



## CITY TOURISM COMMISSION



Commissioners: Jon F. Vein, President; Otto Padron, Vice President;  
Sandra Lee; David Stone; Germonique Ulmer

Members of the public who wish to speak during the meeting must submit a "Request to Speak" form to the Board Secretary prior to the commencement of the public comments for each agenda item of interest. 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 Comment." Public speaking will be limited to three minutes per speaker. Meeting packets may be found on the City Tourism Department website, [tourism.lacity.org](http://tourism.lacity.org).

Under Municipal Code Section 200.123, individuals entering the City facility would be required to show proof of full vaccination. Alternatively, visitors may show proof of a negative PCR or antigen COVID-19 test conducted within 72 hours before entry.

Special Meeting  
Wednesday, December 14, 2022  
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 November 16, 2022

### 4. REPORTS

- a. Executive Director Report
- b. ASM Monthly Report
- c. LATCB Update
  - i. Sales Update
  - ii. Business Connect Program
  - iii. Planner Creative

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.**



## CITY TOURISM COMMISSION

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### 5. ACTION ITEMS

#### a. Findings to Continue Teleconference Meetings Pursuant to AB 361

Determination in accordance with AB 361 Section 3(e)(3) that, while the state of emergency due to the Covid-19 pandemic, as originally proclaimed by the Governor on March 4, 2020, remains active and/or state or local officials have imposed or recommended measures to promote social distancing, this legislative body has reconsidered the circumstances of the state of emergency and that the state of emergency continues to directly impact the ability of the members to meet safely in person and/or state or local officials continue to impose or recommend measures to promote social distancing.

### 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](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).

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Item 2a & 2b

Public Comments / Impact Statements



Item 3a

Approval of the

November 16, 2022 Minutes



# CITY TOURISM COMMISSION

## Regular Meeting Minutes November 16, 2022

The Board of City Tourism Department Commission (Board) convened a regular meeting on Wednesday, November 16, 2022, at 9:00 a.m. at the Los Angeles Convention Center (LACC), located at 1201 S. Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

### **PRESENT:**

Vice President Otto Padron, presiding  
Commissioner Sandra Lee  
Commissioner David Stone

### **ABSENT:**

President Jon F. Vein  
Commissioner Germonique Ulmer

### **PRESENTERS:**

Kimberly Weedmark, ASM  
Ben Zarhoud, ASM  
Doane Liu, CTD  
Kim Nakashima, CTD  
Patti MacJennett, LATCB  
Kathy McAdams, LATCB

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

Vice President Padron 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 October 19, 2022***

UNANIMOUSLY APPROVED

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

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings regarding Wrestlemania and NatCon events; participating on a panel at the VICA Annual Business Forecast conference, LATCB industry update and outlook, LATCB CAB events, Harbor Promenade ribbon cutting ceremony, Air Premia event at LAX and gala; and participating in an executive roundtable for emergency readiness.

### ***Item 4b. ASM Monthly & Year End Update***

Ms. Weedmark reported on a total of 11 events during September 2022, including; two citywide events, with 45,156 total attendees, and two filming/parking space rentals. Mr. Zarhoud presented the financial data for September's reporting an operating surplus of \$0.2M and \$3.9M in gross revenue, 72% of which was driven by F&B, rent and parking, noting that the industry is still in the recovery phase with fewer large citywide events and a slower month for Crypto.com

Arena. Mr. Zarhoud also reported \$1.5M in operating expenses, noting that 17% of the power used was generated from the LACC solar panels. Mr. Zarhoud also reported September's exhibit hall occupancy at 41%, driven by Emmys and the two citywide events. Mr. Zarhoud presented the FY 2021-22 Year End Financials, noting \$24.2M in revenues, which was above budget, and \$20.2M in expenses leaving an operating profit of \$4.0M. LACC exhibit halls had 36% average occupancy rate. Mr. Zarhoud noted that the year-end economic impact was over \$300 million.

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

***i. Sales Update***

Ms. Kathy McAdams reported that LATCB has processed 44 leads YTD and booked 116,415 room nights, noting healthy room night production with bookings within the two to three year window. Ms. McAdams noted that there are currently 23 citywide events booked for 2023. Ms. McAdams provided an overview of new, local hotels.

***ii. LAWA Partnership Update***

Ms. Patti MacJennett provided an overview on the new air service at LAX, reporting that international travel is the last travel sector to recover and noting that Canada and Mexico are now the largest international markets for Los Angeles. Ms. MacJennett noted that LAX was chosen by passengers as the "Best Airport in Northern America" and won the Business Traveler Award.

***Item 5a: Proposed Appendix E for Fiscal Year 2022-23 to the Agreement between CTD and LATCB - Board Report #22-006***

Ms. Kim Nakashima provided details on the FY 2022-23 Appendix E, including background on the LATCB and CTD agreement, a functional overview of LATCB, a breakdown of LATCB revenue resources, details on the TOT funds for the LATCB contract, the primary goal of the LATCB contract, the core objectives, and metrics highlights. Ms. Nakashima stated that staff recommended that the Board of City Tourism Commissioners approve the proposed Appendix E for FY 2022-23 to the agreement between CTD and LATCB.

THE BOARD UNANIMOUSLY APPROVED APPENDIX E FOR FISCAL YEAR 2022-23.

***Item 5b: Findings to Continue Teleconference Meetings Pursuant to AB 361***

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

**ADJOURNMENT**

The meeting was adjourned at 9:45 a.m. without objection.

# Item 4a

## Executive Director's Report



Item 4b

# ASM Monthly Update





# LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

OCTOBER 2022

BEN ZARHOUD



# LACC OCTOBER 2022 EVENTS

OCT  
1 - 2

EL SEMBRADOR  
4,000

OCT  
13

IDALIST.ORG  
900

OCT  
22

YUGIOH! DABL REGIONAL QAUALIFIER  
400

OCT  
1 - 2

HORRORCON L.A.  
3,500

OCT  
18 - 20

ADOBE MAX 2022  
20,500

OCT  
23

THE CHURCH OF LOS ANGELES  
500

OCT  
7 - 9

THE MODEL EXPERIENCE  
3,000

OCT  
22

STATE OF CANNABIZ LEGISLATIVE  
& B2B EXPO  
200

OCT  
25 - 29

AMERICAN SOCIETY OF  
HUMAN GENETICS  
7,200

OCT  
7 - 9

LA CHRISTMAS CASH & CARRY  
2,000

OCT  
22

WCUI SCHOOL OF MEDICAL IMAGING  
880

OCT  
7 - 9

OCT  
13

2022 NEXTGEN LIFE PRODUCT  
1,200

OCT  
22

BREATH OF SPIRIT  
300

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

TOTAL  
ATTENDEES

44,580

# LACC OCTOBER 2022 EVENTS

## ADOBE MAX



## AMERICAN SOCIETY OF HUMAN GENETICS



## THE MODEL EXPERIENCE



# LACC OCTOBER 2022 FILMING & PARKING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
Oct. 26 - 28	Good Trouble	Venice Garage	\$8,400
			<b>TOTAL: \$8,400</b>

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# SALES & MARKETING ACTIVITIES

## LICENSED:

EVENT	DATES	TYPE
College Football Playoff Events	Jan. 3 – 9, 2023	Citywide
City of LA Dept. of Cannabis Regulations	Feb. 24	Meeting
Int’l Beautiful You Fashion Tour	Mar. 26, 2023	Meeting
EmpowHer Institute	Apr. 28, 2023	Assembly
Dr. Zahi Hawass Lecture	May 4, 2023	Assembly
RuPaul’s DragCon	May 12 – 13, 2023	Consumer Show
LA Fan Fest	Sept. 23 – 24, 2023	Consumer Show
Perform Better Seminar	Sept. 26, 2023	Meeting
El Sembrador	Sept. 30 – Oct. 1, 2023	Assembly

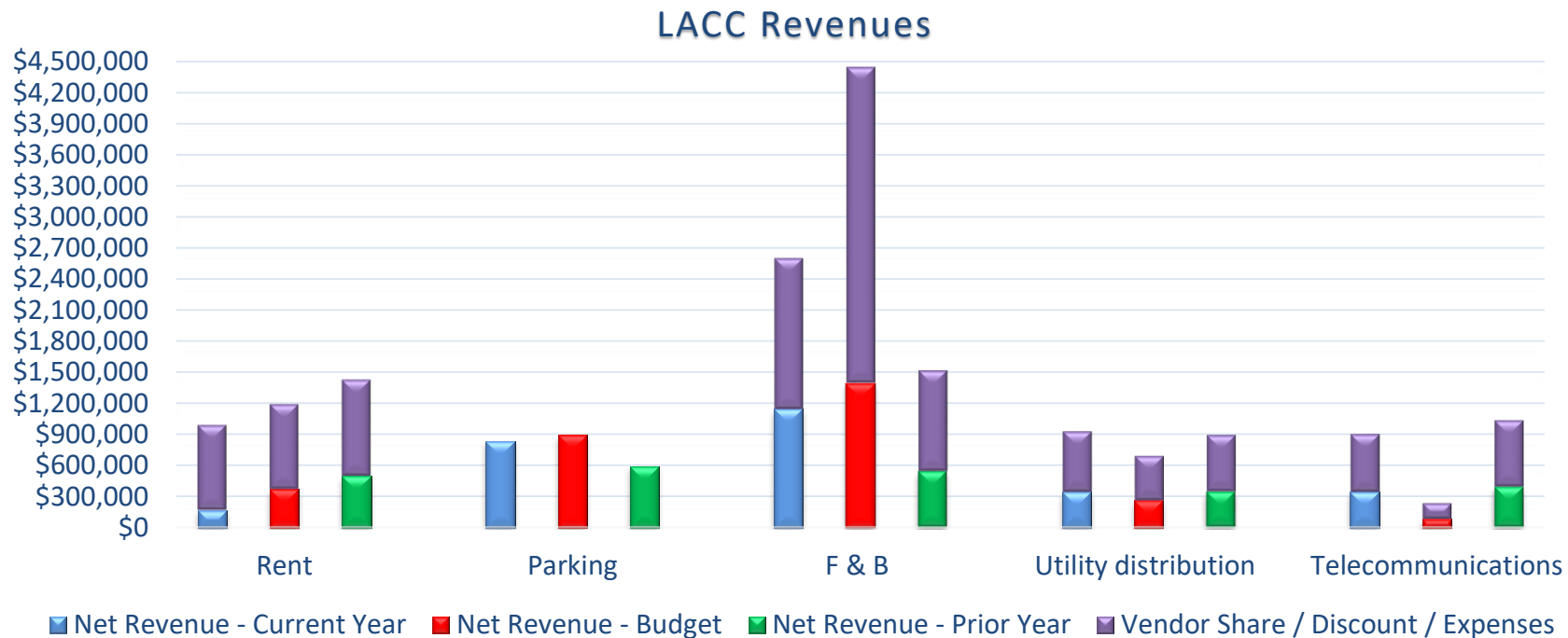
# LACC OCTOBER 2022 FINANCIALS

## OPERATING SURPLUS (LOSS):

- \$1.4 million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.4 million above budget
- \$0.3 million above prior year

## REVENUES:

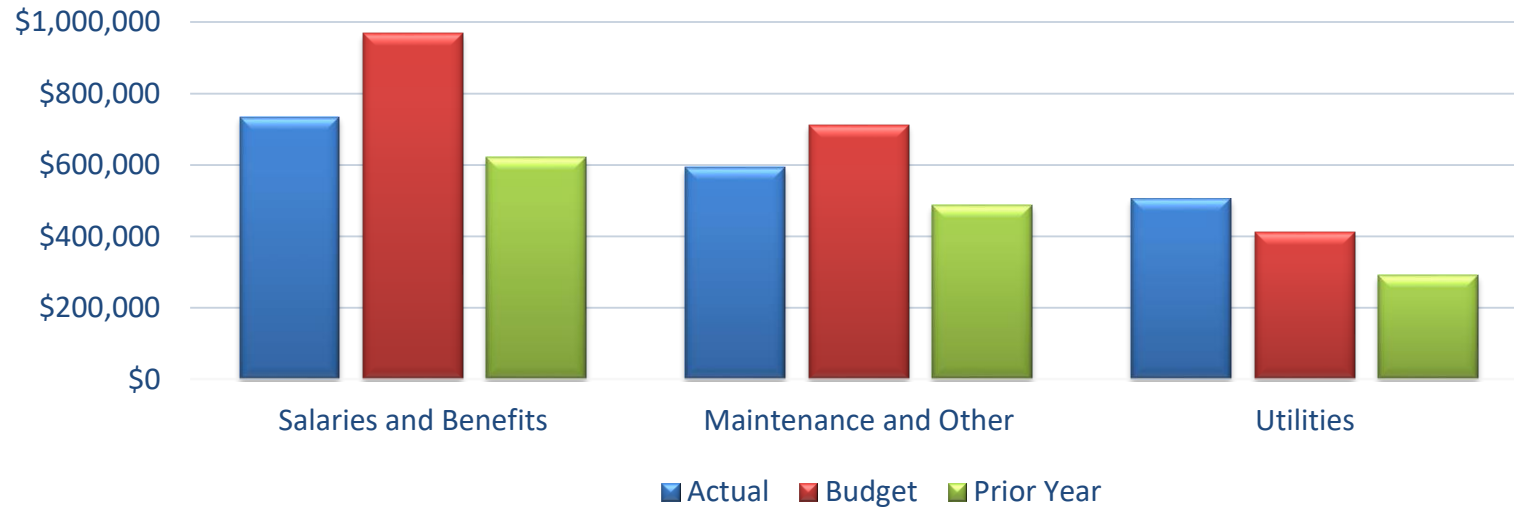
- \$6.9 million gross revenue (before discounts and service provider share)
- \$3.2 million net revenue
- \$0.1 million above budget and \$0.7 million above prior year



# LACC OCTOBER 2022 FINANCIALS

## OPERATING EXPENSES:

- \$1.8 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.3 million below budget and \$0.4 million above prior year

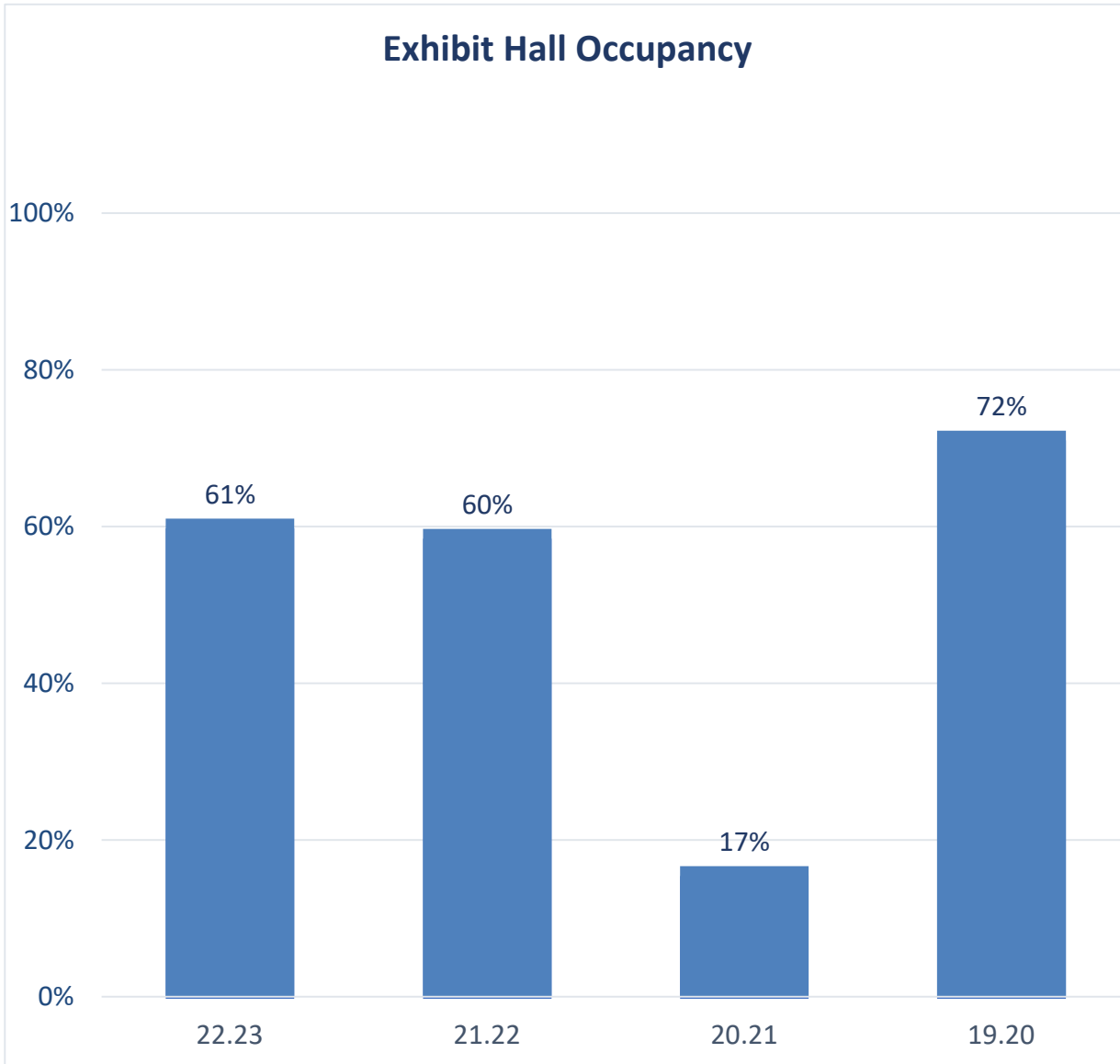


CITY REIMBURSEMENT – \$0.1 million

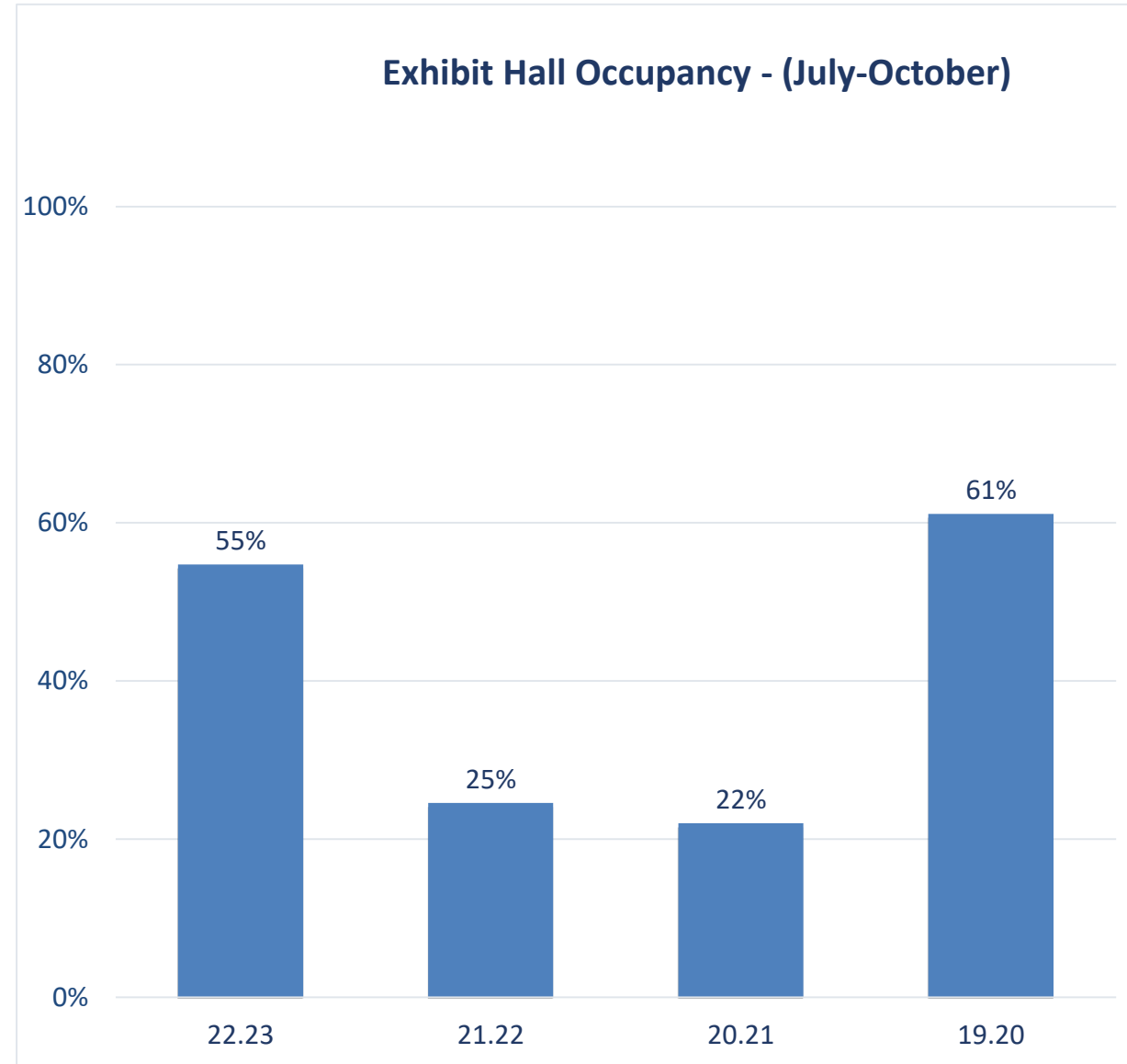
Capital and Alterations & Improvements

# LACC OCTOBER 2022 OCCUPANCY

## Exhibit Hall Occupancy



## Exhibit Hall Occupancy - (July-October)





# Item 4c

## LATCB Update

### i. Sales Update



# CTD Board of Commissioners

December 14, 2022

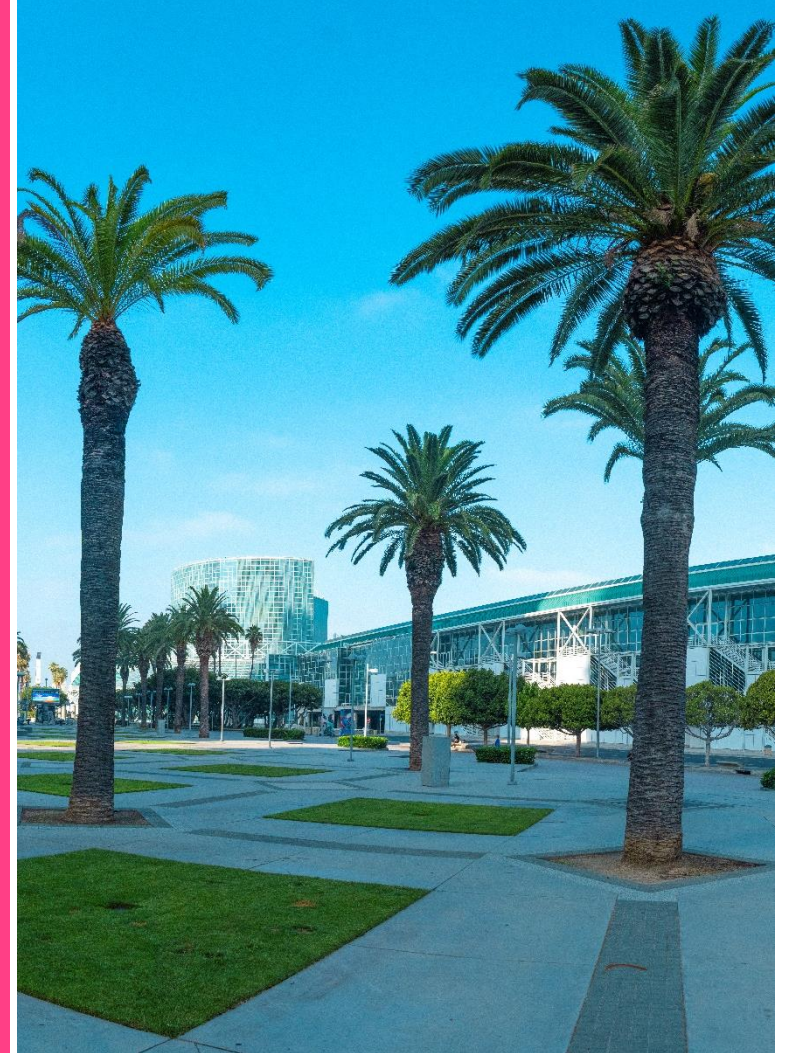


Los Angeles Tourism & Convention Board



# SALES UPDATES

**Darren Green**  
Chief Sales Officer



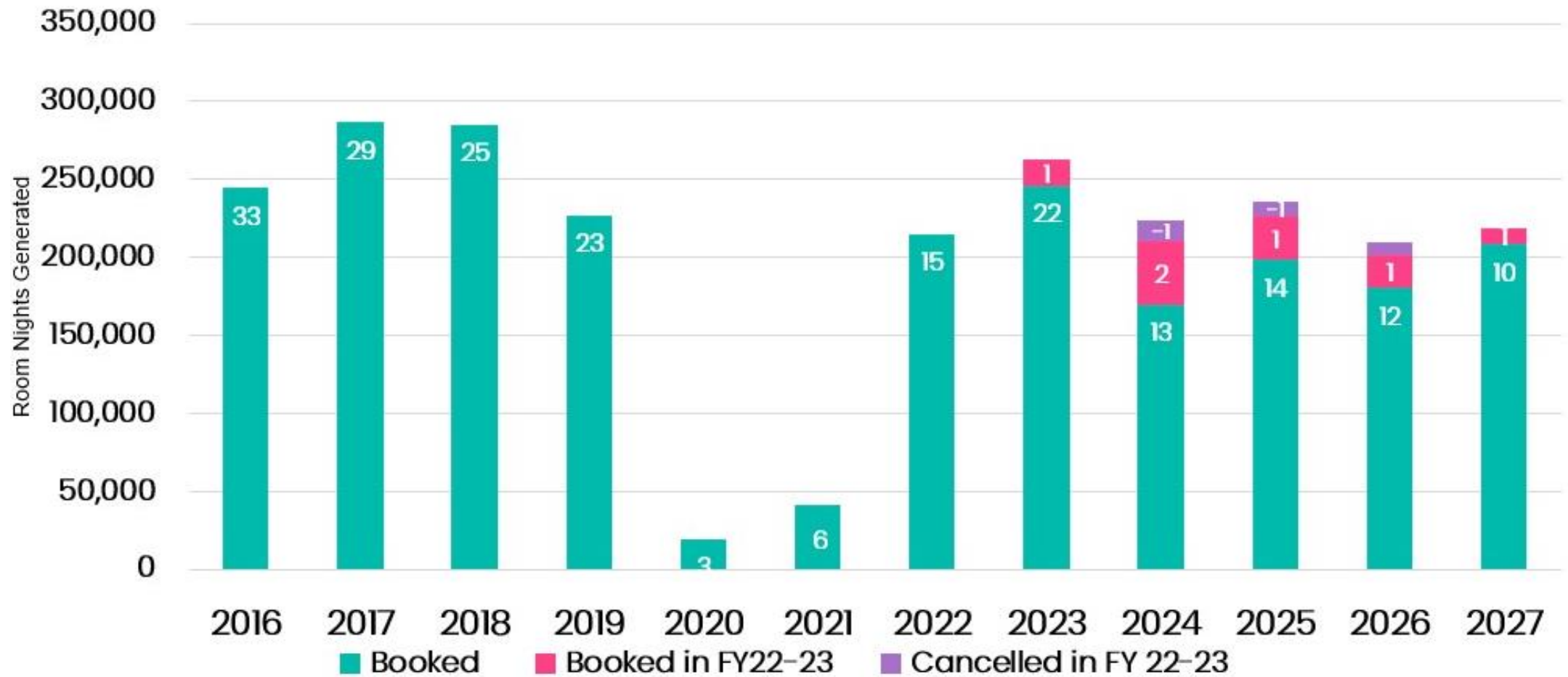
# CITYWIDE CONVENTION SALES

## YTD FY22/23 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 22/23 Goal	130
FY 22/23 YTD	<b>52</b>
FY 21/22 STLY	44

Booked Room Nights Produced	RNs Actual
FY 22/23 Goal	225,760
FY 22/23 YTD	<b>141,085</b>
FY 21/22 STLY	16,804

# CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2016-2027 CALENDAR YEAR ARRIVAL DATE



Dated December 5, 2022



# CITYWIDE CONVENTION PIPELINE

YEAR	RNs	Last Update Variance
2023	3,500	0
2024	66,183	-7,904
2025	61,809	-4,958

YEAR	RNs	Last Update Variance
2026	76,259	16,770
2027	154,167	0
2028	27,055	0

Dated December 5, 2022



Item 4c

## LATCB Update

### ii. Business Connect Program



# BUSINESS CONNECT PROGRAM

- 150+ minority, woman, LGBTQIA+ and veteran-owned businesses
- Certified businesses selected are profiled in a guide that is sent to event organizers and primary contractors to use and select local suppliers to fulfill their subcontracting-needs
- Initiated through Super Bowl LVI
- This toolkit will be featured on our website, including detailed listings for planners to reach out directly to the businesses, and will feature case studies on how these businesses helped other events





# WHAT IF YOU COULD PLAN YOUR MEETING AND YOUR IMPACT?

## LA's Suppliers Represent 30+ Business Disciplines Related to Meeting, Convention & Event Production

**130**

certified Business Connect companies are LA Tourism members

**71%**

BIPOC (Black, Indigenous, and People of Color)-owned business members

**57%**

woman-owned business members

**9%**

LGBTQIA+-owned business members

**6%**

veteran-owned business members

**8,000**

jobs & 65 communities are represented throughout LA County



Item 4c

LATCB Update

iii. Planner Creative

Headwinds





## Lodging

# Less Plastic

Travelers can expect to find less single-use plastics in hotel rooms, thanks to a variety of public and private policies taking effect in 2023. Two examples:

As of Jan. 1, in California it will be illegal for hotels with more than 50 rooms to use small plastic bottles for shampoo, conditioner, lotion, or any other single use application.

The global hotel chain Accor committed to removing all single-use plastic items in guest and meeting rooms in its more than 5,000 hotels by the end of 2022.

## Sharing > Renting

When hotel executives were asked what amenities they were least likely to have today but most likely to consider for the future, more than 45 percent said electric car sharing was on their radar as a potential offering. For hotel guests, it could mean that instead of paying \$1,000 for a car rental for a week, they may be more than willing to add \$100 to their stay for an airport shuttle and use of an electric car at their convenience —eliminating the shuttle ride to the rental car center, extra gas surcharges, and concerns about the availability of cars.

Source: Skift and Oracle Hospitality report, "Hospitality in 2025: Automated, Intelligent... and More Personal," [convn.org/oracle-hospitality](https://convn.org/oracle-hospitality)

# On the Drawing Board

## Total Global Construction Pipeline

Globally, the total construction pipeline is up 5 percent by project and 2 percent by rooms. Hotel projects scheduled to start construction in the next 12 months grew by 1 percent, while projects in the early planning stages were up 22 percent by project and 13 percent by room count.

### Projects

**14,117**

### Rooms

**2,293,131**

### Top Countries

#### United States

5,220 projects  
621,268 rooms

#### China

3,693 projects  
701,974 rooms

#### India

339 projects  
42,548 rooms

#### United Kingdom

309 projects  
46,296 rooms

#### Indonesia

284 projects  
45,359 rooms

### Top Cities

#### Dallas

173 projects  
20,707 rooms

#### Chengdu, China

141 projects  
28,573 rooms

#### Atlanta

140 projects  
18,131 rooms

#### Shanghai

128 projects  
25,200 rooms

#### Los Angeles

124 projects  
20,365 rooms

### Top Companies

#### Hilton Worldwide

2,596 projects  
379,818 rooms

#### Marriott International

2,533 projects  
421,613 rooms

#### InterContinental Hotels Group

1,687 projects  
247,310 rooms

#### Accor

894 projects  
155,577 rooms

## Hotel Costs Climb

Global **+4.9%**

North America **+7.4%**

Europe **+4.8%**

Latin America **+4%**

Asia Pacific **+2.5%**

Source: North America, European, Latin America, and Asia Pacific Surveys from American Express Meetings & Events, [emevts.com/amev-forecast](http://emevts.com/amev-forecast)

Represents projects under construction, scheduled to start construction, and in early planning stages.  
Source: Lodging Econometrics, [cornw.org/lodging-pipeline](http://cornw.org/lodging-pipeline)



# COST INCREASES, PREPARING FOR FINANCIAL DOWNTURN

The majority of respondents (53%) indicate they are making preparations to help deal with inflation and/or a potential recession—up from 40% this summer. Of the options given as to the nature of these preparations, “eliminating/reducing business” was the only one being utilized less than in last quarter. An incredible 78% of respondents are seeking new revenue opportunities—more than double the percentage from summer. However, even though only 8% of respondents note layoffs as an economic downturn tactic, that’s an eight-fold increase quarter over quarter.

How are you preparing financially for inflation and/or potential recession?

Fall '22	Summer '22	
78%	34%	Seeking new revenue opportunities
29%	10%	Stockpiling cash reserves
28%	12%	Hiring contractors instead of full-time staff
27%	19%	Limiting business travel
22%	5%	Increasing financial investments
14%	8%	Limiting hours for hourly staff
8%	3%	Reducing business
8%	1%	Layoffs
3%	4%	Eliminating/reducing benefits



# HIRING CHALLENGES

Down slightly from the previous quarter, nearly two-thirds of respondents say they're still having trouble filling staff vacancies. This shift may be due, at least in part, to substantial industry outreach efforts—hopefully this is the start of a trend.

Are you finding it difficult to fill job vacancies at your organization?

	Winter '21/'22	Spring '22	Summer '22	Fall '22
Yes	60%	54%	69%	62%
No	28%	35%	24%	27%
Unsure	12%	12%	8%	11%



# Customer Advisory Board Take - Aways

- Clients doing more with less staff
- Top level executives more involved in decision making process
- RFI's submitted before RFP's
- Are suppliers able to deliver on what was contracted?
- Negotiation Dynamics (Supply/Demand)
- Cost of goods playing a key role on both sides of the process
- Response time from suppliers continues to be one of the primary challenges

A woman with long blonde hair, wearing a pink floral dress, is sitting on a high stool at a bar. The bar is well-stocked with various bottles of alcohol and glasses. Behind the bar, there are shelves with more bottles and a large potted plant. The bar is situated in a modern hotel lounge with large windows overlooking a city. The floor has a geometric pattern, and there are several tables and chairs in the foreground. The overall atmosphere is bright and contemporary.

# Los Angeles™

WHERE PLANNERS BECOME PRODUCERS  
DOWNTOWN L.A. HOTELS



THANK YOU



Los Angeles Tourism & Convention Board

## Item 5a

# Findings to Continue Teleconference Meetings

Pursuant to AB361

