



CITY TOURISM COMMISSION



Commissioners: Jon F. Vein, President; Kathleen Rawson, Vice President;
Taelor Bakewell; Katie Chin; 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. 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 agendas and minutes may be found on the City Tourism Department website, tourism.lacity.gov.

Regular Meeting
Wednesday, August 20, 2025
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 regular meeting minutes from July 16, 2025

4. REPORTS

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

5. DISCUSSION

- a. Expansion 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. 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

July 16, 2025 Minutes



CITY TOURISM BOARD OF COMMISSIONERS

Regular Meeting Minutes

July 16, 2025

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, July 16, 2025, 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
Katie Chin
Angelia Shepperd

ABSENT:

Taelor Bakewell

PRESENTERS:

Kim Weedmark, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Bryan Churchill, LATCB
William Karz, LATCB

Item 1. Call to Order / Roll Call

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

Item 2. Election of 2025-2026 Board Officers

Vice President Rawson moved to reappoint Jon Vein as President, Commissioner Shepperd seconded. Commissioner President Vein moved to reappoint Kathleen Rawson as Vice President, Commissioner Shepperd seconded.

UNANIMOUSLY APPROVED

Item 3a. Public Comment

None

Item 3b. Neighborhood Council

None

Item 4a. Approval of the regular meeting minutes from June 18, 2025

UNANIMOUSLY APPROVED

Item 5a. Executive Director Report

Doane Liu provided an overview of his activities since the last Board meeting, which included a number of expansion meetings, a General Managers Meeting with Mayor Bass, the Anime Pre Con Roll Call, the LA Tourism Board of Directors meeting, and meeting with

Dan Hoffend and Kim Weedmark from ASM Global. Mr. Liu also provided a new Commissioner orientation for Commissioner Katie Chin.

Item 5b. ASM Monthly Update

Ms. Kim Weedmark introduced the Team Leader of the 3rd Quarter, Luis Valencia and the Team Member of the 3rd Quarter, Beltran Mendez. Ms. Weedmark reported on nine events hosted during May 2025, which was a mix of assemblies, trade shows, meetings, consumer shows, and two citywide events, noting that there were four new clients. The sales and marketing team licensed 15 events in the month of May. Mr. Ben Zarhoud reported an operating loss of \$1.1M, due to planned maintenance and operating costs and a gain of \$2.0M in net revenue. Mr. Zarhoud also reported that operating expenses totaled \$3.1M which, driven by increased costs including electricity which usage has increased due to the new digital signage. Mr. Zarhoud also reported that May's exhibit hall occupancy rate was 57%, noting a reduction in citywide events which were smaller than the previous year, resulting in a total economic impact of \$52.1M, \$6.7M generated by LACC events and \$45.4M generated by the citywide events. Mr. Zarhoud commended the staff for meeting the challenges of the protest and curfew during the Volleyball event.

Item 5c. LATCB Monthly Update

Mr. Bryan Churchill reported that booked room nights are at 348,466 of the annual goal of 303,257, and 20 event bookings of the annual goal of 27. Mr. Churchill stated that booked room nights are ahead of pace but lead production is down with the uncertainty of the expansion as well as the recent fires and the City's overall tarnish. Mr. Churchill did report that ASAE housing pick-up is almost sold out. Mr. Bill Karz presented the "We Love LA" post fire marketing video as well as campaign highlights including: 2.1B impressions; 408M Completed Video Views; \$5.61 CPM, and 127M reach, all of which were above projections. Mr. Karz reported on the FY 25-26 objectives including: build positive perceptions of LA as a preferred destination; reduce international advertising while recognizing the India market as a long term investment; and the FY26 Global Communications Strategy.

Item 6a. Expansion Update

Mr. Liu provided an update on the Los Angeles Convention Center (LACC) Expansion and Modernization Project, reporting that the item was heard at the Budget and Finance Committee meeting who requested a report back on value savings. Mr. Liu noted that the item is scheduled to go back to Committees and then Council at the end of August or early September.

The meeting was adjourned at 10:18 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



**LOS ANGELES CONVENTION CENTER
MONTHLY UPDATE – JUNE 2025**

KIMBERLY WEEDMARK
GENERAL MANAGER

BEN ZARHOUD
Asst. GENERAL MANAGER



June 2025 Events

109,600 Total Attendees

- 06/03 – 06/05– IOC CoComm Meetings - (600 attendees)
- 06/06 – Islamic Center of Southern California (1,000 attendees)
- 06/07 – 06/08 – BET Experience BETX 2025 (20,000 attendees)
- 06/08 – 06/09 – BET Seat Fillers – Holding Room - (2,300 attendees)
- 06/08 – California Bridal & Wedding Expo (2,000 attendees)
- 06/11 – Creator Picks- (1,200 attendees)
- 06/13 – 06/15 – SoCal Volleyball Tournament - (60,000 attendees)
- 06/19 – 06/23– American Society for Microbiology Microbe 2025 - (22,500 attendees)

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

IOC Press Conference



BETX EXPERIENCE FAN FEST



SOCAL CUP



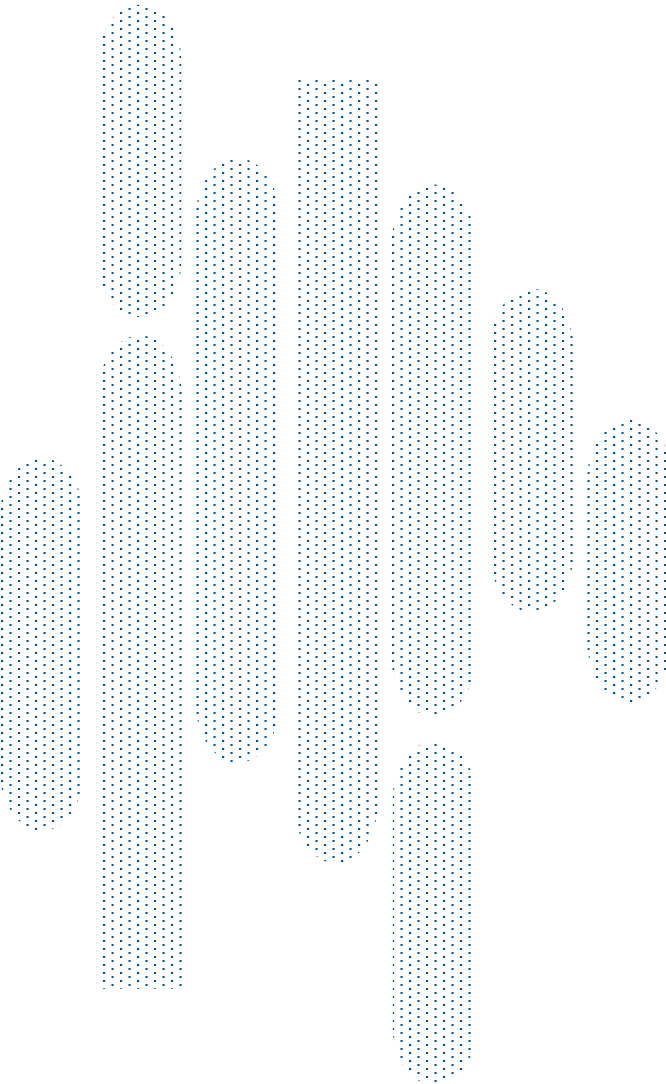
ASM MICROBE 2025



Filming/Parking/Basecamp in May 2025

Total: \$30,791

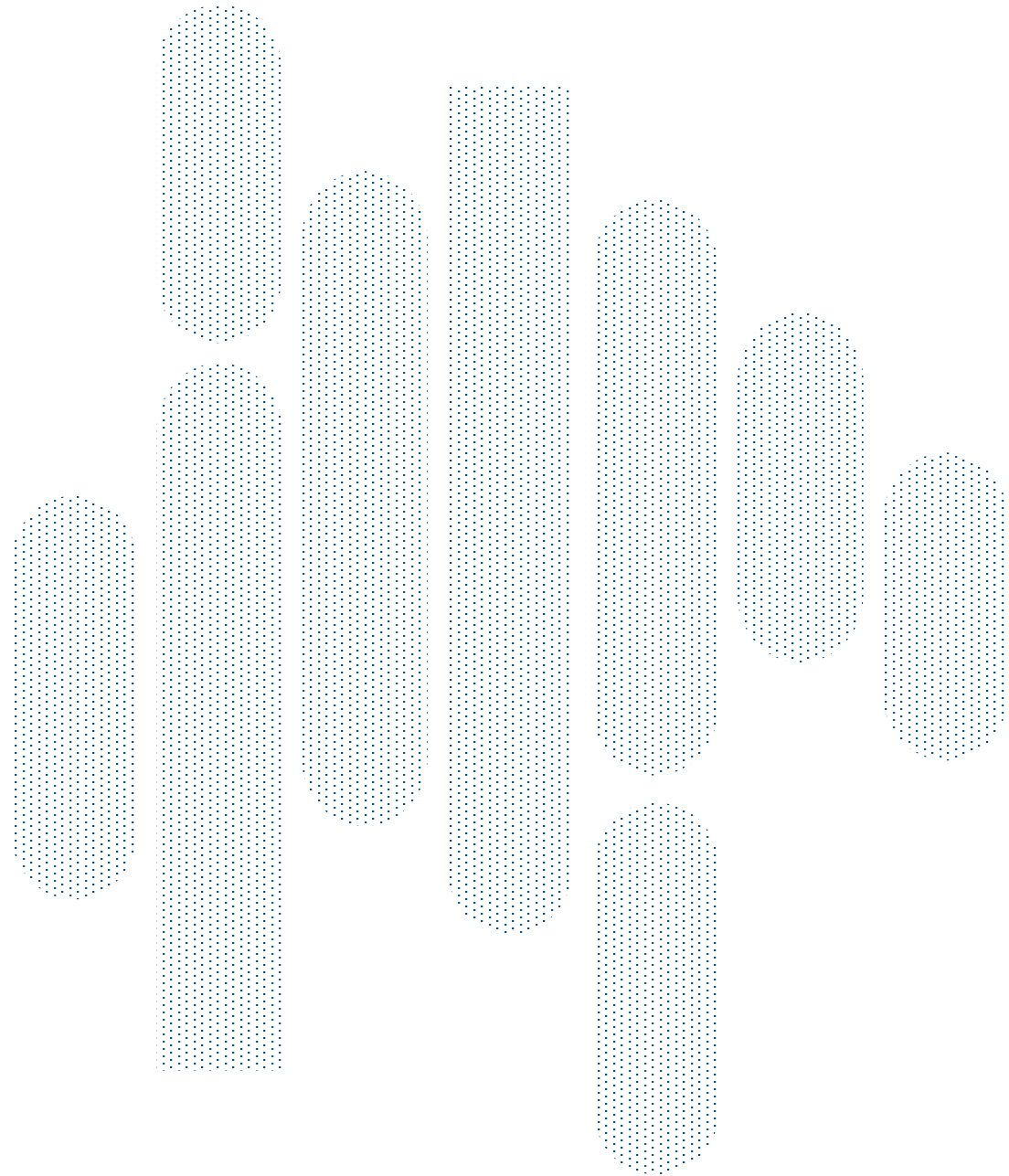
Date	Production Company	Filming	Space	Amount
June 01 – 02	Smuggler	UBER Commercial	Multiple locations	\$25,597
June 06	Young Bull Productions	Waymo Filming Shoot	GLP and West Hall A	\$5,194



Sales Activity

16 Events Licensed in June 2025

- Assemblies: 3
- Consumer Shows: 5
- Citywides: 3
- Meetings: 2
- Tradeshows: 1
- Special Event: 2



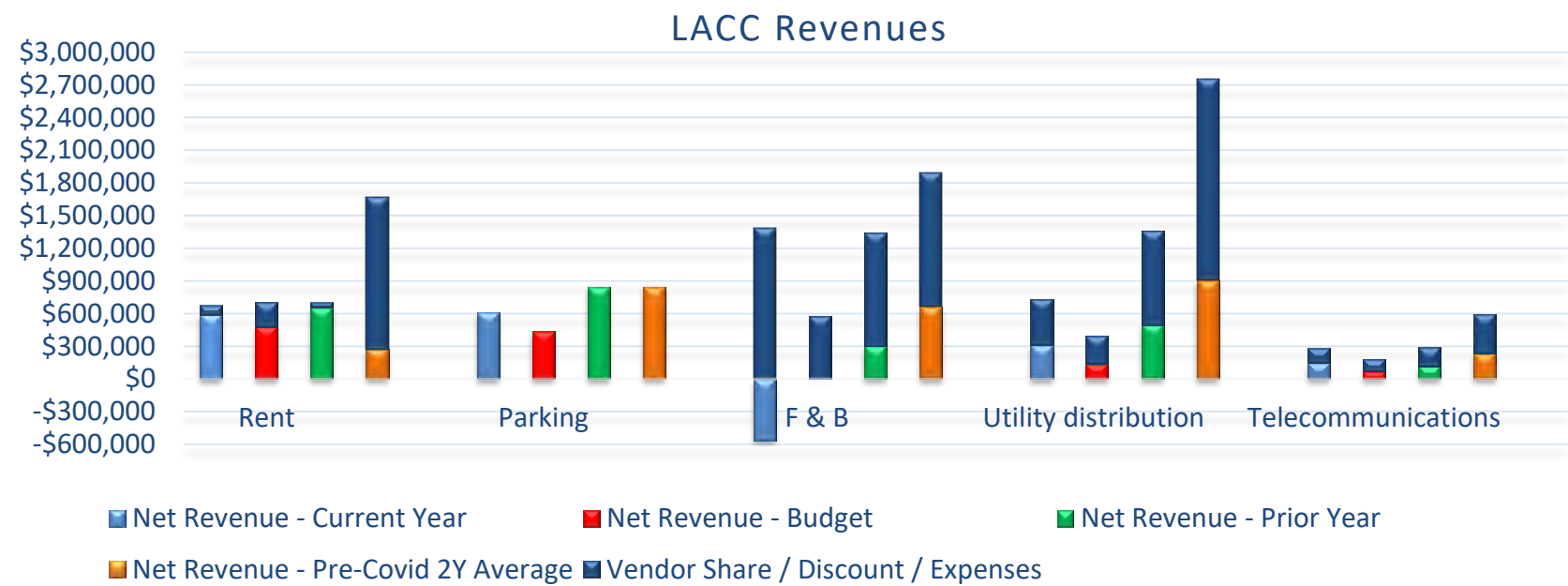
June 2025 Financials

Operating Surplus (loss):

- (\$2.2) million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.6 million below budget
- \$0.7 million above prior year and \$2.8 million below Pre-Covid 2Y average

Revenues:

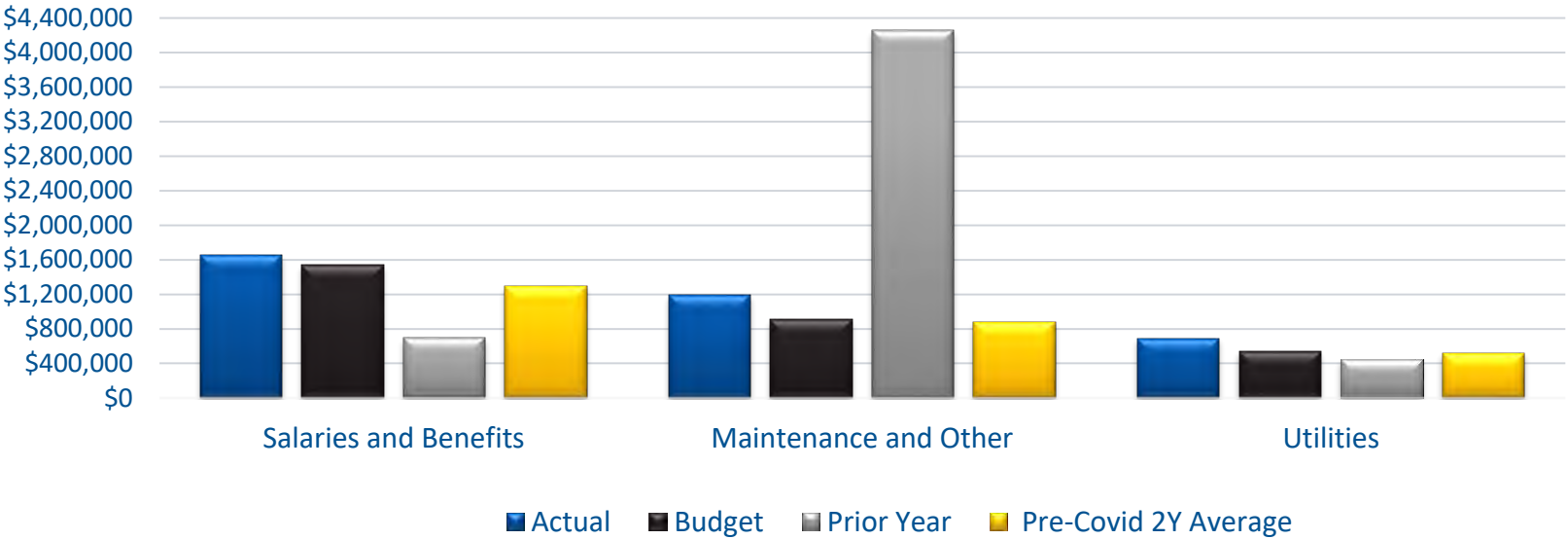
- \$3.5 million gross revenue (before discounts and service provider share)
- \$1.3 million net revenue
- \$0.1 million below budget
- \$1.2 million below prior year and \$2.0 million below Pre-Covid 2Y Average



June 2025 Financials

Operating Expenses:

- \$3.5 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.5 million above budget
- \$1.9 million below prior year and \$0.8 million above Pre-Covid 2Y Average



YTD Performance (unaudited) – Net Revenue \$35.1 million vs budget of \$31.5 million, Expenses \$30.7 million vs budget \$28.9 million, Operating profit \$4.4 million vs budget of \$2.6 million.

City Reimbursement – at budget.

Capital and Alterations & Improvements

Occupancy June 2025

Exhibit Hall Occupancy

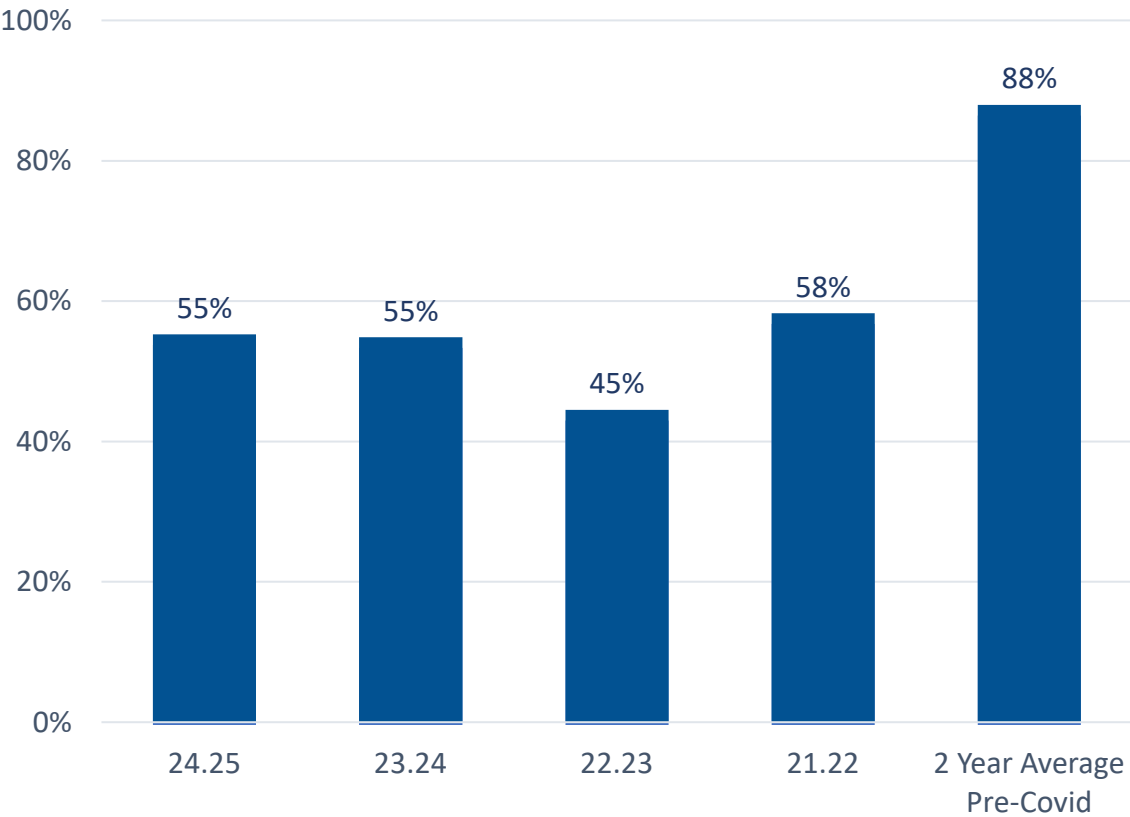
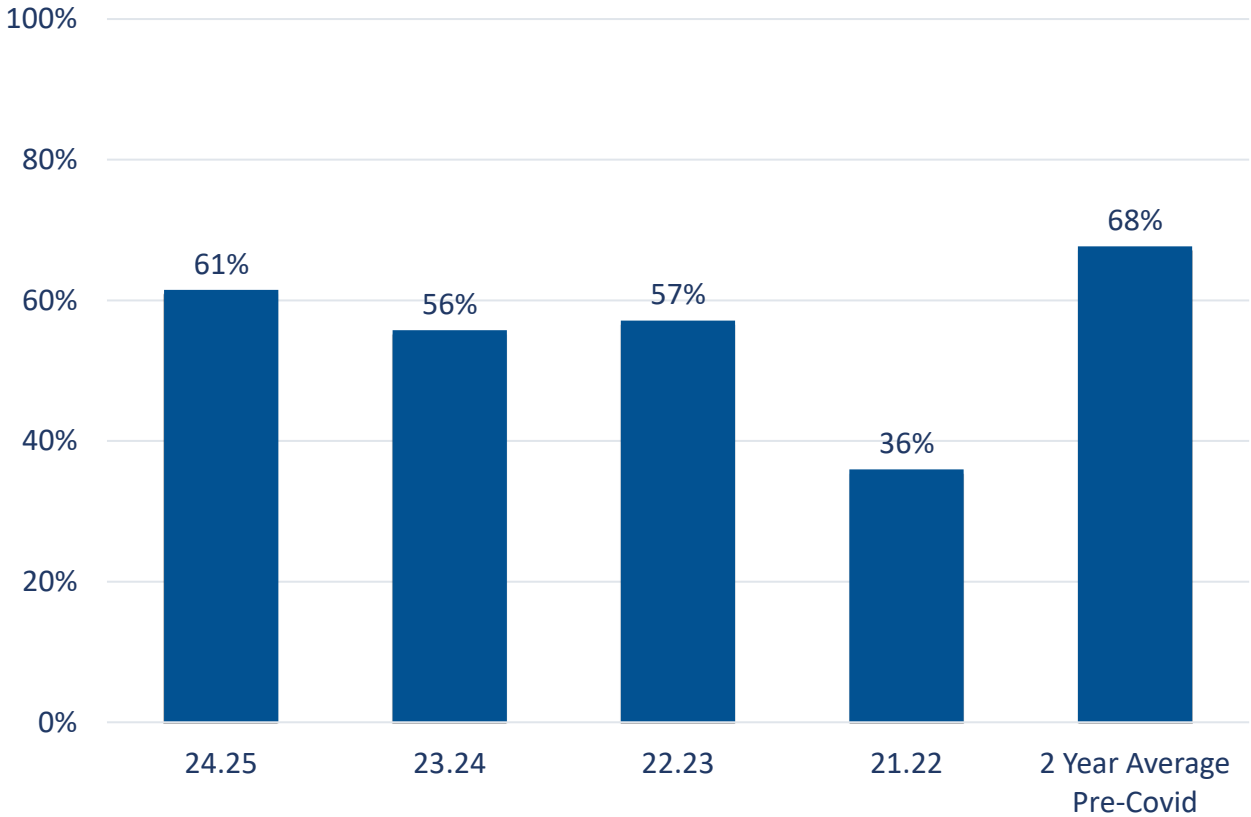
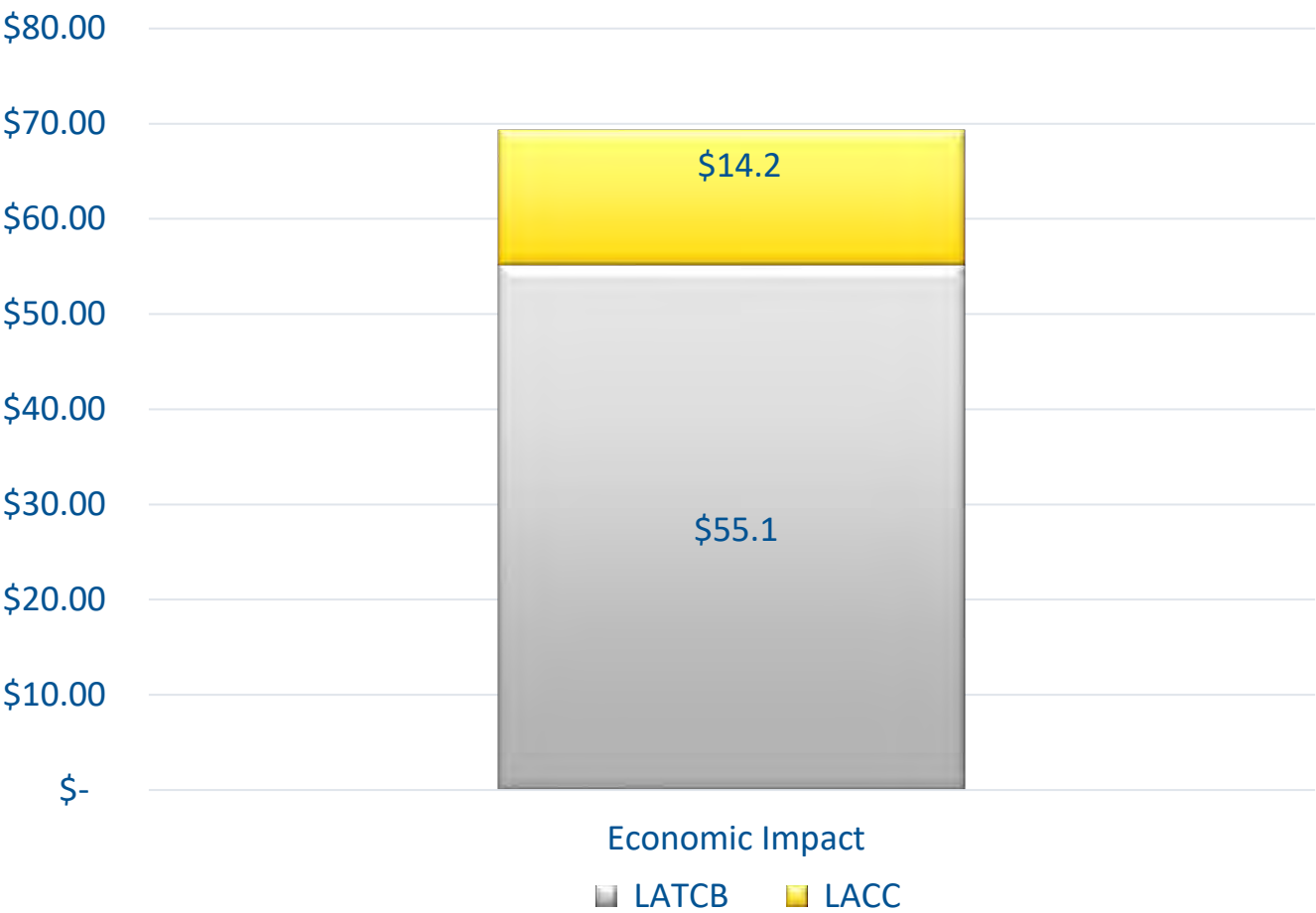


Exhibit Hall Occupancy - (July - June)



\$69.3 million in Estimated Economic Impact





Los Angeles
CONVENTION
CENTER

THANK YOU



Item 4c

LATCB Update



CTD Board of Commissioners

August 20, 2025



Los Angeles Tourism & Convention Board

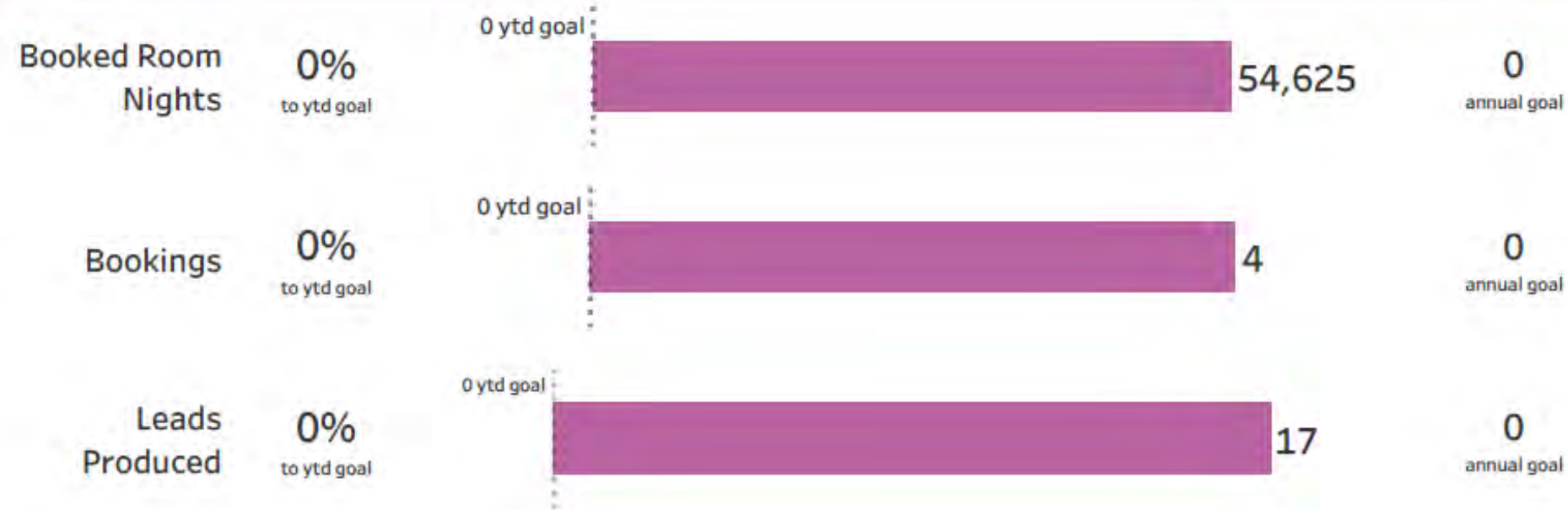
Sales Update

Bryan Churchill
Sr. Vice President,
Hotel Sales



Citywide

FY 2026 through July



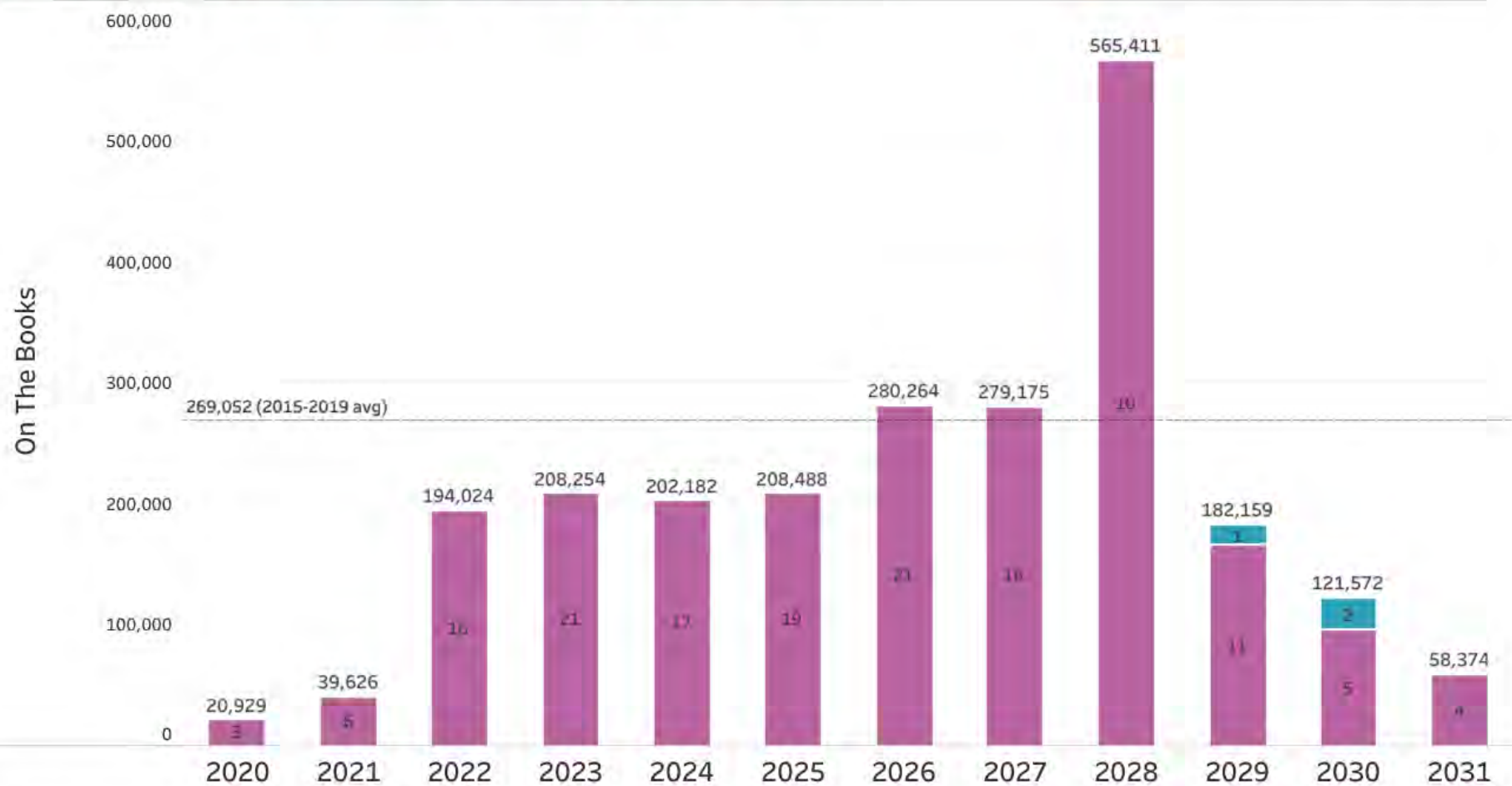
Hotel Sales

FY 2026 through July



Citywide OTB Room Nights by Arrival Year

Booked in FY 2026 through July



OTB Meetings, Bookings in FY 2026 and Cancellations in FY 2026

	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
OTB Meetings	3	6	16	21	17	19	21	16	10	12	7	4
Booked in Year	0	0	0	0	0	0	0	0	0	1	2	0
Cancelled in Year	0	0	0	0	0	0	0	0	0	0	0	0



Citywide Active Pipeline Summary

Data last refreshed on 8/12/2025 10:52 PM

Sales Type
Citywide

Sales Manager
All

Peak Bucket
All

Corp or Assn
All

Vertical Market
All

Leads

78

Null

25% - Qualified lead for LA

525,513 room nights

49 leads

Lead Room Nights

926,460

50% - LA has made the short-list

147,740 room nights

15 leads

75% - LA selected and Hotel TBD

Attendees

1,090,405

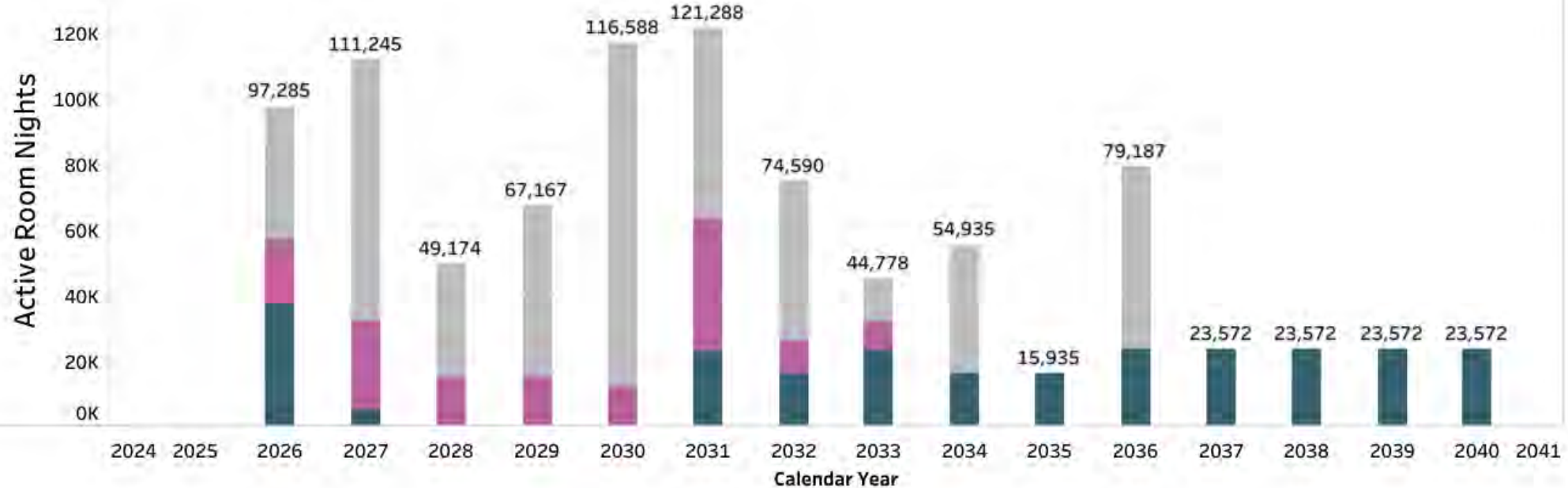
90% - Contracting with hotel

253,207 room nights

14 leads

100% - Verbal Definite

Active Pipeline by Meeting Year



Null

25% - Qualified lead for LA

50% - LA has made the short-list

75% - LA selected and Hotel TBD

90% - Contracting with hotel

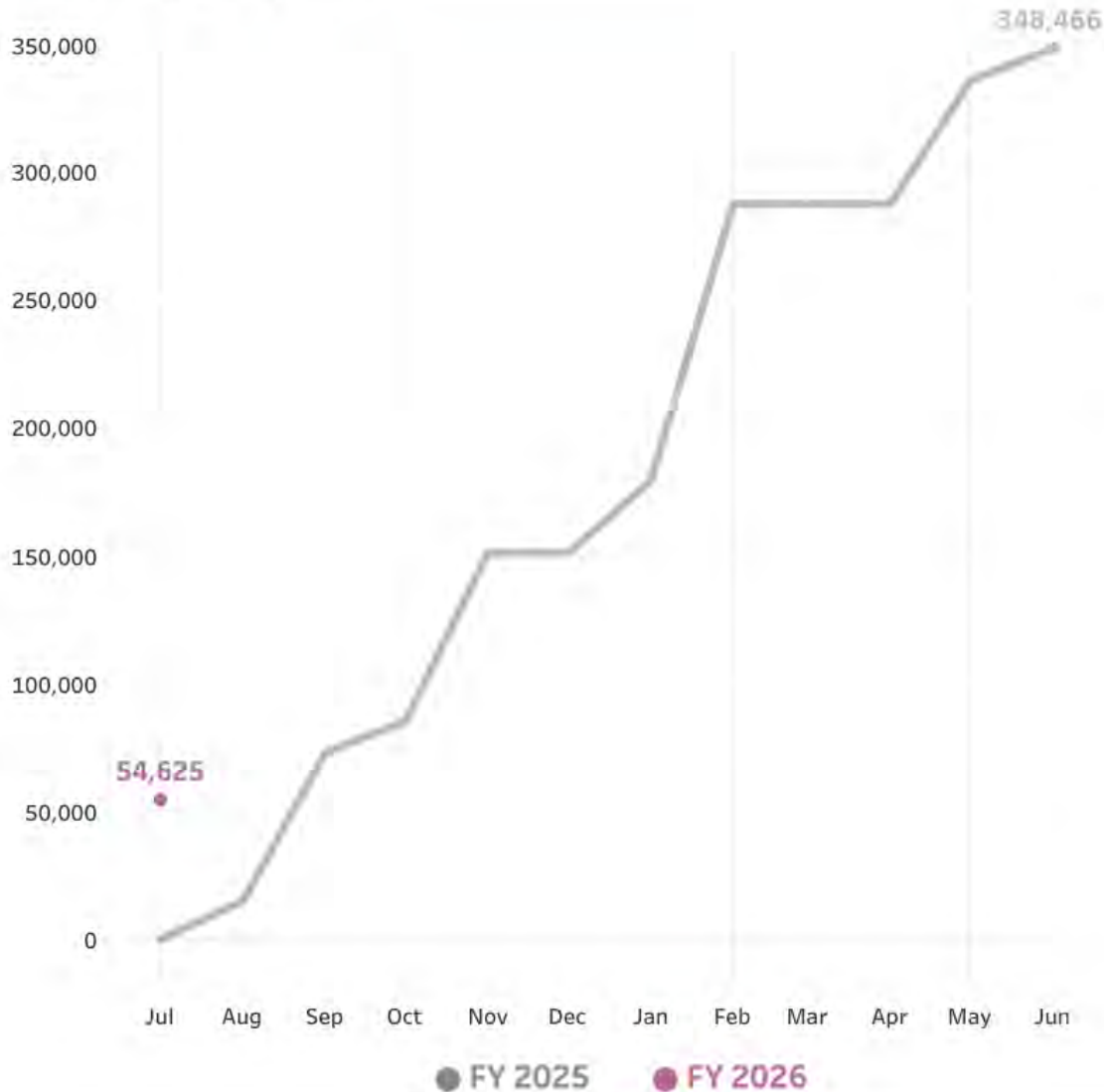
100% - Verbal Definite



Citywide Booked Room Nights

FY 2026 through July

Booked Room Nights by Month



Key Metrics

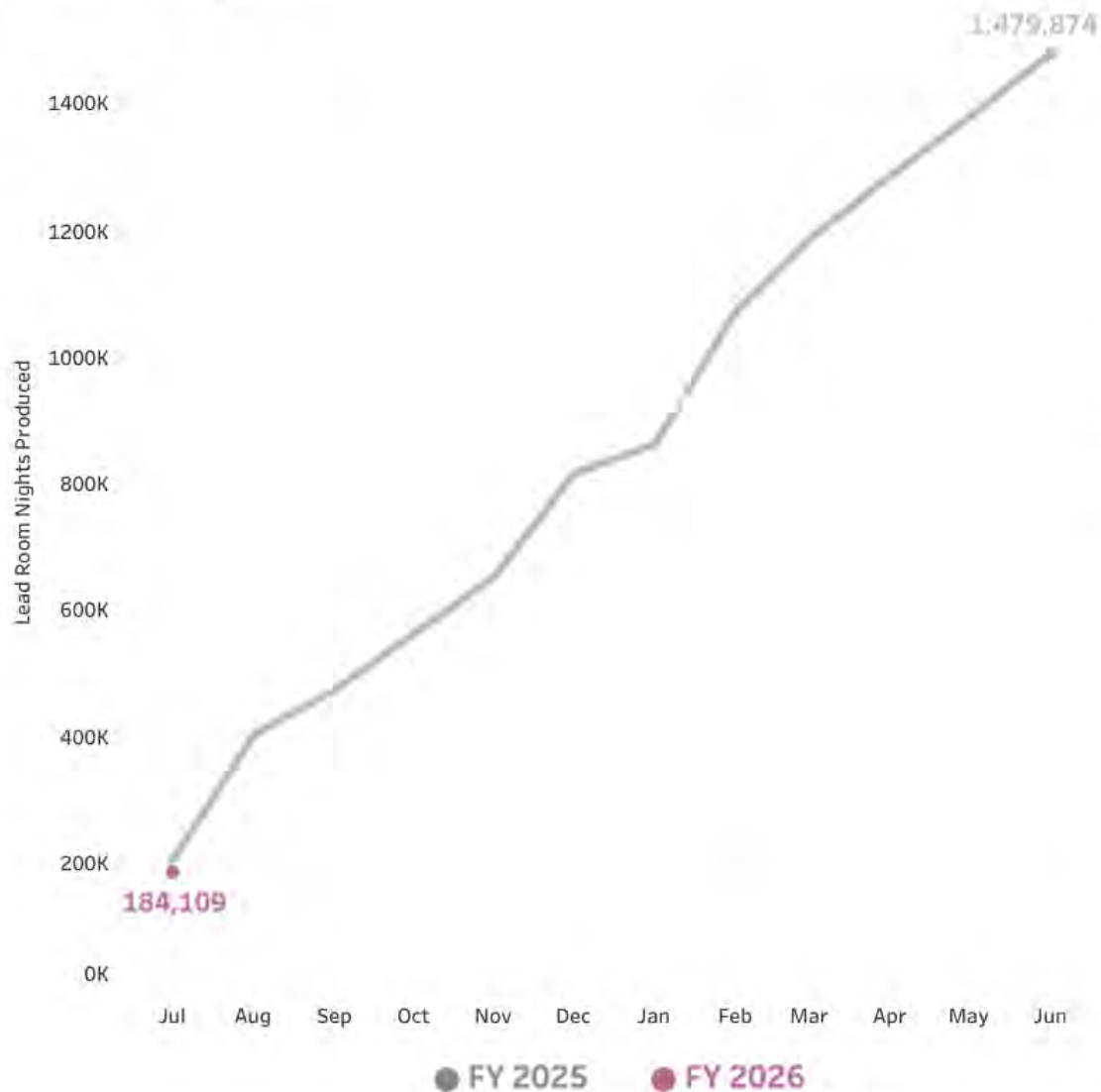
	FY 2026
Bookings	4
Bookings YOY	
Booked Room Nights	54,625
Booked Room Nights YOY	
Attendees	35,500
Attendees YOY	



Citywide Lead Production

FY 2026 through July

Lead Production by Month



Key Metrics

	FY 2026
Leads Produced	17
Leads Produced YOY	42%
Lead Room Nights Produced	184,109
Lead Room Nights Produced YOY	-9%
Attendees	82,805
Attendees YOY	-7%



ASAE Annual Meeting & Exposition

★ **asae**®
annual
meeting
& exposition

AUGUST 9-12, 2025
LOS ANGELES, CA

LOS ANGELES
CONVENTION CENTER

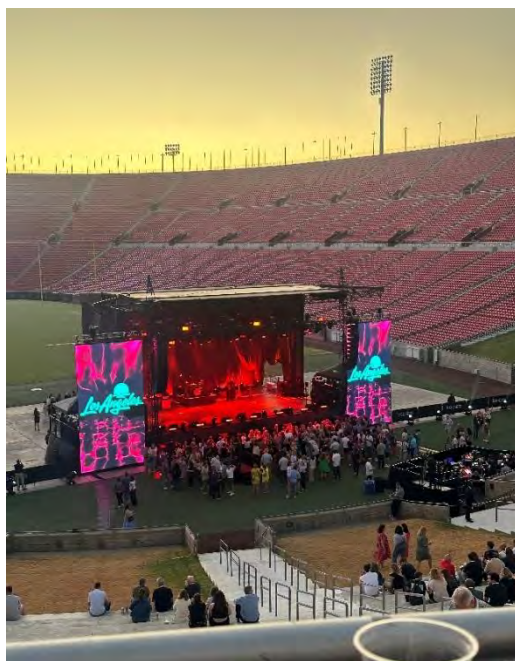
ASAE 2025 Annual Meeting: By the Numbers

- Total Attendance: 5,082
- Association Professionals: 2,725
- Exhibitors: 1,972
- Others (speakers, guests, volunteers, press): 385
- Buyer-to-Seller Ratio: 62% to 38%



ASAE 2025 ANNUAL MEETING & EXPOSITION





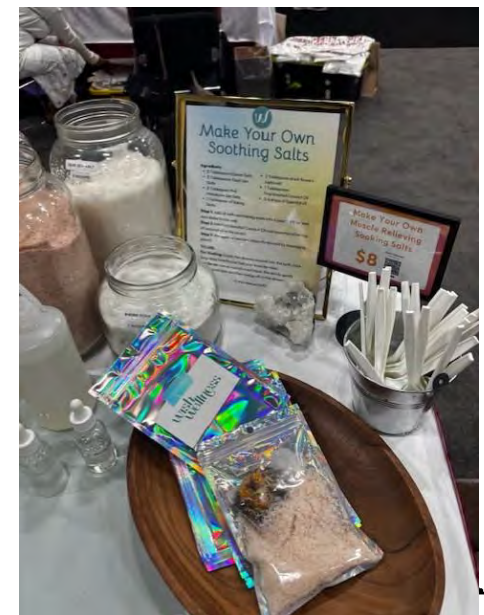
Empower LA

- **Old Vine Florals** – floral company located in the heart of downtown's Old Financial District
- **Made by DWC** – social enterprise created by the Downtown's Women Center
- **Fit City Adventure** – premier corporate wellness & lifestyle concierge
- **Grand Central Market** – Downtown LA's most well-known historic landmark since 1917 with over 40 vendors



Empower LA

- **Kutula** – LA's premier destination for African-inspired fashion
- **Terminal B** – LA-based fragrance brand inspired by global travel
- **Wish Wellness** – boutique wellness company that curates custom aromatherapy and holistic experiences for private parties and corporate events



2025 Market Outlook Forum

September 9,
2025

LA Convention
Center



Our 2025 Los Angeles Tourism Market Outlook Forum is just weeks away! This year's theme, *Meeting The Moment*, spotlights how we are navigating evolving industry dynamics and will outline our strategic priorities for the year ahead.

We're thrilled to announce a notable lineup of speakers:

- Data insights from Amanda Hite (President & CEO, STR)
- Inspiration for LA28 from Blake Leeper (Paralympic Athlete)
- A fireside chat with Fred Dixon (President & CEO, Brand USA) and Caroline Beteta (President & CEO, Visit California)
- Leaders from Los Angeles Tourism's Sales and Marketing Teams



Item 5a

Expansion Update

