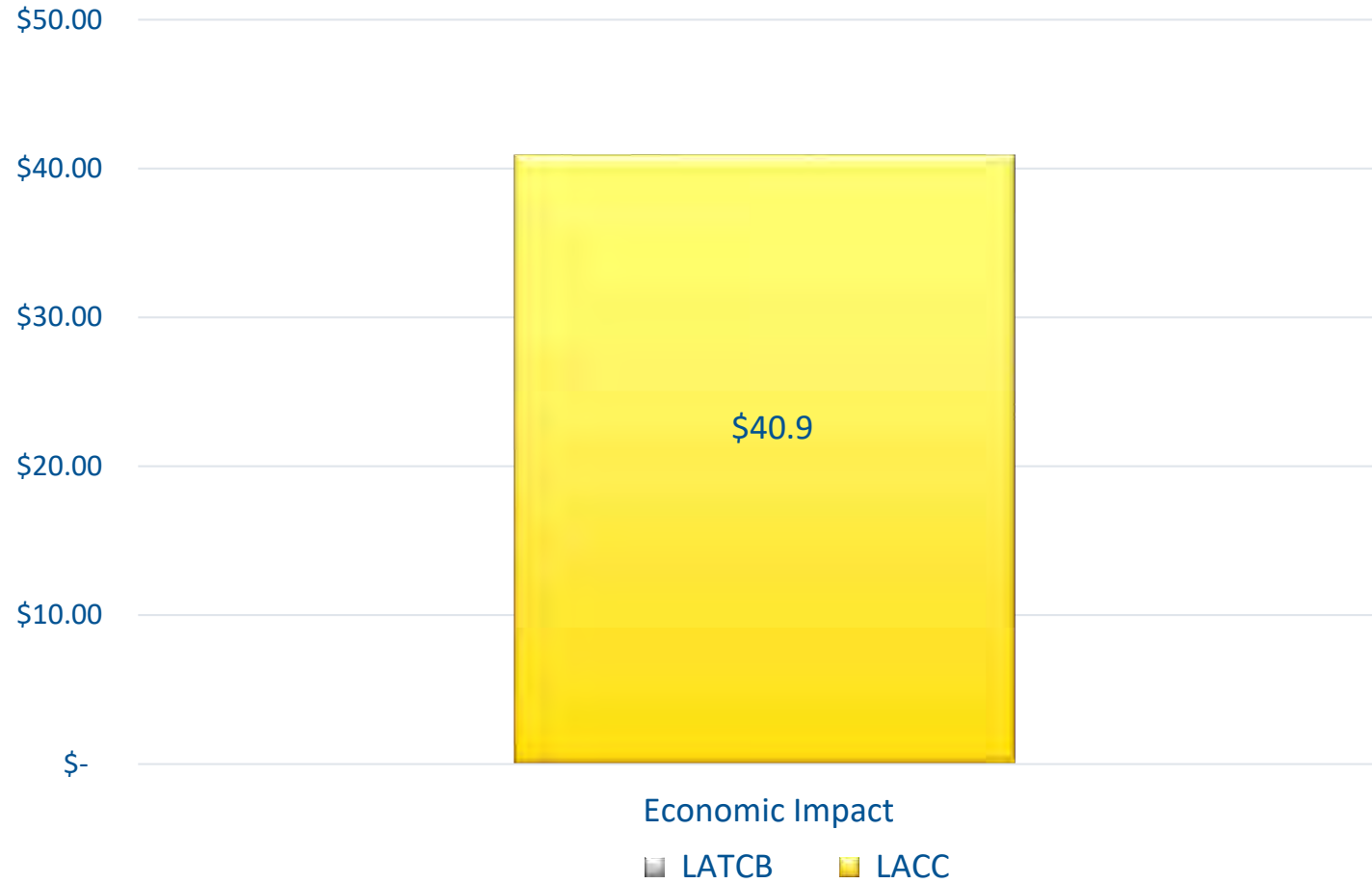
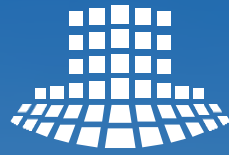


Exhibit Hall Occupancy - (July - November)



\$40.9 million in Estimated Economic Impact





Los Angeles

CONVENTION
CENTER

THANK YOU



Item 4c

LATCB Update



CTD Board of Commissioners

January 22, 2025



Los Angeles Tourism & Convention Board

LA Tourism Crisis Response

Adam Burke

President & CEO,
Tourism

LA



LA TOURISM CRISIS RESPONSE

1

Crisis Response Team meets seven days a week

2

Wildfire Landing Page launched within 24 hours

3

Consumer promotion paused immediately

4

Outreach to group customers to retain business

5

Event messaging pushed out to trade associations

6

Out-of-market tradeshow participation ongoing

7

Spring campaign moved to March with creative adjustments

8

Dine LA proceeding Jan 24 – Feb 7 with Red Cross integration

9

Actively engaged with travel trade to manage recovery

10

More than \$285,000 raised from industry for relief efforts

Sales Update

Bryan Churchill

Sr. Vice President,
Sales

Hotel



CITYWIDE CONVENTION SALES

Sales Production for FY 2025 through November

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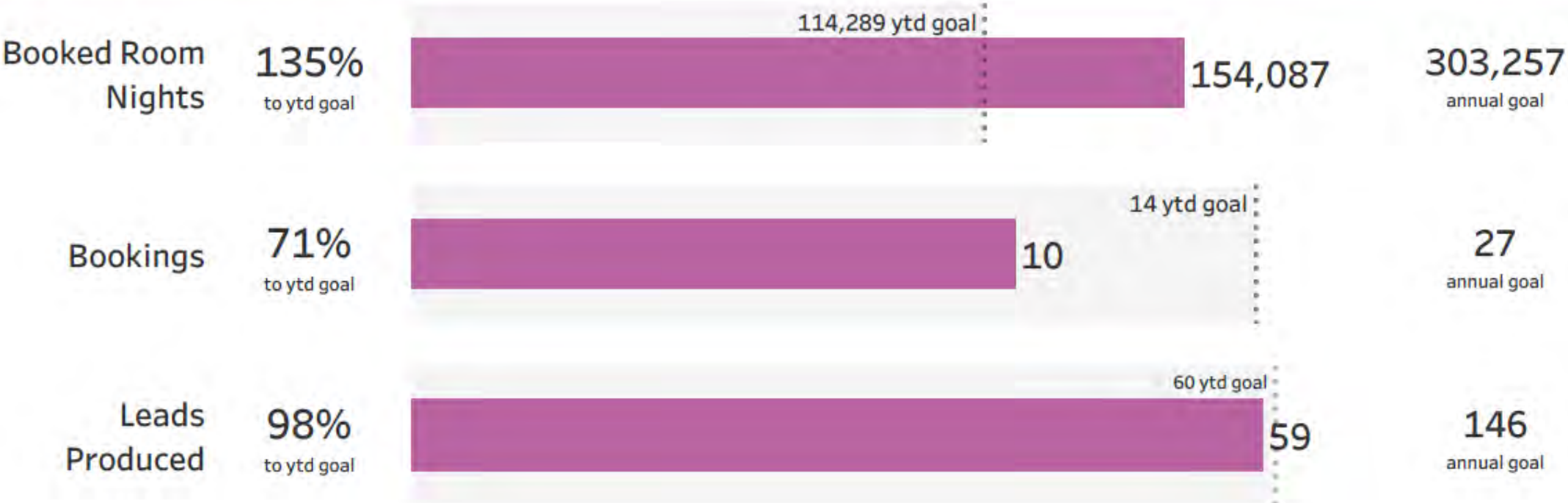
Calendar
Fiscal Year

Year
Latest Year

Month
November

Citywide

FY 2025 through November



Citywide OTB by Arrival Year

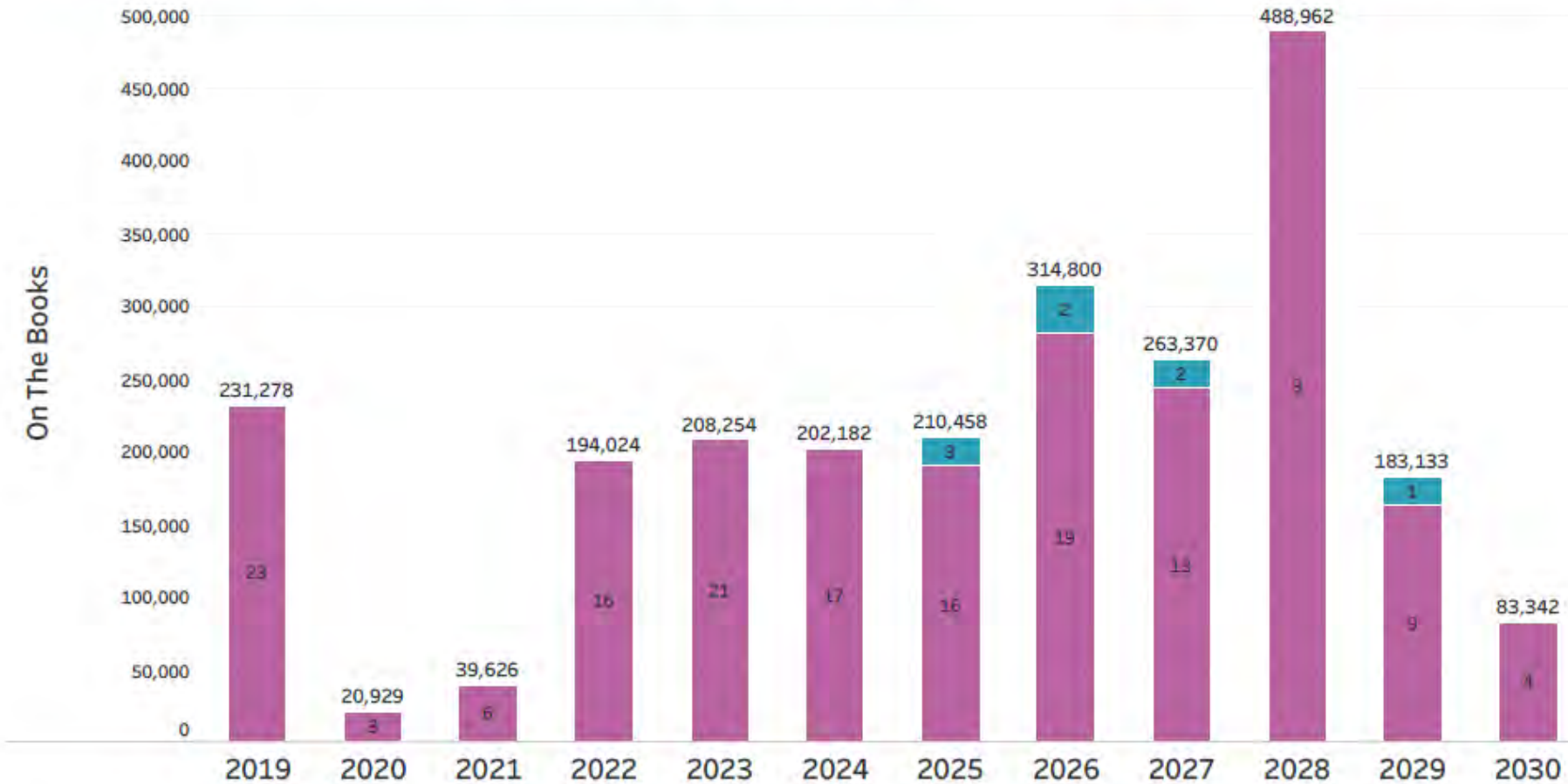
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Selected Year
Latest Year

Selected Month
November

Citywide OTB Room Nights by Arrival Year

● Booked in FY 2025 through November



OTB Meetings, Bookings in FY 2025 and Cancellations in FY 2025

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
OTB Meetings	23	3	6	16	21	17	19	21	15	9	10	4
Booked in Year	0	0	0	0	0	0	3	2	2	0	1	0
Cancelled in Year	0	0	0	0	0	0	0	0	0	1	0	1



Citywide Active Pipeline Summary

Data last refreshed on 1/8/2025 10:48 PM

Sales Type
Citywide

Sales Manager
All

Peak Bucket
All

Corp or Assn
All

Vertical Market
All

Leads

85

Lead Room Nights

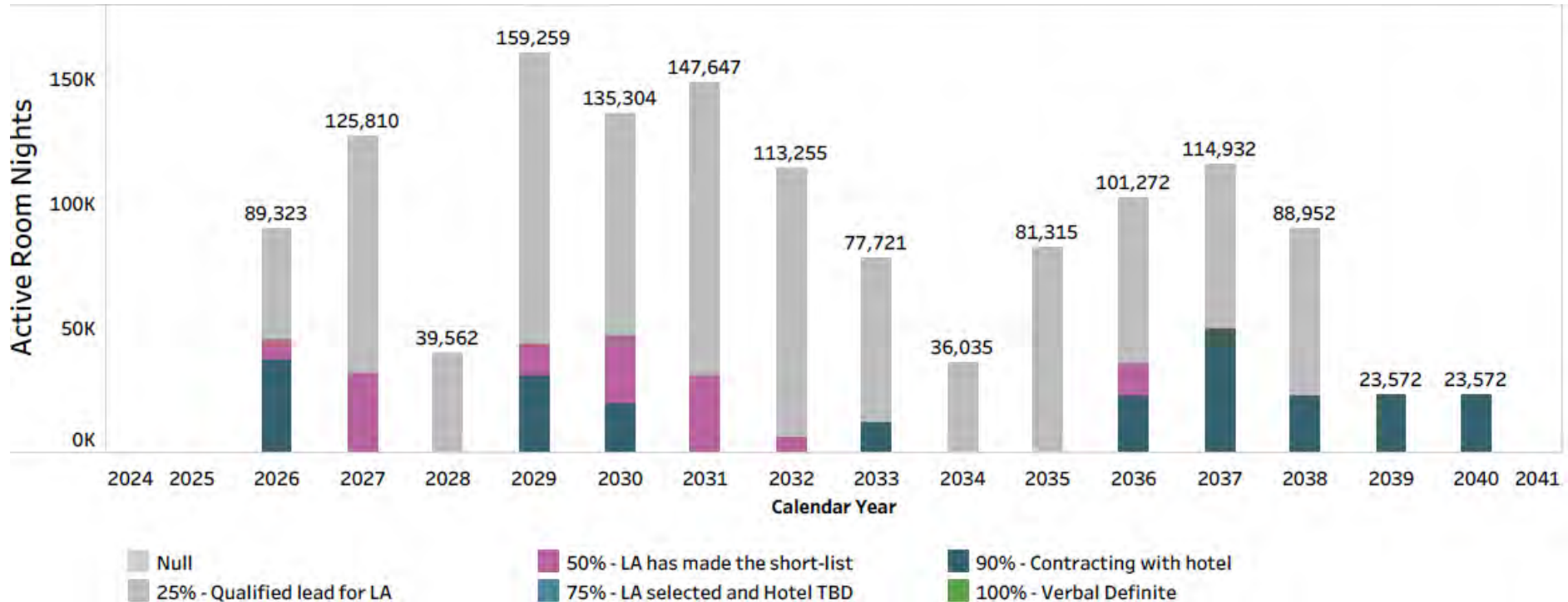
1,357,531

Attendees

1,544,891



Active Pipeline by Meeting Year



Production Comparison of FY 2025 through November

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Calendar
Fiscal Year

Year
Latest Year

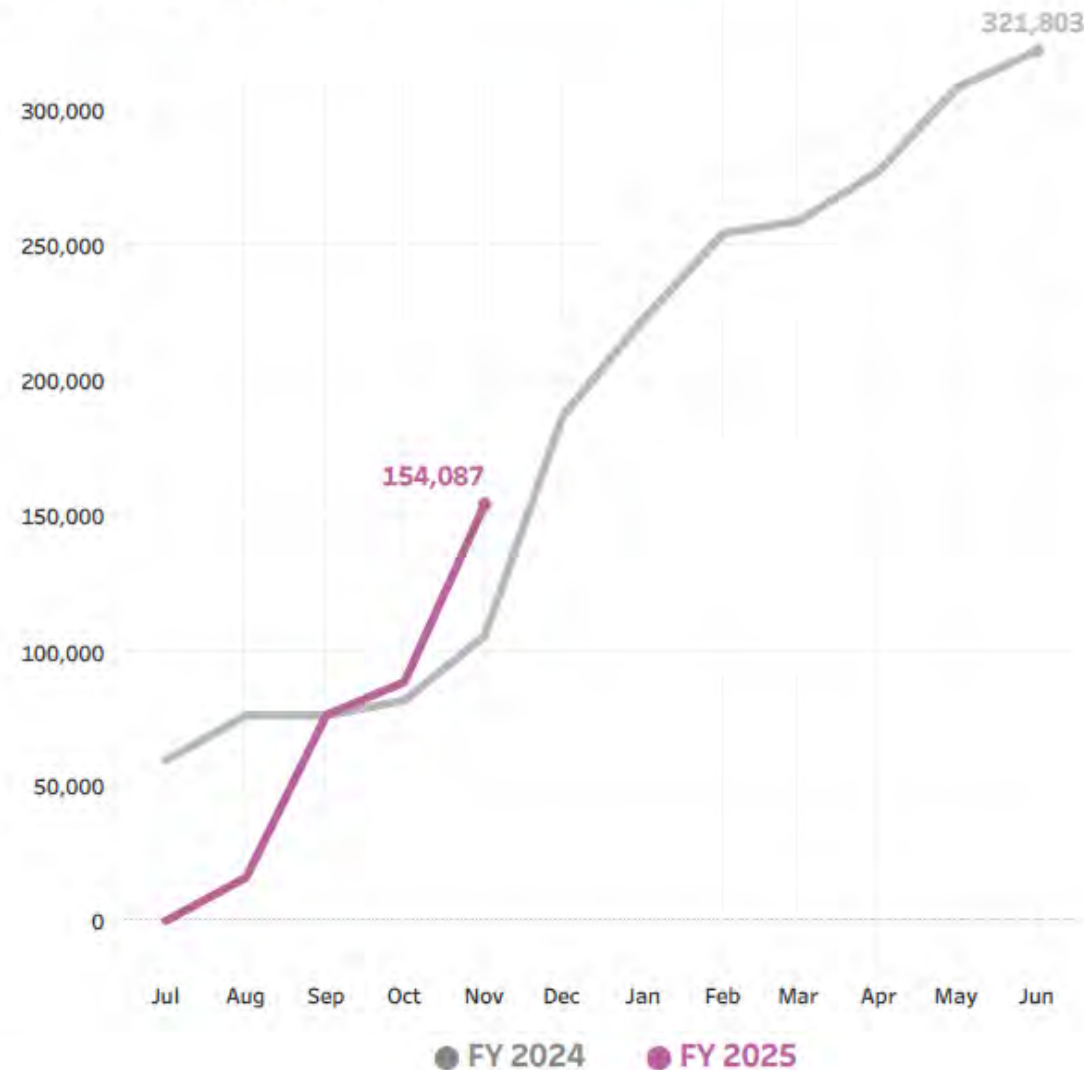
Comparison
Prior Year

Month
November

Citywide Booked Room Nights

FY 2025 through November

Booked Room Nights by Month



Key Metrics

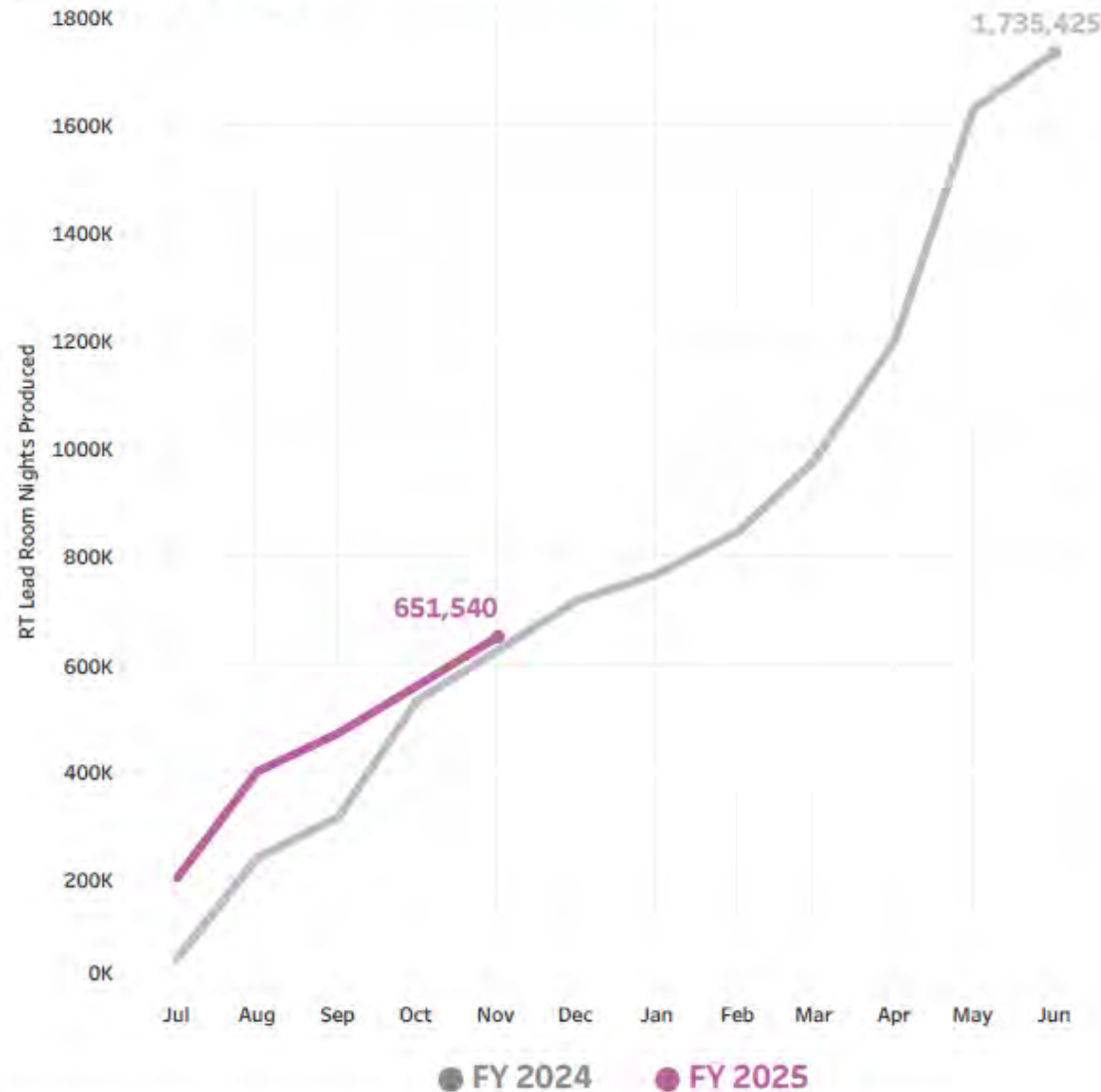
	FY 2025
Bookings	10
Bookings YOY	11%
Booked Room Nights	154,087
Booked Room Nights YOY	46%
Attendees	205,358
Attendees YOY	40%



Citywide Lead Production

FY 2025 through November

Lead Production by Month



Key Metrics

	FY 2025
Leads Produced	59
Leads Produced YOY	0%
Lead Room Nights Produced	651,540
Lead Room Nights Produced YOY	4%
Attendees	402,970
Attendees YOY	23%





Convening Leaders pcma

2025 | HOUSTON | JANUARY 12 - 15



