

BRAD'S BLOG

Congratulations and thanks to all of you for making our first year of managing the Los Angeles Convention Center a great success. We hosted over 350 events, drawing in 2.5 million attendees in 2014. Although the City projected continued operational losses for our first year, we managed to end the year with a small financial surplus, which is virtually unheard of in the convention center industry.

Perhaps more importantly, we have improved the maintenance, cleanliness, operations and services of the Convention Center as a whole, which has resulted in an overall rating of 90% favorable through surveying of our licensees after each event. We're very proud of these enhancements and our efforts have made our client, the Los Angeles Department of Convention & Tourism Development, very happy. Suffice it to say, we exceeded our goals and the City's expectations for our first year managing the LACC, and 2014 was a very successful year.

I'm confident that 2015 is going to be even better. We have more events booked and revenues should continue to grow as we improve operational efficiencies. We will also learn whether "Plan A"- the Farmers Field/LACC improvements project or "Plan B"- LACC Expansion and Modernization Project will move forward. Either option will drastically improve the LACC, and will result in a modern, upgraded facility, which will help us compete and continue to make the LACC and Los Angeles the destination of choice for conventions, meetings, corporate events and tradeshows. It's an exciting time to be a part of the Los Angeles Convention Center!



EVENTS UPDATE



Check out the LACC Team photo taken 12/2014

COMIKAZE 2014

Stan Lee's Comikaze is Los Angeles' first and only large-scale, multi-media pop culture convention. Comikaze assembles the most exciting and innovative in comics, video games, sci-fi, fantasy, horror and all things pop-culture. Over 63,500 eager fans attended.

LA AUTO SHOW 2014

The LA Auto Show is one of the most influential and best-attended auto shows globally and spans more than 870,000 square feet. This year's event saw nearly 60 vehicle debuts and drew nearly 1 million visitors to the Convention Center!

IAEE EXPO! EXPO! 2014

The leading event in the exhibitions and events industry allowed attendees to explore the latest trends, exchange ideas, and network with colleagues from around the world. The Expo! Expo! attracted more than 2,200 attendees and featured 265 exhibitors over two days.

STAND DOWN LA 2014

The size & scope of the first annual LA event was the largest ever held in the United States and provided homeless & at-risk veterans & families a wide array of services over 3 days. The AEG Foundation provided a \$10,000 financial contribution in support of the event.

UPCOMING EVENTS

January 23-26, 2015
California Gift Show

January 31, 2015
College Expo

February 7-8, 2015
TheFitExpo Los Angeles

February 19-22, 2015
LA Boat Show

SALES & MAREKTING SPOTLIGHT

2014: *The Unconventional Year at the LACC*

In 2014 the LACC hosted about 300 events, several of which showcase the transformative capabilities of the facility to hold events not typically hosted at convention centers.

Aside from hosting unique events ranging from volleyball to equestrian competitions, the LACC saw an increase of over 30% in filming activity. Given the LACC’s proximity to Hollywood, the Center served as a desirable filming location for many major films and hit TV Shows, including New Girl, Ted 2, Interstellar, and Gone Girl to name a few.

Up Next?

2015 promises to be a busy & exciting year! We look forward to hosting many returning events but we are also thrilled & honored to host the single biggest event in Los Angeles since the 1984 Olympic Games: Special Olympics World Games Los Angeles 2015. With 7,000 athletes and 3,000 coaches representing 177 countries, along with 30,000 volunteers and an anticipated 500,000 spectators, spanning across multiple venues throughout LA, this will be the largest sports & humanitarian event in the world in 2015.

QUARTER HIGHLIGHTS

LEADER OF THE QUARTER: EMILIANO SOTO

TEAM MEMBERS OF THE MONTH Q4

October: Stefanie Tomlin, Event Manager

November: Carlos Castillo, Carpenter

December: Jennifer Madrigal, Security



TEAM MEMBER EVENTS:

Date: All Company Meeting Jan 9, 2015

Date: MLK Holiday Jan 19, 2015

Date: Celebration for all January Birthdays Jan 28, 2015



We successfully completed phase 1 of the AEG Encore program. We are committed at LACC to create lasting memories at LACC from our LA Auto Show, to the American Welding Society meeting. Each event will exceed our guest expectations, every time.

We have had 31 team members spin the wheel for prizes. We are looking forward to elevating the program to the next phase. As our Team members continue to sizzle and shine a little brighter here at LACC.

GREEN

Spreading holiday cheer this season is easy and environmentally friendly with our animated corporate holiday e-card! This will allow you to spread holiday cheer in an environmental friendly way.

FUN

Lots of Team building activities: The Halloween pumpkin carving contest, the birthday celebrations and may more fun events. **Tip-4 keys to service excellence are: Safety, Courtesy, Show, and Efficiency. Remember to HAVE FUN!**

SAFETY

The primary goal of AEG S.A.F.E. is to promote and develop a culture of safety by ensuring a safe working environment and an injury/illness free workplace.

Follow the 4 initiatives below:

- Increasing awareness
- Communication
- Accountability
- Compliance

WELCOME TO OUR NEW LACC TEAM MEMBERS

Wendy Davila
Security Guard

Carlos Perez
Security Guard

Luis Reyes Jr.
Security Guard

Carlos Tejada
Security Guard

Michael Cluck
Carpenter

Christopher Flores
Security Guard

Kurt Larson
Electrician

Patrice Tealer
Security Guard

Joshua Roberson
Security Guard

Arturo Patino
Security Guard

Christopher Paulson
Plumber

Luisa Rodriguez
Security Guard

Robert Reynoso
Carpenter

Ruby Propst
HR Administrative Assistant