

Los Angeles Convention Center

2009-2010 Annual Report

delivering.



welcome to Los Angeles!



The Los Angeles Convention Center (LACC) is an integrated World-Class facility successful in so many ways that contribute to the heart of Los Angeles. From cultivating the youth, fostering pride in the Los Angeles community, achieving the highest standards in Leadership in Energy and Environmental Design for Existing Buildings certification, and hosting spectacular events, the City is proud to be called home to the Los Angeles Convention Center.

As we entered into a new fiscal year, the Los Angeles Convention Center reached new heights and as this decade unfolds, I am confident that the Los Angeles Convention Center will soar.

I invite you to feel the passion, experience the productivity, and live in the purpose of the Los Angeles Convention Center as we deliver on the promises of a great venue.

A handwritten signature in black ink, appearing to read 'Antonio R. Villaraigosa'. The signature is fluid and cursive.

Antonio R. Villaraigosa
Mayor of Los Angeles





our mission

To serve the City of Los Angeles by enhancing its prominence as the only destination of choice for citywide conventions, exhibitions, trade shows, and high profile events. To perform as an economic and jobs engine for the region through primary and secondary client spending, and to support the promotion of the arts, sciences, humanities, and education. To effectively leverage the assets of the Sports and Entertainment District as a solid business partner and corporate citizen.



Above (top to bottom): The LACC interior at night; LACC executives planting a Podocarpus tree on LACC grounds as part of the Million Trees LA Initiative, May 2010. Left page: Ribbon cutting for the JW Marriott Hotel Los Angeles at L.A. LIVE, Feb 2010. (From left) Mark Liberman, President, LA INC., The Los Angeles Convention and Visitors Bureau; Javier Cano, General Manager, JW Marriott; Honorable Mayor Antonio Villaraigosa; Councilwoman Jan Perry; Ted Tanner, Executive Vice President, L.A. LIVE; Maria Elena Durazo, Executive Secretary-Treasurer, Los Angeles County Federation of Labor, AFL/CFO; Tim Leiweke, President and CEO, AEG; and Gary Smith, Chief Operating Officer, Pollstar.

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350+

events hosted in 2009-10

\$536M

estimated economic impact of
LA INC. future year bookings

30%

equivalent renewable energy
consumption in partnership with
the Los Angeles Department
of Water and Power

5

consecutive years of meeting
operating expenditures through
operating revenues





85%

increase in number of on-site film and still photography shoots for motion picture, television, and commercial advertising

800+

students participating in LACC's "Get in Touch with Your Future" youth and education program

38%

increase in new events booked

500+

part-time opportunities in hospitality, engineering, public relations, and administrative services

4

high-profile Hollywood banquets – Emmys Governor's Ball, Grammy MusiCares Gala, Grammy pre-telecast show, and Official Grammy After-Party

246

new bookings resulting from novel outreach campaign

5

awards received for LACC's efforts in support of the environment, local industry and community

57,000

feet of high speed data/voice cable installed



events

delivering... the unforgettable

The Los Angeles Convention Center is the premier location for hosting extraordinary events.

“We are committed to providing World-Class service to everyone who enters our doors, and are honored with the opportunity to provide great service to these wonderful events and to their respective patrons. Producing is a constant for any and all that we do!”

Pouria Abbassi, P.E.
General Manager & CEO
Los Angeles Convention Center

The Los Angeles Convention Center delivers by being the premier destination of choice for citywide conventions, tradeshow, meetings, and events. Our team of employees is committed to working with our clients to produce and deliver both creative and spectacular event experiences month after month, year after year.

From events such as the Grammy MusiCares Gala, L.A. Auto Show, to Million Trees Youth Conference, the Los Angeles Convention Center encompasses people of all ages and backgrounds and attracts them to one place, Los Angeles, the “Creative Capital of the World.”

events

“I would just like to say the service at the Los Angeles Convention Center was exceptional and has been so for the past three years. Congratulations on your fine team of professionals and we look forward to many more years working together.”

Dave Geoffrey
Executive Director
Southern California Marine Association
54th Annual Los Angeles Boat Show
February 2010

Left Page (top to bottom):

Taylor Swift wins a Grammy at the Grammy Pre-Telecast Award Show, Jan 2010; An all-star jam honored Neil Young as MusiCares Person of the Year at LACC's West Hall. Pictured from left to right are Sir Elton John, Sheryl Crow, Neko Case, T Bone Burnett, and Leon Russell.

Right Page (top to bottom):

LA Auto Show, Dec 2009; E3 Expo, June 2010; Lakers fans arrive at the LACC to show their spirit at the Lakers Fan Jam, March 2010.





environs

delivering... limitless recreation

With sports, entertainment, dancing and more all at your fingertips, the possibilities are endless.

The Los Angeles Convention Center's Sports and Entertainment neighboring district has been a growing expansion as it attracts visitors, high profile events and concerts weekly. With L.A. Live opening just last year, the area debuted its highly anticipated Ritz-Carlton and JW Marriott hotels in February this fiscal year.

The JW Marriott was officially lit up on its grand opening night, with Governor Arnold Schwarzenegger, Mayor Antonio Villaraigosa, Councilwoman Jan Perry, Marriott International President Arne Sorenson, Greg Vilkin of MacFarlane Partners, and AEG CEO Tim Leiweke as the VIPs in attendance.

With the addition of the convention center hotels, LACC visitors, exhibitors, and attendees can now find convenient accommodations while they enjoy the nightlife and entertainment at L.A. Live at their fingertips. There, they can find entertainment venues such as the Conga Room, Lucky Strike Lanes, Nokia Theatre, Club Nokia, Staples Center, Grammy Museum and enjoy posh dining at a wide selection of upscale restaurants.

environs

“ GlobalTex’s home at LACC has served us well and we look forward to continued growth over the upcoming years. We especially appreciate the service and attention received... Their contributions were invaluable...”

Bill Winsor

President and CEO

GlobalTex LA International Textile Fair

October 2009

Left Page (top to bottom):

Entertainment and recreational activities abound for Convention Center attendees within its adjoining district including: dining and dancing at the Conga Room; sports and entertainment at the Staples Center; and bowling and nightlife at Lucky Strike Lanes.

Right Page (top to bottom):

The Grammy Museum at L.A. Live; the newly opened JW Marriott and Ritz-Carlton hotels offer first-class accommodations for Convention Center attendees.





delivering... world-class fare

LACC's Food Services provides appetizing and environmentally conscious dishes that will make every event memorable.

Feeding a 720,000 square foot Convention Center that attracts over 2.5 million annual visitors, the Los Angeles Convention Center's premier Food and Beverage service operates all the concessions, catering, restaurants, and portable food stands at LACC. The Food Services division provides its clients and their events with delectable, creative, and environmentally friendly foods as well as distinguished service.

LACC's off-premise catering and event planning division, Aventura Catering, continues to exceed the expectations of its private and corporate clients through excellent service and visually delightful arrangements.

LACC has successfully executed environmentally friendly business and operation practices to deliver dishes that are not only pleasing to the palate, but also agreeable to the Earth. Some of these methods include:

- Used cooking oil transformed into biodiesel fuel
- Organic waste composting
- 100% biodegradable and compostable serviceware products
- Water efficient kitchen dishwasher that saves close to 630,000 gallons of water annually
- Recycling of glass, plastic, paper and other materials
- Increased purchases of organic and locally grown or sourced products

cuisine

“ Our objective was to improve upon last year. The convention center staff did not disappoint...We at the Television Academy agreed that this year’s Balls were better than 2009 which is the goal we always set for ourselves. We could not have accomplished our goals without the level of service we received from your staff.”

Frank Kohler
Chief Financial and Administrative Officer
Primetime Emmy Awards Governors Ball
September 2009

Left Page (top to bottom):
Culinary delights provided by LACC’s Food Services Division’s mobile Aventura Catering.

Right Page (top to bottom):
Tables set up at LACC’s West Hall for the night’s Grammy MusiCares Gala; Aventura Catering can also provide an impressive selection of desserts.



BONES



KIEFER SUTHERLAND



MONK



Tom Hanks
Catherine Zeta-Jones

The Terminal



JOHN TRAVOLTA NICO CACCIOPOLI



FACE/OFF



FEAR FACTOR



RUSH HOUR



the Holiday

CSI: Miami



CSI: Miami

delivering... on filmmaking

LACC is proud to support the Mayor's initiative in making Los Angeles more film friendly.

The Los Angeles Convention Center has wholeheartedly supported Los Angeles' efforts and initiatives in making this City an optimum location for filming. Through a focused approach towards streamlining processes and emphasis on outreach and client services, LACC has been blessed with the opportunity to host dozens of filming projects for movies, commercials, TV series and still photo shoots for models and vehicle backdrops.

Our clients have ranged from McDonald's, Volkswagen, Mitsubishi Motors, and Palm Pilot commercials to scenes for Warner Brother's "Cold Case" and "Nip/Tuck", NBC's "Heroes", ABC's "FlashForward", and CBS's "CSI: Miami." Other blockbuster films that have used LACC as a backdrop include:

- Heat
- Face Off
- Rush Hour
- Training Day
- Paycheck
- The Italian Job
- Gigli
- Old School
- Just Married
- Win a Date with Tad Hamilton
- Elisabethtown
- The Holiday
- Alvin and the Chipmunks, The Squeakquel

filming

“The entertainment industry is the bedrock of Los Angeles and we are taking the necessary steps to keep our signature industry here where it belongs.”

Honorable Antonio R. Villaraigosa
Mayor
City of Los Angeles

Left Page (top to bottom):

LACC has served as the backdrop for numerous television and movie productions; A “CSI: Miami” crew chair, October 2009.

Right Page (top to bottom, left to right):

A Philadelphia General Hospital scene prop used for the filming of FOX’s “Nurses” at LACC; The extras at the filming for NBC’s “Heroes” at LACC’s West Hall.





delivering... on sustainability

The Los Angeles Convention Center is helping to make Los Angeles “the Greenest Big City in the Nation.”

In September 2008, LACC became the first U.S. convention center and the first City of Los Angeles building of its size and age to be awarded certification in Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB) from the United States Green Building Council (USGBC). This fiscal year, LACC continues this stewardship in its efforts to advance towards the next level in LEED-EB.

Some of these efforts include solar panels on the South Hall exterior and Cherry Street parking garage, addition of newer energy efficient lighting, partnership with Geo Green Biofuels to recycle up to 100 gallons of used trans-free cooking oil on a weekly basis, installation of approximately 190 low flush urinals throughout the Center to help conserve an estimated 1,000,000 gallons of water annually, and modification of exhibit hall doors so that they maintain the air conditioning within the hall.

LACC hosted its 2nd Annual “Earth Aware, Doing Our Share” Earth Day event on April 21, 2010. On this day, close to 500 local students helped LACC adopt trees from the Million Trees LA project and participated in various interactive earth-friendly activities. Exhibitors included UCLA’s COSEE West, USC’s Sea Grant Program, the Los Angeles Department of Water and Power (LADWP), and the Bureau of Sanitation. Students learned about LACC’s earth-friendly programs and got a glimpse of the kind of impact they can make on the world.

earth

“ LACC is a model environmental-friendly facility. Its solar panels are capable of meeting the electricity needs of an estimated 100 homes, and its recycling, energy efficiency and water conservation programs help the environment.”

Downtown's Emerald (excerpt)
LA Downtown News
November 9, 2009

Left Page (top to bottom):

Solar panels on LACC's South Hall; The Honorable Mayor Antonio Villaraigosa visits the Home Decorating Show.

Right Page (top to bottom, left to right):

Bushnell Elementary School students plant a tree at LACC's Gilbert Lindsay Plaza; A youth takes advantage of one of the many educational tools available during LACC's "Earth Aware, Doing Our Share" Earth Day event.





community

delivering... public advocacy

We endeavor to inform citizens of opportunities to improve and better their well-being and thus contribute to a global society.

Youth. LACC's "Get In Touch With Your Future" youth and education enrichment program encourages hundreds of elementary, middle, high school, and vocational students to obtain higher education, protect the Earth, contribute to society, and succeed. In its fourth consecutive year, this program has been developing learning excursions, collaborative programs with events hosted on site, and internships in the hospitality, culinary, engineering, and automobile industries for students in Los Angeles and abroad. From programs such as "LACC Student Tours" and "Bring Your Kids to Work Day", students learn about the many job and internship opportunities at LACC, receive an exclusive tour of the facility's inner-workings, and an all-access tour of prominent select events. At the April "Earth Aware, Doing Our Share" Event, students learned about LACC's earth-friendly programs and practices of our City partners to create a more sustainable environment.

Community. LACC has hosted several community events attended by thousands of local Angelenos. Notable events included the November Turkey Give-Away where turkeys were distributed to over 2,200 local Angelenos, and the March "Get out the Count" Census Awareness Day, an event in line with the Mayor's Office of the Census.

community

“The Los Angeles Convention Center is one of the most important and unique assets in the City of Los Angeles.”

Honorable Wendy Greuel
Controller
City of Los Angeles

Left Page (top to bottom):

Santee Education Complex Students from LACC's "Get In Touch with Your Future" Student Tour explores the cars at the LA Auto Show, Dec 2009; LACC employees and the Honorable Councilmember Jan Perry at LACC's "Get out the Count" Census Awareness Day, Mar 2010.

Right Page (top to bottom):

New U.S. citizens waving their flags at the Naturalization Ceremony at LACC's West Hall, March 2010; LACC Executive Chef Rick Wineman interviewed live by Univision 34 reporter at LACC's Turkey Giveaway Event, Nov 2009.



message from the CEO and General Manager

The Los Angeles Convention Center (LACC) has continued with its focus on delivering a world-class venue to Los Angeles and to the World. To this end, LACC proudly completed the 2009-10 fiscal year having met or exceeded every operational, financial and community goal within its strategic annual plan while faced with the most unique and diverse set of circumstances, opportunities and challenges experienced by this organization over the past decades.

In the midst of continuous and degrading economic trends, impacting all industries and markets and in particular the hospitality, meeting and event industry, LACC was tasked with delivering unsurpassed value in support of both the regional hospitality industry and the recently completed Sports and Entertainment District of L.A. LIVE.

The elevation of the hospitality and tourism sector as the number one engine of Los Angeles economy and jobs, further cemented the significance and critical nature of LACC's role as an iconic reflection of this great city and her aspirations. In parallel with this recognition, it was clear that LACC was to achieve operational excellence in an environment of severe fiscal and administrative City-wide constraints. More than ever, the growing need for LACC to continue delivering a positive track record of operational self-reliance and fiscal solvency was ever-present.

In the 2009-2010 Fiscal Year, the LACC hosted 139 hall events, 152 meeting room events, 7 spe-

cial functions and banquets and 39 filmings and photo shoots while posting one of the highest hall occupancy rates within the industry nationwide. The events collectively generated \$25.7M in gross operating revenues, and \$22.1M in net operating revenues. In the filming/photo shoot category alone, LACC experienced an 85% increase in the number of such events and a 24% increase in derived revenues related to this type of activity. LACC also booked 246 new events, an increase of 38%, and 311 repeat events resulting in the largest cumulative booking pace of the past few years.

LACC will once again look to be among the few centers nationwide, if not the only one, that delivers both excellent service and solid business output.

Additionally, and of special note, was that through collaboration with the Mayor's Office, LA INC., L.A. LIVE and the hospitality community, we attained two short term mega events: the

American Heart Association's Scientific Sessions Convention (November 3-7, 2012) and the Microsoft 2011 Worldwide Partner Conference (July 10-14, 2011). Both events required significant calendar moves and flexibility. These events alone will result in close to \$100M in future positive economic impact for Los Angeles. The Electronic Entertainment Expo (E3)

also processed contracts for three years in Los Angeles worth over \$60M in economic impact.

Furthermore, we delivered in the areas of: increased filming at LACC; the launch of the Consulate Corps program; interior marquee sign upgrades; implementation of the new LACC

LACC will once again look to be among the few centers nationwide, if not the only one, that delivers both excellent service and solid business output.

Greeter Program; forward progress in reaching the next level of U.S. Green Building Council certification for Leadership in Energy and Environmental Design for Existing Buildings; designing a \$1 million parking services application to significantly facilitate the ins and outs of parking patrons; adding a Mandarin Chinese language version of our website;

completion of an upgrade of our Information Technology networking and cabling infrastructure; and completion of a multitude of organizational and infrastructure projects.

In addition to delivering stellar support to signature events such as the Greater L.A. Auto Show,

on the horizon...

E3 signs 3-Year Contract

LACC is proud of its continuing successful relationship with the Entertainment Software Association (ESA). "There is much to be said about a convention of this magnitude returning to the entertainment capital of the world," said Los Angeles Mayor Antonio Villaraigosa. "The video game industry is one of the few industries in the nation that continues to show signs of growth, and ESA's three-year commitment to Los Angeles is a testament to our City's formidable hospitality and technology sectors."



Above: Game enthusiasts visit the Tron exhibit at E3, June 2010.

Los Angeles Books Microsoft Worldwide Partner Conference for 2011

Mayor Antonio Villaraigosa announced on May 10, 2010 that the City of Los Angeles will host the Microsoft 2011 Worldwide Partner Conference (WPC) on July 10-14, 2011. Mayor Villaraigosa and First Deputy Mayor Austin Beutner worked closely with senior Microsoft officials to bring the global conference to the City based on the area's world-class conference facilities, hotels, restaurants and entertainment.

American Heart Association Coming to Los Angeles in 2012

The American Heart Association, a national voluntary health agency whose mission is to build healthier lives free of cardiovascular disease and stroke, has selected Los Angeles for its annual Scientific Sessions meeting from Nov. 3-7, 2012. This is the first time the association has held its national convention in LA. More than 28,000 delegates are expected to attend the four-day event that will use approximately 45,000 hotel room nights.

Right Page (top to bottom, left to right): Pouria Abbassi tours with the Honorable Mayor Antonio Villaraigosa during another successful year of E3, June, 2010; The LACC executive team and family of employees; Over 70 VIP consulate guests were treated to a contemporary three-course lunch created by LACC's Executive Chef Rick Wineman and served by LACC's Food Services team during the Los Angeles Consular Corps Luncheon held at the Los Angeles Convention Center, Apr 2010; The Honorable Mayor Antonio Villaraigosa after giving the keynote speech at the Los Angeles Consular Corps Luncheon.

Grammys and Emmys, and hundreds of other small and large events in the 2009-10 fiscal year, LACC delivered great value to our community through active and recognized participation in the 2010 U.S. Census awareness campaign effort, expansion of our youth and education programs and continuous focus on our environmental objectives.

LACC's performance in the 2009-10 fiscal year is also a testament to its rich culture and pride in representing the best of Los Angeles before a regional, national and international audience.

pride in representing the best of Los Angeles before a regional, national and international audience.

In closing, I would like to take this opportunity to acknowledge and show our appreciation for the women and men of LACC for delivering on all fronts as we look forward to the opportunities that the 2010-11 fiscal year will bring to our organization.

The LACC's family of employees, our partners, stakeholders and the City's leadership greatly contributed to the strategic vision and success that has been realized as the fundamental basis and uniqueness of LACC's unprecedented performance in the recent years. LACC's performance in the 2009-10 fiscal year is also a testament to its rich culture and



Pouria Abbassi, P.E.
General Manager and CEO
Los Angeles Convention Center

in the news...

Like a light that can't be missed, LACC has caught the eyes of leading publications garnering over 22 positive local, national, and trade headlines and over 10 television clips due to its attention grabbing achievements such as cultivating future leaders of the world, becoming the first U.S. convention center of its size and age and first Los Angeles city building to be LEED-EB certified, and supporting the City's movements.



Above: A KNBC reporter interviews a Census representative at LACC's "Get out the Count" Census Awareness Day at Gilbert Lindsay Plaza, March 2010.

Through the 2009-2010 fiscal year, the LACC has been featured in Trade Show Week magazine, Trade Show Executive magazine, Los Angeles Business Journal, Los Angeles Downtown News, LA Daily News, The Los Angeles Times, La Opinion, Alive! Monthly and on broadcast stations Telemundo, Univision, KCBS 2, KCAL 9, KNBC 4, KTLA 5, KABC 7, KTTV FOX 11, KRCA-62, LA City View 35, and radio stations KNX 1040, KPCC 89.3, and KFWB 980 AM.



financials and statistics

Statement of Operating Income and Expenses

Preliminary Non-GAAP (to be updated when GAAP Financial Statements become available)

Period Ended June 30, 2010

FY 2009-2010

Operating Revenue

Exhibit Hall and Meeting Room Rentals	\$ 9,680,751
Utility Services	8,231,795
Parking	6,106,910
Food Services Operating Profit	701,557
Miscellaneous	1,069,374
Total Operating Revenue	\$ 25,790,387

Operating and Administrative Expenses

Salaries	\$ 13,412,179
Utilities	4,085,052
Contractual Services	2,457,473
Repairs, Materials, and Supplies	464,247
Office and Administration	114,734
Advertising and Other Promotion	125,555
Miscellaneous	78,724
Total Operating and Administrative Expenses	\$ 20,737,964

Income (Loss) from Operations	\$ 5,052,423
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Deductions from Operating Income

L.A. Convention & Visitors' Bureau Discounts	\$ (3,342,519)
City Council Waivers	(3,683)
Total Deductions from Operating Income	\$(3,346,202)

Income (Loss) from Operations before Depreciation and Transfers	\$ 1,706,221
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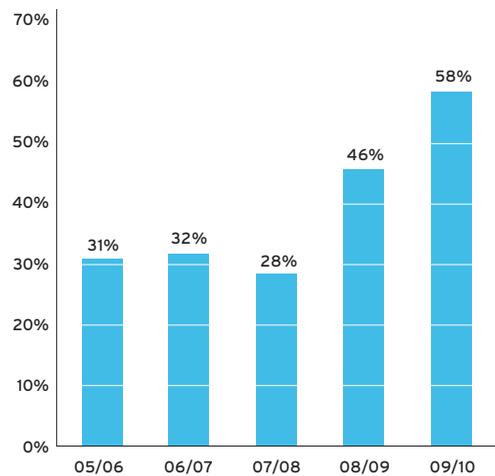


Cable Show, May 2010.

Space Rental Revenue from Filming and Photo Shoots (in thousands)



Percentage Increase in Gross Operating Revenues per Employee Compared to 2004-05 FY



“LA is a dynamic, exciting city that inspires creativity and innovation. It’s an ideal setting for our global community of 15,000 partners from 120 countries to share their ideas and energy for technology and business opportunities in the years ahead. We look forward to furthering our long, rewarding relationship with the city and community and are sure our partners and employees will make the most of their time in LA.”

Steve Ballmer, Chief Executive Officer
Microsoft Corporation

we thank our partners

The Los Angeles Convention Center (LACC) continues to be the only destination of choice among exhibitors for local, regional, national, and international events. Our aim is to discover new revenue possibilities that will not only benefit the people and local economy, but also uphold Los Angeles as the Capital City of the 21st Century. This drives

us to form collaborative and strategic partnership opportunities to solidify LACC's position. As a result, LACC continues to collaborate with City of Los Angeles departments, industry associations, local community organizations, and clients nationwide and worldwide to identify and nurture the hosting of the best industry events.





Photo courtesy John W. Adkisson. Los Angeles Times graphic, Copyright © 2010. Reprinted with Permission.



we thank the City of Los Angeles

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MAYOR

Antonio R. Villaraigosa

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Top row (left to right): Council President Eric Garcetti at the Urban Marketplace event; LACC CEO & General Manager Pouria Abbassi and Councilman Bill Rosendahl at the LEED Ceremony at the City of Los Angeles Council Chambers; Councilwoman Jan Perry mailing her Census forms at LACC's "Get out the Count" Census Awareness Day; Middle row: The Honorable Mayor Antonio Villaraigosa interviewed by a KNBC reporter at the LA Auto Show press conference at LACC; Bottom row (left to right): Councilman Tom LaBonge welcomes back the Los Angeles Times Travel & Adventure Show at a Press Conference inside LACC; City Councilmembers and LACC Executives at the LACC Turkey Giveaway Event. (Left to right: Top row: Councilman Jose Huizar, Councilman Herb J. Wesson Jr., Councilman Ed Reyes, Councilwoman Janice Hahn. Second row: LACC Food Services General Manager Duane Gornicki, LACC CEO & General Manager Pouria Abbassi, LACC Executive Chef Rick Wineman, and Councilwoman Jan Perry); City Controller Wendy Greuel is joined by Pouria Abbassi, LACC CEO & General Manager, during a LACC press conference.



Los Angeles Convention Center

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LACClink.com