



## **BOARD OF LOS ANGELES CONVENTION AND TOURISM DEVELOPMENT**

Regular Meeting  
Wednesday  
December 3, 2014  
9:00 a.m. – 10:30 a.m.  
Los Angeles Convention Center  
1201 S. Figueroa Street, L.A. CA 90015  
**Executive Board Room**

1. Call to Order / Roll Call
2. Public Comment
3. Approval of Meeting Minutes from November 19, 2014

### **ACTION ITEMS:**

4. Approval of E3 Discount Packet (Board Report 14-003)

### **INFORMATIONAL ITEMS:**

5. Update on Sister Cities of Los Angeles – Councilmember Tom LaBonge
6. Update on LACC Website and Social Media – Ellen Schwartz, VP of Sales & Marketing  
& Victoriya Karpilovich, Marketing Specialist

### **REPORTS:**

7. Monthly Reports for October 2014
  - a. AEG – Brad Gessner, Sr. VP & General Manager
  - b. LATCB – Sales Update from Darren Green, Sr. VP of Sales  
– Marketing Review from Jeff Morris, President of HEILBrice
8. Executive Director's Report
  - a. LACC Expansion and Futurization Project Update – Bud Ovrom

### **ADMINISTRATIVE:**

9. Agenda Forecast / Special Topics

December 17, 2014 Expansion & Futurization Project Update  
January 7, 2015 AEG & LATCB Monthly Reports for November 2014  
January 21, 2015 Expansion & Futurization Project Update

Materials related to an item on this agenda submitted to the Board of Los Angeles Convention and Tourism development 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.**

**DRAFT**  
**BOARD OF LOS ANGELES CONVENTION  
AND TOURISM DEVELOPMENT**

Regular Meeting Minutes  
November 19, 2014  
9:00 a.m.

The Board of Los Angeles Convention and Tourism Development (Board) convened a regular meeting on Wednesday, November 19, 2014 at 9:02 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 Ray Bidenost  
Commissioner Nicole Duckett Fricke  
Commissioner Otto Padron  
Commissioner Gillian Zucker

Bud Ovrom, Executive Director –

Los Angeles Department of Convention & Tourism Development (CTD)  
Tom Fields, Assistant General Manager & Chief Operating Officer – CTD  
Marla Bleavins, Assistant General Manager, Finance & Administration – CTD  
Glyn Milburn, Business Team Representative – Office of the Mayor  
Diana Mangioglu, Sr. Administrative Analyst II –  
Office of the City Administrative Officer (CAO)  
Brad Gessner, Sr. Vice President & General Manager – AEG Facilities  
Keith Hilsen, Vice President, Finance – AEG Facilities  
Barbara Kirklighter, Vice President, Revenue Strategy – LATCB  
Cristine Villorante, Executive Administrative Assistant – CTD

**ABSENT:**

President Jon Vein

***Item 1. Call to Order*** – Vice President Ray Bidenost called the meeting to order.

***Item 2. Public Comment***

Mr. David Henderson, Business Representative for Local 831, represents union members who are currently working the Auto Show. Mr. Henderson has been in the industry for 24 years and stated that this year's Auto Show is one of the smoothest run shows he has seen in a long time. He was very impressed. Union members have been working around the clock for the last two weeks, with minimal injuries, and a focus on safety. He encouraged the Board to go see the show.

Vice President Bidenost was on site for Comikaze and met with some of the AEG staff. Vice President Bidenost was very impressed with their professionalism and organizational skills. He could see that their heart was in their job, which is also a positive reflection on Brad and his management team.

Mr. Brad Gessner announced the September 2014 Employee of the Month, Ms. Victoriya Karpilovich, Marketing Specialist, and Leader of the Quarter, Mr. Frank Keefer, Event Manager.

Ms. Joyce Dillard expressed her concerns with regards to the LATCB contract and the use of the term “auditor” and the lack of definitions in the contract.

***Item 3. Approval of the Meeting Minutes***

Commissioner Duckett Fricke moved to approve the joint meeting minutes and special meeting minutes from October 15, 2014, seconded by Vice President Bidenost, and approved by the Board.

Vote

Yes: Vice President Bidenost, Commissioners Duckett Fricke, Padron, and Zucker  
No: None

Commissioner Zucker moved to approve the meeting minutes from November 5, 2014, as amended by President Vein, seconded by Commissioner Duckett Fricke, and approved by the Board.

Vote

Yes: Vice President Bidenost, Commissioners Duckett Fricke, Padron, and Zucker  
No: None

***Item 4. On-Site Hotel Request for Interest (RFI)***

Mr. Bud Ovrom presented a draft RFI, addressed to the City Council, for the purpose of determining the level of interest in developing a 1,000 room hotel and to solicit input as to how a potential transaction could be structured.

In addition to AEG’s proposal that was presented to the City Council, the RFI would provide additional facts for this Board and the City Council to consider. Mr. Ovrom sought the Board’s approval to proceed with the submittal of the RFI to the City Council.

Commissioner Duckett Fricke moved to recommend the RFI be submitted to the City Council, seconded by Commissioner Zucker, and approved by the Board.

Vote

Yes: Vice President Bidenost, Commissioners Duckett Fricke, Padron, and Zucker  
No: None

***Item 5. E3 Discount Request***

Ms. Marla Bleavins presented the 2016 E3 discount packet for the Board’s review and approval. The total value of the space rental for 2016 would be \$1.1 million. LATCB has recommended to offer E3 a discount that would bring down the rent to \$1,000.

Similar discount requests have been approved in the past. This discount packet is before the Board because the amount of the discount exceeds the amount of the Transient Occupancy Tax (TOT) which is projected to generate close to \$800 thousand.

The CTD staff supports the recommendation as E3 is one of LACC's biggest shows, it's a very high profile event, and it's good for the City with roughly \$30 million in economic impact.

Vice President Bidenost moved to approve the 2016 E3 discount packet, but the motion died due to a lack of a second.

Commissioner Padron moved a substitute motion to discuss the E3 discount packet further at the next Board meeting with two firm proposals to review, seconded by Commissioner Duckett Fricke, and approved by the Board.

Vote

Yes: Commissioners Duckett Fricke, Padron, and Zucker

No: Vice President Bidenost

***Item 6. Fiscal Year 2016 Budget***

Ms. Marla Bleavins presented the 2016 budget for the Board's review and approval. All City departments must submit their budgets to the Mayor's office by this Friday, November 21, 2014. The 2016 budgets for CTD and AEG were also reviewed by the Board at the last Board meeting on November 5, 2014. All information presented was the same with the exception of an increase to the CTD's salaries account.

Commissioner Zucker moved to approve the CTD Budget for 2016, seconded by Commissioner Duckett Fricke, and approved by the Board

Vote

Yes: Vice President Bidenost, Commissioners Duckett Fricke, Padron, and Zucker

No: None

***Item 7. Status Update on AEG Extension Agreement***

There was no update to report.

***Item 8. Capital Improvement Projects (CIP) Report***

Mr. Tom Fields updated the Board on the CIP projects which are going well and on target for completion before E3. All 14 projects have contracts and scope of work. 12 of the 14 projects are currently in progress and the remaining two will start in the very near future.

***Item 9. LATCB Contract Update***

Ms. Marla Bleavins updated the Board on what has transpired with the LATCB contract. The contract was amended based on the recommendations from the Board at the last Board meeting on November 5, 2014, as well as recommendations made by the City Attorney. No further action is required by the Board. The CTD has submitted the contract to the City Clerk for consideration by the City Council. The LATCB contract is expected to go before the Economic Development Committee on December 9, 2014 and to the full City Council shortly thereafter.

***Item 10. Agenda Forecast / Special Topics***

The next Board meeting is scheduled for Wednesday, December 3, 2014.

**ADJOURNMENT**

The meeting was adjourned at 10:32 a.m.

**CITY OF LOS ANGELES**  
**INTER-DEPARTMENTAL CORRESPONDENCE**

Date: November 26, 2014

To: Board of Los Angeles Convention & Tourism Development Commissioners

From: Robert R. "Bud" Ovrom, Executive Director  
Department of Convention and Tourism Development 

Subject: **SUPPLEMENTAL REPORT FOR E3 EXPO 2016 DISCOUNT REQUEST –  
BOARD REPORT 14-003-S1**

**RECOMMENDATIONS**

Staff recommends that the Board of Los Angeles Convention and Tourism Development Commissioners:

1. Approve a request submitted by the Los Angeles Tourism and Convention Board (LATCB) for discounted rent in the amount of \$1,000 for the E3 Expo 2016 convention to be hosted by the IDG World Expo (IDG) on behalf of the Entertainment Software Association (ESA) on June 4-20, 2016.

**DISCUSSION**

At the November 19, 2014 Board of Convention and Tourism Development Commissioners (Board) meeting, staff recommended approval of discounted rent in the amount of \$1,000 for the E3 Expo 2016 convention. The specifics of this request are in the original report dated November 14, 2014 (see attached). The Board declined to vote on the discount due to concerns that the Los Angeles Convention Center (LACC) might not be getting enough in return for the substantial discount of \$1,108,880 that staff and LATCB proposed. The Board expressed a desire to see if E3 Expo would be willing to commit to having its show at the LACC in 2016 and 2017 in exchange for the discounted rent. As such, the Board instructed LATCB to go back to show management for the E3 Expo convention to see if it would be willing to commit to having its show at the LACC in 2017. LATCB will report on those discussions at the December 3, 2014 Board meeting.

At the crux of the matter is the strength of the LACC's bargaining position. In booking citywide conventions, LACC must balance maximizing revenues with the reality of a highly competitive market for conventions. The LACC has several competitive disadvantages relative to our west coast competitors including facilities that are worn, a lack of contiguous exhibit space and an insufficient number of hotel rooms in close proximity to the Center. The ability to offer discounts helps to offset these disadvantages. However, developments such as L.A. Live, the JW Marriott and Ritz

Carlton hotels and the City's plans to modernize and expand the Convention Center have begun to enhance the LACC's competitive position.

In light of our current situation, staff is still recommending that the Board approve the discounted rent of \$1,000 for the E3 Expo for the following reasons:

- Economic impact of the E3 Expo;
- Visibility it provides for Los Angeles and the Convention Center;
- Highly competitive market for large conventions; and
- Lack of a date certain as to when construction at the LACC will occur.

**ATTACHMENTS:**

1. E3 Expo 2016 Discount Request – Board Report 14-003

FORM GEN. 160

**CITY OF LOS ANGELES**  
INTER-DEPARTMENTAL CORRESPONDENCE

TRANSMITTAL

Date: December 3, 2014

To: Los Angeles Department of Convention & Tourism Development

From: Board of Los Angeles Department of Convention &  
Tourism Development Commissioners

Subject: Rental Discount Request - Report No. 14-003-S1

Rental Discount Request for E3 Exo 2016 between  
Entertainment Software Association, Los Angeles Department of Convention &  
Tourism Development, and the Los Angeles Tourism and Convention Board

Rental discount request is approved and transmitted for further processing.

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Jon Vein, President  
Board of Los Angeles Department of Convention &  
Tourism Development Commissioners



**CITY OF LOS ANGELES**  
**INTER-DEPARTMENTAL CORRESPONDENCE**

Date: November 14, 2014

To: Board of Los Angeles Convention & Tourism Development Commissioners

From: Robert R. "Bud" Ovrom, Executive Director *Mahe Bleser for*  
Department of Convention and Tourism Development

Subject: **E3 EXPO 2016 DISCOUNT REQUEST – BOARD REPORT 14-003**

**RECOMMENDATIONS**

Staff recommends that the Board of Los Angeles Convention and Tourism Development Commissioners:

1. Approve a request submitted by the Los Angeles Tourism and Convention Board (LATCB) for discounted rent in the amount of \$1,000 for the E3 Expo 2016 convention to be hosted by the IDG World Expo (IDG) on behalf of the Entertainment Software Association (ESA) on June 4-20, 2016.

**DISCUSSION**

**Background on Discount Policy**

The City has a discount policy that allows LATCB to offer discounts on rental rates for citywide conventions and tradeshows as an incentive. This discount policy was formally codified into the Los Angeles Administrative Code (LAAC) on June 9, 2014 upon adoption by the Mayor and Council of the new governance ordinance for the Department of Convention and Tourism Development (CTD). Section 8.149.1 (a) Subparagraph (A) of the LAAC states that "rates may be reduced or waived only where the anticipated Transient Occupancy Tax revenues which reasonably may be attributed to the convention or tradeshow under consideration exceed the total amount reduced or waived."

However, there are exceptions to this requirement. Per LAAC Section 8.149.1 (a) Subparagraph (C):

"Proposed rate reductions or waivers that do not meet the requirement or waivers that do not meet the requirements of Subparagraph A of this section shall not be allowed; provided, however, that proposed rate reductions or waivers may be approved by the Board in the following exceptional circumstances:

- (1) industry-wide and travel association events;
- (2) multi-year licenses; and

- (3) events that present an exceptional opportunity to generate extraordinary revenue or a significant number of visitors.”

### **Proposed Discount**

IDG desires to rent space at the Los Angeles Convention Center (LACC) with a rental value of \$1,109,880 for the 2016 E3 Expo 2016 convention. LATCB has made an offer to IDG to discount their rent by \$1,108,880, resulting in rent in the amount of \$1,000. The proposed discount of \$1,108,880 exceeds the \$791,048 in Transient Occupancy Tax (TOT) the show is projected to generate. Therefore, the Board of Los Angeles Convention and Tourism Development Commissioners (Board) would need to approve an “exempt rental discount request” in the amount of \$317,832. As such, the LATCB is requesting an exemption to this requirement under the allowance for exceptional opportunities in Section 8.149.1(a)Subparagraph (c)(3) of the Administrative Code.

<b>Proposed 2016 Discount for E3 Expo Convention</b>	
Rental Revenue	\$1,109,880
Rental Discount Based on Projected TOT	(\$791,048)
Exempt Rental Discount Request	(\$317,832)
Net Rental Revenue	\$1,000

Per the Letter of Agreement between LATCB and IDG and the pending license agreement, IDG would be obligated to generate \$450,000 in TOT. To the extent the actual TOT falls below \$450,000, IDG would have to pay the amount of the difference to LACC.

Board approval to exempt IDG from the TOT requirement is necessary to proceed with the contracting process.

### **Basis for Recommending Proposed Discount**

CTD staff supports the discount request for IDG due to the significant direct and indirect revenue year over year and the economic impact attributable to the E3 Expo event, their commitment to Los Angeles and the positive history and excellent relationship between the City and IDG. It is anticipated that the 2016 event will generate over \$30 million in economic impact and over 22,000 room nights. This is a conservative estimate based on 80% of the average room nights for the past three years. In prior years, E3 has generated the economic impact indicated below.

<b>Year</b>	<b>TOT</b>	<b>Room Nights</b>	<b>Economic Impact</b>
2014	\$961,750	27,227	\$36 million
2013	\$911,015	27,999	\$37 million
2012	\$922,472	29,455	\$39 million

Given the significant economic value to the City and the hospitality industry, CTD staff recommends approval of this request.

**ATTACHMENTS:**

1. LATCB Pricing Discount Approval Form
2. Memo from LATCB Re. LACC License Request Packet

**CITY OF LOS ANGELES**  
INTER-DEPARTMENTAL CORRESPONDENCE

TRANSMITTAL

Date: November 19, 2014

To: Los Angeles Department of Convention & Tourism Development

From: Board of Los Angeles Department of Convention &  
Tourism Development Commissioners

Subject: Rental Discount Request - Report No. 14-003

Rental Discount Request for E3 Exo 2016 between  
Entertainment Software Association, Los Angeles Department of Convention &  
Tourism Development, and the Los Angeles Tourism and Convention Board

Rental discount request is approved and transmitted for further processing.

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Jon Vein, President  
Board of Los Angeles Department of Convention &  
Tourism Development Commissioners





## LOS ANGELES CONVENTION CENTER PRICING DISCOUNT APPROVAL

LOS ANGELES TOURISM REP: Kathy McAdams  
DATE: 11/4/2014

### ORGANIZATION

NAME: IDG WORLD EXPO ID#: 23425  
CONTACT: Ms. Mary M. Dolaher TITLE: Chief Executive Officer  
ADDRESS: 3 Speen St. Suite 320 TEL#: 005.084.244  
CITY: Framingham STATE: MA ZIPCODE: 01701

### MEETING INFORMATION

NAME OF MEETING: E3 EXPO 2015  
OVERALL DATES: 8/4-20/15  
ATTENDANCE: 40,000 GUEST ROOMS: 5,000 TOTAL ROOM NIGHTS: 22,422

### FINANCIAL PERFORMANCE

RENTAL REVENUE: \$1,109,880.00 = \$1,109,880.00 = \$1,000.00  
Basic Rent Discount Discounted Rent  
TRANSIENT OCCUPANCY: .14 X 22,422 X \$252.00 = \$791,048.16  
Tax Revenue (TOT) TOT Tot Rm nights Project Avg Rm Rate Tot Revenue  
Total City Revenue: \$1,000.00 + \$791,048.16 = \$792,048.16  
Discounted Rent TOT Revenue Total City Revenue  
TOTAL COMMERCIAL VALUE: \$29,395,242.00  
(\$1,311.00 x TRN)

Required exhibit space per reservation form: GROSS SQ. FT.: \_\_\_\_\_ NET SQ. FT.: \_\_\_\_\_

LACC RENTAL RATE	LOS ANGELES TOURISM DISCOUNT RATE	
<u>\$81,000.00</u>	<u>\$1,000.00</u>	WEST HALL <u>AB</u>
<u>\$148,500.00</u>	_____	ADDITIONAL MOVE-IN/OUT DAYS
<u>\$135,000.00</u>	_____	SOUTH HALL <u>GHJK</u>
<u>\$247,500.00</u>	_____	ADDITIONAL MOVE-IN/OUT DAYS
<u>\$48,600.00</u>	_____	KENTIA HALL _____
<u>\$89,100.00</u>	_____	ADDITIONAL MOVE-IN/OUT DAYS
<u>\$18,000.00</u>	_____	CONCOURSE HALL _____
<u>\$33,000.00</u>	_____	ADDITIONAL MOVE-IN/OUT DAYS
<u>\$13,500.00</u>	_____	PETREE HALL _____
<u>\$24,750.00</u>	_____	ADDITIONAL MOVE-IN/OUT DAYS
<u>\$270,930.00</u>	_____	MEETING ROOM CHARGE:
_____	_____	(Less % Meeting Room Discount)
_____	_____	ADDITIONAL MOVE-IN/OUT DAYS
REVENUE THROUGH LACC RATE STRUCTURE		<u>\$1,109,880.00</u>
REVENUE THROUGH DISCOUNTED LACC RATE STRUCTURE		<u>\$1,000.00</u>

LACC APPROVAL: Thomas Fields, COO & Assistant General Manager

LOS ANGELES TOURISM APPROVAL: Kathy McAdams, Vice President, Citywide Convention Sales

EXECUTIVE DIRECTOR APPROVAL: Robert R. "Bud" Ovrom, Executive Director

Date: 11-13-14

Date: 11-5-14

Date: \_\_\_\_\_

6/18/14



**COVER  
MEMORANDUM**

**DATE:** November 7, 2014

**TO:** Robert R. "Bud" Ovrom, Executive Director  
Los Angeles Convention Center

**FR:** Darren K. Green, Senior Vice President, Sales  
Los Angeles Tourism and Convention Board

A handwritten signature in black ink, appearing to read "DK Green", written over the "FR:" line.

**RE:** Los Angeles Convention Center License Request Packet

Attached for your approval. Thank you.

Organization Name: IDG  
Meeting Name: E3 Expo 2016  
Meeting/Event Dates: June 14 to 16, 2016

We are requesting approval of the rental discount submitted by LATCB for the Entertainment Software Association (ESA) Electronic Entertainment Expo (E3) scheduled for June 14-16, 2016 in Los Angeles. It is anticipated that the event will generate a minimum of \$30M in economic impact, and over 22,00 total room nights.

The rental discount requested exceeds the Transient Occupancy Tax (TOT) the event is projected to produce. However, due to the significant economic benefit E3 brings to Los Angeles, and pursuant to the provisions in the Discount Policy, we are requesting the 2016 E3 event be granted exception status as an "exceptional event". This exception status has been accorded ESA for the E3 events 2010-2015, and years prior, due to the significant economic benefit the event brings, and due to ESA's commitment to hold the event in Los Angeles on an annual basis. In addition, granting this exception would further our efforts to secure the event for future years. The economic impact from E3 for the past five years is estimated at \$167M, representing close to 130,000 total room nights over the five years.

The amount of the rental discount is \$1,108,880, and E3 is obligated to generate \$450,000 in TOT. Based on recent three year history, our projection is that E3 will generate approximately \$800,000 in TOT in 2016.

Your consideration in providing exception status for the 2016 E3 event is greatly appreciated.

cc: Kathy McAdams, Vice President, Citywide Convention Sales  
Los Angeles Tourism and Convention Board

Thomas Fields, COO & Assistant General Manager  
Los Angeles Convention Center

Brad Gessner, Senior Vice President & General Manager  
Los Angeles Convention Center

DISCOVER **LOS ANGELES.COM**

333 South Hope Street, 18th Floor, Los Angeles, CA 90071  
Tel 213.624.7300 Fax 213.624.9745

# Los Angeles Convention Center



# Website Overview & Strategy

- Improving the website by delivering a cleaner & more stream-lined resource to our audience
- Enhancing audience experience by introducing a user-friendly, easy to navigate platform that would drive website visits and increase engagement
- Providing abundant information
- Showcasing the Center's flexibility & multiple uses of space
- Allowing the audience to interact with the LACC: submit questions, comments, and RFPs through the website
- Integrating the LACC's social media accounts with the website for maximum exposure

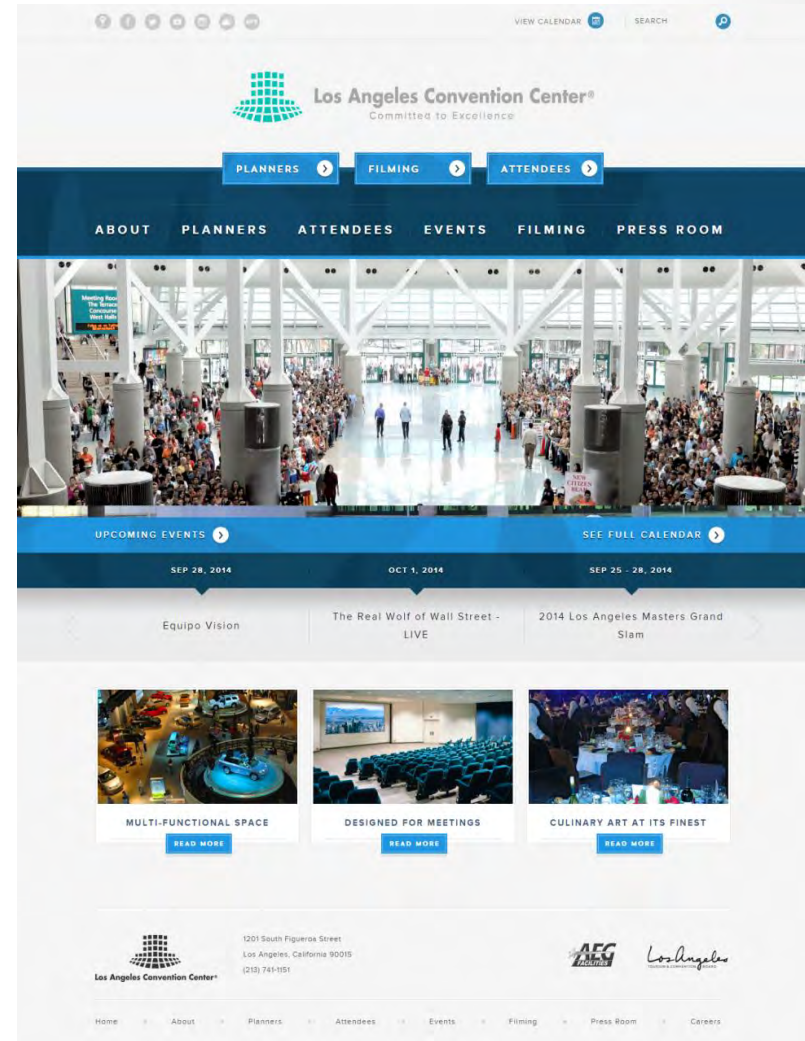




# New Website – Launched 09/15/2014



BEFORE



AFTER

# Old Website: Event Listing & Event Detail Pages

The screenshot shows the 'Events Calendar' page of the Los Angeles Convention Center website. The header includes navigation links: HOME, VISITING US, FLOOR PLANS, FILMING, FAQs, SEARCH, SECURITY, ADA, EMERGENCY PREPAREDNESS, and GO GREEN. Below the header is a banner with the center's logo and tagline, 'World Class Facility, World Class Service.', and three buttons: Attendees, Event Planning, and Exhibitors. The main content area features a search bar on the left and a list of events for September 2014 on the right. The events list includes dates and titles for various conferences and exhibitions. A disclaimer at the bottom states that events are listed as a courtesy and are subject to change.

HOME VISITING US FLOOR PLANS FILMING FAQs SEARCH SECURITY ADA EMERGENCY PREPAREDNESS GO GREEN

Los Angeles Convention Center®  
"World Class Facility, World Class Service."

Attendees Event Planning Exhibitors

ABOUT US PLAN YOUR EVENT SERVICES EVENTS PRESS RELEASES AWARDS IN THE NEWS COMMUNITY

## Events Calendar

Search For Events

Event Name:  
Type Name to Search

Month:  
-- Select Month --

Search

### Events Calendar

#### September 2014

Event	Event Date
International Gem and Jewelry Shows	08/28/2014-09/02/2014
League of California Cities - Annual Conference	09/03/2014-09/05/2014
Hombre Nuevo - Congreso de Hombres	09/07/2014
Stalker Filming	09/09/2014
MITI Seminar	09/10/2014-09/14/2014
Green Festival LAI	09/12/2014-09/14/2014
El Sembrador - The Sower	09/13/2014
Say I Do in Mexico - Wedding Destination Expo	09/13/2014-09/15/2014
West Coast Ultrasound Institute Graduation	09/13/2014
US China Film & TV Industry Expo	09/15/2014-09/16/2014
The LED Show	09/16/2014-09/18/2014
Naturalization	09/17/2014
Pan Pacific Homeshare (PPH)/Future Enterprises	09/17/2014
Senior's Celebrating Life - Councilmember Carren Price	09/18/2014
Gourmetzix "The International Gourmet Food and Beverage Show for Consumers"	09/19/2014-09/22/2014
Global Big Data Conference "Big Data Boot Camp"	09/19/2014-09/21/2014
West Coast Gaming Events	09/20/2014
Man to Man / Women for Ashes	09/20/2014
2014 Los Angeles Masters Grand Slam	09/25/2014-09/28/2014
Pole Sport Championship	09/26/2014-09/28/2014
Equipo Vision	09/28/2014

The events listed are provided as a courtesy to our viewers. Only events which are confirmed and are permitted by the client to list on the event calendar are included. Information is correct at the time the event is listed. The Los Angeles Convention Center accepts no responsibility for any alteration, omission or cancellation which may occur.

For Events Currently in Progress, Call (213) 741-1151

**For more information contact:**  
Los Angeles Convention Center  
(213) 741-1151

Home Contact FAQs Search Privacy Disclaimer Translation Disclaimer Site Map

Los Angeles Convention Center© 2011 | 1201 South Figueroa St. | Los Angeles, CA 90015 | 213-741-1151

AEG

The screenshot shows the 'Event Detail' page for the 'US China Film & TV Industry Expo'. The header is identical to the previous page. The main content area displays the event title, date (9/15/2014-9/16/2014), and details about its public access, location (West Hall A, Park in West Hall), and contact information. It also mentions that the expo is open to the public and provides a link to the website for more information. A 'Back To Calendar' link is at the bottom of the event details section.

HOME VISITING US FLOOR PLANS FILMING FAQs SEARCH SECURITY ADA EMERGENCY PREPAREDNESS GO GREEN

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"World Class Facility, World Class Service."

Attendees Event Planning Exhibitors

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## Calendar of Events

### Event Detail

#### US China Film & TV Industry Expo

**Date:** 9/15/2014-9/16/2014

**Time:**

**Open to Public:** Yes

**Event Type:** Trade/Consumer

**Location:** Halls: West Hall A  
Park in West Hall

**Contact:**

**Admission:** UCFTI Expo is open to the public.  
Anyone interested can attend.

For more information, please visit:  
[www.ucftiexpo.com](http://www.ucftiexpo.com)


[Back To Calendar](#)

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Los Angeles Convention Center© 2011 | 1201 South Figueroa St. | Los Angeles, CA 90015 | 213-741-1151

AEG

BEFORE



# Los Angeles Convention Center®


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WEDNESDAY, OCTOBER 1, 2014

L.A. CONVENTION CENTER  
LOS ANGELES, CA



THE TRUTH  
behind his success

## THE WOLF OF WALL STREET

Jordan Belfort

#TheWolfSpeaks

LIVE  
in person

www.WolfOfWallStreetTour.com

**REGISTER NOW**

OCT 1, 2014

EVENTS

WHY THE LACC?

MULTI-FUNCTIONAL SPACE

### The Real Wolf of Wall Street - LIVE

The Truth Behind His Success: The Wolf of Wall Street Jordan Belfort

When many people were first introduced to Jordan Belfort, he looked a lot like Leonardo DiCaprio. Martin Scorsese's The Wolf of Wall Street, based on Belfort's bestselling book of the same name brought the young stockbroker's story to life, capturing the excesses, ingenuity, and mistakes of his time on Wall Street.

[READ MORE](#)

DATE	Oct 1, 2014
TIME	6:00pm - 9:00pm
OPEN TO PUBLIC	Yes
LOCATION	Petree Hall D
CONTACT	855-WOLF-TOUR 855-965-3868
PARKING	Park in West Hall
RELATED LINKS	<a href="#">More Information</a>

## AFTER

# Website Analytics

- Time Frame: August 1-September 14

Total Users:  
22, 744

Total Page Views:  
93, 136

Avg. Session: 00:02:09

Bounce Rate: 46%





# Website Analytics

- Time Frame: September 15-October 29

Total Users:  
27, 248

Total Page Views:  
110, 641

Avg. Session:  
00:02:28

Bounce Rate: 38%

Increase in users: ~5K

Increase in session time: ~20 seconds

Increase in page views: ~20K

Reduction in bounce rate: 8%



# We've got people talking



David Korn @FacilitiesMedia · Sep 23

@ConventionLA has reached several financial & performance milestones since @AEGworldwide took over venue in December [blog.iavm.org/los-angeles-co...](http://blog.iavm.org/los-angeles-co...)



Susan Friedland Smith @susanwordlover · Sep 25

@ConventionLA Phenomenal. Was there last for a teen volleyball tournament. Looks amazing for #equestrians. Who knew?



David Urbanic  
@davidurbanic



Follow

Gotta point out how legitimately impressed I am with the event staff at the @ConventionLA & Nokia Theater at #AdibeMAX! Extremely courteous.

Reply Retweeted Favorite More

RETWEET

1



12:28 PM - 7 Oct 2014



mweisbart

Oct 14, 12:09pm via Twitter Web Client

Shout out to @ConventionLA who found my glasses which I lost at #AdobeMAX last week  
Thanks to Security Off Jennifer for her help!



Fiona W. @SweetieTooth · Nov 19

Love it as always, auto shown (@ Los Angeles Convention Center - @conventionla in Los Angeles, CA) [swarmapp.com/c/cop9puVaEW5](http://swarmapp.com/c/cop9puVaEW5)



LA Cash for College @lacash4college · 21h

@ConventionLA Thanks for being a partner and helping us spread the word about #LACash4College!



[View conversation](#)



CA Meetings + Events @cameetingsmags · Oct 28

Be in the Know: Los Angeles Convention Center Launched New Website & Social Media Marketing [ca.meetingsmags.com/los-angeles-co...](http://ca.meetingsmags.com/los-angeles-co...)









Los Angeles Convention Center®

Managed By AEG

# Social Media Insight: Facebook

Total Likes (11/25/14): 35,196



Page		Total Page Likes	New Page Likes	Posts This Week	Engagement This Week	
1	 Los Angeles Convention...	34.1K <div></div>	▲0.7% from last week	18	174	<div></div>
2	 McCormick Place	16.1K <div></div>	▲0.6% from last week	3	13	<div></div>
3	 Anaheim Convention Ce...	11.7K <div></div>	▲0.2% from last week	0	0	<div></div>
4	 San Diego Convention C...	10.5K <div></div>	▲0.5% from last week	9	113	<div></div>
5	 Orange County Conventi...	9.2K <div></div>	▲0.7% from last week	10	24	<div></div>
6	 Long Beach Convention ...	7.7K <div></div>	▲0.8% from last week	3	6	<div></div>

# Social Media Insight: Twitter

2,992 followers as of 11/23/2014 (days shown in Pacific time)



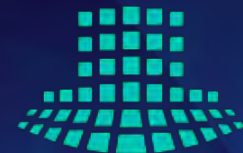
Total Followers (11/23/14): 2,992

Account Started in 2012



# Los Angeles Convention Center Monthly Status Report October 2014

Brad Gessner



Los Angeles Convention Center<sup>®</sup>

Managed By 

## LACC OCTOBER EMPLOYEE OF THE MONTH



Stefanie Tomlin  
*Event Manager*

# LACC OCTOBER EVENTS

<u>EVENT</u>	<u>DAILY REGISTERED</u>	<u>ATTENDANCE</u>
Islamic Center of SO Cal - EID al ADHA	1,000	1,000
Korean American Grocers Assoc. Trade Show	1,500	1,500
Magic Grand Prix LA by Cascade Games	2,000	6,000
World Wide Art LA International Fair	300	1,200
Choices Expo	3,500	3,500
SACNAS	3,900	15,600
Adobe MAX 2014	4,800	14,400
SWE 14 Annual Conference	7,500	30,000
El Sembrador	13,000	13,000
AES – 2014 Annual Fall Convention	5,000	14,000
Ultimate Women's Expo	7,000	14,500
Rock N' Roll – LA Half Marathon	5,000	15,000
Comikaze	21,000	63,550
Naturalization Ceremony	14,000	14,000
Apartment Owners Association	1,500	1,500
<u>TOTAL EVENTS: 15</u>	<u>TOTAL ATTENDANCE:</u>	<u>208,750</u>

## LACC OCTOBER FILMING AND PHOTO EVENTS

DATE	NAME	AMOUNT GENERATED
OCT. 5 – 7	Radical Media Lexus	\$21,050
Oct. 15 – 16	Major Crimes	\$12,090
Oct. 16	Supply & Demand Parking	\$890
Oct. 19 – 20	Parks & Rec	\$15,550
Oct. 28	Hollywood Adventures	\$20,270
Oct. 28 – Nov. 1	Ted 2	\$51,945
Total Filming:		<b>\$121,795</b>



# LACC OCTOBER 2014 FINANCIALS: PROFIT OF \$339K - \$49K BELOW BUDGET FOR OCTOBER; \$390K ABOVE YTD

**REVENUES** – October \$2.137 million; YTD \$6.4 million  
\$34K below October budget; \$477K above YTD budget

- Rental Income - October \$475K (\$627K in rental discounts); YTD \$2.0 million
  - \$143K above October Budget ; \$255K above YTD Budget
- Food & Beverage – October \$557K; YTD \$1.0 million
  - \$233K below October Budget; \$101K above YTD budget
- Utilities Revenue – October \$201K; YTD \$651K
  - \$33K below October budget; \$55K below budget YTD
- Parking Revenue – October \$577K; YTD \$1.7 million
  - \$7K above October budget; \$62K below YTD
- Other (Event Billing, Communications, A/V, Cell Towers, and Sponsorship) – October \$327K; \$991K YTD
  - \$82K above budget October; \$238K above YTD

**EXPENSES** – \$1.798 million in October ; \$7.464 million YTD  
\$15K above October budget; \$87K above YTD

- Wages Salaries and Benefits - \$945K in October; \$3.641 YTD
  - \$26K above October budget; \$26K below YTD Budget
- Other Expenses - \$853K in October; \$3.823 million YTD
  - \$11K below October budget; \$113K above YTD

# LOOKING FORWARD

- Union Negotiations
  - Building & Construction Trades Council
    - Painters, plumbers, electricians and carpenters
  - HERE Local 11
- Los Angeles Veterans and Families Stand Down – Dec. 20 - 22

(In Whole Numbers)

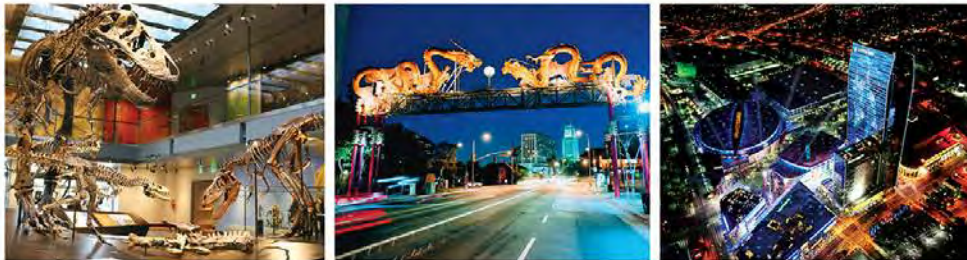
	Period Actual	Period Budget	Period Budget Variance	Current Year Actual	YTD Budget - Original	YTD Budget Variance - Original	Total Budget
Revenue							
Rent							
Gross Rent	1,103,207	957,461	145,746	3,680,420	3,633,028	47,392	10,810,952
Discounts	(627,615)	(625,004)	(2,611)	(1,660,072)	(1,868,187)	208,115	(4,667,699)
Total Rent	475,593	332,458	143,135	2,020,348	1,764,842	255,507	6,143,254
Net Food and Beverage Revenue							
Food and Beverage Sales	2,132,706	2,634,973	(502,267)	5,093,148	4,699,035	394,113	12,679,987
Food and Beverage	(1,575,672)	(1,845,094)	269,422	(4,086,549)	(3,793,012)	(293,537)	(10,474,041)
Total Net Food and Beverage Revenue	557,034	789,879	(232,845)	1,006,600	906,023	100,576	2,205,946
Utility Services							
Utility Sales	490,370	641,376	(151,006)	1,610,722	1,889,455	(278,732)	10,073,070
Service Provider Share	(289,060)	(406,641)	117,581	(959,544)	(1,183,570)	224,026	(6,444,076)
Total Utility Services	201,310	234,735	(33,425)	651,178	705,885	(54,707)	3,628,994
Parking							
Parking, Net of Tax	660,727	653,687	7,040	2,030,428	2,092,316	(61,887)	8,502,187
Bond Obligation	(83,333)	(83,333)	0	(333,333)	(333,333)	0	(1,000,000)
Total Parking	577,393	570,353	7,040	1,697,095	1,758,982	(61,887)	7,502,187
Telecommunications							
Telecommunication sales	474,128	347,500	126,628	1,041,311	817,000	224,311	2,749,127
Service Provider Share	(308,183)	(225,875)	(82,308)	(647,703)	(531,050)	(116,653)	(1,786,933)
Total Telecommunications	165,945	121,625	44,320	393,608	285,950	107,658	962,194
Audio/Visual							
Audio Visual Sales	23,873	86,018	(62,146)	129,033	211,050	(82,017)	687,730
Service Provider Share	(16,824)	(64,774)	47,950	(91,369)	(159,048)	67,679	(437,730)
Total Audio/Visual	7,049	21,244	(14,196)	37,664	52,002	(14,338)	250,000
Event Billing							
All Event Services	105,490	60,100	45,390	335,023	245,860	89,163	620,445
Total Event Billing	105,490	60,100	45,390	335,023	245,860	89,163	620,445
Cell Towers	31,886	31,795	91	129,774	126,953	2,821	384,855
Advertising & Sponsorship	6,810	4,167	2,643	68,185	26,667	41,518	249,500
Other Income	8,700	4,950	3,750	29,936	18,550	11,386	59,189
Total Revenue	2,137,209	2,171,306	(34,097)	6,369,411	5,891,714	477,697	22,006,563
Expenses							
Personnel							
Salaries & Wages - Full Time	535,916	566,691	30,774	2,163,910	2,262,078	98,169	7,252,977
Salaries & Wages Part Time	62,430	84,442	22,011	323,605	337,768	14,162	1,016,893
Event Expenses	143,706	47,366	(96,340)	368,948	240,589	(128,360)	674,935
Parking Labor	59,636	65,590	5,953	221,098	206,266	(14,832)	864,016
Overtime	29,153	16,227	(12,926)	106,828	64,907	(41,921)	195,080
Payroll Taxes	38,007	54,403	16,396	160,536	217,611	57,074	652,832
Fringe Benefits	64,643	78,565	13,922	270,332	314,360	44,028	944,747
Workers Comp	12,270	5,922	(6,348)	26,151	23,687	(2,465)	71,060
Total Personnel	945,762	919,205	(26,557)	3,641,409	3,667,266	25,856	11,672,539
Other Expenses							
Printing & Binding	4,984	4,895	(89)	30,469	27,433	(3,036)	62,130
Contracted Services	253,978	268,073	14,095	1,317,291	1,224,093	(93,198)	3,289,019
Field Equipment	8,536	27,063	18,527	27,376	68,252	40,876	102,718
Maintenance Supplies	23,132	10,250	(12,882)	83,110	55,000	(28,110)	138,000
Transportation Reimbursement	1,130	1,152	22	3,937	4,606	670	13,819
Parking Expenses	38,352	39,305	953	164,293	151,049	(13,245)	574,320
Utilities	410,947	404,496	(6,451)	1,828,559	1,789,114	(39,445)	4,841,145
Office and Administration	8,501	2,600	(5,901)	22,910	15,400	(7,510)	56,200
Operating Supplies	32,327	24,417	(7,911)	111,515	99,314	(12,201)	294,647
Modification & Repairs	0	1,500	1,500	24,295	6,000	(18,295)	18,000
Advertising and Promotions	18,010	25,112	7,102	41,608	106,400	64,792	292,443
Uniforms	1,202	1,000	(202)	8,996	4,000	(4,996)	12,000
Recruiting	0	417	417	1,725	1,950	225	5,283
Employee Welfare	18,271	21,050	2,779	26,980	26,345	(635)	49,345
Insurance	13,825	13,541	(284)	51,973	54,164	2,191	169,391
Depreciation	4,694	4,167	(527)	18,774	16,667	(2,108)	50,000
Management Fee	14,846	15,021	175	59,383	60,083	700	364,105
Total Other Expenses	852,735	864,057	11,322	3,823,193	3,709,870	(113,323)	10,332,565
Total Expenses	1,798,497	1,783,262	(15,235)	7,464,603	7,377,136	(87,466)	22,005,104
Total Expenses and Appropriations	1,798,497	1,783,262	(15,235)	7,464,603	7,377,136	(87,466)	22,005,104
Net Income (Loss)	338,712	388,044	(49,332)	(1,095,192)	(1,485,423)	390,231	1,459



## Los Angeles Tourism & Convention Board

LACC Board of Commissioners

December 3, 2014





# Citywide Convention Sales Production



**Darren K. Green**

Senior Vice President, Sales  
Los Angeles Tourism & Convention Board

# Citywide Convention Sales Production

Lead Production	Leads Actual
FY 14/15 Goal	210
FY 14/15 YTD	95
FY 13/14 STLY	78

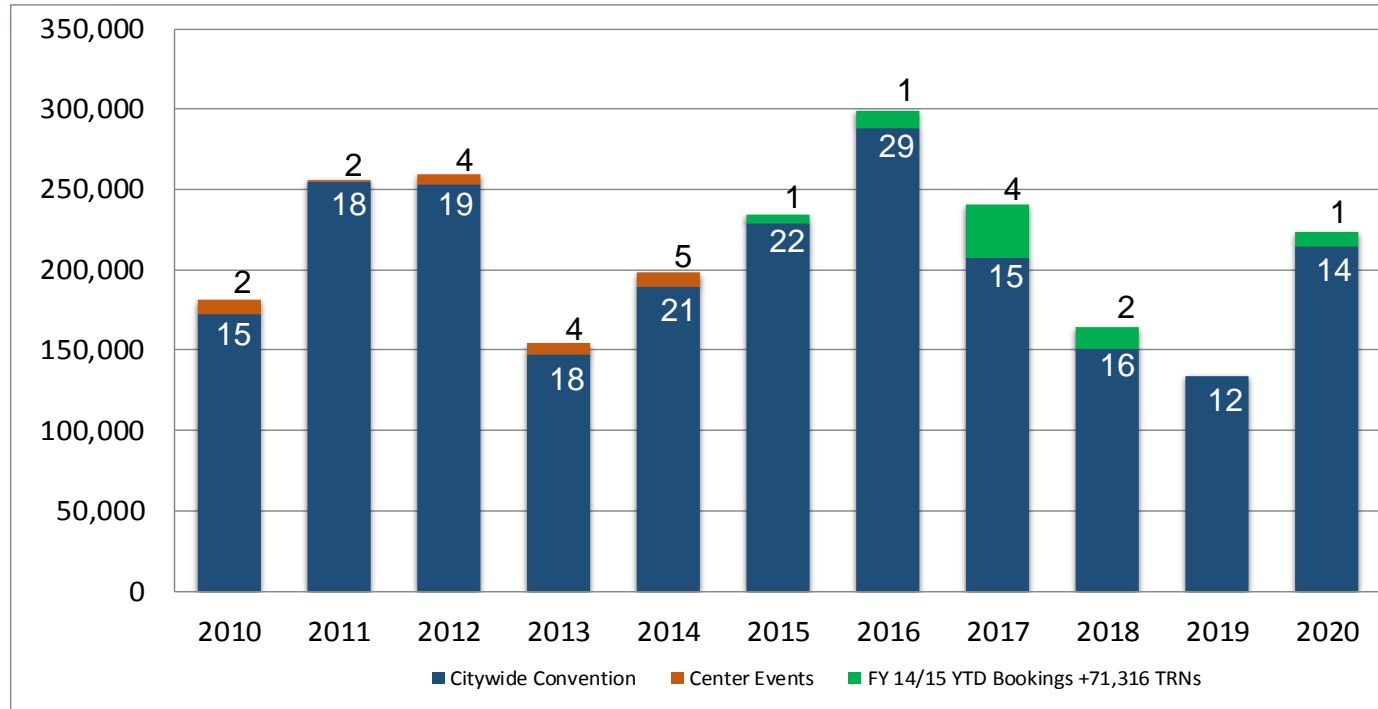
Booked Room Nights Produced	RNs Actual
FY 14/15 Goal	351,000
FY 14/15 YTD	89,576
FY 13/14 STLY	48,227

## Sales Pipeline- Future Years

- YTD 14/15 **129 Prospects**, representing **1,529,436 room nights**
- STLY 13/14 **144 Prospects**, representing **2,022,554 room nights**

Dated November 25, 2014

# Citywide Conventions & Center Events Room Nights 2010 to 2020 Calendar Year Arrival Date



# November 2014 Citywide Bookings- 17,203 TRNs

---



**BUFFALO  
WILD  
WINGS**  
WINGS. BEER. SPORTS.™

Annual Franchise Meeting  
2017  
4,533 TRNs



Dealer Meeting  
2017  
12,670 TRNs

Dated November 25, 2014

*Los Angeles*  
TRAVEL & CONVENTION BUREAU

# New Hot Prospects

---



AWS Sales Kickoff  
2016  
11,800 TRNs



Annual Meeting & Expo  
2019  
7,727 TRNs



Annual Convention & Expo  
2019  
6,950 TRNs



MAX  
2022, 2023, 2024, 2025  
36,900 TRNs

Dated November 25, 2014



# November and December Citywide Prospect Site Inspections- 82,305 TRNs

---



Dealer Meeting  
2017  
12,670 TRNs  
November Site Completed  
\*Booking Date November 21



All-Star Weekend  
2017 or 2018  
21,620 TRNs  
Upcoming December Site



Winter Fancy Food Show  
2017, 2018  
40,300 TRNs  
Upcoming December Site



Annual Global Congress North America  
2018  
7,715 TRNs  
Upcoming December Site

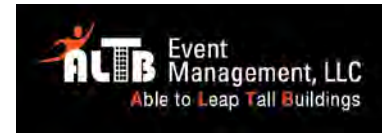
# IAEE - International Association of Exhibitions and Events

December 9-11, 2014



Expo! Expo! IAEE Annual Meeting and Expo  
2,750 Show Attendees  
4,513 TRNs

LATCB Hosting Client FAM December 7-9





# Kathy McAdams, VP Citywide Convention Sales Awarded PCMA Capital Chapter President's Award

*Los Angeles*  
TOURISM & CONVENTION BOARD





THANK YOU

