

Concentrating on Core Initiatives



PHOTO ABOVE: New wayfinding kiosk installed in Union Station

Technology

Implementing new and efficient technology continues to be a priority for the LACC. Thanks to the L.A. Tourism team, meeting planners and convention attendees now can walk through the halls of the Convention Center from the comfort of their own homes. This intuitive virtual tour is embedded on the L.A. Tourism website, and has already been provided to convention delegates so they can familiarize themselves with the building before even setting foot in LA. The 360-degree experience continues onto the L.A. LIVE campus, allowing for exploration of the additional dining and entertainment options of the expanded campus.

L.A. Tourism has also worked with Google to overlay the LACC floor plan in the Google Maps app. Visitors to the building can navigate the exhibit halls and meeting rooms in real time using their smart phones or tablets.

Metro has made tremendous progress on its signage improvement and kiosk installation, setting a new standard for effective wayfinding practices. Signage now reflects a deeper understanding of the movement of traffic through Union Station, naming conventions have been standardized, and tourist and destination information will be more accessible. Metro is also planning to work with L.A. Tourism to integrate Discover Los Angeles programming highlighting local attractions into the kiosk content.



Security/Safety

Under AEG's supervision, LACC's security department (photo left) has undergone a complete transformation in terms of size, training, and customer service. The facility has experienced a 50%+ increase in both full and part-time security officers, allowing for comprehensive coverage throughout the building.

Additionally, through the AEG S.A.F.E. program, building safety standards have been raised as the security department strives to meet and exceed the U.S. Department of Homeland Security's standards. Along with all the other departments at the LACC, the security department has participated in AEG's Encore Training Program, which aligns with the facility's commitment to excellence by focusing on providing exceptional customer service to all LACC clients and guests.



PHOTO ABOVE: The LACC West Hall lobby transformed into an airport security checkpoint

Filming

Tourists worldwide flock to California to see the iconic images of Hollywood. While California offers strategic advantages (infrastructure, studios, distributors, and the largest concentration of entertainment talent in North America), increasing numbers of productions are lured away by out of state tax incentives. Mayor Eric Garcetti has made it a priority to keep the industry in Los Angeles,

to “Bring Hollywood Home” through increased funding of California’s film and TV tax-credit program and motivate job-creating productions to stay in state.

For its part, the LACC developed a new sales initiative to facilitate its accessibility and desirability as a location for feature film, TV and advertising shoots, realizing a 104% increase in filming revenue over the previous fiscal year.

Sustainability



Day planting project where employees planted 10 trees and 40 plants on the LACC campus (above).

Los Angeles is widely recognized as a leader for its sustainability and conservation programs. The LACC continues such efforts through its Green Team to promote a zero waste environment and to organize related events such as the LACC Earth

LACC’s high levels of green standards have already attracted several conventions for future dates. In fact, a team consisting of members from the Mayor’s Office, L.A. Tourism, AEG and the CTD Department was able to secure the Greenbuild International Conference and Expo to book the LACC in Oct. 2016!



More and more convention and meeting planners put a high priority on green facilities and environmentally-friendly practices. The Green Lodging Program is a partnership between the City and the hospitality and tourism industry. With the Mayor’s renewed commitment to reducing the environmental impact in LA, L.A. Tourism re-invigorated LA’s Green Lodging program. To date, seven of the largest LA hotels, representing 5,801 rooms, are participating as Green Seal certified properties.



We proudly boast that the LACC achieved LEED-EB Gold certification in 2010. This certification by the U.S. Green Building Council is becoming more common with new construction, though it remains a rare accomplishment for an existing building. Through on-going initiatives, the Green Team is leading the effort to seek LEED Gold re-certification in 2015.

FY 2013-14 Convention Center Highlights and Financials

\$29.8 million
Gross revenue

338
Total number of
hosted events

12,000 sq. ft.
of sidewalk surrounding the LACC
was replaced in June 2014

1.5 million
Total number of attendees

23
Total number of citywide
conventions*

\$10 million
Approved by LA City Council for LACC
capital improvement projects

157,450
Number of citywide convention
room nights*

1,420
Annual full time equivalent (FTE) jobs
supported by citywide conventions**

\$252.8 million
Economic impact from citywide
conventions**

*Reported by L.A. Tourism

**Reported by Tourism Economics

FY 2013-14 Statement of Operating Income and Expenses

PERIOD ENDED JUNE 30, 2014
PRELIMINARY UNAUDITED

Operating Revenue

Exhibit Hall and Meeting Room Rentals	10,421,560
Utility Services	8,193,748
Parking Fees	8,949,713
Food Concession	890,323
Miscellaneous	1,300,581
Total Operating Revenue	29,755,925

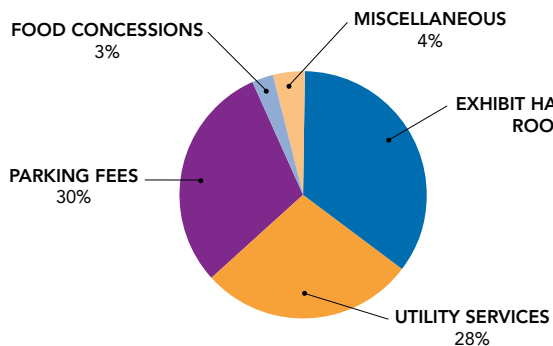
Operating and Administrative Expenses

Salaries	10,850,979
Utilities	4,502,502
Contractual Services	4,034,434
Repairs, Materials, and Supplies	410,655
Office and Administration	124,302
Advertising and Other Promotion	72,059
Miscellaneous	55,653
Total Operating and Administrative Expenses	20,050,584
Income (Loss) from Operations	9,705,341

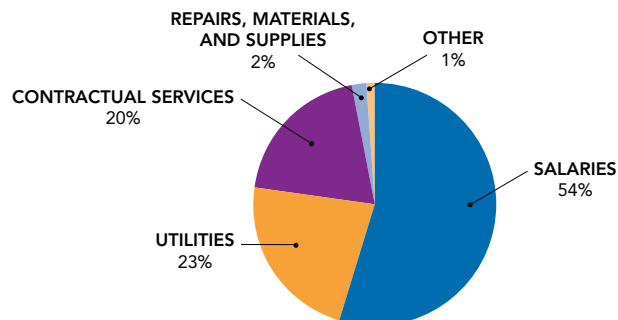
Deductions from Operating Income

L.A. Tourism & Convention Board Discounts	(3,819,557)
Total Deductions from Operating Income	(3,819,557)
Income (Loss) from Operations before Depreciation and Transfers	5,885,784

TOTAL OPERATING REVENUE



TOTAL OPERATING EXPENSES



Award-Winning & Record-Breaking in FY 2013-14

L.A. REGION RIDES BIG TOURISM WAVE

Sightseeing:
Record set in 2013, and another banner year is expected

42.2M
The number of visitors to Los Angeles during 2013, setting a record

\$792.4B
The Los Angeles metro area churned out this amount of money in gross domestic product in 2013, in contrast with \$765.7B in 2012

Economy:
Innovation culture adds fuel to region's economic comeback

By Gregory J. Wilcox
gregwilcox@lanregion.com
@gregwilcox on Twitter

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@gregwilcox on Twitter

Los Angeles welcomed **42.2 Million Visitors** in 2013, setting a new record for visitation to the area.

Los Angeles was named the

#1 U.S. TOURISM DESTINATION

by Resonance brand consultants.

LA was chosen for its 3 year of record-breaking visitation and visitor spending, trend-setting airport design at LAX, and for offering the top shopping experience in the country.



Los Angeles was awarded #1 WORLD'S MOST POWERFUL DESTINATION BRAND

in a survey conducted by Saffron Brand Consultants.

LA has the highest combination of media buzz and assets, and beat out London, New York, & Paris.

Mayor

Eric Garcetti



City Councilmembers

District 1 – Gilbert Cedillo
District 2 – Paul Krekorian
District 3 – Bob Blumenfield
District 4 – Tom LaBonge
District 5 – Paul Koretz
District 6 – Nury Martinez
District 7 – Felipe Fuentes
District 8 – Bernard Parks

District 9 – Curren D. Price, Jr.
District 10 – Herb J. Wesson, Jr.
District 11 – Mike Bonin
District 12 – Mitchell Englander
District 13 – Mitch O'Farrell
District 14 – Jose Huizar
District 15 – Joe Buscaino

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Thomas Fields, Assistant General Manager – Chief Operating Officer

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Dane Vaughn – Photography

William Kidston – Photography
Michael J. Locke – Photography

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Reduce. Reuse. Recycle.
It's Our Responsibility.





DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT CITY OF LOS ANGELES