



BOARD OF LOS ANGELES CONVENTION AND TOURISM DEVELOPMENT

Regular Meeting
Wednesday, February 4, 2015
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. Meeting Minutes
 - Approval of Meeting Minutes from January 26, 2015

ACTION ITEMS:

4. Approval of the Revised Society of the Promotion of Japanese Animation – Anime Expo 2015 Discount Request (Board Report 15-001)
5. 2015 Ski Dazzle Space Rental Rates

INFORMATIONAL ITEMS:

6. Update on Plan B
7. Update on Capital Improvement Projects

REPORTS:

8. Monthly Reports for December 2014
 - a. AEG – Update from Brad Gessner, Sr. VP & General Manager
 - b. LATCB – Sales Update from Darren Green, Sr. VP of Sales
 - Revenue Streams/dineLA Presentation from Tom Mullen, Chief Administrative Officer

ADMINISTRATIVE:

9. Agenda Forecast / Special Topics
 - February 18, 2015 – Hotel Strategy Update
Room Block Agreement
 - March 4, 2015 – Monthly Reports for January 2015
 - March 18, 2015 – LACC Capacity Efficiency Review

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

Regular Meeting Minutes
 January 26, 2015
 9:00 a.m.

The Board of Los Angeles Convention and Tourism Development (Board) convened a regular meeting on Monday, January 26, 2015 at 9:01 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:

President Jon Vein
 Commissioner Otto Padron
 Commissioner Nicole Duckett Fricke

Bud Ovrom, Executive Director –

Los Angeles Department of Convention & Tourism Development (CTD)
 Glyn Milburn, Business Team Representative – Office of the Mayor
 John Wickham, Legislative Analyst – Office of the Chief Legislative Analyst (CLA)
 Terry Martin Brown, Assistant City Attorney – Office of the City Attorney
 Brad Gessner, Sr. Vice President & General Manager – AEG Facilities
 Keith Hilsen, VP Finance – AEG Facilities
 Ernest Wooden, President & CEO –
 Los Angeles Tourism & Convention Board (LATCB)
 Darren Green, Sr. Vice President, Sales - LATCB
 Kathy McAdams, Vice President, Citywide Convention Sales - LATCB
 Barbara Kirklighter, Vice President, Revenue Strategy – LATCB
 Jeff Morris, President - HEILBrice
 Adria Ybarra, Executive Administrative Assistant – CTD

ABSENT:

Vice President Ray Bidenost

Item 1. Call to Order – President Jon Vein called the meeting to order.

Item 2. Public Comment – Chris Hannan, LA/OC Building Trades presented an update on the successful labor negotiations with the trade employees and LACC/AEG.

Item 3. Approval of the Amended Meeting Minutes from December 3, 2014 and Meeting Minutes from December 17, 2014

APPROVED

Moved by: Commissioner Nicole Duckett Fricke
 Seconded by: Commissioner Otto Padron

Ayes: President Vein

Nays: None

Item 5. Executive Director's Report – LACC Expansion & Futurization

Mr. Bud Ovrom updated the Board on the area hotel statistics.

Items were heard out of order.

Item 6. Update on Plan B

Mr. Bud Ovrom updated the Board on the successful public meeting regarding Plan B and informed the group that the public comment period closes January 30, 2015. The process will continue to move forward.

Items were heard out of order.

Item 7. Monthly Reports for November 2014

- a. Mr. Brad Gessner presented the LACC/AEG November 2014 report. Mr. Gessner also presented the 1st Year Anniversary of Managing the LACC report.
- b. Mr. Wooden presented a video on Los Angeles tourism. Mr. Darren Green presented the LATCB November 2014 report. In addition, Mr. Jeff Morris, President of HEILBrice presented the Board with a presentation on the 2015 Global Media Plan and Communications Strategy specific to meeting planners.

Items were heard out of order.

Item 4 AEG Discretionary Incentive Fee – Board Report 14-005

CTD Recommendations:

Staff recommends that the Board of Los Angeles Convention and Tourism Development Commissioners approve the Discretionary Incentive Fee for Fiscal Year 2013-14, as outlined in Section 5.4 of the Management and Operation Agreement between the City of Los Angeles and AEG Management LACC, LLC in the Amount of \$59,039.

APPROVED

Moved by: President Vein

Seconded by: Commissioner Nicole Duckett Fricke

Ayes: Commissioner Otto Padron

Nays: None

Items were heard out of order.

Item 8 Agenda Forecast / Special Topics

The next Board meeting is scheduled for Wednesday, February 4, 2015.

ADJOURNMENT

The meeting was adjourned at 10:34 a.m.

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: February 4, 2015

To: Board of Los Angeles Convention & Tourism Development Commissioners

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

Subject: **SOCIETY OF THE PROMOTION OF JAPANESE ANIMATION – ANIME
EXPO 2015 DISCOUNT REQUEST – REVISED
REPORT #15-001**

RECOMMENDATIONS:

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

1. Approve a revised rental discount exception in the amount of \$106,809 submitted by the Los Angeles Tourism and Convention Board (LATCB) for a convention to be hosted by the Society of the Promotion of Japanese Animation (SPJA) - Anime Expo on July 2-5, 2015.

DISCUSSION:

The City has a discount policy that allows LATCB to offer discounts on rental rates for citywide conventions and tradeshow 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 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."

The SPJA revised rental discount submitted for your approval is one such exceptional circumstance as described in Section 8.149.1 (a) Subparagraph (C)(2). The SPJA is requesting addition space, adding Kentia Hall to the multi-year licenses for conventions that would take place in each year from 2015 – 2019. LATCB has made an offer to the SPJA to charge rent in the amount of \$1 for the first year of the multi-year agreement. As such, the revised rental discount requested for the 2015 event exceeds the Transient Occupancy Tax (TOT) the event will produce. The Board of Los Angeles Convention & Tourism Development Commissioners' (Board) approval to exempt Anime Expo 2015 from the TOT requirement is necessary to proceed with the contracting process. The revised rent in the subsequent years of the multi-year agreement would be discounted in an amount equal to the expected TOT generated by the convention, and the additional rent incurred from adding Kentia will be paid by SPJA.

	Year	Gross Rental Revenue	Rental Discount Based on TOT	"Exempt" Rental Discount Requested	Net Rental Revenue	Minimum Commercial Value Reflected in Discount Packet
Approved	2015	\$306,210	\$228,200	\$78,009	\$1	\$13,110,000
Revised	2015	\$363,810	\$228,200	\$106,809	\$1	\$30,000,000 *

* Revised Economic Impact (Commercial Value) determined by use of the DMAI Event Impact Calculator

However, the rental discount for the additional four years will not exceed the TOT and will result in total net rental revenue of \$264,440 for 2016-2019.

	Year	Gross Rental Revenue	Rental Discount	Net Rental Revenue	Minimum Commercial Value Reflected in Discount Packet
Original	2016	\$306,210	\$233,800	\$72,410	\$13,110,000
Revised	2016	\$363,810	\$233,800	\$130,010	\$31,000,000*

Original	2017	\$306,210	\$233,800	\$68,210	\$13,110,000
Revised	2017	\$474,380	\$238,000	\$236,380	\$31,400,000 *

Original	2018	\$306,210	\$242,200	\$64,010	\$13,110,000
Revised	2018	\$363,810	\$242,200	\$121,610	\$32,200,000 *

Original	2019	\$306,210	\$246,400	\$59,810	\$13,110,000
Revised	2019	\$363,810	\$246,400	\$117,410	\$33,000,000 *

It is anticipated that the events will generate a minimum of \$158 million in rental revenue and economic impact with a likely increase as Anime Expo expands its show.

CTD staff supports the discount request for Anime Expo due to the significant direct and indirect revenue year over year and the economic impact attributable to the Anime Expo event, their multi-year commitment to Los Angeles and the positive history and excellent relationship between the City and SPJA.

SPJA has indicated that they will execute the 2015, 2016, 2017, 2018, and 2019 contracts upon approval of the discount exemption as requested. Given the significant economic value to the City and the hospitality industry as a result of the five year commitment to Los Angeles, CTD staff recommends approval of this request.

ATTACHMENTS:

1. LATCB Discount Request Packet 2015
2. LATCB Discount Request Packet 2016
3. LATCB Discount Request Packet 2017
4. LATCB Discount Request Packet 2018
5. LATCB Discount Request Packet 2019

TRANSMITTAL

Date: February 4, 2015

To: Los Angeles Department of Convention & Tourism Development

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

Subject: Revised Rental Discount Request - Report No. 15-001

Revised Rental Discount Request for Anime Expo between
Society of the Promotion of Japanese Animation, Los Angeles Department of
Convention & Tourism Development, and the LA Tourism and Convention Board

Revised rental discount request is approved and transmitted for further processing.

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

Los Angeles

TOURISM & CONVENTION BOARD

LOS ANGELES CONVENTION CENTER PRICING DISCOUNT APPROVAL

LOS ANGELES TOURISM REP: Jeff Leung
DATE: 1/14/2015

ORGANIZATION

NAME: THE SOCIETY FOR THE PROMOTION OF JAPANESE ANIMATION ID#: 21580
CONTACT: Marc Perez TITLE: Board President
ADDRESS: 1522 Brookhollow Dr, Ste 1 TEL#: 760.310.7717
CITY: Santa Ana STATE: CA ZIPCODE: 92705

MEETING INFORMATION

NAME OF MEETING: ANIME EXPO
OVERALL DATES: June 30 to July 6, 2015
ATTENDANCE: 80,000 GUEST ROOMS: 22,000 TOTAL ROOM NIGHTS: 10,000

FINANCIAL PERFORMANCE

RENTAL REVENUE:	<u>\$363,810.00</u>	-	<u>\$335,009.00</u>	=	<u>\$28,801.00</u>
	Basic Rent		Discount		Discounted Rent
TRANSIENT OCCUPANCY:	<u>.14</u>	X	<u>10,000</u>	X	<u>\$163.00</u>
Tax Revenue (TOT)	TOT		Tot Rm nights		Project Avg Rm Rate
Total City Revenue:	<u>\$28,801.00</u>	+	<u>\$228,200.00</u>	=	<u>\$257,001.00</u>
	Discounted Rent		TOT Revenue		Total City Revenue

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

LACC RENTAL RATE
\$96,000.00

LOS ANGELES TOURISM DISCOUNT RATE
\$1.00

WEST HALL AB

ADDITIONAL MOVE-IN/OUT DAYS

\$160,000.00

SOUTH HALL GHJK

ADDITIONAL MOVE-IN/OUT DAYS

\$57,600.00

\$28,800.00

KENTIA HALL _____

ADDITIONAL MOVE-IN/OUT DAYS

\$24,000.00

CONCOURSE HALL EF

ADDITIONAL MOVE-IN/OUT DAYS

\$18,000.00

PETREE HALL CD

ADDITIONAL MOVE-IN/OUT DAYS

\$8,210.00

MEETING ROOM CHARGE:
(Less % Meeting Room Discount)
ADDITIONAL MOVE-IN/OUT DAYS

REVENUE THROUGH LACC RATE STRUCTURE
REVENUE THROUGH DISCOUNTED LACC RATE STRUCTURE

\$363,810.00
\$28,801.00

LACC APPROVAL: Thomas Fields, COO & Assistant General Manager

Date: 1/27/15

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

Date: 1-14-15

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

Date: _____

LOS ANGELES CONVENTION CENTER PRICING DISCOUNT APPROVAL

LOS ANGELES TOURISM REP: Jeff Leung
DATE: 1/15/2015

ORGANIZATION

NAME: THE SOCIETY FOR THE PROMOTION OF JAPANESE ANIMATION ID#: 21581
CONTACT: Marc Perez TITLE: Board President
ADDRESS: 1522 Brookhollow Dr, Ste 1 TEL#: 760.310.7717
CITY: Santa Ana STATE: CA ZIPCODE: Santa Ana

MEETING INFORMATION

NAME OF MEETING: ANIME EXPO
OVERALL DATES: June 29 to July 5, 2016
ATTENDANCE: 80,000 GUEST ROOMS: 22,000 TOTAL ROOM NIGHTS: 10,000

FINANCIAL PERFORMANCE

RENTAL REVENUE:	<u>\$363,810.00</u>	-	<u>\$233,800.00</u>	=	<u>\$130,010.00</u>
	Basic Rent		Discount		Discounted Rent
TRANSIENT OCCUPANCY:	<u>.14</u>	X	<u>10,000</u>	X	<u>\$167.00</u>
Tax Revenue (TOT)	TOT		Tot Rm nights		Project Avg Rm Rate
Total City Revenue:	<u>\$130,010.00</u>	+	<u>\$233,800.00</u>	=	<u>\$363,810.00</u>
	Discounted Rent		TOT Revenue		Total City Revenue

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

LACC RENTAL RATE
\$96,000.00

LOS ANGELES TOURISM DISCOUNT RATE
\$130,010.00

\$160,000.00

\$57,600.00

\$24,000.00

\$18,000.00

\$8,210.00

REVENUE THROUGH LACC RATE STRUCTURE
REVENUE THROUGH DISCOUNTED LACC RATE STRUCTURE

WEST HALL AB

ADDITIONAL MOVE-IN/OUT DAYS

SOUTH HALL GHJK

ADDITIONAL MOVE-IN/OUT DAYS

KENTIA HALL _____

ADDITIONAL MOVE-IN/OUT DAYS

CONCOURSE HALL EF

ADDITIONAL MOVE-IN/OUT DAYS

PETREE HALL CD

ADDITIONAL MOVE-IN/OUT DAYS

MEETING ROOM CHARGE:
(Less % Meeting Room Discount)
ADDITIONAL MOVE-IN/OUT DAYS

\$363,810.00
\$130,010.00

LACC APPROVAL: Thomas Fields, COO & Assistant General Manager

Date: 1/27/15

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

Date: 1-16-15

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

Date: _____

LOS ANGELES CONVENTION CENTER PRICING DISCOUNT APPROVAL

LOS ANGELES TOURISM REP: Jeff Leung
DATE: 1/15/2015

ORGANIZATION

NAME: THE SOCIETY FOR THE PROMOTION OF JAPANESE ANIMATION ID#: 21582
CONTACT: Marc Perez TITLE: Board President
ADDRESS: 1522 Brookhollow Dr, Ste 1 TEL#: 760.310.7717
CITY: Santa Ana STATE: CA ZIPCODE: Santa Ana

MEETING INFORMATION

NAME OF MEETING: ANIME EXPO
OVERALL DATES: June 27 to July 5, 2017
ATTENDANCE: 80,000 GUEST ROOMS: 22,000 TOTAL ROOM NIGHTS: 10,000

FINANCIAL PERFORMANCE

RENTAL REVENUE:	<u>\$474,380.00</u>	-	<u>\$238,000.00</u>	=	<u>\$236,380.00</u>
	Basic Rent		Discount		Discounted Rent
TRANSIENT OCCUPANCY:	<u>14</u>	X	<u>10,000</u>	X	<u>\$170.00</u>
Tax Revenue (TOT)	TOT		Tot Rm nights		Project Avg Rm Rate
Total City Revenue:	<u>\$236,380.00</u>	+	<u>\$238,000.00</u>	=	<u>\$474,380.00</u>
	Discounted Rent		TOT Revenue		Total City Revenue

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

LACC RENTAL RATE

\$120,000.00

\$200,000.00

\$72,000.00

\$30,000.00

\$3,000.00

\$22,500.00

\$2,250.00

\$24,630.00

LOS ANGELES TOURISM DISCOUNT RATE

\$236,380.00

WEST HALL AB

ADDITIONAL MOVE-IN/OUT DAYS

SOUTH HALL GHJK

ADDITIONAL MOVE-IN/OUT DAYS

KENTIA HALL _____

ADDITIONAL MOVE-IN/OUT DAYS

CONCOURSE HALL EF

ADDITIONAL MOVE-IN/OUT DAYS

PETREE HALL CD

ADDITIONAL MOVE-IN/OUT DAYS

MEETING ROOM CHARGE:
(Less % Meeting Room Discount)

ADDITIONAL MOVE-IN/OUT DAYS

\$474,380.00

\$236,380.00

REVENUE THROUGH LACC RATE STRUCTURE
REVENUE THROUGH DISCOUNTED LACC RATE STRUCTURE

LACC APPROVAL: Thomas Fields, COO & Assistant General Manager

Date: 1/27/15

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

Date: 1-16-15

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

Date: _____

LOS ANGELES CONVENTION CENTER PRICING DISCOUNT APPROVAL

LOS ANGELES TOURISM REP: Jeff Leung
DATE: 1/15/2015

ORGANIZATION

NAME: THE SOCIETY FOR THE PROMOTION OF JAPANESE ANIMATION ID#: 21583
CONTACT: Marc Perez TITLE: Board President
ADDRESS: 1522 Brookhollow Dr, Ste 1 TEL#: 760.310.7717
CITY: Santa Ana STATE: CA ZIPCODE: Santa Ana

MEETING INFORMATION

NAME OF MEETING: ANIME EXPO
OVERALL DATES: July 3 to 9, 2018
ATTENDANCE: 80,000 GUEST ROOMS: 22,000 TOTAL ROOM NIGHTS: 10,000

FINANCIAL PERFORMANCE

RENTAL REVENUE:	<u>\$363,810.00</u>	-	<u>\$242,200.00</u>	=	<u>\$121,610.00</u>
	Basic Rent		Discount		Discounted Rent
TRANSIENT OCCUPANCY:	<u>.14</u>	X	<u>10,000</u>	X	<u>\$173.00</u>
	TOT		Tot Rm. nights		Project Avg Rm Rate
Tax Revenue (TOT)	<u>\$121,610.00</u>		<u>\$242,200.00</u>		<u>\$363,810.00</u>
Total City Revenue:	Discounted Rent	+	TOT Revenue		Total City Revenue

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

LACC RENTAL RATE
\$96,000.00

LOS ANGELES TOURISM DISCOUNT RATE
\$121,610.00

\$160,000.00

\$57,600.00

\$24,000.00

\$18,000.00

\$8,210.00

REVENUE THROUGH LACC RATE STRUCTURE
REVENUE THROUGH DISCOUNTED LACC RATE STRUCTURE

WEST HALL AB

ADDITIONAL MOVE-IN/OUT DAYS

SOUTH HALL GHJK

ADDITIONAL MOVE-IN/OUT DAYS

KENTIA HALL _____

ADDITIONAL MOVE-IN/OUT DAYS

CONCOURSE HALL EF

ADDITIONAL MOVE-IN/OUT DAYS

PETREE HALL CD

ADDITIONAL MOVE-IN/OUT DAYS

MEETING ROOM CHARGE:
(Less % Meeting Room Discount)
ADDITIONAL MOVE-IN/OUT DAYS

\$363,810.00
\$121,610.00

LACC APPROVAL: Thomas Fields, COO & Assistant General Manager

Date: 1/27/15

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

Date: 1-16-15

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

Date: _____

LOS ANGELES CONVENTION CENTER PRICING DISCOUNT APPROVAL

LOS ANGELES TOURISM REP: Jeff Leung
DATE: 1/15/2015

ORGANIZATION

NAME: THE SOCIETY FOR THE PROMOTION OF JAPANESE ANIMATION ID#: 23479
CONTACT: Marc Perez TITLE: Board President
ADDRESS: 1522 Brookhollow Dr, Ste 1 TEL#: 760.310.7717
CITY: Santa Ana STATE: CA ZIPCODE: Santa Ana

MEETING INFORMATION

NAME OF MEETING: ANIME EXPO
OVERALL DATES: July 2 to 8, 2019
ATTENDANCE: 80,000 GUEST ROOMS: 22,000 TOTAL ROOM NIGHTS: 10,000

FINANCIAL PERFORMANCE

RENTAL REVENUE:	<u>\$363,810.00</u>	-	<u>\$246,400.00</u>	=	<u>\$117,410.00</u>
	Basic Rent		Discount		Discounted Rent
TRANSIENT OCCUPANCY:	<u>.14</u>	X	<u>10,000</u>	X	<u>\$176.00</u>
			Tot Rm nights		Project Avg Rm Rate
Tax Revenue (TOT)	<u>TOT</u>				<u>Tot Revenue</u>
Total City Revenue:	<u>\$117,410.00</u>	+	<u>\$246,400.00</u>	=	<u>\$363,810.00</u>
	Discounted Rent		TOT Revenue		Total City Revenue

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

LACC RENTAL RATE
\$96,000.00

LOS ANGELES TOURISM DISCOUNT RATE
\$117,410.00

WEST HALL AB

ADDITIONAL MOVE-IN/OUT DAYS

SOUTH HALL GHJK

ADDITIONAL MOVE-IN/OUT DAYS

KENTIA HALL _____

ADDITIONAL MOVE-IN/OUT DAYS

CONCOURSE HALL EF

ADDITIONAL MOVE-IN/OUT DAYS

PETREE HALL CD

ADDITIONAL MOVE-IN/OUT DAYS

MEETING ROOM CHARGE:
(Less % Meeting Room Discount)
ADDITIONAL MOVE-IN/OUT DAYS

\$363,810.00
\$117,410.00

REVENUE THROUGH LACC RATE STRUCTURE
REVENUE THROUGH DISCOUNTED LACC RATE STRUCTURE

LACC APPROVAL: Thomas Fields, COO & Assistant General Manager

Date: 1/27/15

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

Date: 1-16-15

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

Date: _____

183008
ORDINANCE NO. _____

An ordinance amending Sections 8.140, 8.142, 8.143, 8.144, 8.146, 8.148, 8.148.3, 8.149.1, 8.149.2, 8.149.3, 8.149.4, 8.149.6 and adding a new Section 8.149.7 to the Los Angeles Administrative Code to change the name of the Convention Center Department, modify the governance structure of the Department, revise the Discount Policy and establish a new Booking Policy.

**THE PEOPLE OF THE CITY OF LOS ANGELES
DO ORDAIN AS FOLLOWS:**

Section 1. The title of Chapter 11 of Division 8 of the Los Angeles Administrative Code is hereby amended to read in its entirety as follows:

CHAPTER 11

**LOS ANGELES DEPARTMENT OF CONVENTION
AND TOURISM DEVELOPMENT**

Sec. 2. Sections 8.140 through and including Section 8.149.6 are amended to replace all references to "Los Angeles Convention Center Department" with "Los Angeles Department of Convention and Tourism Development."

Sec. 3. Section 8.142 of the Los Angeles Administrative Code is amended in its entirety to read as follows:

Sec. 8.142. Management and Control of Department.

The department shall be under the control and management of a board of five (5) persons to be known as the Board of Los Angeles Convention and Tourism Development Commissioners, hereinafter referred to in this Chapter as the "Board." Each Board member shall be appointed and may be removed in accordance with Los Angeles City Charter Section 502. The Board shall be organized in accordance with the provisions of Los Angeles City Charter Section 503. The members of the Board shall be exempt from all civil service provisions and, to the extent feasible, shall be selected to provide representation of the following disciplines on the Board: Business; Hospitality/Hotel Industry; Sports; Cultural Tourism; Entertainment/Leisure Activities; Finance; Conventions/Events and Marketing.

Sec. 4. Section 8.143 of the Los Angeles Administrative Code is amended in its entirety to read as follows:

Sec. 8.143. Duties of Any Designated Private Management Contractor.

In addition to any specific obligations or responsibilities set forth in any executed management agreement with the City, any designated private management contractor

of the facility shall have authority to negotiate, execute (in its name) and administer any and all agreements that are required in the ordinary course of business and operation of the Los Angeles Convention Center or as otherwise are necessary for the private management contractor to perform its duties pursuant to a written agreement with the City for management of the Convention Center. Such delegated authority shall include the ability to book/schedule events on the Convention Center's Master Calendar, as well as negotiate and enter into contracts (including licenses with a term exceeding three (3) years, or multi-year licenses) for the use of the Convention Center facilities in accordance with the terms of any management agreement, the Booking Policy stated in this Chapter, and the requirements of this Code and the City Charter, without further approval of the Board, the Executive Director of the Department of Convention and Tourism Development, or the Council.

Sec. 5. Section 8.144 of the Los Angeles Administrative Code is amended in its entirety to read as follows:

Sec. 8.144. Duties of the Executive Director.

The Executive Director shall be appointed and removed in accordance with the provisions of Charter Section 508, and shall have all of the powers of a chief administrative officer of a department under the control of a board of commissioners as described in Los Angeles City Charter Sections 507 and 509. Specifically, the Executive Director shall regularly report to the Board regarding Convention Center operations, including maintenance, finance, sales/marketing, contract administration, public relations, communications and security/public safety. The Executive Director shall recommend to the Board the schedule of rates and amendments thereto when, in his or her opinion, adjustments to the rates should be made. The Executive Director may enter into contracts (including licenses with a term exceeding three (3) years or multi-year licenses) for the use of the Convention Center facilities in accordance with the Booking Policy set forth in this Chapter without further approval of the Board or the Council, subject to the requirements of this Code and the City Charter. The Executive Director shall report to the Board and serve as the representative of the Board to the Mayor, the Council, other departments and contractors, such as the tourism and convention bureau and the Convention Center's private management contractor, if any.

Sec. 6. Section 8.146 of the Los Angeles Administrative Code is amended in its entirety to read as follows:

Sec. 8.146. Powers and Duties of the Board.

The Board shall advise the Mayor and Council on all policies related to tourism, marketing the City, and convention business. The Board shall administer any private management or tourism and convention bureau agreements. The specific duties of the Board shall be as follows: consult with, manage and direct the Executive Director and the private management contractor, if any, on the operation and maintenance of the Center; advise the Mayor and City Council on Convention Center operations by

submitting regular reports and recommendations, including specific recommendations to Council regarding the schedule of rates and any amendments thereto. Council shall, by ordinance, establish a schedule of rates for the various types of rentals and uses of the Center facilities. There shall be no waiver or reduction of rates as fixed by the Council by ordinance for the use of such facilities except as provided in this Chapter.

The Board shall oversee and direct the contractual performance of the tourism and convention bureau, as applicable. Oversight of that contract and services under it shall include requiring the tourism and convention bureau to develop measurable, quantifiable goals for the services to be provided to the City, reviewing the tourism and convention bureau's annual Sales and Marketing Plan (which should incorporate those agreed upon measurable and quantifiable goals), reviewing regular progress reports by the tourism and convention bureau regarding the achievement of those goals, evaluating the performance of the tourism and convention bureau, and reporting on its performance to Council.

The Board shall also periodically review the performance of the private management contractor, if any, and provide regular reports to Council reflecting the private management contractor's performance of contractual obligations, including those regarding sales and marketing, maintenance, security, improvements, customer satisfaction and any other matters related to the operation of the Center.

The Board shall also advise on matters related to developing a long-term strategic plan for tourism and hotel growth in the City.

Sec. 7. Section 8.149.1 of the Los Angeles Administrative Code is amended in its entirety to read as follows:

Sec. 8.149.1. Procedure for Reduction of Rates to be Charged to Certain Licensees.

(a) The Executive Director may reduce or waive for specific licensees of the Los Angeles Convention and Exhibition Center the:

- (1) daily rates for Halls A, B and/or C;
- (2) move-in/move-out rates for Halls A, B and/or C;
- (3) miscellaneous rates charged for the use of certain equipment; and
- (4) rates charged for the use of meeting rooms.

Any proposed reduction or waiver of rates to be charged shall be subject to the following conditions:

A. Rates may be reduced or waived only where the anticipated Transient Occupancy Tax revenues which reasonably may be attributed to the convention or trade show under consideration exceed the total amount reduced or waived.

B. The Executive Director shall inform the Board of each proposed rate reduction or waiver and obtain the Board's approval prior to executing a license agreement.

C. Proposed rate reductions 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.

D. There shall be no reduction or waiver of vehicle parking rates at any parking lot or parking structure under the control and management of the department.

E. A reduction or waiver of rates may be granted under this subsection or Subsection (b), but not both.

(b) The Executive Director may reduce or waive for convention licensees the rental for exhibit halls and meeting rooms. Any proposed reduction or waiver of rental(s) to be charged shall be subject to the following conditions:

(1) Only convention licensees shall be eligible for such reductions or waivers of rental(s) for exhibit halls or meeting rooms.

(2) The total amount of all such reductions or waivers granted to licensees for use of the Convention Center commencing on or after July 1, 2013, may be up to one hundred percent (100%) of the total rates applied.

(3) In no event shall the total reduction or waiver granted to any licensee exceed the total rental for the exhibit halls and meeting rooms to which the license applies when calculated without such reduction or waiver. In no event shall the total reduction or waiver granted to any licensee exceed the total Transient Occupancy Tax receipts reasonably anticipated to be generated for the City as a result of the convention being held in the City.

(4) No such reduction or waiver shall be considered or granted by the Executive Director unless the tourism and convention bureau shall have first recommended such reduction or waiver to the Executive Director in writing. Such recommendation shall include a written statement of the reasons for the recommendation and the calculation thereof. No license for the use of the Convention Center containing such a reduction or waiver shall be issued until and unless the calculation of such reduction or waiver is approved. The calculation of the reduction or waiver made by the tourism and convention bureau shall be attached to the license which is issued by the Convention Center, and the license shall specify both the regular rental(s) and the reduced or waived rental(s).

(5) After each event where a reduction or waiver is granted, an audit shall be performed by an independent consulting firm to compare the actual amount of Transient Occupancy Tax generated to the discount amount. If the discount amount exceeds the Transient Occupancy Tax revenue, the licensee shall be required to pay the department an amount equivalent to the difference.

(6) The tourism and convention bureau must inform the prospective licensee in writing that said reduction or waiver and the proposed license agreement must be approved and granted by the Executive Director.

(7) A reduction or waiver of rentals may be granted under this subsection or Subsection (a) hereof, but not both.

Sec. 8. Sections 8.149.2 through and including Section 8.149.4 and Section 8.149.6 are amended to replace all references to "General Manager" with "Executive Director."

Sec. 9. Section 8.149.6 is amended to replace the reference to "Board of Los Angeles Convention Center Commissioners" with "Board of Convention and Tourism Development Commissioners."

Sec. 10. A new Section 8.149.7 is added to Chapter 11 of Division 8 of the Los Angeles Administrative Code to read as follows:

Sec. 8.149.7. Booking Policy.

The Board may contract with a not for profit entity established as a tourism and convention bureau to assist the department with the responsibility for booking conventions and meetings into Los Angeles Convention Center facilities. Conventions are defined as any events that are not normally open to the general public and that generate primary attendance from outside of the Los Angeles area. The tourism and convention bureau shall have the authority to book these events one year or more in advance of the event's move-in date.

The department shall have sales responsibility for booking public shows, meetings, special events, banquets, entertainment events, consumer shows and other activities that draw attendees primarily from the Los Angeles area and region, and that appeal to the general public. The Center may book these events up to one (1) year in advance of an event's move-in date.


The Los Angeles Auto Show shall be exempt from the above-stated policy and Auto Show dates may be booked and held by the department on the Convention Center's Master Calendar more than one (1) year in advance.

The department shall be responsible for the management and control of the Master Calendar, but may assign this responsibility to the private management contractor, if any. Nothing in this Chapter shall be construed in such a manner as to prevent the tourism and convention bureau from booking dates for all or a portion of the Center's available facilities less than one (1) year in advance of an event's move-in date, upon written approval of the Executive Director.


Sec. 11. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, at its meeting of APR 23 2014.

HOLLY L. WOLCOTT, Interim City Clerk

By 
Deputy

Approved 4/29/14


Mayor

Approved as to Form and Legality

MICHAEL N. FEUER, City Attorney

By 
TERRY MARTIN-BROWN
Assistant City Attorney

Date April 3, 2014

File No. CF 12-0692-52

DECLARATION OF POSTING ORDINANCE

I, MARIA VIZCARRA, state as follows: I am, and was at all times hereinafter mentioned, a resident of the State of California, over the age of eighteen years, and a Deputy City Clerk of the City of Los Angeles, California.

Ordinance No. 183008 – Amending various sections of the Los Angeles Administrative Code regarding the governance structure of the Los Angeles Convention Center Department - a copy of which is hereto attached, was finally adopted by the Los Angeles City Council on **April 23, 2014**, and under the direction of said City Council and the City Clerk, pursuant to Section 251 of the Charter of the City of Los Angeles and Ordinance No. 172959, on **April 30, 2014** I posted a true copy of said ordinance at each of the three public places located in the City of Los Angeles, California, as follows: 1) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; 2) one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; 3) one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

Copies of said ordinance were posted conspicuously beginning on **April 30, 2014** and will be continuously posted for ten or more days.

I declare under penalty of perjury that the foregoing is true and correct.

Signed this **30th** day of **April, 2014** at Los Angeles, California.



Maria Vizcarra, Deputy City Clerk

Ordinance Effective Date: June 9, 2014
Rev. (2/21/06)

Council File No. 12-0692-S2

BOARD OF PUBLIC WORKS
MEMBERSKEVIN JAMES
PRESIDENTMONICA RODRIGUEZ
VICE PRESIDENTMATT SZABO
PRESIDENT PRO TEMPOREMICHAEL R. DAVIS
COMMISSIONERBARBARA ROMERO
COMMISSIONERARLEEN P. TAYLOR
EXECUTIVE OFFICER

CITY OF LOS ANGELES

CALIFORNIA

ERIC GARCETTI
MAYORDEPARTMENT OF
PUBLIC WORKSBUREAU OF
ENGINEERINGGARY LEE MOORE, PE, ENV SP
CITY ENGINEER1149 S. BROADWAY, SUITE 700
LOS ANGELES, CA 90015-2213<http://eng.lacity.org>

January 7, 2015

**NOTICE TO PROCEED WITH THE ARCHITECTURAL & ENGINEERING SERVICES -
DESIGN COMPETITION FOR THE LOS ANGELES CONVENTION CENTER (LACC)
EXPANSION AND RENOVATION PROJECT
CONTRACT NO. C-124786 – TASK ORDER SOLICITATION (TOS) NO. 0001**

In reference to TOS No. 0001 for the Los Angeles Convention Center Expansion and Renovation Project – Design Competition, please be advised that this is your official Notice to Proceed (NTP). The scope of work shall be performed in accordance with Contract No. C-124786 and as described in TOS No. 0001 (dated June 13, 2014) and Addenda 1 through 5 which are available for download at <http://eng.lacity.org/projects/laccexpansion/rfq.htm>.

The total authorized amount for this NTP is **\$200,000** as detailed below. You are not allowed to exceed this amount unless additional authorization is received from this office.

Description of Services	Amount
Initial Public Meeting	\$5,000
First Review Meeting	\$40,000
Second Review Meeting	\$40,000
Completion of the Preliminary (Concept) Design Work	\$80,000
Presentations to Boards, Commissions and the Jury Panel	\$35,000
Total Authorization for this NTP	\$200,000



[REDACTED]
January 7, 2015

Page 2 of 3

A copy of Project Task Order (PTO) 1 for design services for the Los Angeles Convention Center Expansion and Renovation Project Plan 'B' is attached for your review. Please sign and return three (3) copies to:



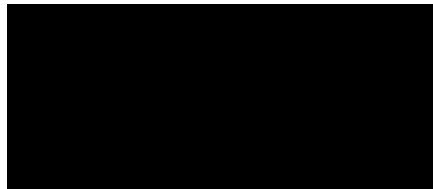
The City will be unable to process payment on any work completed until PTO No. 1 is fully executed.

The Initial Public Meeting is scheduled to be held on **January 15, 2015**. Refer to the attached Notice for the meeting. There will be a project hold of one month following the Initial Public Meeting. A Design Initiation Meeting is scheduled for **February 17, 2015**. Please see Addendum No. 5 for the complete schedule information.

The following funding sources have been identified and verified by the Office of Accounting as being currently available for the project:

<u>Fund No.</u>	<u>Department No.</u>	<u>Contractual Services Account No.</u>
100	28	003040

Invoicing for this NTP must be submitted based upon Exhibit B: Project Services Cost Estimate included in PTO No. 1. Please send all invoices to:



We are looking forward to working with you on this project that will be a source of great pride and benefit to the City of Los Angeles and the community that it serves.

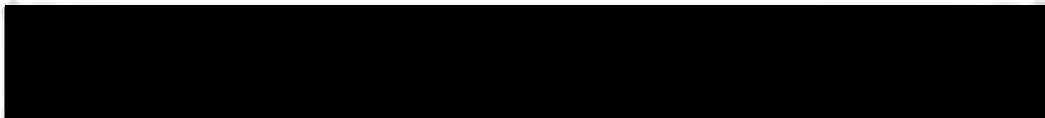
If you have any questions, please contact [REDACTED]

Reviewed by:

Julie K. Sauter, PE
Division Engineer
Project Award and Control Division

Sincerely,

Deborah Weintraub
Chief Deputy City Engineer
Bureau of Engineering



Attachments: PTO 1 for Design Services for the Los Angeles Convention Center
Expansion and Renovation Project Plan 'B'
Addendum No. 5 for TOS No. 0001
Notice of Public Meeting on January 15, 2015

cc:

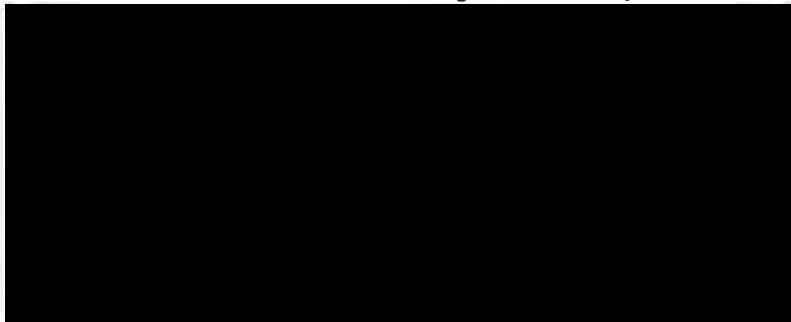


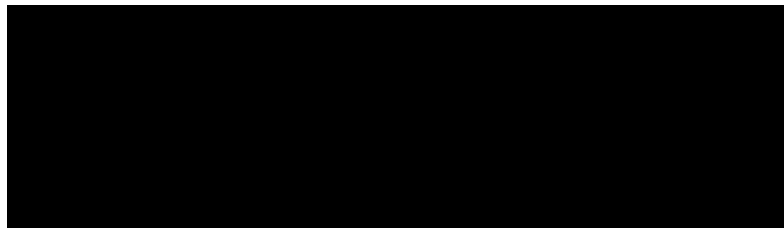
EXHIBIT A

PROJECT TASK ORDER 1

FOR

DESIGN SERVICES

LOS ANGELES CONVENTION CENTER EXPANSION AND RENOVATION PROJECT PLAN 'B'



SECTION I - SCOPE OF SERVICES

The CONSULTANT shall provide complete ARCHITECTURAL AND ENGINEERING SERVICES in accordance with and as specifically described in this Project Task Order for the **Los Angeles Convention Center Expansion and Renovation Project (Plan B)** located at **1201 S. Figueroa St., CA**.

The scope of work is to develop a Preliminary (Concept) Design for the Los Angeles Convention Center Expansion and Renovation that showcases the team's ability to achieve the Project's Objectives, which include: "Plan B" Expansion's quantitative and qualitative programming goals; respecting the constraints and complying with the guidelines imposed by the City; preserving and enhancing the beauty and utility of the public realm spaces surrounding the Project Site through improved access and programming (among other methods); and identifying opportunities that would be available to further enhance this project should extra funding beyond the listed construction budget become available.

The complete scope of work is outlined in the following task order with addenda (reference link: <http://eng.lacity.org/projects/laccexpansion/rfq.htm>):

1. Task Order Solicitation No. 0001, Competition Brief with Attachments and Addenda 1-4 for Architectural Services for the Los Angeles Convention Center Renovation Project dated June 13, 2014
2. Task Order Solicitation No. 0001, Addendum 1 dated June 27, 2014
3. Task Order Solicitation No. 0001, Addendum 2 dated July 9, 2014
4. Task Order Solicitation No. 0001, Addendum 3 dated July 18, 2014
5. Task Order Solicitation No. 0001, Addendum 4 dated July 18, 2014.
6. Task Order Solicitation No. 0001, Addendum 5 dated January 5, 2015 delivered with Project Task Order 1.

SECTION II - TIME PERIODS FOR COMPLETION OF CONSULTANT'S SERVICES

- A. It is understood and agreed by all parties that time is of the essence in this Agreement, and that several tasks of the CONSULTANT Design Services will be completed and delivered to the Bureau according to the schedule noted in Addendum 5 and described below. Following the initial public meeting, the CONSULTANT should not proceed with the next phase of the work, until the City Engineer provides instruction to do so.

Phases of Service	Duration of each Phase
-------------------	------------------------

Phase A1 – Initial Public Meeting	1 day
Phase A2 – Design Initiation Meeting	1 day
Phase A3 - First Review Meeting	3 weeks
Phase A4 – Second Review Meeting	4 weeks
Phase A5 – Design Work Complete	6 weeks
Phase A6 – Display of Models	2 weeks
Phase A7 – Presentations	1 week
Total Duration:	~16 weeks

SECTION III – PAYMENT SCHEDULE

The CITY agrees to pay the CONSULTANT a sum of **\$200,000** for the DESIGN SERVICES performed as follows:

- A. Preliminary Concept Design fee, which includes all presentations and materials shall be paid to the CONSULTANT according to monthly billings for the work completed, based on the project services cost estimate shown below in Exhibit B of this AGREEMENT.
- B. If the City Engineer suspends the services during the Preliminary (Concept) Design Phase, a maximum fee of an amount up to the Phase of Service in progress as shown in Exhibit B of this AGREEMENT shall be paid for the Preliminary Design Phase.

EXHIBIT B: PROJECT SERVICES COST ESTIMATE

PHASE OF SERVICE	TOTAL FEES	PERCENT OF FEE
1. INITIAL PUBLIC MEETING	\$5,000	2.5%
2. FIRST REVIEW MEETING	\$40,000	20%
3. SECOND REVIEW MEETING	\$40,000	20%
4. COMPLETION OF PRELIMINARY (CONCEPT) DESIGN WORK	\$80,000	40%
5. PRESENTATIONS TO BOARDS, COMMISSIONS AND JURY	\$35,000	17.5%
TOTAL PROJECT TASK ORDER CEILING AMOUNT	\$200,000	100%

PROJECT TASK ORDER NO. 1

FOR

**LOS ANGELES CONVENTION CENTER
EXPANSION AND RENOVATION PROJECT
PLAN 'B'**

The parties hereto have agreed to this Project Task Order 1:

CITY OF LOS ANGELES (CITY)

By: _____

Title: _____

Date: _____

A.C. Martin Partners, Inc. (CONSULTANT ARCHITECT)

By: _____

Title: _____

Date: _____



ERIC GARCETTI
MAYOR

CITY OF LOS ANGELES
CALIFORNIA
Addendum No. 5
January 5, 2015



GARY LEE MOORE, PE, ENV, SP
CITY ENGINEER

**Los Angeles Convention Center (LACC)
Renovation and Expansion Project**
Task Order Solicitation No. 0001 (Work Order No. E190777A)

This addendum consists of this three-page transmittal containing further revisions to the revised Competition Brief issued June 13, 2014 email "City of Los Angeles Task Order Solicitation (Revised)" to the 2014 PQOC Architectural On-Call List of consultants.

Documents will be available by January 7, 2015 for download at eng.lacity.org/projects/laccexpansion.

Consultants are hereby notified of the following changes (highlighted in yellow for clarity):

I. MODIFICATIONS TO TASK ORDER SOLICITATION:

No changes.

II. MODIFICATIONS TO COMPETITION BRIEF:

1. **Section I, ABOUT THE LOS ANGELES CONVENTION CENTER, Fig. 1 – Existing Site Plan** has been revised as follows:

The figure is now labeled **Fig. 2 – Existing Site Plan**. The site plan has also been revised with the following note - **This portion of property is currently under lease and is not part of this project** (see attached).

2. **Section III, PROGRAMMING GOALS FOR THE LOS ANGELES CONVENTION CENTER, Item J. Identify Public Private Development Opportunities** has been revised as follows:

J. Identify Public Private Development Opportunities

Identify public-private development opportunities that fit with the LACC campus and generate adequate revenue to support development of the major improvements. These could include one or more hotels and possibly retail uses. Revenues generated through the development of private uses on the property, including ground lease payments and possessory interest tax, could be used to help support bond payments. The conceptual plan should provide a blank pad where a privately developed, owned and operated 1,000-room hotel, and possibly other commercial use, could/should be located to best address the goals of LACC. **In addition, propose a concept design with no hotel on the LACC site.**

3. **Section III, PROGRAMMING GOALS FOR THE LOS ANGELES CONVENTION CENTER, Item L. Urban Design Analysis** has been added as follows:



ERIC GARCETTI
MAYOR

CITY OF LOS ANGELES

CALIFORNIA

Addendum No. 5

January 5, 2015



GARY LEE MOORE, PE, ENV, SP
CITY ENGINEER

Los Angeles Convention Center (LACC) Renovation and Expansion Project

Task Order Solicitation No. 0001 (Work Order No. E190777A)

L. Urban Design Analysis

As part of the conceptual design prepare a single urban design diagram of the relationships of existing and proposed off-site hotel developments with the new on-site Convention Center development. This diagram is for the alternative where there is no hotel on the LACC site. Diagram these relationships from Wilshire Blvd. on the north, to Grand Avenue on the east, to the 10 Freeway on the south, to Union Avenue on the west. The City will provide the information on the planned off-site hotel developments for the diagram.

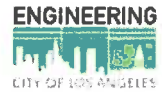
4. Section VII, PROJECTED SCHEDULE FOR TASK ORDER has been revised as follows:

STAGE II		
1.	Board of Public Works Approval to Award Task Order to Selected Teams	January 5, 2014
2.	Issue Notice to Proceed to Selected Teams	January 7, 2015
3.	Initial Public (Community) Meeting	January 15, 2015
4.	HOLD After First Community Meeting (One Month)	
5.	Design Initiation Meeting	February 17, 2015
6.	First Review Meeting with Teams	March 10, 2015
7.	Second Review Meeting with Teams	April 7, 2015
8.	Selected Teams Complete Conceptual Design Work	May 18, 2015
9.	Display of Architectural Models	from: May 18, 2015
		to: May 29, 2015
10.	Presentation and Discussion of Work Product with City Team – See Approximate Schedule Below	from: June 2, 2015
	June 2 nd Daytime: Brief Elected Officials	June 4, 2015
	June 2 nd Evening: Public Meeting	
	June 3 rd Daytime: Briefings for Various Boards	
	June 4 th Daytime: Selection Committee Presentation	



ERIC GARCETTI
MAYOR

CITY OF LOS ANGELES
CALIFORNIA
Addendum No. 5
January 5, 2015



GARY LEE MOORE, PE, ENV, SP
CITY ENGINEER

**Los Angeles Convention Center (LACC)
Renovation and Expansion Project**

Task Order Solicitation No. 0001 (Work Order No. E190777A)

11.	Board of Public Works Approval to Select Finalist and Authorize Contract Negotiations	TBD
STAGE III		
1.	Negotiate Contract	TBD

III. MODIFICATIONS TO ATTACHMENTS 1-9:

No changes.

IV. MISCELLANEOUS:

No Changes

Sincerely,

Deborah Weintraub, AIA, LEED_{AP}
Chief Deputy City Engineer
Bureau of Engineering
Department of Public Works

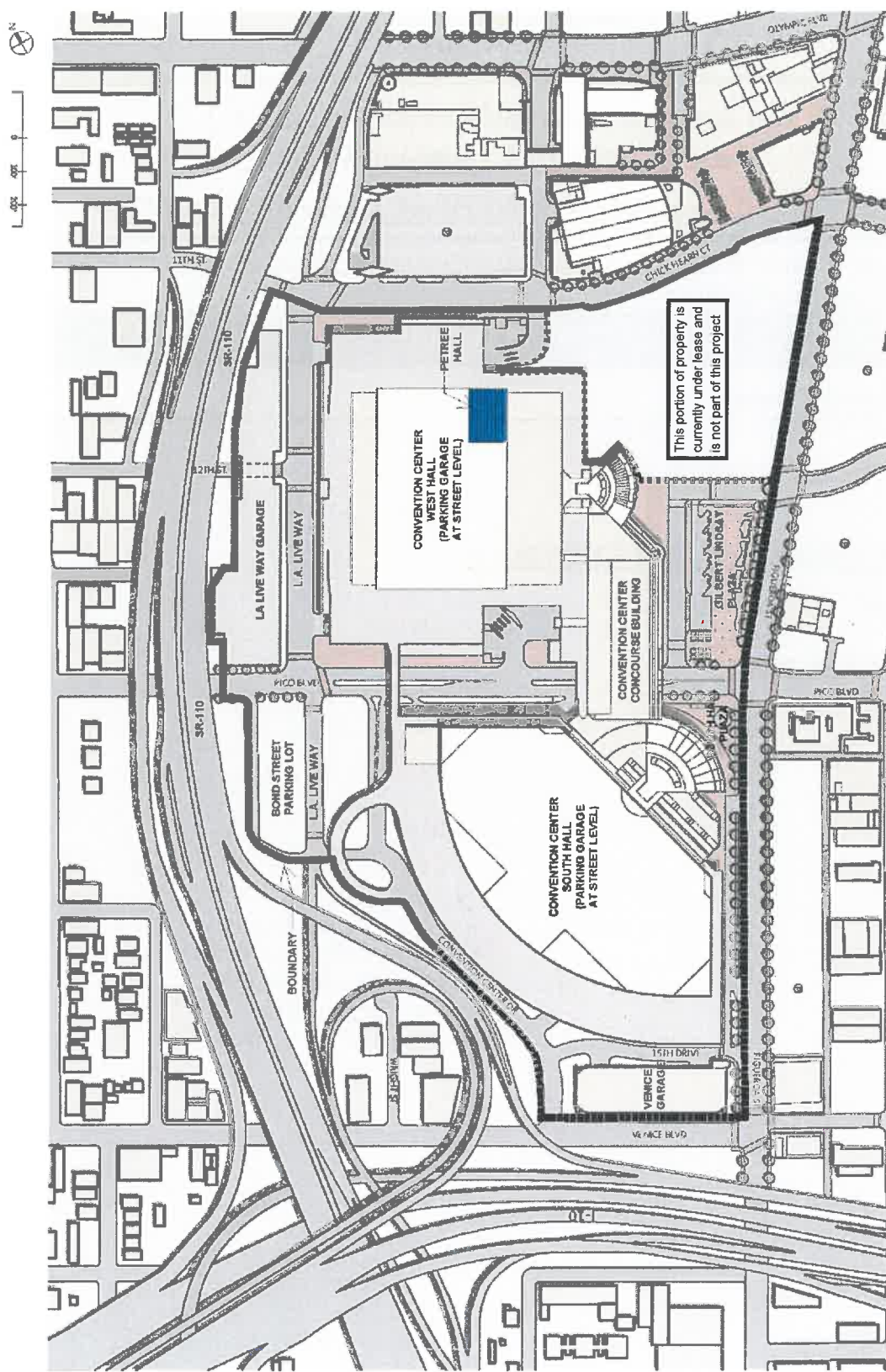


Fig.2 - Existing Site Plan



NOTICE OF PUBLIC MEETING

Public Input on Design Criteria for Convention Center Expansion (Plan B)

For: Design Criteria for the Los Angeles Convention Center (LACC) Expansion and Renovation - Plan B Project

By: City of Los Angeles, Los Angeles Department of Convention & Tourism Development (CTD) and the Department of Public Works, Bureau of Engineering (BOE)

Date: Thursday, January 15, 2015

Time: 6:00 p.m. to 7:30 p.m.

Location: Los Angeles Convention Center, 1201 S. Figueroa St., Los Angeles, 90015
Meeting Rm. MR411, Level 2

The City of Los Angeles will hold a Public Meeting regarding the proposed LACC Expansion and Renovation Plan B Project at 1201 S. Figueroa St., Los Angeles, 90015. The meeting is to solicit input from the public. The public can also submit written comments from January 7th to January 30th at:

<http://eng.lacity.org/projects/laccexpansion/>

The purpose of the Public Meeting is to present the proposed project to the public to allow all interested parties to comment on the City's proposed design criteria for the LACC. Input will be taken at the public meeting and during the public comment period from January 7th to January 30th. After the comment period, the City will review all the comments regarding the project. The City Legislative Analyst (CLA) and City Administrative Officer (CAO), with assistance from the Department of Convention & Tourism Development (CTD) and respective commissions, and the City Engineer, will then prepare and submit design criteria to the three architectural firms that have been selected to participate in the competition for Plan B.

Comments:

Interested parties can provide oral and written comments during the meeting on January 15th. Written comments can also be submitted during the public comment period from January 7th to January 30th by:

1. Email to eng.lacc.responses@lacity.org, or
2. At <http://eng.lacity.org/projects/laccexpansion/>. Click on the "**Comments**" link in the left hand menu to submit comments.

Comments can also be mailed to the following address:

Bond Program Division
Bureau of Engineering
1149 S. Broadway Suite 820
Los Angeles, CA 90015-2213
Attn: Bradley Atwell

For further information, please contact Cyril Charles at cyril.charles@lacity.org (213-485-4893) or Bradley Atwell at brad.atwell@lacity.org (213) 485-4331.

Thank you for your participation and interest in the Los Angeles Convention Center (LACC) Expansion and Renovation Plan-B Project.

Primary Project Goals:

- Position the Convention Center to expand its economic impact by developing a facility and a surrounding campus that is more competitive with major west coast centers, and one that attracts/accommodates citywide events with higher number of delegates.
 - Increase annual room nights to 500,000 by increasing citywide sales (additional economic impact of \$500,000,000 annually).
- Create adequate space inventory and a modern, functional design to achieve the following:
 - Attract and host larger conventions and trade shows.
 - Attract and host multiple “medium” size citywide events simultaneously (i.e., have ability to stack events).
 - Accommodate growth of anchor tenants (LA Auto Show & the E3 Show).
- Increase Los Angeles’s competitive status and become “the” convention destination of choice on the west coast (currently Los Angeles runs last in citywide event room night generation among its competitive set - San Francisco, San Diego, Anaheim, and Los Angeles).
- Create a responsible, prominent civic presence and statement as the southern gateway to downtown.
- Integrate the building into the fabric of the community through responsible urban design. This includes “walkability” and a connection with surrounding neighborhoods, the LA Live campus, transportation hubs, etc.
- Capitalize on LA’s great weather by creating/offering significant outdoor programming venues.
- Address the design over Pico Blvd in a manner that avoids the creation of a long tunnel.
- Lead the industry in sustainability, technology, and innovative design.
- Create private use opportunities to generate additional revenue.

Primary Project Criteria:

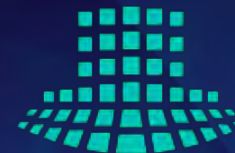
- Add approximately 280,000 s.f. of exhibit space (resulting in a total of 1,000,000 s.f. of exhibit space).
- Add approximately 30 additional meeting rooms of various sizes; with an increase of approximately 70,000 s.f. of additional meeting room space. Increase meeting room space if budget allows.
- Add a ballroom of approximately 60,000 s.f. The ballroom must be designed to divide into smaller ballrooms and convert into a mini-conference center. It must also be designed for exhibits. Increase ballroom space if budget allows.
- Create/reserve adequate space (a pad) for a 1,000 room hotel on-site, and as an alternative, identify desirable urban connections to a new off-site hotel(s).
- Modernize West Hall (interior and exterior).
- Harmonize the exterior architectural treatments/façades of the entire complex, considering South Hall, all new construction, and West Hall.
- Add approximately 2,000 additional parking spaces.
- Create significant exterior gathering/event spaces to capitalize on LA’s weather. This includes the reprogramming of Gilbert Lindsay Plaza.
- Improve facility functionality, access, circulation, etc. to enhance and expedite event production and service operations, food & beverage operations and offerings, and ultimately the client/attendee experience.
- Improve urban design and guest experience by creating activation and improved connections to other campus elements and to the surrounding community. Improve “wayfinding”, “walkability”, and access.

CIP UPDATE: SUMMARY

Item #	Contract	SOW	In Progress	Estimated Completion Date	Project
1	X	X	X	5/1/2015	Roof Replacement
2	X	X	X	5/15/2015	Security Surveillance System Upgrade
3	X	X	X	5/15/2015	Parking Access & Control System Upgrade
4	X	X	X	Completed	*Meeting Room HVAC Upgrade
5	X	X	X	5/1/2015	Air-Wall Enhancements
6	X	X	X	Completed	*Restroom Vestibule Upgrade
7	X	X	X	5/15/2015	Theater Décor Modernization
8	X	X	X	Completed	*Exhibit Hall Floor Remediation
9	X	X	X	5/1/2015	Dimming System Upgrade
10	X	X	X	Completed	*Cooling Tower Refurbishment
11	X	X	X	Completed	*Carpet Replacement
12	X	X	X	5/1/2015	*Escalator/Elevator Modernization
13	X	X	X	5/15/2015	Automatic Transfer Switches
14	X	X	X	Completed	*Sidewalk Replacement

Los Angeles Convention Center Monthly Status Report December 2014

Brad Gessner



Los Angeles Convention Center[®]

Managed By 

EMPLOYEE OF THE MONTH – December 2014



Jennifer Madrigal
Security Officer

LACC December EVENTS

<u>EVENT</u>	<u>DAILY REGISTERED</u>	<u>ATTENDANCE</u>
Ski Dazzle	2,500	7,000
IAEE Expo! Expo!	2,200	4,400
El Sembrador	4,000	4,000
Stand Down LA 2014	1,500	4,000
Naturalization Ceremony	9,000	9,000
Sikh Study Circle, Inc.	1,000	2,000
CHIRLA	2,000	9,300
Green Dot Public Schools	2,300	2,300
Nerium International	1,000	1,000

TOTAL EVENTS: 9

TOTAL ATTENDANCE: 43,000

LACC DECEMBER FILMING AND PHOTO EVENTS

<u>DATE</u>	<u>NAME</u>	<u>AMOUNT GENERATED</u>
Dec. 13 – 18	HungryMan NASCAR	\$41,035
Dec. 14 – 15	Germany's Next Top Model	\$9,260

TOTAL FILMING: \$50,295

LACC December 2014 Financials –\$53K below budget for December; \$672K above budget YTD

REVENUES – December \$806K; YTD \$12.6 million
\$76K below December budget; \$866K above YTD budget

- Rental Income - December \$343K (\$199K in rental discounts); YTD \$3.9 million
 - \$125K above December Budget ; \$368K above YTD Budget
- Food & Beverage – December (\$276K); YTD \$1.3 million
 - \$101K below December Budget; \$57K below YTD budget
- Utilities Revenue – December \$44K; YTD \$1.9 million
 - \$24K below December budget; \$43K below budget YTD
- Parking Revenue – December \$533K; YTD \$3.9 million
 - \$152K below December budget; \$176K above YTD
- Other (Event Billing, Communications, A/V, Cell Towers, and Sponsorship) – December \$162K; \$1.6 million YTD
 - \$76K above budget December; \$422K above YTD

EXPENSES – \$1.75 million in December ; \$11.3 million YTD
\$23K below December budget; \$195K above YTD

- Wages Salaries and Benefits - \$932K in December; \$5.6 million YTD
 - \$52K below December budget; \$54K below YTD Budget
- Other Expenses - \$821K in December; \$5.7 million YTD
 - \$29K above December budget; \$249K above YTD