



BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS

Commissioners: Jon F. Vein, President; Ray Bidenost, Vice President;
Jeremy Bernard; Stella T. Maloyan; Otto Padron

Members of the public who wish to speak during the meeting must submit a "Request to Speak" form to the Board Secretary prior to the commencement of the public comments for each agenda item of interest. Comments by the public on matters not identified on the agenda, but within the subject matter jurisdiction of the Commission, will be heard only during the item designated as "Public Comment." Public speaking will be limited to two minutes per speaker, unless the presiding officer grants some other amount of time before the commencement of the public comment.

Regular Meeting
Wednesday, July 15, 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. ACTION ITEMS:

- a. Election of Officers
- b. Approval of Meeting Minutes from June 3, 2015
- c. Approval of Meeting Minutes from June 17, 2015
- d. Approval of Rental Discount Requests for the Electronic Entertainment Expo (E3) for the 2017, 2018, and 2019 Fiscal Years (Board Report No. 15-006)

4. DISCUSSION ITEMS:

- a. Monthly Reports for May 2015
 - AEG Monthly Report Presented by Brad Gessner, Sr. VP & General Manager; Keith Hilsgen, VP, Finance; and Ellen Schwartz, VP, Sales and Marketing
 - LATCB Monthly Report Presented by Kathy McAdams, VP, Convention Sales
- b. Update on LACC Expansion & Futurization
- c. Update on Convention Center Design Process

5. ADJOURNMENT

AGENDA FORECAST / SPECIAL TOPICS:

- | | | |
|----------------|---|--|
| August 5, 2015 | - | Update on Convention Center Design Process |
| | - | Monthly Reports for June 2015 |

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.

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 PUBLIC WORKS,
BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION
AND TOURISM DEVELOPMENT,
and
LOS ANGELES CONVENTION AND EXHIBITION CENTER AUTHORITY
JOINT COMMISSION MEETING MINUTES**

June 3, 2015

1:00 p.m.

The Board of Public Works, Board of Los Angeles Department of Convention and Tourism Development (Department), and the Los Angeles Convention and Exhibition Center Authority (Authority) convened a joint commission meeting on Wednesday, June 3, 2015 at 1:12 p.m., at the Los Angeles Convention Center (LACC), located at 1201 South Figueroa Street, Los Angeles, California, 90015, in Meeting Room 403A.

Commissioners Present:**Board of Public Works**

Kevin James, President
Monica Rodriguez, Vice President
Matt Szabo, President Pro Tempore
Michael Davis
Heather Marie Repenning

Department

Jon Vein
Stella Maloyan
Otto Padron

Authority

Wayne Avrashow, President
Cheryl Turner, Vice President
Ray Bishop
Martin Cooper
David Cunningham Jr.
Peter Gravett
Ingrid Hutt
J. Richard Leyner
Keith Martin
Courtney Reum
Majib Siddiquee
Jason Seward

Commissioners Absent:**Department**

Ray Bidenost, Vice President

Authority

Robert Mallicoat

City Staff Present:

Robert R. "Bud" Ovrom, Executive Director –

Department of Convention and Tourism Development (CTD)

Tom Fields, COO & Assistant General Manager – CTD

Diana Mangioglou, Assistant General Manager, Finance & Administration – CTD

Gary Lee Moore, City Engineer – Public Works, Bureau of Engineering

Deborah Weintraub, Chief Deputy City Engineer – Public Works, Bureau of Engineering

Glyn Milburn, Business Team Representative – Office of the Mayor
Kimberly Miera, Deputy City Attorney – Office of the City Attorney
Natalie Brill, Chief of Debt Management – Office of the City Administrative Officer
Cyril Charles, Building Mechanical Engineer – Public Works, Bureau of Engineering
Allan Kawaguchi, Principal Civil Engineer – Public Works, Bureau of Engineering
Bradley Atwell, Architectural Associate - Public Works, Bureau of Engineering
Fernando Campos, Executive Officer – Board of Public Works
Cristine Villorante, Executive Administrative Assistant – CTD
Adria Ybarra, Executive Administrative Assistant – CTD

ITEM NO. 1 CALL TO ORDER / ROLL CALL

The Joint Commission meeting was called to order by President Kevin James of the Board of Public Works.

ITEM NO. 2 LOS ANGELES CONVENTION CENTER DESIGN COMPETITION PRESENTATIONS

Mr. Gary Lee Moore, City Engineer, and Mr. Bud Ovrom, Executive Director of the Department of Convention and Tourism Development, gave a brief history of the design competition process and commented on the architectural teams.

The architectural teams (Gensler/Lehrer, AC Martin/LMN, and HMC/Populous) were each given 25 minutes to make their presentation, followed by a question and answer session by the Joint Commission.

Presentation Highlights

Gensler/Lehrer

- It was important for the team to use local talent for a complete sense of ownership for the project.
- The design makes the facility inclusive for convention attendees and the community. Pico Passage is a multi-story street, with large openings to the sky and filled with activity. Pico would be a new entry point to the exhibition hall with a grand staircase which leads to pre-function space, new meeting rooms, ballroom and terrace with city view. Pico Park connects the facility with the community with new topography for people to enjoy.
- The project delivered on the required exhibition space, contiguous space, and staying open for conventions during construction.
- The concentration of the project is in South Hall, adding a new Pico Hall, and transforming the Pico Boulevard, and Gilbert Lindsay Plaza. Gilbert Lindsay Plaza being “the park” of South Park.
- The scheme creates the ability for density and allows the opportunity for future growth by adding a pad for a hotel.

- The plan will meet LEED Platinum rating and Net Zero for solar.

AC Martin/LMN

- The plan focuses on a vertical expansion of West Hall, stacking events on top of one another allowing for a client's individual space, and a Sky Hall eight stories up with a view of the city.
- The plan has four different entry points at West Hall, South Hall, Chick Hearn Court, and Pico Boulevard allowing for concurrent events.
- The scheme has three public zones: Gilbert Lindsay Plaza as an extension of the exhibit halls; Angel's Arcade connects South Hall, Pico Boulevard, West Hall, Concourse, and L.A. Live; and Pico Boulevard lined with iconic palm trees and shade trees, enhanced pedestrian experience with full sky, creating a gateway between South Park and Pico/Union.
- Sustainability plans include lowering the energy use with an outdoor concourse, using the towers for solar chimneys allowing for natural ventilation, installing solar panels on the roof, partnerships with companies to take gray water and use it for the cooling tower or irrigation throughout the facility.
- The project will close West Hall for 24 months with completion at the end of 2018.

HMC/Populous

- The plan highlights the long term and adaptable plans for the LACC to be an international competitor and designed by a team comprised of local talent and a firm that exclusively plans and designs public assembly facilities around the world.
- The West Hall and Gilbert Lindsay Plaza will be three times its current size.
- Pico Boulevard has the possibility of connecting to the surrounding neighborhoods, opens to light and air, and will support a variety of activities.
- The Grand Ballroom will be 100K square feet that can divide into 39 break-out rooms, drenched in natural light during the day, and soft lighting in the evening. The ballroom connects to pre-function areas and out to the city terrace with a city view. The three areas transition continuously from indoor to outdoor.
- Mid-Century modern forms and natural color palette will appear throughout the landscape, the architecture, and interior.
- The sustainability strategy is in line with that of the City. The expanded site allows for 4.5 times the pollution reduction that currently exists today.
- The plan has two phases: 1) Build over Pico, expand the West Hall and add new meeting rooms. 2) Build the ballroom, the new front door that will be connected to the new headquarters hotel, and expand Gilbert Lindsay Plaza.

Question & Answer Session

A one hour question and answer session was moderated by President James. The architectural teams answered questions from the Commissioners. The list of questions and answers are available upon request.

ITEM NO. 3 PUBLIC COMMENT

Ms. Joyce Dillard made a public comment on the architectural designs, her concerns relative to ADA compliance, water issues, emergency issues, air rights, and the effect of foreign markets on the development plans.

ITEM NO. 4 ADJOURNMENT

The meeting was adjourned at 3:55 p.m.

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

Meeting Minutes

June 17, 2015

9:00 a.m.

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, June 17, 2015 at 9:03 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 F. Vein

Vice President Ray Bidenost

Commissioner Stella T. Maloyan

Bud Ovrom, Executive Director –

Los Angeles Department of Convention & Tourism Development (CTD)

Tom Fields, Assistant General Manager & COO – CTD

Diana Mangioglou, Assistant General Manager, Finance & Administration – CTD

Glyn Milburn, Business Team Representative – Office of the Mayor

Kimberly Miera, Deputy City Attorney – Office of the City Attorney

John Wickham, Legislative Analyst – Office of the Chief Legislative Analyst

Brad Gessner, Sr. Vice President & General Manager – AEG Facilities

Keith Hilsgen, Vice President, Finance – AEG Facilities

Ellen Schwartz, Vice President, Sales & Marketing – AEG Facilities

Tom Mullen, Chief Administrative Officer –

Los Angeles Tourism & Convention Board (LATCB)

Kathy McAdams, Vice President, Convention Sales - LATCB

Barbara Kirklighter, Vice President, Revenue Strategy – LATCB

Cristine Villorante, Executive Administrative Assistant – CTD

Adria Ybarra, Executive Administrative Assistant – CTD

ABSCENT:

Commissioner Otto Padron

Item 1. Call to Order / Roll Call

President Vein called the meeting to order.

Item 2. Public Comment

There was no public comment.

Item 3a. Approval of May 20, 2015 Meeting Minutes

APPROVED BY GENERAL CONSENT

Ayes: President Vein, Commissioner Maloyan

Nays: None

Absent: Commission Padron

Abstain: Vice President Bidenost

Item 3b. Approval of LATCB Annual FY 2015-15 Appendix E (Board Rpt. 15-008)

APPROVED

Moved by: President Vein

Seconded by: Vice President Bidenost

Ayes: President Vein, Vice President Bidenost, Commissioner Maloyan

Nays: None

Absent: Commissioner Padron

Item 3c. Discuss Advisory Recommendation Regarding the Los Angeles Convention Center Design Competition

CTD Board moved to support recommendation.

Moved by: President Vein

Seconded by: Vice President Bidenost

Ayes: President Vein, Vice President Bidenost, Commissioner Maloyan

Nays: None

Absent: Commissioner Padron

Items 4a Monthly Reports for April 2015

a. Mr. Brad Gessner, Mr. Keith Hilsen, and Ms. Ellen Schwartz presented the LACC/AEG monthly report.

b. Ms. Kathy McAdams presented the LATCB monthly report.

Item 4b. LATCB FY 2015-16 Operating Budget Update

Ms. Diana Mangioglu updated the Board on LATCB's Budget giving a brief overview of LATCB's funding which totals a consolidated budget of \$44.5 million, broken down to its funding sources with the majority of which comes from the Tourism Marketing District funds (\$22.5 million) and the Transient Occupancy Tax funds (\$16.3 million) and how these funds will be used in the upcoming fiscal year.

Item 4c. CTD FY 2014-15 Operating Budget Update

Ms. Mangioglu updated the Board on CTD's budget reporting a \$250,000 surplus due to vacancies. CTD will request the funds be rolled over to the next fiscal year. Approval for this request will come before the Board in the near future.

CTD is also reconciling year end items, one of which is a General Fund based \$5 million component used for cash flow to assist AEG's operations. Per the management contract, funds are reconciled annually. This year \$3.1 million was used and has been reconciled and returned to the General Fund. CTD and AEG will forecast funding needs for the next fiscal year and will report to the Board.

Lastly, the CTD has deposits for events that the City is holding and periodically transferring to AEG. The City has transferred \$40,000 to AEG for events that will occur in FY 2015-16.

Item 4d. AEG FY 2014-15 Operating Budget Update (Board Report No. 15-007)

Ms. Mangioglu reported that on June 11, 2015, AEG revised their profit projection to \$2 million above the original budget. The latest revised budget increases revenue from the original \$21.9 million to \$24.2 million. AEG is proposing that a portion of the \$2 million surplus be authorized for Alteration and Improvements, Capital Improvement Projects and equipment purchases of \$1.2 million and the remainder be budgeted in the Reserve Account totaling \$716,000. The CTD Department approved the proposed expenditure plan.

No action is required by the CTD Board. The report has been received and filed.

ADJOURNMENT

The meeting was adjourned at 9:50 a.m.

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: July 10, 2015

To: Board of Los Angeles Convention and Tourism Development
Commissioners

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

Subject: **IDG WORLD EXPO DISCOUNT REQUESTS – BOARD REPORT # 15-006**

RECOMMENDATIONS:

That the Commissioners for the Board of Los Angeles Convention and Tourism Development (Board) approve rental discount exceptions for IDG World Expo for the Electronic Entertainment Expo (E3) for the 2017, 2018 and 2019 fiscal years.

Fiscal Year	Discount Amount	TOT Revenue	Exempt Rental Discount Amount
2017	\$ 1,108,880	\$ 959,616	\$ 149,264
2018	\$ 1,108,880	\$ 959,616	\$ 149,264
2019	\$ 1,108,880	\$ 959,616	\$ 149,264

DISCUSSION:

The City has a discount policy that enables LATCB to offer discounts on rental rates for citywide conventions and tradeshow as an incentive to book events on the Los Angeles Convention Center calendar. This discount policy was formally codified into the Los Angeles Administrative Code (Code) 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 Code states that "rates may be reduced or waived only where the anticipated Transient Occupancy Tax (TOT) 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 Code Section 8.149.1 (a) Subparagraph (C):

"Proposed rate reductions or waivers that do not meet the requirement or waivers 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 IDG World Expo rental discounts for E3 submitted for your approval meets exception (2) “multi-year licenses”, and (3) “events that present an exceptional opportunity to generate extraordinary revenue or a significant number of visitors”. The E3 show is one of the Convention Center’s largest revenue generating events of the year, next to the Auto Show. Further, the City has an exceptional opportunity to host an event that will generate excellent revenue for the Convention Center, provide hotel occupancy and ancillary spend in the downtown area.

As the rental discounts requested for the 2017, 2018 and 2019 years exceed the anticipated TOT amounts, the Board’s approval is necessary to exempt IDG World Expo from the TOT requirement and to enable the execution of the license agreements. The following is a detailed summary of the discount amount, the anticipated TOT revenue, the Exempt Rental Discount Amount and the anticipated Economic Impact to be generated from the event.

Fiscal Year	Discount Amount	TOT Revenue	Exempt Rental Discount Amount	Economic Impact
2017	\$ 1,108,880	\$ 959,616	\$ 149,264	\$ 55.3 million
2018	\$ 1,108,880	\$ 959,616	\$ 149,264	\$ 56.3 million
2019	\$ 1,108,880	\$ 959,616	\$ 149,264	\$ 57.2 million

Given the potential to generate significant revenue and a positive economic impact, the three proposed discount requests for IDG World Expo is recommended for approval.

ATTACHMENTS:

LATCB Discount Request 2017
LATCB Discount Request 2018
LATCB Discount Request 2019



LOS ANGELES CONVENTION CENTER PRICING DISCOUNT APPROVAL

LOS ANGELES TOURISM REP: Kathy McAdams
DATE: 5/29/2015

ORGANIZATION

NAME: IDG WORLD EXPO ID#: 24739
CONTACT: Ms. Mary M. Dolaher TITLE: Chief Executive Officer
ADDRESS: 492 Old Connecticut Path TEL#: 508.424.4844
CITY: Framingham STATE: MA ZIPCODE: 01701

MEETING INFORMATION

NAME OF MEETING: E3 EXPO 2017
OVERALL DATES: June 3-19, 2017
ATTENDANCE: 40,000 GUEST ROOMS: 6,100 TOTAL ROOM NIGHTS: 27,200

FINANCIAL PERFORMANCE

RENTAL REVENUE:	<u>\$1,109,880.00</u>	-	<u>\$1,108,880.00</u>	=	<u>\$1,000.00</u>		
	Basic Rent		Discount		Discounted Rent		
TRANSIENT OCCUPANCY:	<u>.14</u>	X	<u>27,200</u>	X	<u>\$252.00</u>	=	<u>\$959,616.00</u>
Tax Revenue (TOT)	TOT		Tot Rm nights		Project Avg Rm Rate		Tot Revenue
Total City Revenue:	<u>\$1,000.00</u>	+	<u>\$959,616.00</u>	=	<u>\$960,616.00</u>		Total City Revenue
	Discounted Rent		TOT Revenue				

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

LACC RENTAL RATE LOS ANGELES TOURISM DISCOUNT RATE
\$81,000.00 \$1,000.00

\$148,500.00 _____
\$135,000.00 _____
\$247,500.00 _____
\$48,600.00 _____
\$89,100.00 _____
\$18,000.00 _____
\$33,000.00 _____
\$13,500.00 _____
\$24,750.00 _____
\$270,930.00 _____

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 _____
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

REVENUE THROUGH LACC RATE STRUCTURE
REVENUE THROUGH DISCOUNTED LACC RATE STRUCTURE

\$1,109,880.00
\$1,000.00

LACC APPROVAL: Diana Mangioglou, Assistant General Manager, Finance & Administration

Date: _____

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

Date: 6-2-15

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

Date: _____



LOS ANGELES CONVENTION CENTER PRICING DISCOUNT APPROVAL

LOS ANGELES TOURISM REP: Kathy McAdams
DATE: 5/29/2015

ORGANIZATION

NAME: <u>IDG WORLD EXPO</u>	ID#: <u>24741</u>
CONTACT: <u>Ms. Mary M. Dolaher</u>	TITLE: <u>Chief Executive Officer</u>
ADDRESS: <u>492 Old Connecticut Path</u>	TEL#: <u>508.424.4844</u>
CITY: <u>Framingham</u>	STATE: <u>MA</u> ZIPCODE: <u>01701</u>

MEETING INFORMATION

NAME OF MEETING: <u>E3 EXPO 2018</u>
OVERALL DATES: <u>June 2-18, 2018</u>
ATTENDANCE: <u>40,000</u> GUEST ROOMS: <u>6,100</u> TOTAL ROOM NIGHTS: <u>27,200</u>

FINANCIAL PERFORMANCE

RENTAL REVENUE:	<u>\$1,109,880.00</u>	-	<u>\$1,108,880.00</u>	=	<u>\$1,000.00</u>
	Basic Rent		Discount		Discounted Rent
TRANSIENT OCCUPANCY:	<u>.14</u>	X	<u>27,200</u>	X	<u>\$252.00</u>
	TOT		Tot Rm nights		Project Avg Rm Rate
Tax Revenue (TOT)	<u>\$1,000.00</u>		<u>\$959,616.00</u>		<u>\$960,616.00</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	LOS ANGELES TOURISM DISCOUNT RATE	WEST HALL	AB
<u>\$81,000.00</u>	<u>\$1,000.00</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>CD</u>
<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: <u>Diana Mangioglou, Assistant General Manager, Finance & Administration</u>	Date: _____
LOS ANGELES TOURISM APPROVAL: <u>Kathy McAdams, Vice President, Citywide Convention Sales</u>	Date: <u>6-2-15</u>
EXECUTIVE DIRECTOR APPROVAL: <u>Robert R. "Bud" Ovrom, Executive Director</u>	Date: _____



LOS ANGELES CONVENTION CENTER PRICING DISCOUNT APPROVAL

LOS ANGELES TOURISM REP: Kathy McAdams
DATE: 5/29/2015

ORGANIZATION

NAME: IDG WORLD EXPO ID#: 24742
CONTACT: Ms. Mary M. Dolaher TITLE: Chief Executive Officer
ADDRESS: 492 Old Connecticut Path TEL#: 508.424.4844
CITY: Framingham STATE: MA ZIPCODE: 01701

MEETING INFORMATION

NAME OF MEETING: E3 EXPO 2019
OVERALL DATES: June 1-17, 2019
ATTENDANCE: 40,000 GUEST ROOMS: 6,100 TOTAL ROOM NIGHTS: 27,200

FINANCIAL PERFORMANCE

RENTAL REVENUE:	<u>\$1,109,880.00</u>	-	<u>\$1,108,880.00</u>	=	<u>\$1,000.00</u>
	Basic Rent		Discount		Discounted Rent
TRANSIENT OCCUPANCY:	<u>.14</u>	X	<u>27,200</u>	X	<u>\$252.00</u>
	TOT		Tot Rm nights		Tot Revenue
Tax Revenue (TOT)	<u>\$1,000.00</u>		<u>\$959,616.00</u>		<u>\$960,616.00</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

\$81,000.00
\$148,500.00
\$135,000.00
\$247,500.00
\$48,600.00
\$89,100.00
\$18,000.00
\$33,000.00
\$13,500.00
\$24,750.00
\$270,930.00

LOS ANGELES TOURISM DISCOUNT RATE

\$1,000.00

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 _____
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

REVENUE THROUGH LACC RATE STRUCTURE
REVENUE THROUGH DISCOUNTED LACC RATE STRUCTURE

\$1,109,880.00
\$1,000.00

LACC APPROVAL: Diana Mangioglou, Assistant General Manager, Finance & Administration

Date: _____

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

Date: 6-2-15

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

Date: _____

Los Angeles Convention Center Monthly Status Report May 2015

Brad Gessner



EMPLOYEE OF THE MONTH – May 2015



Ana Aldana
Executive Assistant

LACC MAY 2015 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>DAILY</u>	<u>ATTENDANCE</u>
May 2 - 5	American Telemedicine Assoc.	1,600	5,000
May 11 - 15	ICW DrupalCon	250	1,000
May 12 - 14	DrupalCon	4,700	9,400
May 15 - 18	RuPaul's DragCon	9,000	18,000
May 15 - 17	LeaLA	6,000	18,000
May 16 - 17	Ultimate Women's Expo	8,500	17,000
May 18 - 28	LA County HR Testing	170	1,750
May 20	Naturalization Ceremony	14,200	14,200
May 24 - 25	Equipo Vision	4,000	8,000
May 29	UEI College 2015 Graduation	1,600	1,600
May 30 – 31	El Sembrador – Metanoia de Hombres	1,750	3,500

TOTAL EVENTS: 11

TOTAL ATTENDANCE: 97,450

LACC MAY 2015 FILMING AND PHOTO EVENTS

<u>Date</u>	<u>Name</u>	<u>Amount</u>
May 4 - 8	Anonymous Content Infiniti	\$35,885
May 5	Dunkin	\$5,860
May 6 - 8	Capital One	\$31,960
May 6 - 7	GM Stills	\$12,750
May 22	ATT	\$7,000

TOTAL FILMING: \$93,455

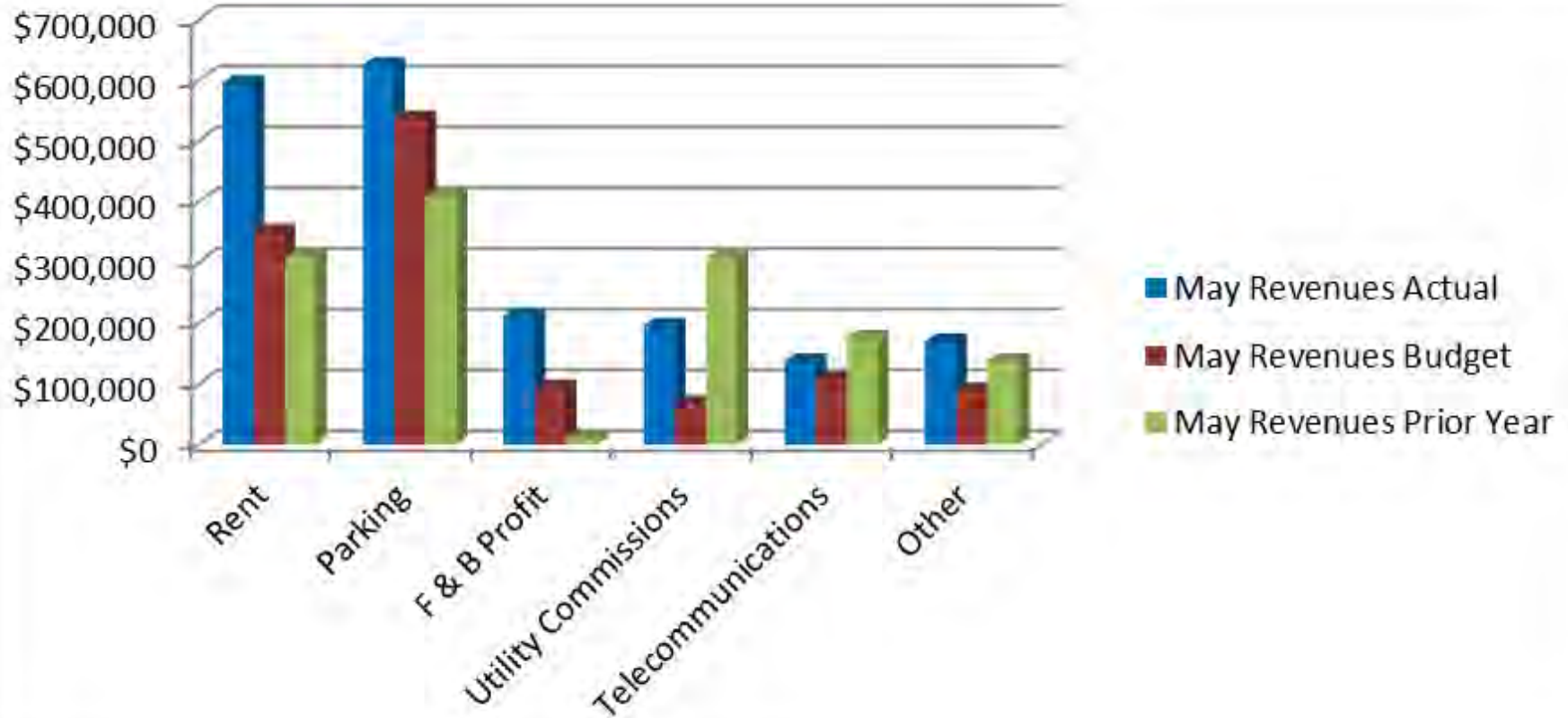
LACC May 2015 Financials

Operating Profit of \$141K

REVENUES

\$1.9 Million

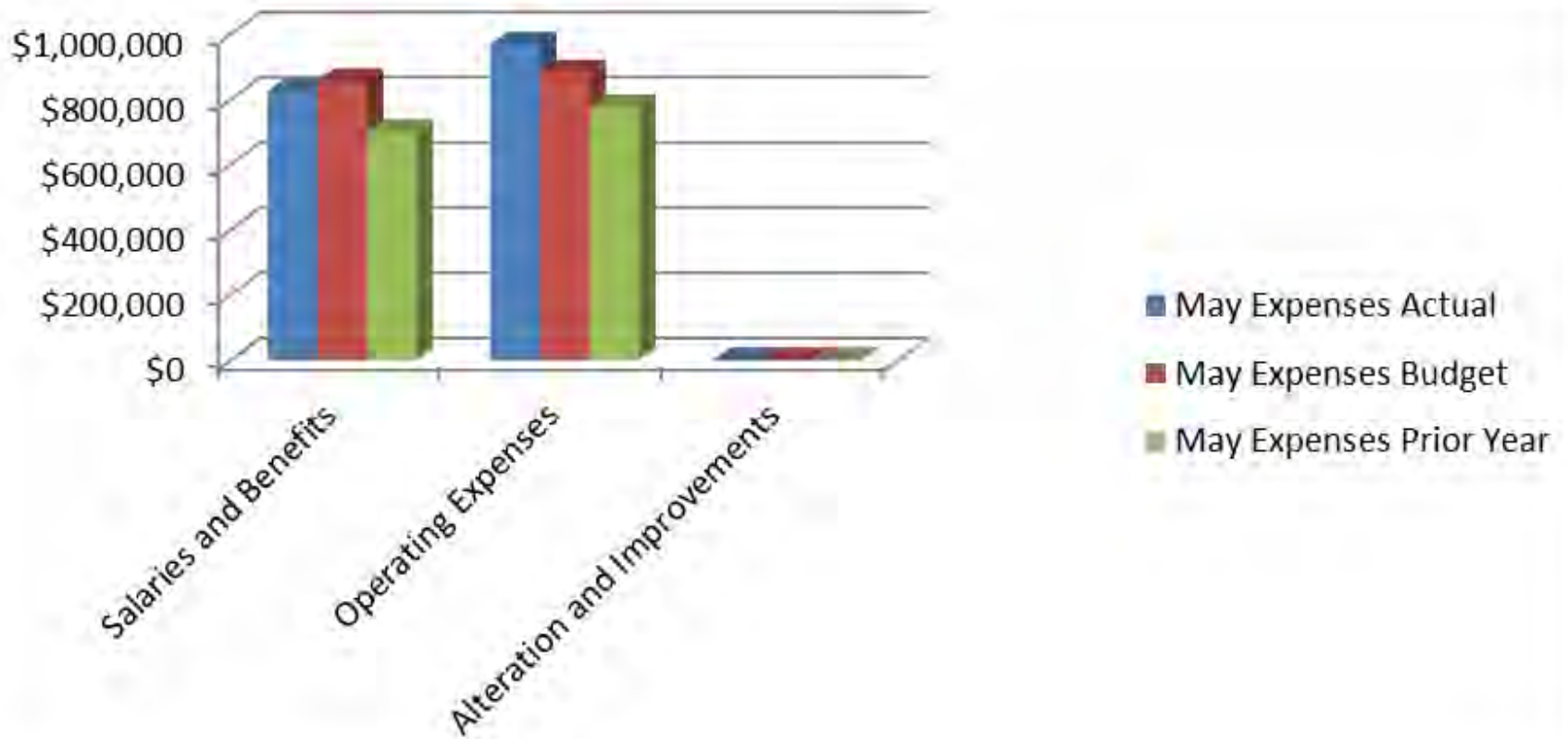
\$689K improvement to original Budget



LACC May 2015 Financials

Expenses

\$1.8 million Million for May
\$86K above budget



Occupancy

Calculation takes into consideration:

- 365 days of availability

- # of days of utilization including move-in, event and move out

- Size difference in different available space

Calculation example:

A convention center has two rentable halls. One is 80,000 sq. feet and the other is 20,000 sq. feet. Over the course of a year the larger space is occupied 40% (146 days) of the time and the smaller space is occupied 70% (256 days) of the time.

Occupancy = $((80,000/100,000) * .4) + ((20,000/100,000) * .7) = \underline{46\%}$
occupancy for the year

Occupancy

PricewaterhouseCoopers report on Convention Center occupancy states:

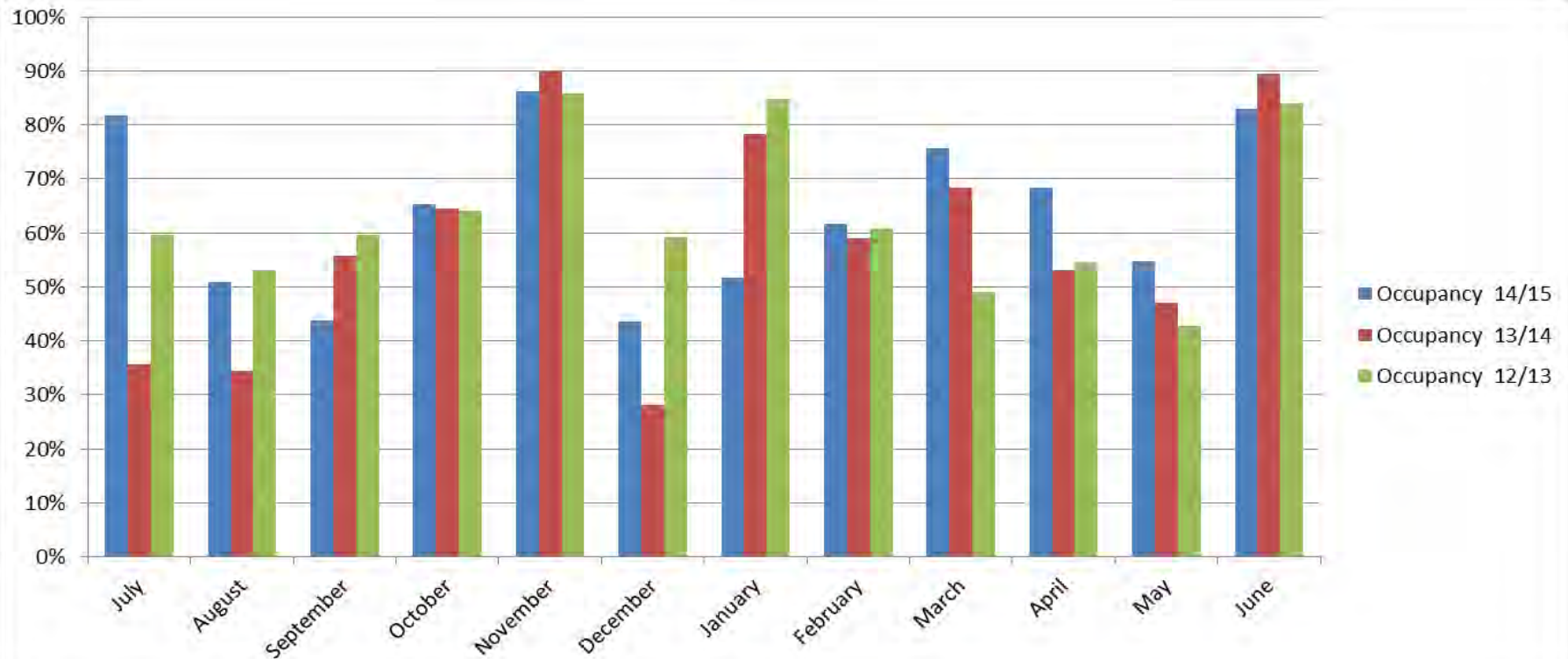
It has been recognized industry-wide that the “practical” maximum exhibit hall occupancy rate is approximately 70 percent and the “efficient” range is considered to be approximately 50 to 60 percent. Occupancy levels less than 50 percent generally suggest the existence of marketable opportunities or open dates, while an occupancy rate above 60 percent increases the potential for lost business or “turn-aways.”

Occupancy comparison to prior years

14/15 – 64.39%

13/14 – 59.76%

12/13 – 64.35%



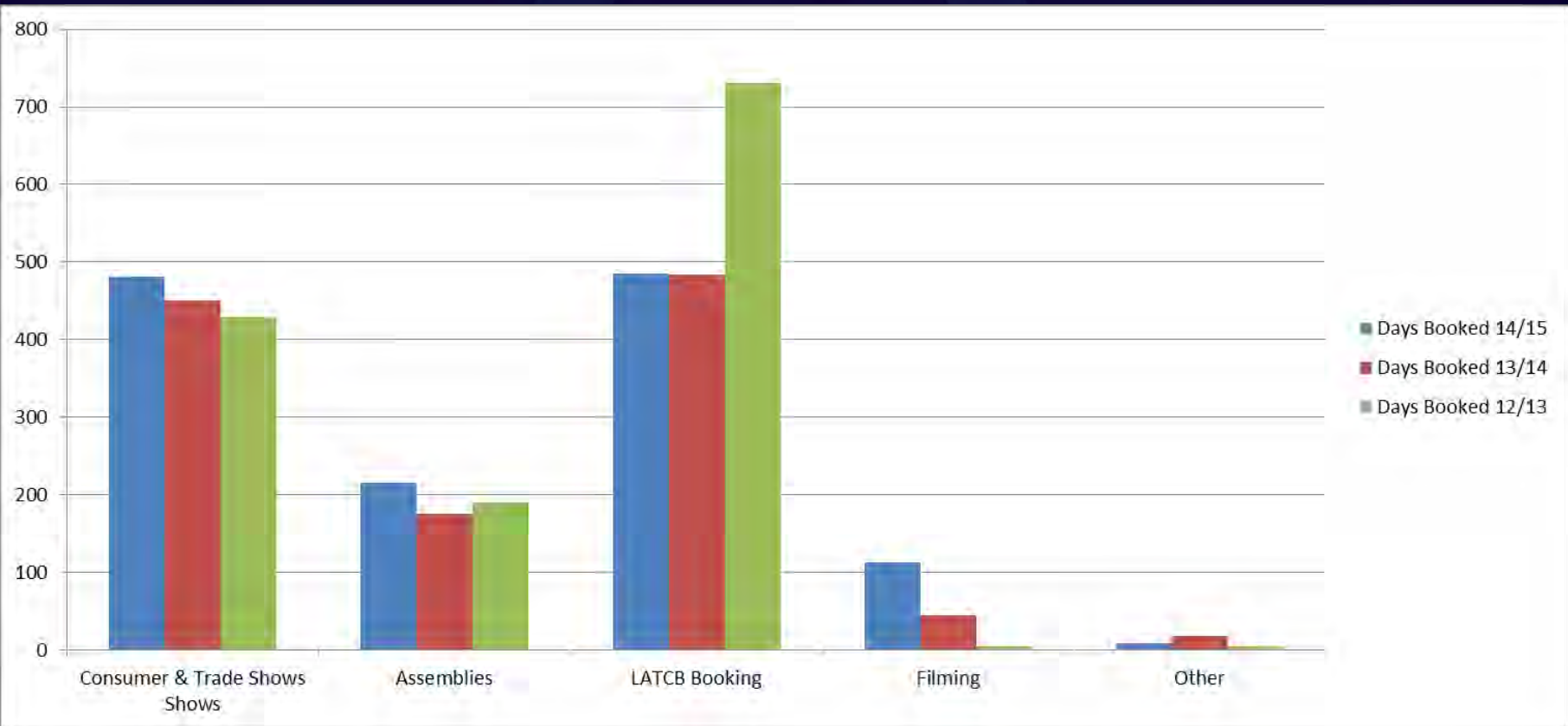
Days booked by Event type

Days Booked

14/15 – 1,302

13/14 – 1,107

12/13 – 1,360

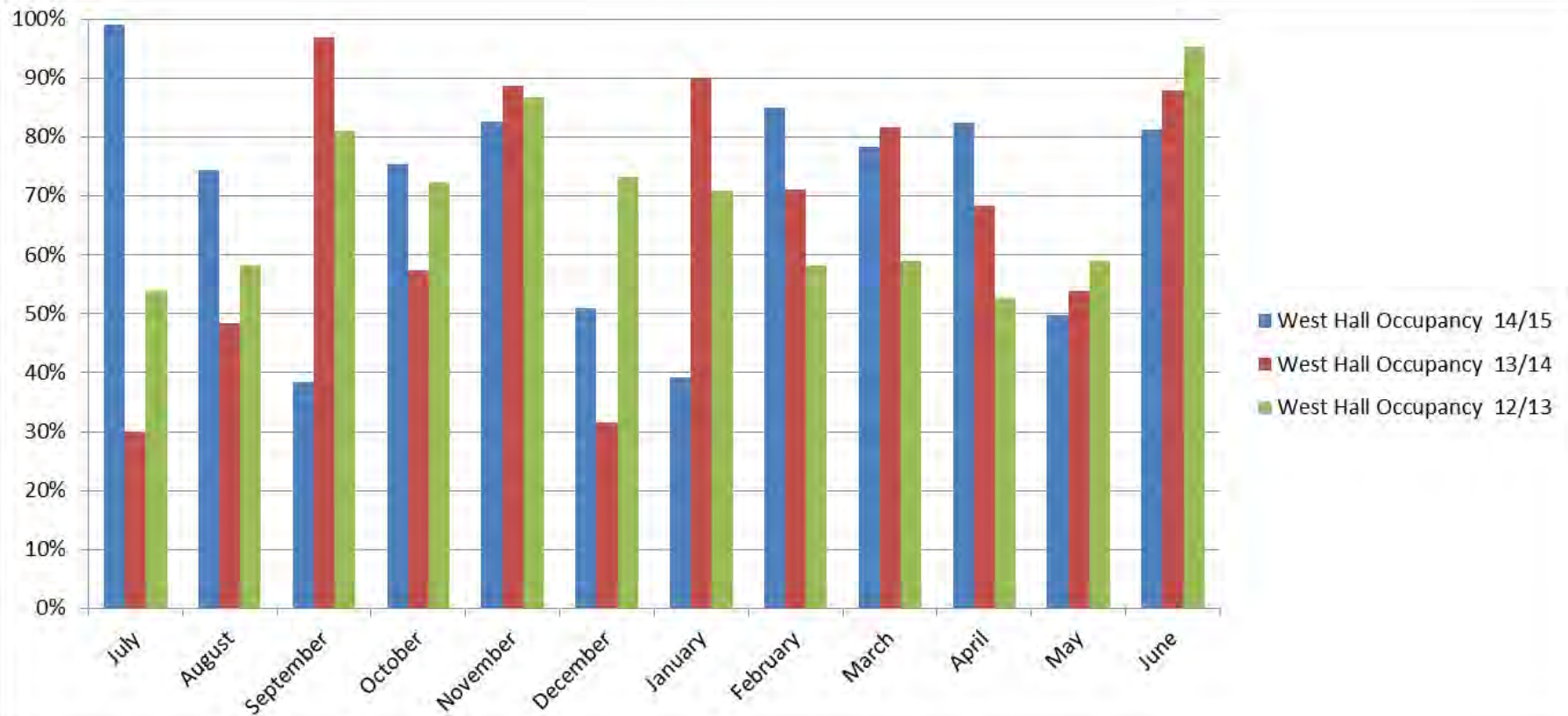


West Hall Occupancy

14/15 – 70%

13/14 – 67%

12/13 – 68%



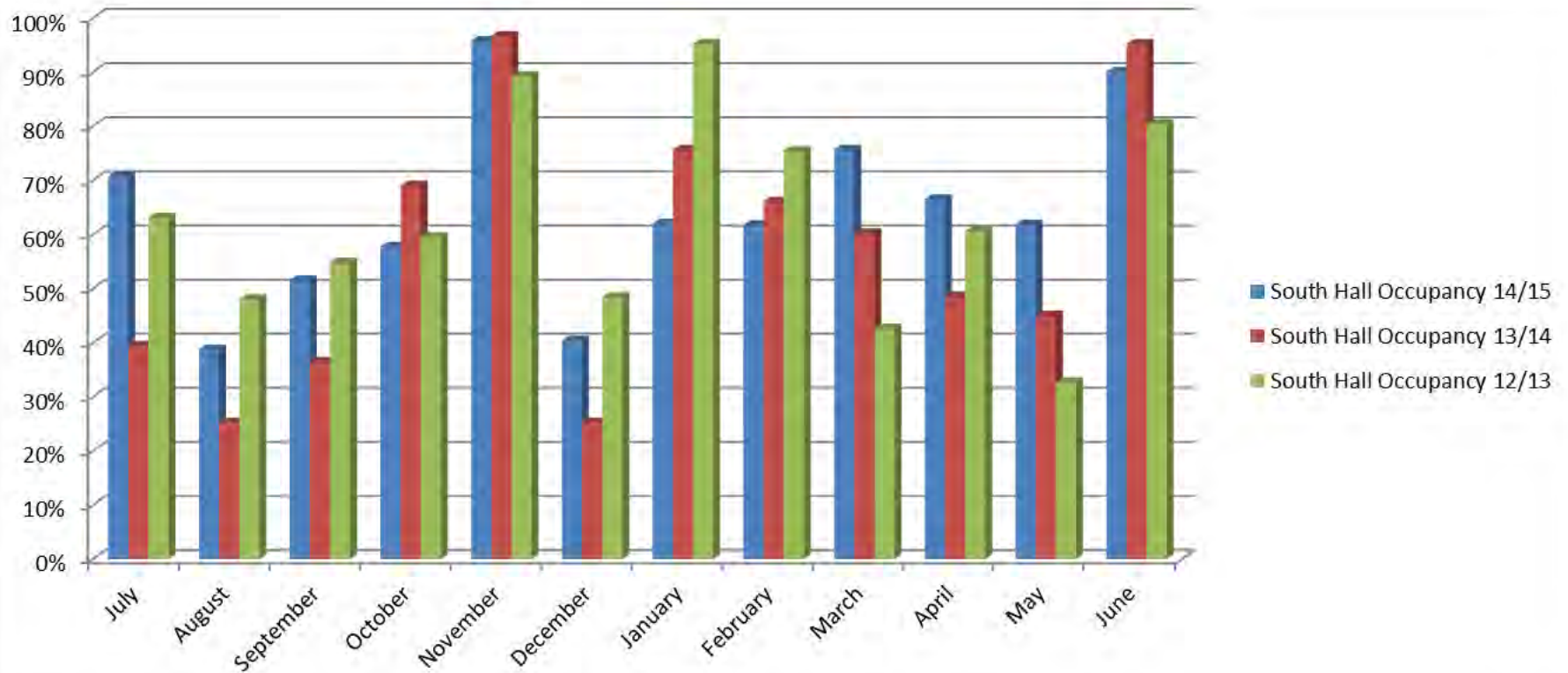
South Hall Occupancy

Overall occupancy

14/15 – 64%

13/14 – 57%

12/13 – 62%

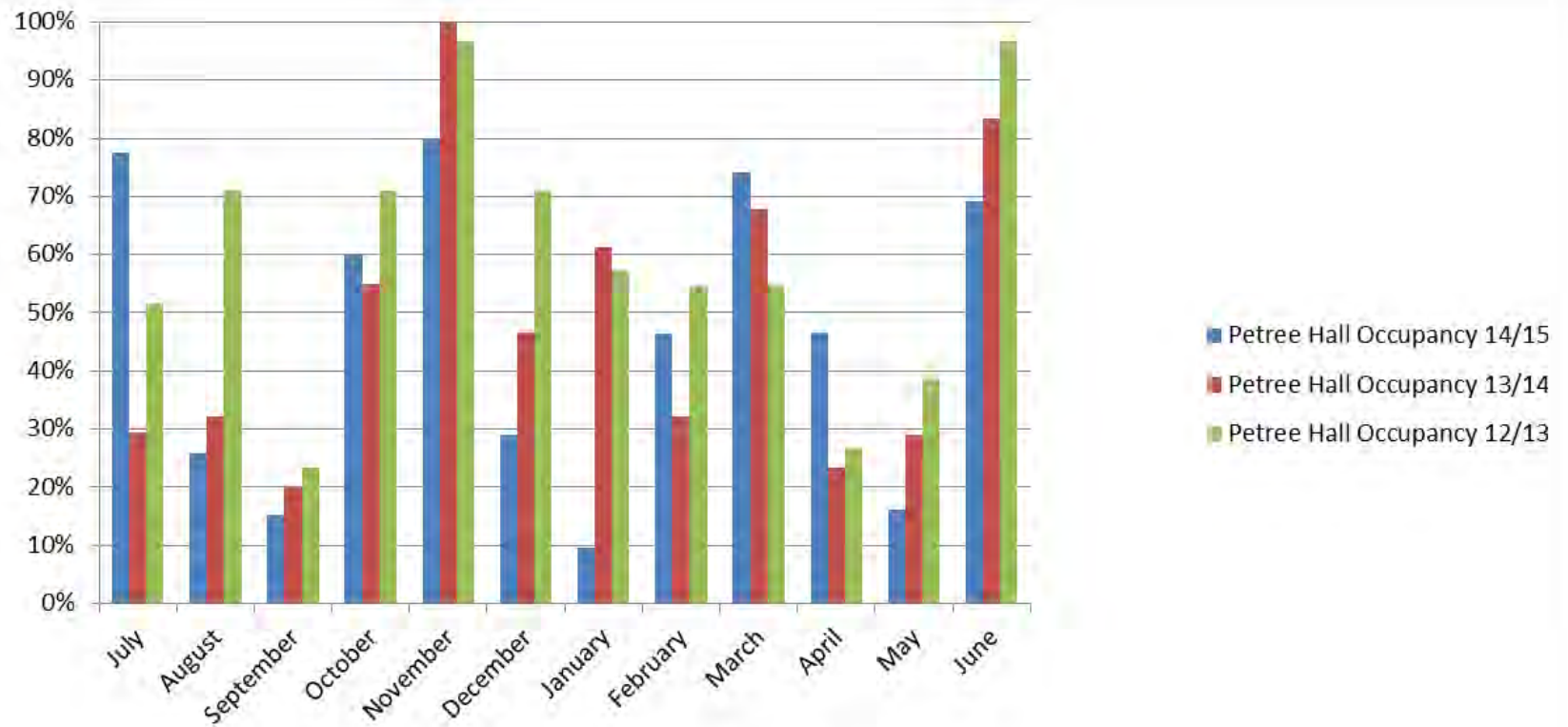


Petree Hall Occupancy

14/15 – 46%

13/14 – 49%

12/13 – 59%

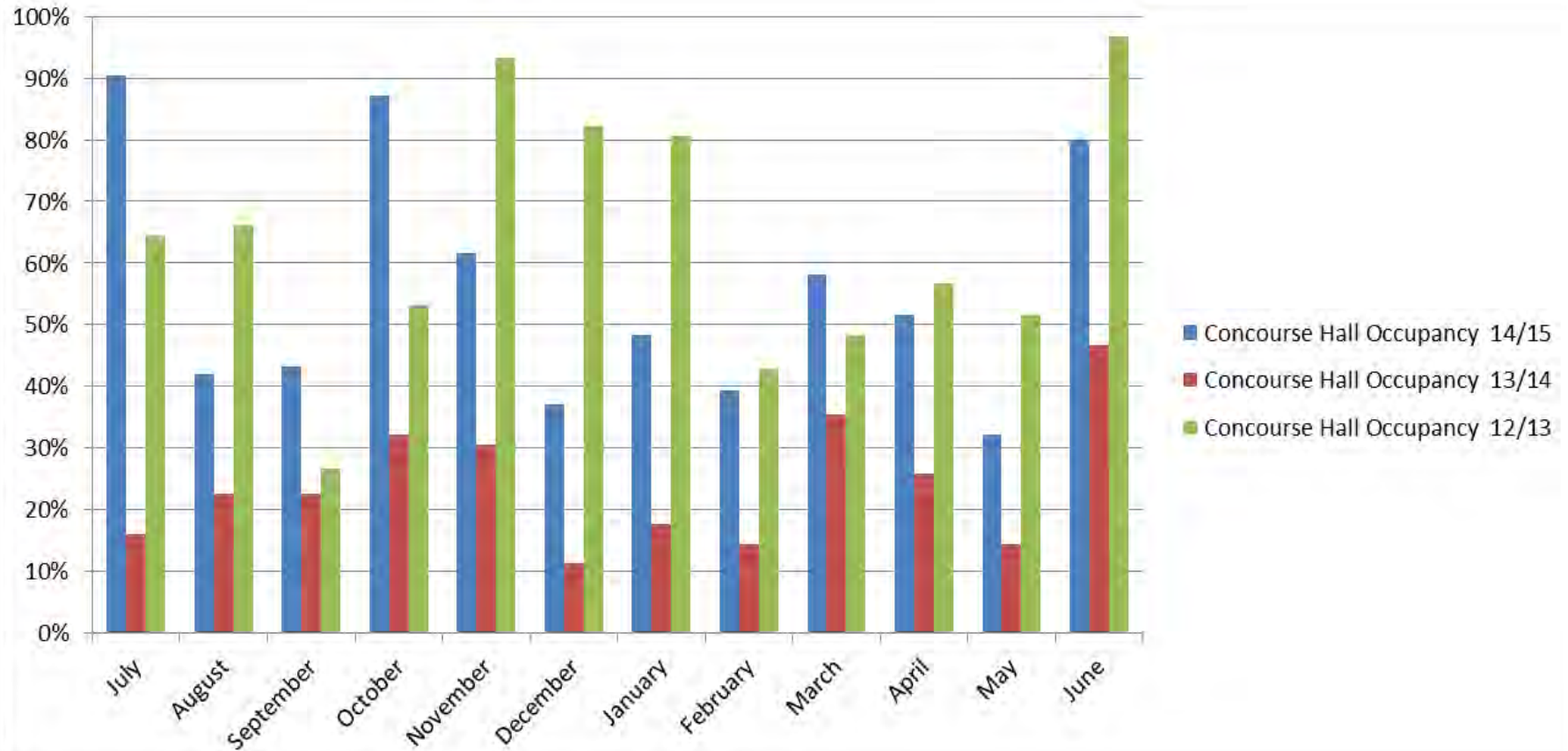


Concourse Hall Occupancy

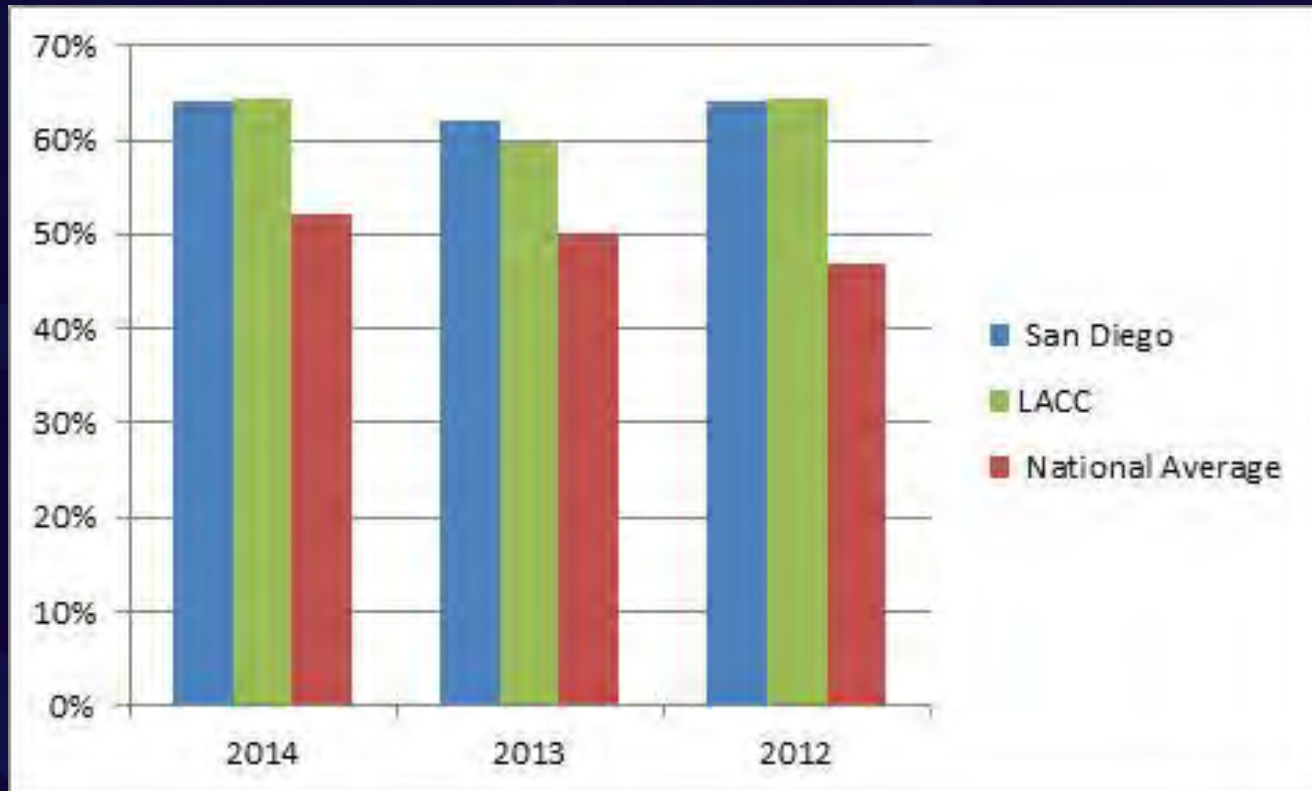
14/15 – 56%

13/14 – 52%

12/13 – 64%



How does LACC Compare?



LOOKING FORWARD



AEG-LACC
Revenue Expense by Category - Revenue Expense
From 05/1/2015 Through 05/31/2015

(In Whole Numbers)

	Period Actual	Period Budget	Period Budget Variance	Current Year Actual	YTD Budget - Original	YTD Budget Variance - Original	Total Budget	Budget Remaining	Percent Total Budget Remaining - Original
Revenue									
Rent									
Gross Rent	919,307	541,081	378,226	10,422,787	9,238,204	1,184,583	10,810,952	(388,165)	(4)%
Discounts	(323,690)	(190,481)	(133,209)	(3,360,247)	(3,269,751)	(90,496)	(4,667,699)	1,307,452	(28)%
Total Rent	595,617	350,600	245,017	7,062,540	5,968,454	1,094,087	6,143,254	919,287	15 %
Food and Beverage									
Food and Beverage Sales	993,243	820,000	173,243	11,319,945	10,824,706	495,239	12,679,987	(1,360,042)	(11)%
Food and Beverage Expenses	(781,357)	(726,217)	(55,140)	(9,858,546)	(9,185,821)	(672,725)	(10,474,041)	615,495	(6)%
Total Food and Beverage	211,886	93,783	118,103	1,461,399	1,638,885	(177,486)	2,205,946	(744,547)	(34)%
Utility Services									
Utility Sales	500,986	183,320	317,666	8,468,269	7,274,470	1,193,799	10,073,070	(1,604,801)	(16)%
Service Provider Share	(305,066)	(115,397)	(189,669)	(5,493,738)	(4,554,678)	(939,060)	(6,444,076)	950,338	(15)%
Total Utility Services	195,920	67,923	127,997	2,974,531	2,719,792	254,739	3,628,994	(654,463)	(18)%
Parking receipts (net of sales tax)	625,096	537,220	87,875	8,500,688	7,606,315	894,373	8,502,187	(1,498)	(0)%
Telecommunications									
Telecommunications Sales	383,260	305,500	77,760	2,721,154	2,038,827	682,327	2,749,127	(27,973)	(1)%
Service Provider Share	(246,017)	(198,575)	(47,442)	(1,736,626)	(1,325,238)	(411,389)	(1,786,933)	50,306	(3)%
Total Telecommunications	137,243	106,925	30,318	984,528	713,589	270,938	962,194	22,333	2 %
Audio Visual Sales	81,000	22,500	58,500	407,789	531,757	(123,968)	687,730	(279,941)	(41)%
Service Provider Share	(46,373)	(16,950)	(29,423)	(258,080)	(400,985)	142,906	(437,730)	179,650	(41)%
Total Audio / Visual	34,627	5,550	29,077	149,709	130,772	18,937	250,000	(100,291)	(40)%
Event Billing	86,189	42,400	43,789	892,668	543,945	348,723	620,445	272,223	44 %
Cell Towers	38,233	32,289	5,945	446,457	352,344	94,113	384,855	61,602	16 %
Advertising and Sponsorship	833	4,167	(3,333)	93,339	65,333	28,006	249,500	(156,161)	(63)%
Other Income	9,618	5,100	4,518	77,813	54,089	23,724	59,189	18,624	31 %
Total Revenue	1,935,261	1,245,957	689,304	22,643,673	19,793,519	2,850,154	23,006,563	(362,890)	(2)%
Expenses									
Personnel									
Salaries and Wages Full Time	563,542	566,691	3,149	6,087,915	6,341,895	253,980	7,252,977	1,165,062	16 %
Salaries and Wages Part Time	76,285	84,442	8,157	879,849	930,570	50,720	1,016,893	137,043	13 %
Parking Labor	54,766	50,578	(4,188)	687,681	771,016	83,334	864,016	176,334	20 %
Overtime	12,414	16,227	3,813	227,683	178,665	(49,018)	195,080	(32,603)	(17)%
Payroll Taxes	41,219	54,403	13,183	484,904	598,429	113,525	652,832	167,928	26 %
Fringe Benefits	72,564	78,664	6,100	769,629	864,416	94,787	944,747	175,118	19 %
Workers Comp	4,318	5,922	1,604	44,230	65,138	20,909	71,060	26,830	38 %
Total Personnel	825,108	856,926	31,818	9,181,892	9,750,129	568,237	10,997,604	1,815,712	17 %
Operating Expenses									
Event Expenses	100,692	47,366	(53,326)	1,143,155	587,886	(555,269)	674,935	(468,220)	(69)%
Staples Bond Share	83,333	83,333	0	916,667	916,667	0	1,000,000	83,333	8 %
Printing and Binding	3,783	4,002	220	58,624	58,127	(497)	62,130	3,506	6 %
Contracted Services	276,301	263,847	(12,454)	3,096,004	3,037,172	(58,832)	3,289,019	193,015	6 %
Field Equipment	495	6,563	6,068	132,139	96,193	(35,946)	102,718	(29,421)	(29)%
Maintenance Supplies	9,886	11,250	1,364	232,744	127,750	(104,994)	138,000	(94,744)	(69)%
Transportation Reimbursement	1,142	1,152	10	10,931	12,668	1,737	13,819	2,889	21 %
Parking Expenses	54,507	37,653	(16,853)	475,353	482,217	6,865	574,320	98,967	17 %
Utilities	337,808	340,564	2,756	4,436,821	4,317,900	(118,922)	4,841,146	404,324	8 %
Office and Administration	6,009	2,600	(3,409)	60,432	53,600	(6,832)	56,200	(4,232)	(8)%
Operating Supplies	26,521	24,417	(2,104)	274,535	270,230	(4,304)	294,647	20,113	7 %
Modification and Repairs	9,653	1,500	(8,153)	49,983	16,500	(33,483)	18,000	(31,983)	(178)%
Advertising and Promotion	26,962	21,712	(5,250)	120,163	268,482	148,319	292,443	172,280	59 %
Uniforms	324	1,000	676	19,964	11,000	(8,964)	12,000	(7,964)	(66)%
Recruiting	638	417	(222)	4,439	4,867	428	5,283	844	16 %
Employee Welfare	485	300	(185)	68,938	48,345	(20,593)	49,345	(19,593)	(40)%
Insurance	10,101	15,210	5,109	153,952	153,795	(157)	169,391	15,439	9 %
Start-up Expenses	0	0	0	28,710	0	(28,710)	0	(28,710)	0 %
Management Fee	14,846	15,471	626	163,304	168,384	5,079	364,105	200,801	55 %
Depreciation Expense	4,862	4,167	(696)	52,304	45,833	(6,471)	50,000	(2,304)	(5)%
Total Operating Expenses	968,347	882,523	(85,824)	11,499,160	10,677,615	(821,544)	12,007,501	508,341	4 %
Alterations and Improvements	0	0	0	24,250	0	(24,250)	0	(24,250)	0 %
Total Expenses	1,793,455	1,739,449	(54,005)	20,705,302	20,427,745	(277,557)	23,005,105	2,299,803	11 %
Net Income (Loss)	141,807	(493,492)	635,298	1,938,371	(634,226)	2,572,597	1,458	1,936,913	132,825 %

CTD Board of Commissioners Meeting

July 15, 2015

Los Angeles
TOURISM & CONVENTION BOARD





Citywide Convention Sales Update

Kathy McAdams
Vice President, Citywide Convention Sales



Citywide Convention Sales

FY 14/15 (July 1, 2014 to June 30, 2015) Lead Production

Lead Production	Leads Actual
FY 14/15 Goal	210
FY 14/15 YE	225
FY 13/14 YE	210

Sales Pipeline- Future Years

- YTD 14/15 **121 Leads**, representing **1,590,864 room nights**
- STLY 13/14 **156 Leads**, representing **1,955,070 room nights**

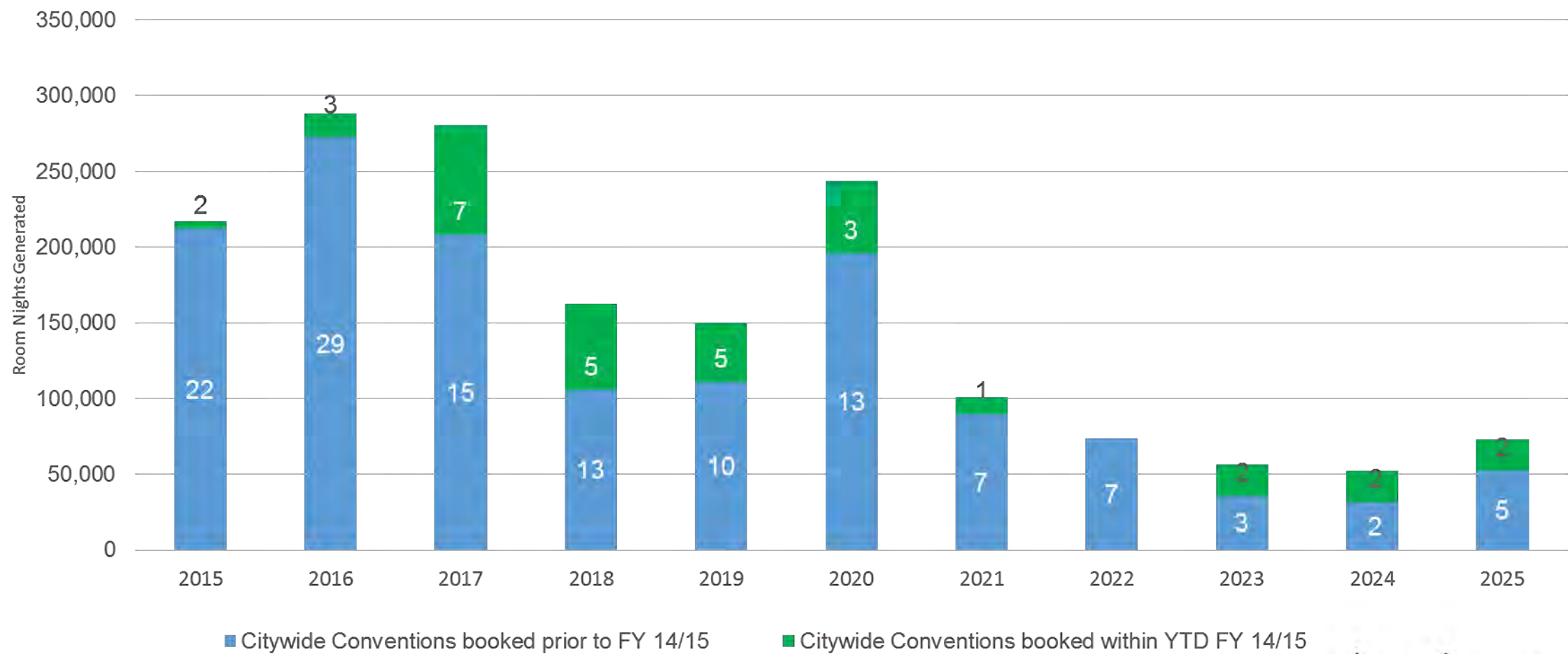
Citywide Convention Sales

FY 14/15 (July 1, 2014 to June 30, 2015) Booking Production

LOI Production	LOIs Actual
FY 14/15 Goal	38
FY 14/15 YE	34
FY 13/14 YE	26

Booked Room Nights Produced	RNs Actual
FY 14/15 Goal	351,000
FY 14/15 YE	356,087
FY 13/14 YE	212,059

Citywide Convention Sales Booked Room Nights 2015 to 2025 Calendar Year Arrival Date



34 Events booked during YTD FY 14/15 (July 1, 2014 – June 30, 2015) will generate 356,087 TRNs



Thank You

