



# 2019–2020 ANNUAL REPORT

Los Angeles

CONVENTION  
CENTER

Managed By  **ASCM**  
Avenue





## FROM THE GENERAL MANAGER

It is my honor to present you with the sixth Los Angeles Convention Center (LACC) Annual Report. For the better part of the year, we were on track to reach our goals and deliver additional revenues to the city. In March the worldwide COVID-19 pandemic impacted our business more profoundly than anything to date. Nevertheless, I am filled with pride for all we accomplished. As they say, "Tough times don't last. Tough teams do."

This year brought the merger between AEG Facilities and SMG which was finalized in October of 2019. ASM Global, as we are now known, is the world's largest venue management company. The Los Angeles Convention Center is now part of a network of over 300 venues worldwide committed to delivering successful and unforgettable experiences.

The LACC and the Los Angeles Department of Convention and Tourism Development (CTD) continue to enjoy a strong public-private partnership. Since 2013 when the Center was first awarded the contract for private management, we have consistently surpassed goals and established a reputation for success.

This past year was no exception. Despite the COVID-19 disruption, the LACC ended the fiscal year with an operating surplus of \$4.8 million, before reimbursing the City of Los Angeles \$3.9 million for CTD expenses, Staples Bond payment and allocation for other city services. \$800,000 of the surplus from previous years was invested into 17 alteration & improvement (A&I) projects during the 2019-2020 fiscal year.

The LACC remains committed to improving sustainability efforts each year. We continue to actively pursue zero waste implementation by creating new solutions to assist in generating less waste. This year's sustainability highlights include diversion of nearly 1MIL pounds of construction and demolition waste from landfill; recycling 178 tons of cardboard, glass, aluminum, plastic and paper; replacing 51 faucets with low-flow alternatives saving approximately 700,000 gallons of water annually; creating a Zero Waste checklist for planners to ensure less waste before, during, and after their events; establishing new donation partners such as LA LGBT Center, Girl Scouts of

America, Project 24 and the Salvation Army Center, donating over 200 tons of items and materials; establishing the first Human Experience Survey to promote a healthy green building, as well as measuring building satisfaction, carbon footprint, and modes of transportation to the LACC in support of LEED recertification.

On March 19, 2020, Los Angeles Mayor Eric Garcetti issued a "Safer at Home" emergency order calling for the citizens of the City of Los Angeles to remain in their residences to reduce the spread of COVID-19. To comply with public health orders, the LACC closed its doors to public events.

In late March, Levy Restaurants was awarded a contract to prepare meals for home-bound senior citizens throughout Los Angeles. Over time, the number of weekly meals prepared and packaged for the City of Los Angeles "Serving Our Community" initiative grew from about 8,500 to nearly 12,500. Levy was subsequently awarded a contract to participate in Project Room Key, a city program supplying 3 meals per day for people experiencing homelessness who are living in hotels during the pandemic.

In response to the COVID-19 emergency, the LACC was also home to a Field Medical Station (FMS). South Hall GH was fully equipped to take on patients in the event of a surge at the local hospitals. Although never actually used by patients, the FMS was activated by the mutual aid law enforcement who were stationed at the facility for one week in early June during protests throughout the City of Los Angeles.

Thank you for your continued support and interest in the LACC. We remain committed to serving our community and the events industry at large. We whole-heartedly look forward to re-opening our doors and getting back to business very soon!

  
**Ellen Schwartz**  
General Manager of the  
Los Angeles Convention Center





# LACC MISSION STATEMENT

To serve the city of Los Angeles by providing exemplary facilities and services to our event producers and attendees and to generate significant economic benefits for the Greater Los Angeles region. Additionally, our goal is to leverage our assets within the Sports and Entertainment District to provide event and entertainment opportunities to our citizens.

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## SIGNATURE EVENTS

Los Angeles Convention Center (LACC) is proud to offer clients and guests versatile, flexible space capable of accommodating a myriad of events ranging from medical conventions to the most sought-after consumer shows and special events.

### ADOBE MAX

NOVEMBER 2019

Renowned as the premier creativity conference, Adobe MAX returned to the LACC for their eighth edition, this time with the theme: "Empowering Creativity for All." The immersive experience attracts graphic designers, art directors, tech/business strategists, film/video professionals, digital artists and loyal fans and users of Adobe creative products. A community of 15,000 attendees found motivation



### ANIME EXPO

JULY 2019

Anime Expo (AX) has been synonymous with the Fourth of July holiday in DTLA for 12 years and this past year was no exception. Organized by the Society for the Promotion of Japanese Animation, AX brings together over 100,000 fans and industry stakeholders from Japan, the US, and all over the world for the largest celebration of Japanese pop culture in North America. Mind-blowing costumed fans come together as a community for the best in Japanese entertainment, music, fashion and video games through interactive sessions and exhibits spanning over 867,000 square feet of event space.



### BERNIE 2020 RALLY

MARCH 2020

The LACC became part of the 2020 election story when presidential hopeful, Senator Bernie Sanders hosted a rally in South Hall just days ahead of the California Democratic Primary. The rally drew 17,000 supporters and over 200 media outlets, making it the campaign's largest rally event. The event was energized with performances by Chuck D and Public Enemy Radio, Latin Grammy award-winning artist Ana Tijoux and appearances by actor Dick Van Dyke, comedian Sarah Silverman and self-described artist, organizer and freedom fighter Patrisse Cullors.





## BEAUTY CON

AUGUST 2019

Dubbed as "where Sephora meets Coachella," BeautyCon is LA's annual experiential beauty retail festival where marketing, entertainment and shopping collide. Roughly 45,000 eager beauty devotees came to sample product, snap a photo in front of colorfully branded Instagram-ready activations, secure a selfie with their favorite digital influencer and shop at over 150 exhibit booths. The BeautyCon main stage featured electrifying panel discussions with movers and shakers such as Priyanka Chopra, Marsai Martin, Maxine Waters, Ciara and Angela Davis

## 2020 INTERNATIONAL STROKE CONFERENCE

FEBRUARY 2020

Hosted by the American Heart Association and the American Stroke Association, the International Stroke Conference (ISC) is the world's premier meeting dedicated to the science and treatment of cerebrovascular disease and brain health. The conference, held in Los Angeles for the fourth time, featured more than 1,700 compelling presentations that emphasize basic, clinical and translational sciences as they evolve toward a better understanding of stroke pathophysiology. In the span of 2.5 days, ISC 2020 welcomed over 4,500 registered attendees and exhibitors and presented numerous late-breaking studies changing and developing more effective stroke therapies.



## LA ART SHOW

JANUARY 2020

As a destination renowned for creative expression and revolution, it is no wonder that the LA Art Show continues to lead the way with innovative programming and one-of-a-kind experiences for an ever-growing audience of art collectors and enthusiasts. This event, which celebrated its 25th year in 2020, is the unparalleled international art experience with over 120 galleries from more than 20 countries exhibiting painting, sculpture, works on paper, installation, photography, fashion, design, video and performance.





# RESPONSE TO COVID-19

In March 2020, as the Covid-19 pandemic began to impact our business, the LACC took immediate action to protect employees and mitigate revenue losses.

Team members were set up with existing tools to effectively work from remote locations. Staff unable to work remotely were supplied proper Personal Protective Equipment and educated on safe protocols such as physical distancing, frequent handwashing and reporting any potential exposure to COVID-19.

Event organizers with near-term bookings were contacted immediately to preserve their events. Some programs were cancelled, while others were successfully moved to future dates.

Cost saving measures included re-negotiation of vendor contracts, reduction of workforce to meet short-term and long-term strategies, temporary salary reductions and reducing non-essential expenditures. Additionally, strategic discussions were held with the LACTD regarding short-term and long-term goals and operational execution and objectives.

In preparation for re-opening the Center, the LACC began the process for GBAC accreditation to earn the confidence of clients and attendees. Simultaneously, the implementation of ASM's VenueShield program commenced. To expedite achievement of both goals, preparation of the LACC's Roadmap to Recovery effort was developed.

During the months of March through June 2020, revenues for the LACC were recognized through:

- Enterprise Rent-A-Car Leasing 3,000 parking spaces
- Field Medical Station in South Hall
- F&B operations for the City of Los Angeles **Serving Our Community** and **Project Room Key** initiatives, preparing meals for senior citizens and people experiencing homelessness
- Increased footprint of 5G coverage, leading to additional revenue with cell partners




## 2019-2020 HIGHLIGHTS



 **118,078**  
Citywide Total Room Nights



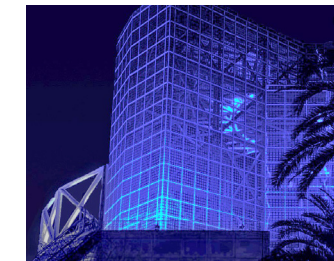
 **175-bed**  
Field Medical Station set up as precaution for surge capacity in area hospitals



 **2,000+**  
National Guard staged at LACC to support local law enforcement during citywide protesting in May/June



 **17**  
Alteration and Improvement Projects Completed



**BLUE TOWER PROGRAM**  
Established to promote high standards of safety and wellness within the facility and infectious disease prevention practices

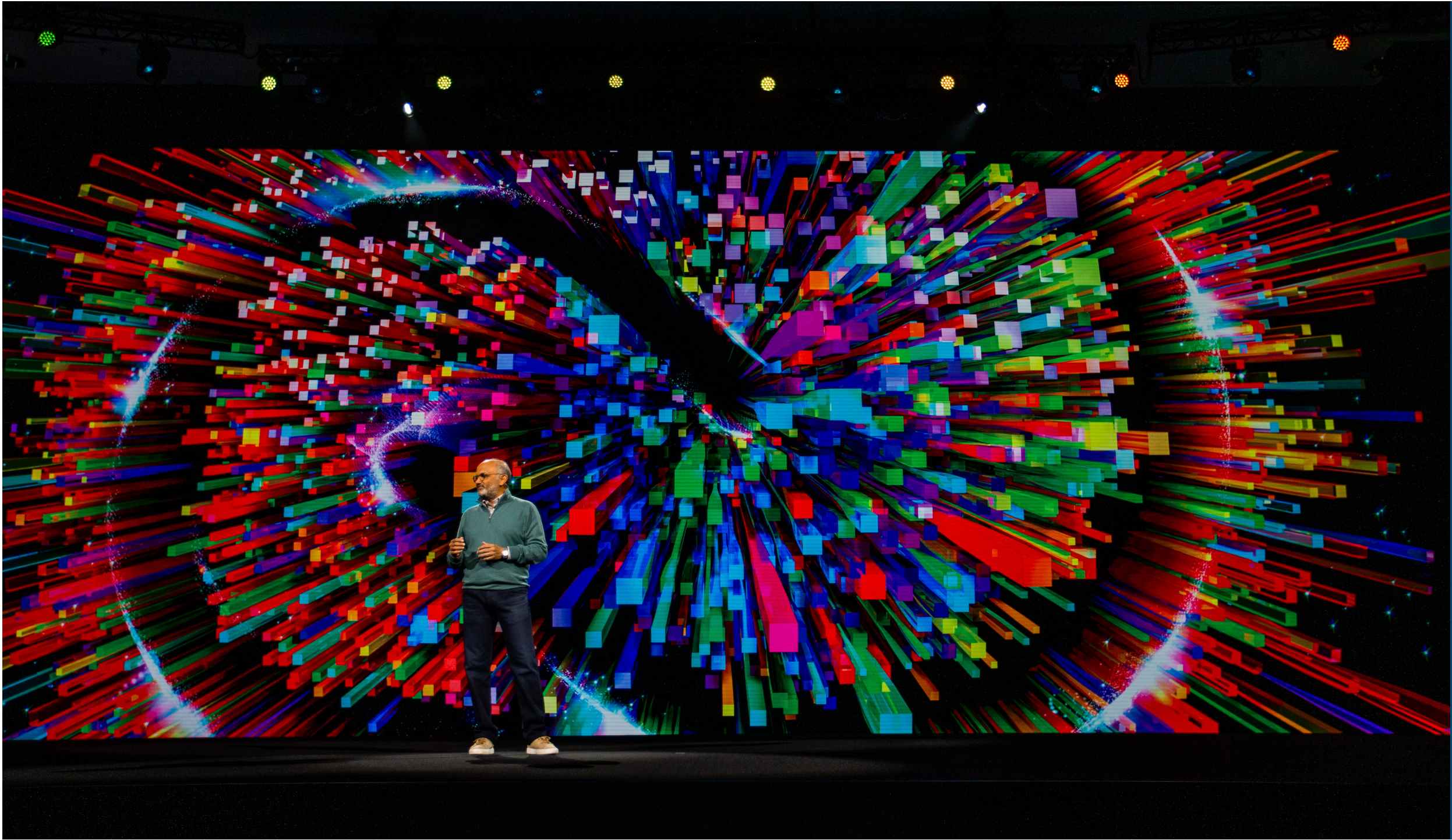


**HUMAN EXPERIENCE SURVEY**  
Established to measure building satisfaction while promoting a healthy green building



# FISCAL YEAR 2019–2020 FINANCIAL PERFORMANCE

Under private management, the Los Angeles Convention Center (LACC) exceeded operational expectations for the seventh consecutive year.



**\$436 Million**  
Economic Impact

**\$231 Million**  
Direct Attendee Spending

**\$11.8 Million**  
Tax Revenue Generated

**\$4.7 Million**  
Operating Surplus

**\$9.1 Million**  
Building Reserve



# OPERATING PROFIT

The LACC concluded the fiscal year with an operating profit of \$4.7 million before reimbursing the City of Los Angeles \$3.9 million.

Since taking over management in December 2013, ASM Global (formerly AEG Facilities) has generated a total operating profit of over \$49.7 million.

\$4.7M

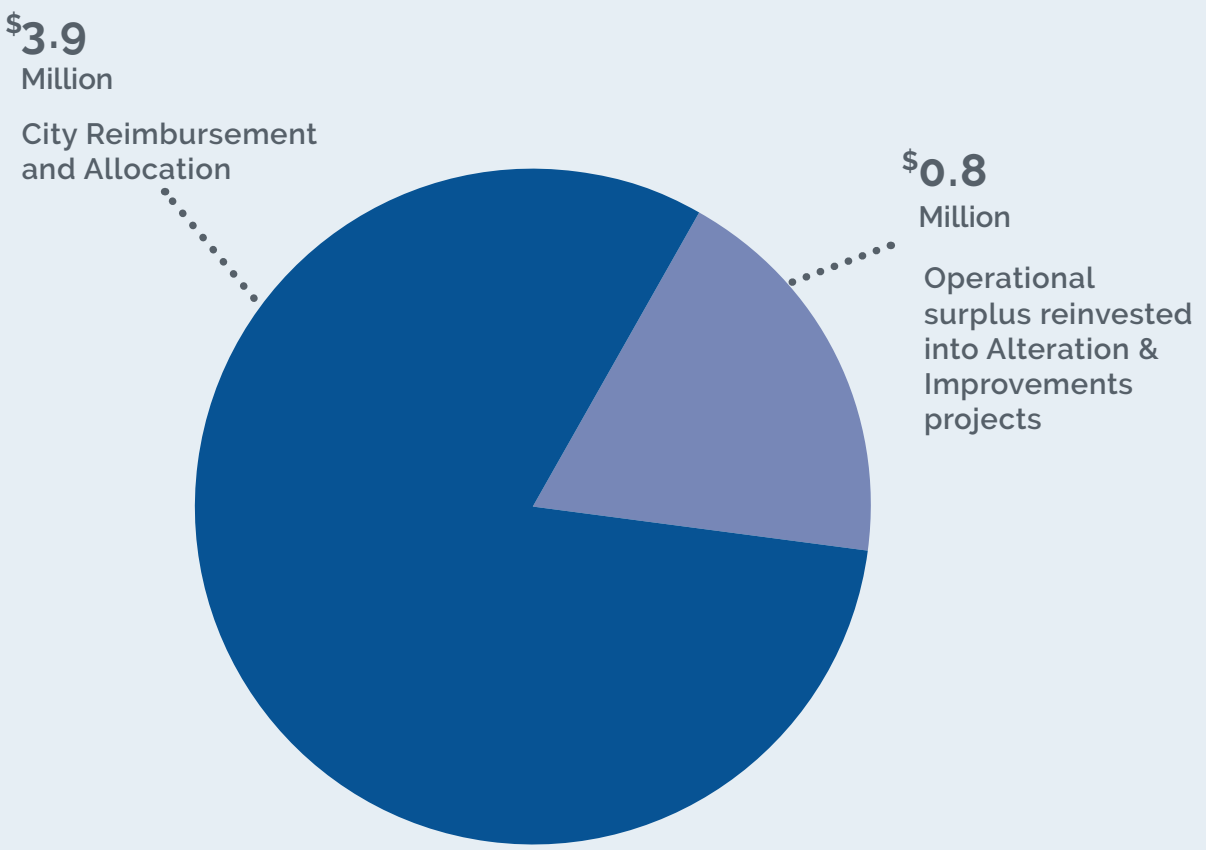
7/1/19–6/30/20

|                      |                       |                       |                      |
|----------------------|-----------------------|-----------------------|----------------------|
| <u>\$8.3 Million</u> | <u>\$10.1 Million</u> | <u>\$10.2 Million</u> | <u>\$9.7 Million</u> |
| 7/1/18–6/30/19       | 7/1/17–6/30/18        | 7/1/16–6/30/17        | 7/1/15–6/30/16       |

2019–2020 figures reflect event cancellations and closure of the facility from mid-March onward due to the COVID-19 global pandemic



# OPERATING SURPLUS DISTRIBUTION



2019–2020 figures reflect event cancellations and closure of the facility from mid-March onward due to the COVID-19 global pandemic



# REVENUES BY CATEGORY

| RENT                                   | FOOD & BEVERAGE<br>Net to LACC         | UTILITY COMMISSION<br>Net to LACC      | PARKING                                 |
|--|--|--|---|
| \$7.5M                                 | \$3.7M                                 | \$3.6M                                 | \$9.5M                                  |
| 7/1/19–6/30/20                         | 7/1/19–6/30/20                         | 7/1/19–6/30/20                         | 7/1/19–6/30/20                          |
| <u>\$6.7 Million</u><br>7/1/18–6/30/19 | <u>\$4.9 Million</u><br>7/1/18–6/30/19 | <u>\$5.1 Million</u><br>7/1/18–6/30/19 | <u>\$12.4 Million</u><br>7/1/18–6/30/19 |
| <u>\$8.0 Million</u><br>7/1/17–6/30/18 | <u>\$4.9 Million</u><br>7/1/17–6/30/18 | <u>\$5.4 Million</u><br>7/1/17–6/30/18 | <u>\$12.9 Million</u><br>7/1/17–6/30/18 |
| <u>\$7.3 Million</u><br>7/1/16–6/30/17 | <u>\$4.1 Million</u><br>7/1/16–6/30/17 | <u>\$5.5 Million</u><br>7/1/16–6/30/17 | <u>\$12.6 Million</u><br>7/1/16–6/30/17 |
| <u>\$8.2 Million</u><br>7/1/15–6/30/16 | <u>\$4.2 Million</u><br>7/1/15–6/30/16 | <u>\$4.3 Million</u><br>7/1/15–6/30/16 | <u>\$11.8 Million</u><br>7/1/15–6/30/16 |

2019–2020 figures reflect event cancellations and closure of the facility from mid-March onward due to the COVID-19 global pandemic.

# REVENUES BY EVENT TYPE

| LATCB/<br>CITYWIDE                      | CONSUMER<br>SHOWS                       | ASSEMBLIES                              | TRADE SHOWS                             |
|---|---|---|---|
| \$10.1M                                 | \$10.3M                                 | \$4.0M                                  | \$1.5M                                  |
| 7/1/19–6/30/20                          | 7/1/19–6/30/20                          | 7/1/19–6/30/20                          | 7/1/19–6/30/20                          |
| <u>\$13.6 Million</u><br>7/1/18–6/30/19 | <u>\$11.1 Million</u><br>7/1/18–6/30/19 | <u>\$4.5 Million</u><br>7/1/18–6/30/19  | <u>\$2.0 Million</u><br>7/1/18–6/30/19  |
| <u>\$14.3 Million</u><br>7/1/17–6/30/18 | <u>\$12.2 Million</u><br>7/1/17–6/30/18 | <u>\$4.3 Million</u><br>7/1/17–6/30/18  | <u>\$2.9 Million</u><br>7/1/17–6/30/18  |
| <u>\$14.4 Million</u><br>7/1/16–6/30/17 | <u>\$10.8 Million</u><br>7/1/16–6/30/17 | <u>\$3.9 Million</u><br>7/1/16– 6/30/17 | <u>\$2.0 Million</u><br>7/1/16– 6/30/17 |
| <u>\$11.6 Million</u><br>7/1/15–6/30/16 | <u>\$11.2 Million</u><br>7/1/15–6/30/16 | <u>\$3.9 Million</u><br>7/1/15–6/30/16  | <u>\$2.7 Million</u><br>7/1/15–6/30/16  |

2019–2020 figures reflect event cancellations and closure of the facility from mid-March onward due to the COVID-19 global pandemic.



EXPENSES

WAGES & SALARIES

\$12.1M  
7/1/19–6/30/20

\$12.5 Million  
7/1/18–6/30/19

\$11.6 Million  
7/1/17–6/30/18

\$10.9 Million  
7/1/16–6/30/17

\$10.1 Million  
7/1/15–6/30/16

UTILITIES

\$5.0M  
7/1/19–6/30/20

\$4.9 Million  
7/1/18–6/30/19

\$5.2 Million  
7/1/17–6/30/18

\$5.1 Million  
7/1/16–6/30/17

\$5.0 Million  
7/1/15–6/30/16

OPERATING EXPENSES

\$6.0M  
7/1/19–6/30/20

\$6.9 Million  
7/1/18–6/30/19

\$7.3 Million  
7/1/17–6/30/18

\$6.2 Million  
7/1/16–6/30/17

\$5.5 Million  
7/1/15–6/30/16

2019–2020 figures reflect event cancellations and closure of the facility from mid-March onward due to the COVID-19 global pandemic.

BUILDING THE RESERVE

In keeping with convention center management best practices, the LACC set out to build a financial reserve of \$2.1 million within the five years of its initial private management agreement. While no additional funds were added to the reserve this year due to the fallout of the COVID-19 pandemic, the reserve remains at \$9.1 million at conclusion of this fiscal year, far surpassing the initial goals.

\$9.1M  
IN THE RESERVE

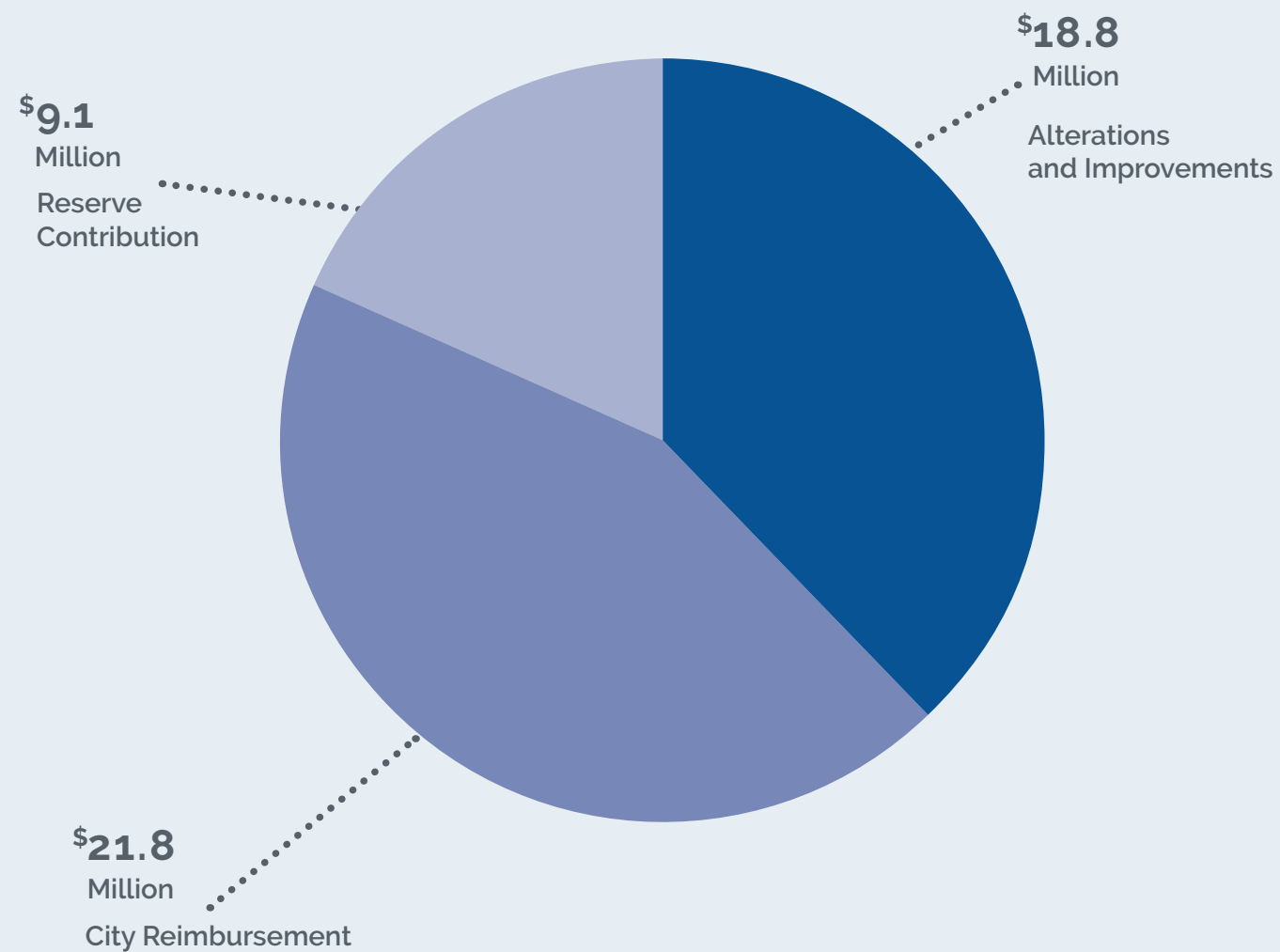
| <u>\$0.0<br/>Million</u> | <u>\$1.0<br/>Million</u> | <u>\$1.0<br/>Million</u> | <u>\$1.0<br/>Million</u> | <u>\$2.8<br/>Million</u> | <u>\$2.65<br/>Million</u> | <u>\$680<br/>Thousand</u> |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|---------------------------|
| 7/1/19–<br>6/30/20       | 7/1/18–<br>6/30/19       | 7/1/17–<br>6/30/18       | 7/1/16–<br>6/30/17       | 7/1/15–<br>6/30/16       | 7/1/14–<br>6/30/15        | 7/1/13–<br>6/30/14        |

2019–2020 figures reflect event cancellations and closure of the facility from mid-March onward due to the COVID-19 global pandemic.





# PROFIT ALLOCATION SINCE PRIVATE MANAGEMENT



2019-2020 figures reflect event cancellations and closure of the facility from mid-March onward due to the COVID-19 global pandemic.

# OCCUPANCY

|     |                |
|-----|----------------|
| 46% | 7/1/19-6/30/20 |
| 63% | 7/1/18-6/30/19 |
| 72% | 7/1/17-6/30/18 |
| 74% | 7/1/16-6/30/17 |
| 72% | 7/1/15-6/30/16 |
| 65% | 7/1/14-6/30/15 |
| 60% | 7/1/13-6/30/14 |
| 57% | 7/1/12-6/30/13 |



# FACILITIES & OPERATIONS

Operational efficiencies completed in the past fiscal year include both facility upgrades and preventative maintenance while reducing the venue's environmental footprint through zero waste initiatives. This year, special attention was paid to reducing overall energy consumption with the installation of 48 Variable Frequency Drivers throughout the facility. Additionally, 51 low-flow faucets were replaced within our Food & Beverage operations.

Overall, the LACC allocated \$800,000 to Alteration and Improvement Projects funded by the operating surplus.

## ZERO WASTE REPORTING

As a green building, the Los Angeles Convention Center's intent is to quantify the percentage of waste material, by weight, that is reduced, reused, or recycled as compared to the total volume of waste generated. In tracking our efforts, zero waste reporting includes the following areas to determine our waste reduction/diversion: Attendance, event packing, lightbulbs, water reduction, e-waste, food donations, improved/changed product purchasing, paper purchasing, and e-waste. LACC supports the education of our guest and clients by showcasing our initiatives and policies. To assist our efforts in zero waste, a sustainability packet has been crafted to highlight acceptable material guidelines, alternative and sustainable purchasing, partnership of disposed/donation materials, and other sustainable initiatives and policies within LACC.



# ENVIRONMENTAL INITIATIVES & SUSTAINABILITY


Environmental sustainability is embedded in the Los Angeles Convention Center's culture and is considered with every decision of our day-to-day operations. This year, following mandates from the City of Los Angeles, the LACC continued to implement overall zero waste reduction, encompassing efforts to have no generated waste or use of virgin resources for manufacturing. The LACC continues the shift from waste diversion to zero waste reduction efforts by working with general service contractors and event organizers to underscore the importance of leaving a smaller waste footprint.

This year, a zero waste event checklist was created for event planners to ensure best practices. This included such key points as the LACC's pack-in/pack-out policy to rehouse and repurpose materials. Additional zero waste efforts include: tracking the reduction of single-use plastic bottles via use of water-filling stations, lightbulb retrofit to contribute to the reduction of lightbulb purchases, and water barrels to enhance our water conservation efforts. As the facility continues to develop sustainable practices, more diverted items are expected to deplete or cease to exist within the facility. Thus, diversion figures continue to drop, and zero waste efforts continue to rise. Within fiscal year 2019-2020 LACC reached a 70% facility wide diversion of material. This total facility diversion includes materials reduced; materials reused; and materials recycled.




 **985,000 lbs.**  
of construction & demolition waste diverted from the landfill



 **178 tons**  
of cardboard, glass, aluminum, plastic & paper recycled



 **700,000 gallons**  
of water saved annually by replacing (51) 1.5 GPM faucets to 0.5 GPM within main kitchen, pantries, and concession stands



# ASM GLOBAL MANAGED PROJECTS

- Installed dimming control system in the 300 meeting rooms; continued upgrading LED lighting in various areas
- Installed changeable message signs for parking garages on Pico, Venice & Convention Center Drive
- Installed sheet metal troughs in the west hall garage
- Modernized (2) passenger elevators
- Installed LNVR replacement for security surveillance system
- Installed software upgrades and replaced switches for security surveillance system
- Resealed gutters over entrances for West & South Towers
- Completed installation of (7) water heaters to the following areas: Galaxy kitchen, South employee breakroom, men's restroom adjacent to Hall B, women's restroom Hall H, Groundworks south lobby, Kentia women's restroom and Concession Stand 3
- Upgraded LED exit signs in 300 and 400 level meeting rooms, South Garage and Venice Garage
- Epoxied floors in 300 series mechanical and boiler rooms
- Upgraded Siemens communication BIMM in Concourse mechanical room and central plant
- Upgraded ATS LL1 & LL2 for electric fire pumps (Convention Center Drive)
- Installed new chill water butterfly valves on Chiller 2,7; Installed butterfly valves on condenser water for Chiller 2
- Installed Variable Frequency Drivers (VFDs) & motors within the following areas: (8) within south cooling tower, (4) within condenser pumps (4) chilled water pumps, and (32) on sixteen AHUs allowing maximized energy conservation and provide control comfort throughout the building
- Replaced (51) 1.5 GPM faucets to 0.5 GPM within main kitchen, pantries, and concession stands; saving an estimated 700,000 gallons per year

# SECURITY DEPARTMENT & GUEST SERVICES

The in-house Security and Guest Services Department at the Los Angeles Convention Center focuses on keeping our facility, guests and employees safe. These departments have improved client and attendee safety & experience with top-of-the-line strategies and best practices.

## SECURITY ENHANCEMENTS & ACCOMPLISHMENTS INCLUDE:

- Addition of two (2) Access Control Readers to ensure additional level of security in critical areas
- Installation of (29) new security cameras throughout the facility resulting in increased surveillance coverage as well as safety for our employees, clients, and guests
- Additional training and electronic mapping of security camera network to expedite troubleshooting and reduce reliance on outside contractors
- Security Manager recognized among IAVM "30 Under 30"—Class of 2020
- Launch of Sharps Disposal Program, which trained security management and security supervisors in the safe and proper removal of sharps
- Employees (2) certified in AVADE self-defense and de-escalation training
- Earthquake Emergency Preparedness table-top exercise organized for Event Managers, Operations Managers, Parking Managers and Senior Staff
- Additional certification in First Aid, CPR and AED for LACC employees
- Facility-wide Floor Warden review

## GUEST SERVICES HIGHLIGHTS INCLUDE:

- Continued collaboration with the Facilities Department to donate unclaimed items
- Completed certification or recertification in First Aid, CPR and AED usage for approximately 30 LACC employees
- Taught ENCORE Standards to contracted parking staff to enhance overall customer experience for employees, clients, and guests
- Development of Pocket Reference Guides allowing Guest Service Representatives access to critical event information while stationed throughout the facility





## facebook

7/1/19: **77,171**  
6/30/19: **81,798**

(increase of 6%)



## twitter

7/1/19: **4,796**  
6/30/20: **4,935**

(increase of 3%)



## Instagram

7/1/19: **3,745**  
6/30/20: **4,312**

(increase of 15%)



## LinkedIn

7/1/19: **1,259**  
6/30/20: **1,587**

(increase of 26%)



## MARKETING & SOCIAL MEDIA ACCOMPLISHMENTS

The LACC regularly collaborates with clients to assist with social media co-promotion, which generates positive exposure for both the event and the facility. The LACC primarily utilizes Facebook, Twitter, Instagram and LinkedIn. These channels are used to participate in social conversations such as engagement with LA-focused content posted by Discover LA, responding to feedback comments, sharing LACC news as well as environmental sustainability tips, and assisting clients with promoting their events.

This year, the LACC was honored to be named as one of North America's Top Convention Centers with Exhibitor Magazine's Centers of Excellence Award.

## WEB ANALYTICS

July 1, 2019–June 30, 2020

- Total Page Views: **926,443**
- Total Users: **328,909**  
(New and Returning)
- Average Session Duration: **1:21**

## AWARDS & RECOGNITION

- 2019 Prime Site Award (*Facilities & Destinations Magazine*)
- 2020 Center of Excellence (*Exhibitor Magazine*)



The LACC has focused on diverse programming from local community events to regional corporate meetings to large national conventions—all of which contribute to LA's quality of life, support countless jobs and drive economic success in our region. The synergy and collaboration born out of the partnership between ASM Global and the City of Los Angeles is a key pillar to our community's economic agility and enabled the LACC to navigate the COVID-19 pandemic effectively.

**Jon Vein**  
*President*

Board of Los Angeles Convention & Tourism Development Commissioners

Due to strong teamwork and a focused sense of purpose, the Los Angeles Convention Center, under the leadership of General Manager Ellen Schwartz, has powered through another successful year, in spite of facing unprecedented challenges in the final quarter. By acting quickly to immediately implement cost-saving measures, the LACC team was able to further contribute by minimizing the impact of the pandemic in the fiscal year. Our six-year partnership with ASM Global, formerly AEG Facilities, continues to grow and thrive.

**Doane Liu**  
*Executive Director*

Los Angeles Department of Convention & Tourism Development

Los Angeles offers meeting & event professionals unlimited potential to be creative and incorporate L.A.'s incredible diversity into their programs. Attendees and delegates can enjoy our world-famous attractions, acclaimed culinary scene and renowned L.A. lifestyle, all the while innovating with colleagues from around the globe. The lure of the Los Angeles Convention Center as an award-winning convention facility showcasing service excellence is certainly a focal point of our destination's meeting and event experience. Los Angeles Tourism is proud to partner with the LACC to promote this world-class venue as a premier site for meetings and conventions.

**Adam Burke**  
*President & CEO*  
Los Angeles Tourism & Convention Board

## FISCAL YEAR PRESS RELEASES INCLUDED:

- Los Angeles Convention Center Donates 26 Tons of Event Items & Carpet to Several Los Angeles Nonprofit Organizations
- Los Angeles Convention Center Announces New Vice President of Security & Guest Services and Levy General Manager
- Los Angeles Convention Center & Levy Restaurants Team Up with the Recording Academy® & Musically Fed to Donate More Than 800 Meals from GRAMMY® Week Events to Los Angeles Community
- Los Angeles Convention Center, Levy Restaurants & Musically Fed Impact 1000 Family Members
- Los Angeles Convention Center Makes Commitment to GBAC STAR™ Accreditation
- ASM Global Releases Complete VENUESHIELD Operational Plans for the Reopening of its Arenas, Stadia, Theaters and Convention Centers



# CORPORATE SOCIAL RESPONSIBILITY

The role we all have as engaged citizens within our community is woven into the fabric of the LACC family. We provide civic outreach and leadership development opportunities to our staff by encouraging participation in numerous volunteer activities. This fiscal year, LACC employees took advantage of a variety of opportunities

- Volunteered at the Downtown Women's Shelter and Heart of Los Angeles (HOLA)
- Wore White in support of Women's Equality Day
- Wore Red in support of American Heart Associations' National Wear Red Day—Go Red for Women
- Celebrated Black History Month with all staff potluck luncheon
- Participated in Earth Hour through employee engagement
- Hosted AEG Season of Giving event
- Collected and donated used items for America Recycles Day
- Wore Pink in honor of Breast Cancer Awareness Month
- Wore Denim to help raise awareness of rape and sexual assault
- Participated in the Read-to-a-Child program at the 10th Street Elementary School
- Participated in Verbum Dei High School Internship program by providing three (3) under-served students year-long exposure to roles within venue management
- Lit the LACC towers Purple in support of Alzheimer's Association
- Wore Purple on Purple Thursday to show solidarity with survivors of Domestic Violence
- Clothing and Toiletry Drive benefitting the Los Angeles LGBT Center
- Participated in Light it Blue to support Health Care Professionals & Essential Workers during the COVID-19 Pandemic
- Participated in Earth Day with a variety of "at-home" activities
- Recognized International Women's Day to support social, economic, cultural and political achievements of women



# PROFESSIONAL DEVELOPMENT & TEAM BUILDING

## PROFESSIONAL DEVELOPMENT CONFERENCES PARTICIPATION BY TEAM MEMBERS

- American Society for Industrial Security Management (ASIS) Annual Conference
- American Society of Association Executives (ASAE)
- International Association of Exhibitions and Events (IAEE) Annual Conference
- International Association of Venue Managers (IAVM)
- International Association of Venue Managers School of Facility Management
- Meeting Professionals International (MPI)
- Professionals in Human Resource Association (PIHRA)
- Professional Convention Management Association (PCMA)
- Society for Human Resource Management (SHRM)
- Toastmasters International

LACC management strives to create a workplace that rewards excellence, promotes inclusion and encourages collaboration across departments.

**PERFORMANCE-BASED RECOGNITION:**  
Employee of the Quarter Award & Leader of the Quarter Award

**COMMITTEES:**  
Employees can elect to participate in one or more of the following committees: Security, Green and Fun

**TEAMWORK AND MORALE BOOSTING ACTIVITIES:**  
LACC Health and Wellness Program, Annual All-Staff Meeting, Holiday Potlucks, end-of-the-year Holiday Party and AEG/ASM Global Service Awards and Quarantine Kitchen with Levy Restaurants (via Zoom!)





In an event world filled with competing organizers, vendors and venues, it is rare to feel the true commitment of “partnership.” Not in the legal sense, but in the “we’re in this together, we get you, we understand your needs, we’ll do whatever we can to make you successful, we win by helping you win” sense. That’s how we feel about working with the team at the LACC. They understand our unique needs, they work with us, and they’re creative and flexible. The LACC’s support has been instrumental in helping Los Angeles Comic Con grow from a little event down to one of the Top 10 fan events in the US in just 10 years. LACC is family.

**Chris DeMoulin**  
*CEO*  
Comikaze Entertainment, Inc

It was incredibly easy to work with the team at the LACC—specifically, the event management team who were extraordinary. The facility had more than enough space for us and was very flexible when our program required an increase in size. The location near L.A. LIVE was exceptional and provided an exclusive feeling among our attendees. We had a terrific event there.

**Darren Mendola, CMP**  
*Vice President, Global Conferences & Events*  
Alzheimer’s Association

Over ten ACM SIGGRAPH conferences have had been held at the Los Angeles Convention Center (LACC) since 1995. During that time, we have worked through a seamless transition of new management who fully engaged with our teams so that new policies and procedures were easily implemented. We have tremendous respect for the staff at the LACC who, year-after-year, exceed our expectations with their customer service, extensive knowledge and creativity to help us create a flawless event for our attendees. We trust our partnership with the LACC will continue for many years to come!

**Cindy Stark**  
*SIGGRAPH Conference Event Director*  
SmithBucklin Corporation


The LA Art Show has collaborated with the LACC on successfully staging the largest international art fair on the West Coast for over 10 years. Each year, we showcase a high volume of invaluable art and art installations, and must also accommodate many high-profile celebrity guests. We fully appreciate the flexibility of the LACC in meeting our evolving needs for strict protocols and creative solutions every step of the way.

**Kassandra Voyagis**  
*Producer-Director*  
LA Art Show



# CUSTOMER & CLIENT EVALUATION

LACC strives to deliver exemplary service to its clients and attendees. Year after year, we have shown growth and model service to be known as the prime site for conventions and events in Los Angeles.



4.6 out of 5 stars



4.5 out of 5 stars



4.4 out of 5 stars



LACC Client Survey: 4.5 out of 5 stars



# ENCORE

In order to align service standards and expectations, HR continues to administer Encore Guest Services training to all employees, partners and contractors. The trainings focus on four major service spotlights: **Safety, Smile, Sizzle and Synergy.**

The LACC recognizes the importance of consistently delivering exceptional services in order to both retain existing clients and attract new business. Encore training emphasizes exceeding expectations, complimenting the LACC's overall commitment to excellence. Encore features a motivational program; employees who demonstrate Encore service receive Star Cards from senior staff, which are redeemable for incentives.



## SERVICE SPOTLIGHTS

### SAFETY:

See something, say something.  
Follow all emergency procedures.

### SMILE:

Create positive, memory-making moments for guests.

### SIZZLE:

Seek opportunities to enhance the guests' experience.

### SYNERGY:

Work together to ensure every guest returns for an Encore!

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