

BOARD OF LOS ANGELES CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS

Special Meeting

Monday, February 9, 2015 9:30 a.m. - 10:00 a.m. Los Angeles Convention Center 1201 S. Figueroa Street, L.A. CA 90015

Teleconference Locations:

Meruelo Media, 4975 W. Pico Blvd., Los Angeles, CA 90019 MarketShare, 11150 Santa Monica Blvd., 5th Floor, Los Angeles, CA 90025 Regal Assets, 3450 Cahuenga Blvd.W., Bldg. 705, Los Angeles, CA 90068 Chef Robért Catering, 8950 Glenoaks Blvd., Los Angeles, CA 91352

- 1. Call to Order
- 2. Public Comment
- 3. Approval of the Revised Society for the Promotion of Japanese Animation Anime Expo 2015 (Board Report 15-001)

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.

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 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 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	"Exempt"	Net Rental	Minimum
		Rental	Discount	Rental	Revenue	Commercial Value
		Revenue	Based on TOT	Discount		Reflected in
				Requested		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



GELES TOUR 1/14/2015	RISM REP	: <u>J</u>	eff Leung						
				(DRGANIZA	TION			
NAME:	THE SO	CIETY FOI	R THE PR	_	F JAPANESE /			ID#:	21580
CONTACT:	Marc Per	ez		OMOTION	7 JAI ANLOL /		ITLE: Boa	ard President	21300
ADDRESS: CITY:	1522 Bro Santa Ar		Dr, Ste 1			STATE	· CA	TEL#: ZIPCODE:	760.310.7717 92705
0171.	Oanta 71	α		MEET	TING INFO			ZIFCODE.	92705
NAME OF M	FFTING:	ANIME E	XPO						
OVERALL D			o July 6, 2						
ATTENDANG	CE:	80,000	GUE	ST ROOMS	22,000	T	OTAL ROOM	/I NIGHTS:	10,000
				<u>FINA</u>	NCIAL PER	RFORMAN	<u>ICE</u>		
RENTAL RE	VENUE:	\$	363,810.00		- `\$335,0	009.00		= \$28,80	1.00
TRANSIEN	r occup	ANCY: 1	Bas 4	sic Rent	10,000	DiscourX \$163.00		= \$228,2	Discounted Rent
Tax Revenu	e (TOT)		TOT		Tot Rm nights	Project	Avg Rm Rat	e	Tot Revenue
Total City R	evenue:	.\$2	28,801.00 Discou	unted Rent	+ \$ \$22	28,200.00 TOT Rev	renue	=`\$257,0	01.00 otal City Revenue
				m: GROSS S		*******	NE?	ΓSQ. FT:	
Required ex					GQ. FT.:	UNT RATE	NET WEST HA		AB
LACC REN			LOS AI			UNT RATE	WEST HA		
LACC REN	TAL RATĘ		LOS AI			UNT RATE	WEST HA	ALL IAL MOVE-IN	
LACC REN \$96,000.00	TAL RATĘ		LOS AI			UNT RATE	WEST HA ADDITION SOUTH H	ALL IAL MOVE-IN	//OUT DAYS GHJK
LACC REN \$96,000.00	TAL RATĘ		LOS AI	NGELES TO		UNT RATE	WEST HA ADDITION SOUTH H	ALL NAL MOVE-IN ALL NAL MOVE-IN	//OUT DAYS GHJK
LACC REN \$96,000.00 \$160,000.00	TAL RATĘ		LOS AI \$1.00	NGELES TO		UNT RATE	WEST HA ADDITION SOUTH H ADDITION KENTIA H	ALL NAL MOVE-IN ALL NAL MOVE-IN	GHJK WOUT DAYS
LACC REN \$96,000.00 \$160,000.00	TAL RATĘ		LOS AI \$1.00	NGELES TO		UNT RATE	WEST HA ADDITION SOUTH H ADDITION KENTIA H ADDITION	ALL NAL MOVE-IN ALL NAL MOVE-IN NALL	GHJK WOUT DAYS
\$160,000.00 \$57,600.00	TAL RATĘ		LOS AI \$1.00	NGELES TO		UNT RATE	WEST HAS ADDITION SOUTH HADDITION KENTIA HADDITION CONCOULT	ALL NAL MOVE-IN ALL NAL MOVE-IN NALL NAL MOVE-IN	JOUT DAYS GHJK JOUT DAYS JOUT DAYS EF
\$160,000.00 \$57,600.00	TAL RATĘ		LOS AI \$1.00	NGELES TO		UNT RATE	WEST HAS ADDITION SOUTH HADDITION KENTIA HADDITION CONCOULT	ALL JAL MOVE-IN JAL MOVE-IN JALL JAL MOVE-IN RSE HALL JAL MOVE-IN	JOUT DAYS GHJK JOUT DAYS JOUT DAYS EF
\$96,000.00 \$160,000.00 \$57,600.00 \$24,000.00	TAL RATĘ		LOS AI \$1.00	NGELES TO		UNT RATE	WEST HA ADDITION SOUTH H ADDITION KENTIA H ADDITION CONCOUN ADDITION PETREE H	ALL JAL MOVE-IN JAL MOVE-IN JALL JAL MOVE-IN RSE HALL JAL MOVE-IN	JOUT DAYS GHJK JOUT DAYS JOUT DAYS EF JOUT DAYS CD
\$96,000.00 \$160,000.00 \$57,600.00 \$24,000.00	TAL RATĘ		LOS AI \$1.00	NGELES TO		UNT RATE	WEST HA ADDITION SOUTH H ADDITION KENTIA H ADDITION CONCOUN ADDITION PETREE H ADDITION MEETING	ALL VAL MOVE-IN VAL MOVE-IN VAL MOVE-IN VAL MOVE-IN VAL MOVE-IN VALL VAL MOVE-IN VALL VAL MOVE-IN VALL VAL MOVE-IN VALL	/OUT DAYS GHJK //OUT DAYS //OUT DAYS EF //OUT DAYS CD //OUT DAYS RGE:
\$160.000.00 \$57,600.00 \$24,000.00 \$18,000.00	TAL RATĘ		LOS AI \$1.00	NGELES TO		UNT RATE	WEST HA ADDITION SOUTH H ADDITION KENTIA H ADDITION CONCOUN ADDITION PETREE H ADDITION MEETING (Less % M	ALL VAL MOVE-IN VAL MOVE-IN VAL MOVE-IN VAL MOVE-IN VALL VAL	/OUT DAYS GHJK //OUT DAYS //OUT DAYS EF //OUT DAYS CD //OUT DAYS RGE: Discount)
\$160.000.00 \$57,600.00 \$18,000.00 \$8,210.00	TAL RATE	I LACC RA	LOS AI \$1.00 \$1.00 \$28,800	O.00	URISM DISCO	UNT RATE	WEST HA ADDITION SOUTH H ADDITION KENTIA H ADDITION CONCOUN ADDITION PETREE H ADDITION MEETING (Less % M ADDITION	ALL NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN ROOM CHAF NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN	/OUT DAYS GHJK //OUT DAYS //OUT DAYS EF //OUT DAYS CD //OUT DAYS RGE: Discount)
\$160.000.00 \$57,600.00 \$18,000.00 \$8,210.00	TAL RATE	I LACC RA	LOS AI \$1.00 \$1.00 \$28,800	NGELES TO 0.00	URISM DISCO	UNT RATE	WEST HA ADDITION SOUTH H ADDITION KENTIA H ADDITION CONCOUN ADDITION PETREE H ADDITION MEETING (Less % M ADDITION	ALL NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN ROOM CHAF NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN	/OUT DAYS GHJK //OUT DAYS //OUT DAYS EF //OUT DAYS CD //OUT DAYS RGE: Discount)
\$160,000.00 \$160,000.00 \$57,600.00 \$24,000.00 \$18,000.00 \$8,210.00 REVENUE T	TAL RATE	I LACC RA	LOS AI \$1.00 \$28,800 \$28,800	OTURE	URISM DISCO		WEST HA ADDITION SOUTH H ADDITION KENTIA H ADDITION CONCOUN ADDITION PETREE H ADDITION MEETING (Less % M ADDITION	ALL NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN ROOM CHAF NAL MOVE-IN NAL MOVE-IN NAL MOVE-IN	/OUT DAYS GHJK //OUT DAYS //OUT DAYS EF //OUT DAYS CD //OUT DAYS RGE: Discount) //OUT DAYS



GELES TOUI 1/15/2015	RISM REP	-	Jeff Le	eung							
					0	 RGANI	ZATION	V			
NAME:	THE SOC	NETV E	ОР ТИІ	E DDOMO	-	JAPANE	•			ID#	24504
CONTACT:	Marc Per	ez			TION OF	JAPANE	SE AMINA		LE: Boar	_ ID#: d President	21581
ADDRESS: CITY:	1522 Bro		Dr, St	e 1				STATE:	CA	TEL#: ZIPCODE:	760.310.7717 Santa Ana
01, 11	- Januarin	-			MEET	ING INF	ORMA		<u>OA</u>	_ZIFOODL.	Salita Alla
NAME OF M	EETING:	Δ NIIME	FYPO		TWI have been 1	110 1111	Ortilia	11011			
OVERALL D	ATES:	June 29	to July	y 5, 2016							
ATTENDANG	CE:	80,000		GUEST	ROOMS:	22,000	1	T01	AL ROOM	NIGHTS:	10,000
					<u>FINAN</u>	ICIAL F	PERFO	RMANO	E	×	
RENTAL RE	EVENUE:	1	\$363,8	10.00		- \$2	33,800. 00)		= \$130,01	10.00
TRANSIEN	T OCCUPA	NCY	.14	Basic R	ent X 10	0.000		Discount 167.00		= \$233,80	Discounted Rent
Tax Revenu	e (TOT)			TOT		Tot Rm nig	hts	Project Av	g Rm Rate		Tot Revenue
Total City R	evenue:	3	\$130,0° D	10.00 Discounted	Rent	_ +	\$233,800. T	.00 OT Rever	nue .	_ = \$363,81	otal City Revenue
Required ex		per rese				-			NET	SQ. FT:	
Required ex		e per rese	LC		LES TOU	Q. FT.: _	COUNT R		NET		AB
LACC REN		e per rese	LC	OS ANGE	LES TOU	-	COUNT R		WEST HAI		
LACC REN	TAL RATE	per rese	LC	OS ANGE	LES TOU	-	COUNT R		WEST HAI	L AL MOVE-IN/	
LACC REN' \$96,000.00	TAL RATE	e per rese	LC	OS ANGE	LES TOU	-	COUNT R		WEST HAI ADDITIONA SOUTH HA	L AL MOVE-IN/	OUT DAYS GHJK
LACC REN' \$96,000.00	TAL RATE	e per resu	LC	OS ANGE	LES TOU	-	COUNT R	:	WEST HAI ADDITIONA SOUTH HA	LL AL MOVE-IN/ LL AL MOVE-IN/	OUT DAYS GHJK
LACC REN' \$96,000.00 \$160,000.00	TAL RATE	e per resi	LC	OS ANGE	LES TOU	-	COUNT R	; ;	WEST HAI ADDITIONA SOUTH HA ADDITIONA KENTIA HA	LL AL MOVE-IN/ LL AL MOVE-IN/	OUT DAYS GHJK OUT DAYS
LACC REN' \$96,000.00 \$160,000.00	TAL RATE	e per resi	LC	OS ANGE	LES TOU	-	COUNTR	; ; ;	WEST HAI ADDITIONA SOUTH HA ADDITIONA KENTIA HA	LL AL MOVE-IN/ AL MOVE-IN/ ALL AL MOVE-IN/	OUT DAYS GHJK OUT DAYS
\$160,000.00 \$57,600.00	TAL RATE	e per resi	LC	OS ANGE	LES TOU	-	COUNTR	1	WEST HAI ADDITIONA SOUTH HA ADDITIONA KENTIA HA ADDITIONA CONCOUR	LL AL MOVE-IN/ AL MOVE-IN/ ALL AL MOVE-IN/	OUT DAYS GHJK OUT DAYS OUT DAYS EF
\$160,000.00 \$57,600.00	TAL RATE	e per reso	LC	OS ANGE	LES TOU	-	COUNTR		WEST HAI ADDITIONA SOUTH HA ADDITIONA KENTIA HA ADDITIONA CONCOUR	LL AL MOVE-IN/ AL MOVE-IN/ ALL AL MOVE-IN/ SE HALL AL MOVE-IN/	OUT DAYS GHJK OUT DAYS OUT DAYS EF
\$160,000.00 \$57,600.00 \$24,000.00 \$18,000.00	TAL RATE	e per resi	LC	OS ANGE	LES TOU	-	COUNT R		WEST HAI ADDITIONA SOUTH HA ADDITIONA KENTIA HA ADDITIONA CONCOUR ADDITIONA PETREE HA	LL AL MOVE-IN/ AL MOVE-IN/ ALL AL MOVE-IN/ SE HALL AL MOVE-IN/	OUT DAYS GHJK OUT DAYS OUT DAYS EF OUT DAYS CD
\$160,000.00 \$57,600.00 \$24,000.00	TAL RATE	e per resi	LC	OS ANGE	LES TOU	-	COUNTR	;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;	WEST HAI ADDITIONA ADDITIONA ADDITIONA CONCOUR ADDITIONA PETREE HA ADDITIONA MEETING F	LL AL MOVE-IN/ ALL	OUT DAYS GHJK OUT DAYS OUT DAYS EF OUT DAYS CD OUT DAYS
\$160,000.00 \$57,600.00 \$24,000.00 \$18,000.00	TAL RATE	e per resi	LC	OS ANGE	LES TOU	-	COUNT R	;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;;	WEST HAI ADDITIONA ADDITIONA CONCOUR ADDITIONA PETREE HA ADDITIONA MEETING F Less % Me	LL AL MOVE-IN/ ALL AL MOVE-IN/ SE HALL AL MOVE-IN/ ALL AL MOVE-IN/	OUT DAYS GHJK OUT DAYS OUT DAYS EF OUT DAYS CD OUT DAYS RGE: Discount)
\$160,000.00 \$57,600.00 \$24,000.00 \$18,000.00 \$8,210.00 REVENUE T	TAL RATE	LACC R	LC \$1	DS ANGE 30,010.00	LES TOU	IRISM DIS	COUNT R		WEST HAI ADDITIONA SOUTH HA ADDITIONA CONCOUR ADDITIONA PETREE HA ADDITIONA MEETING F Less % Me ADDITIONA 363,810.00	LL AL MOVE-IN/ ALL AL MOVE-IN/ ALL AL MOVE-IN/ ALL ALL ROOM CHAR eting Room [L MOVE-IN/ ALL	OUT DAYS GHJK OUT DAYS OUT DAYS EF OUT DAYS CD OUT DAYS RGE: Discount)
\$160,000.00 \$57,600.00 \$24,000.00 \$18,000.00 \$8,210.00	TAL RATE	LACC R	LC \$1	DS ANGE 30,010.00	LES TOU	IRISM DIS	COUNTR		WEST HAI ADDITIONA ADDITIONA ADDITIONA CONCOUR ADDITIONA PETREE HA ADDITIONA MEETING F Less % Me	LL AL MOVE-IN/ ALL AL MOVE-IN/ ALL AL MOVE-IN/ ALL ALL ROOM CHAR eting Room [L MOVE-IN/ ALL	OUT DAYS GHJK OUT DAYS OUT DAYS EF OUT DAYS CD OUT DAYS RGE: Discount)
\$160,000.00 \$57,600.00 \$24,000.00 \$18,000.00 \$8,210.00 REVENUE T	TAL RATE THROUGH THROUGH	LACC R DISCOL omas Fie	LC \$1	DS ANGE 30,010.00	RE ATE STR	UCTURE	ager		WEST HAI ADDITIONA SOUTH HA ADDITIONA CENTIA HA ADDITIONA ADDITIONA MEETING F Less % Me ADDITIONA 363,810.00	LL AL MOVE-IN/ ALL AL MOVE-IN/ SE HALL AL MOVE-IN/ ALL AL MOVE-IN/ ALL COOM CHAR eting Room [L MOVE-IN/ D Date	COUT DAYS GHJK COUT DAYS OUT DAYS EF OUT DAYS CD OUT DAYS RGE: Discount) OUT DAYS

Los Angeles
TOURISM & CONVENTION BOARD

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 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: \$474,380.00 \$238,000,00 \$236,380.00 Basic Rent Discount Discounted Rent X 10,000 TRANSIENT OCCUPANCY: \$170.00 \$238,000.00 Tot Rm nights Tax Revenue (TOT) TOT Project Avg Rm Rate Tot Revenue Total City Revenue: \$236,380.00 \$238,000.00 \$474,380.00 Discounted Rent **TOT Revenue** Total City Revenue Required exhibit space per reservation form: GROSS SQ. FT.: NET SQ. FT: LACC RENTAL RATE LOS ANGELES TOURISM DISCOUNT RATE \$120,000.00 \$236,380.00 WEST HALL AB ADDITIONAL MOVE-IN/OUT DAYS -\$200,000.00 **SOUTH HALL GHJK** ADDITIONAL MOVE-IN/OUT DAYS \$72,000.00 **KENTIA HALL** ADDITIONAL MOVE-IN/OUT DAYS **CONCOURSE HALL** \$30,000.00 EF ADDITIONAL MOVE-IN/OUT DAYS \$3,000.00 PETREE HALL \$22,500.00 CD \$2,250.00 ADDITIONAL MOVE-IN/OUT DAYS **MEETING ROOM CHARGE:** \$24,630.00 (Less % Meeting Room Discount) ADDITIONAL MOVE-IN/OUT DAYS REVENUE THROUGH LACC RATE STRUCTURE \$474,380.00 REVENUE THROUGH DISCOUNTED LACC RATE \$236,380.00 LACC APPROVAL: Thomas Fields, COO & A sistant General Manager McAdams, Vice President, Citywide Convention Sales LOS ANGELES TOURISM APPROVAL: Kathy Date: EXECUTIVE DIRECTOR APPROVAL: Robert R. "Bud" Ovrom. Executive Director Date:



LOS ANGELES CONVENTION CENTER

	P	RICING DI	SCOUNT	APPR	OVAL		
S ANGELES TO TE: <u>1/15/2</u> 015		ung	_				
		0	RGANIZAT	<u>ION</u>			
NAME:	THE SOCIETY FOR THE	E PROMOTION OF	JAPANESE AN		ID#		21583
CONTAC' ADDRES		2 1		11	TLE: Board Pre		760.310.7717
CITY:	Santa Ana			STATE:		CODE:	Santa Ana
		MEETI	NG INFOR	MATION			
	MEETING: ANIME EXPO						
OVERALL ATTENDA	DATES: July 3 to 9, 201 NCE: 80,000	GUEST ROOMS:	22,000	TO	TAL ROOM NIGI	JTC:	10,000
ATTENDA	NCE. <u>60,000</u>		· · · · · · · · · · · · · · · · · · ·			115:	10,000
	•	<u>FINAN</u>	CIAL PERI	ORMAN	<u>CE</u>		
RENTAL	REVENUE: \$363,8	10.00	- \$242,20	0.00		\$121,61	0.00
TDANIOL	THE COOLIDANION 44	Basic Rent		Discount	****	*****	Discounted Rent
	NT OCCUPANCY: .14	TOT X 10	ot Rm nights	X \$173.00 Project A	vg Rm Rate	\$242,20	Tot Revenue
	Revenue: \$121,6			200.00		\$363,810	
	D	iscounted Rent		TOT Reve	enue	To	tal City Revenue
		S ANGELES TOU	RISM DISCOUN	NT RATE			
\$96,000.	<u>)0 </u>	21,610.00			WEST HALL	0) /E IN II	AB
\$160,000					ADDITIONAL M	OVE-IN/C	
\$100,000					SOUTH HALL	O. /E IN. /	GHJK
					ADDITIONAL M	OVE-IN/	JUI DAYS
\$57,600.	<u> </u>				ADDITIONAL M	OVE INK	OUT DAVE
\$24,000.0					CONCOURSE H		EF .
Ψ27,000.	<u> </u>				ADDITIONAL M		
\$18,000.0	00				PETREE HALL	012 110	CD
	_				ADDITIONAL M	OVE-IN/0	
\$8,210.00	<u> </u>				MEETING ROOM		
	_		_		(Less % Meeting ADDITIONAL MC		•
	E THROUGH LACC RATE S E THROUGH DISCOUNTED		LICTURE		\$363,810.00 \$121,610.00		
117 110	- THROUGH DIGOCONTED	1// «	COTONE		W121,010.00		1/2- /15-
LACC AP	PROVAL: Thomas Fields, C	OO & Assistant Ge	neral Manager			Date:	1/27/13
LOS ANG	ELES TOURISM APPROVA	L: Kathy McAdams	Vice President	, Citywide Co	nvention Sales	Date:	1-16-18
EXECUTI	VE DIRECTOR APPROVAL:	Robert R. "Bud"	Ovrom, Executi	ve Director		Date:	



							IT APPI	N CENTER ROVAL		
	1/15/2015	RISM REF	P: Jeff	Leung		_				
					OF	RGANIZA	TION			
	NAME:	THE SO	CIETY FOR T	HE PROMO	TION OF	JAPANESE A	ANIMATION	ID#	:	23479
	CONTACT:	Marc Pe						TITLE: Board Pre		760.310.7717
	CITY:	Santa A		ole I			STATE		_#. CODE:	Santa Ana
				į	MEETIN	NG INFO	RMATION	<u>l</u>		
			ANIME EXP							
	OVERALL D		July 2 to 8, 2	2019 GUEST R	ROOMS:	22,000	т	OTAL ROOM NIGH	HTS:	10,000
							RFORMAI			
	RENTAL RI	EVENITE:	\$363	8,810.00		- \$246,		-	\$117,41	0.00
				Basic Re			Discou	nt	,	Discounted Rent
	TRANSIEN Tax Revenu		ANCY: \ <u>.14</u>	TOT	X 10,	000 ot Rm nights	X \$176.00 Project	Avg Rm Rate	\$246,40	0.00 Tot Revenue
	Total City R		\$117	,410.00		\$24	6,400.00	=	\$363,810	0.00
				Discounted	Rent		TOT Re	venue	To	tal City Revenue
	Required ex	xhibit spac	e per reserva	tion form: GF	ROSS SQ.	. FT.:		NET SQ. I	FT:	
	LACC REN	TAL RATE		LOS ANGEL	ES TOUR	RISM DISCO	INT RATE			K)
	\$96,000.00			\$117,410.00		tion bioco	<u> </u>	WEST HALL		AB
								ADDITIONAL MO	OVE-IN/	DUT DAYS
	\$160,000.0	<u>0</u>						SOUTH HALL		GHJK
								ADDITIONAL M	OVE-IN/	OUT DAYS
	\$57,600.00							KENTIA HALL		
								ADDITIONAL MO	OVE-IN/	DUT DAYS
	<u>\$24,000.00</u>							CONCOURSE H	IALL	EF
								ADDITIONAL MO	OVE-IN/C	DUT DAYS
-	\$18,000.00							PETREE HALL		CD
								ADDITIONAL MO	OVE-IN/C	OUT DAYS
	\$8,210.00							MEETING ROOM		
								(Less % Meeting ADDITIONAL MC		•
	REVENUE :	THROUGI	H LACC RATE	STRUCTUE	RF //	7		\$363,810.00	J V L-114/C	JOI DATO
			H DISCOUNT	1	/ /	JCTURE		\$117,410.00		
	LACC APP	?Λ\/Δ1 · Τ	homas Fields	COOR	iktant Cor	noral Managa	r		Data	1/27/15
				ON ON	M. W	\ .li L		Convention Color	Date:	1 11 15
							-	Convention Sales	Date:	
	EXECUTIVE	DIRECT	OR APPROVA	AL: Robert	K. "Bud" (Ovrom, Exec	utive Director		Date:	