

Make it monumental | **Make it L.A.**





Los Angeles Convention Center



Mission Statement:

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.

Make it Significant | Make it L.A.

The Los Angeles Convention Center (LACC) is pleased to present its 2005-2006 Fiscal Year Annual Report for your review and reference. The accomplishments of this year are highlighted by the intense commitment of our staff to focus on delivering on our core expertise, World Class Service, while remaining true to our corporate identity, World Class Facility. We continued to play a major role in the premier industry of the region, travel and tourism. Our 350 annual events attracts 2.5 million visitors, generates secondary client spending in excess of \$1 billion, creates and sustains 12,000 hospitality and service sector jobs, and accomplishes all of this while generating a net operating profit.

The 2005-06 Fiscal Year was underlined by our collective focus on initializing and improving collaborative efforts with a wide range of organizations and partners. Our show producer clients, our business partners like the Staples Center, LA Live, and AEG, our sales and marketing partners like LA Inc. and our City partners experienced a renewed and proactive commitment by LACC to help all stakeholders take advantage of business opportunities that the re-emergence of Los Angeles has provided.



We ended 2005-06 Fiscal Year bidding farewell to our leader of 19 years, George T. Rakis, as he retired from City service. His dedication and effort in making LACC a better organization is very much appreciated. Times of change and transition exert tremendous pressure on organizations, endangering service improvement and sustainability. I was particularly proud to witness the LACC team remaining steadfast in resolve as every challenge became an opportunity and every opportunity became a success story. My sincere appreciation is extended to all our clients, business partners, guests and the women and men of LACC for a great 2005-06 Fiscal Year as we look forward to the opportunities that the 2006-07 Fiscal Year will bring us.

—Pouria Abbassi, P.E.
Interim General Manager

Make it lively | Make it L.A.



photo courtesy of LA INC. and Garza Group

The Los Angeles Convention Center (LACC) contributes significantly to the city and the region in many ways...

- **A vital business gathering place** with over 350 events annually, the LACC attracts and caters to millions of people throughout the world.
- **LACC generates over a billion dollars annually** for the City of Los Angeles through secondary client and visitor spending. This in turn supports multiple City services and programs, providing an enhanced quality of life for residents.
- **An essential regional job engine** creating over 12,000 jobs annually, secondary spending from LACC events supports employing peace officers, maintenance and sanitation workers, firefighters, and many other positions throughout the city.

- **LACC promotes the Arts, Sciences, Humanities and Education** through various multidisciplinary industry client events, and through collaboration with local universities and secondary schools.
- **LACC supports the community** through job placement, leadership in safety programs, leadership in emergency preparedness, and cultural advocacy.
- **The only destination of choice** is a tough measure to live by. The Award winning Los Angeles Convention Center is one of the most technologically advanced, architecturally pleasing, and functionally superb venues in the world. Our expert service teams are committed to providing you with a **World Class** experience worthy of our **World Class City**.

350

Events

\$1 Billion

in Secondary Client Spending

12,000

local jobs generated

2.5 Million

Attendees

42 Filmings

shot on location



LA INC., The Los Angeles Convention and Visitors Bureau is an instrumental business partner of the Los Angeles Convention Center. With their valuable insight, industry experience and marketing outreach efforts, they play a pivotal role in attracting a wealth of new and repeat clients that produce some of the most iconic conventions, exhibitions, and tradeshows on the planet.



As the largest municipal utility in the nation, our **Los Angeles Department of Water and Power (LADWP)** works closely with us to insure continuous availability of event-sustaining electrical power. Additionally, the LADWP has been instrumental in providing seed capital and expertise to enhance energy efficiency and reliability programs at the Los Angeles Convention Center.



As the aviation authority for the nation's second largest city, **Los Angeles World Airports** is a key business partner to the Los Angeles Convention Center. This partnership focuses on providing enhanced value to the traveling client through low-cost, efficient, and seamless transportation and baggage support services.



In collaboration with the **Los Angeles City Fire Department**, the Los Angeles Convention Center has proved a committed supporter of onsite emergency response programs. This partnership continues to focus on areas such as emergency preparedness, effective response protocols and training, and community emergency response planning.

Make it a partnership | Make it L.A.

2005-06

1000% ROI

—For every dollar invested in the Los Angeles Convention Center, the city gets \$10 of economic benefit in return.



Devoted to reducing disability and death from cardiovascular diseases and stroke, **The American Heart Association** has worked with the Los Angeles Convention Center to create and implement one of the nation's most advanced emergency medical response programs. Our facility, considered a model venue in emergency cardiac care processes, was recently recognized by the American Heart Association for saving a victim of cardiac arrest during the Los Angeles Marathon.



The American Red Cross has been an active partner of the Los Angeles Convention Center in support of emergency care training and disaster sheltering initiatives.

Make it flourish | Make it L.A.

L.A. SCHOOLS Through the Los Angeles Convention Center's newly developed "Get in Touch With Your Future" student enrichment program, our center offers a look into future career possibilities, through a collaborative program with nationally-recognized events hosted on site.



Beauty Revolution 2006 — January 2006



Digestive Disease Week — May 2006

Make it eventful | Make it L.A.



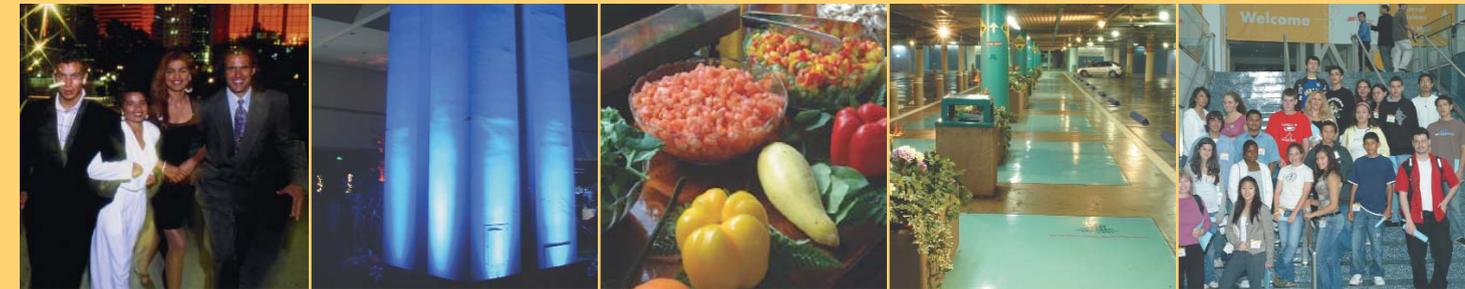
MusiCares Foundation Gala — February 2006



Make it spectacular | Make it L.A.

Top Rated Food and Beverage Team — Our Food and Beverage team is highly touted as one of the largest, busiest, and most flavorful kitchens in Los Angeles. With the arrival of Executive Chef Rick Wineman, our culinary and dining experts produce some of the region's finest culinary experiences for the millions of visitors that dine at our landmark venue.

Fiber Optic Backbone — The Los Angeles Convention Center converted its data backbone to an industry leading 1 Gigabit single mode fiber optic network. Convention planners and trade show exhibitors are now able to transmit data at much higher speeds, greater reliability, higher bandwidth capacity levels, and easier service installation in all 870,000 square feet of exhibition and meeting space.



West Hall Parking Enhancement — Lights, plants, new signage, and inviting colors now highlight the West Hall Parking client entryway into the Los Angeles Convention Center. Through attention to detail in our arrival areas, we usher clients into an experience of Los Angeles that will bring them and their families back to visit and conduct business on a recurring basis.

Power Upgrades — Continuous power system upgrades allow us to efficiently service our client's power needs while reducing energy consumption throughout the facility.

Event Support Protocol Enhancements — Flexible operating procedures are key elements to consistently high levels of service quality. Several client-support processes were reviewed, enhanced, and made more flexible to support rapidly changing event requirements.

Merits and Recognition — The Los Angeles Convention Center continues to receive recognition in alignment with our motto "World Class Facility, World Class Service." We are pleased to announce that once again, we've received the Prime Site Award from Facilities Magazine, and the Planner's Choice Award from Meeting News Magazine. These awards recognize demonstrated leadership in customer service, expertise of on-site staff, design and quality of exhibit, meeting, and pre-function spaces, and in general fostering and promoting an excellent client experience.

Make it known | Make it L.A.

American Institute of Architects (AIA) | June 8-10

"The Los Angeles Convention Center was a thrilling, earth-friendly venue and its event management worked tirelessly and seamlessly with our AIA show staff. The resounding positive feedback we got from our attendees challenges us to ensure that next year's event exceeds this year's Los Angeles set standard," celebrated AIA President Kate Schwennsen, FAIA.

Los Angeles Business Journal

"The Los Angeles Convention Center... now has 10 times the power."
— May 2006

American Heart Association

"We applaud the commitment and dedication of the Los Angeles Convention Center for saving Lives."
— Summer 2006

Trade Show Week Magazine

"One of the busiest facilities in the west coast and pacific region."
— Summer 2006

LA INC. on (E3) — Electronic Entertainment Expo | May 10-12

"E3 is the largest and most technology-sophisticated event of its kind, with a level of complexity that can be supported only by a few of the nation's top Convention Centers. The Los Angeles Convention Center received high commendations from the E3 client," praised Katie Callahan-Giobbi, Senior Vice President of Sales, Services and Memberships at LA INC., the marketing arm for the City of Los Angeles.

Digestive Disease Week (DDW) | May 20-25

"This year's DDW, which included both educational and social activities, was extremely successful. The attendees enjoyed the meeting and were satisfied with the services offered by both the Convention Center and the City of Los Angeles," said Ellen Silver, Senior Director of DDW Administration.

Los Angeles Convention Center

**Statement of Operating Income and Expenses
For the Period Ended June 30, 2006**

OPERATING REVENUE:

Exhibit Hall and Meeting Room Rentals	10,671,254
Utility Services	9,791,571
Parking	6,228,615
Food Service Operating Profit (Loss)	1,287,625
Miscellaneous	1,275,248

TOTAL OPERATING REVENUE \$29,254,313

OPERATING AND ADMINISTRATIVE EXPENSES:

Salaries	16,165,517
Utilities	3,671,526
Contractual Services	2,740,379
Repairs, Materials and Supplies	806,022
Office and Administrative	114,892
Advertising and Other Promotion	117,998
Miscellaneous	73,351

TOTAL OPERATING AND ADMINISTRATIVE EXPENSES \$23,689,685

INCOME (LOSS) FROM OPERATIONS \$ 5,564,628

DEDUCTIONS FROM OPERATING INCOME (LOSS)

City Council Waivers	(428,295)
L.A. Convention & Visitors' Bureau Discounts	(4,581,415)

TOTAL DEDUCTIONS FROM OPERATING INCOME (LOSS) (5,009,710)

NET INCOME (LOSS) FROM OPERATIONS AFTER DEDUCTIONS \$ 554,918



Make it the future | Make it L.A.

L.A. Live is a sure bet to attract more conventions, exhibitions, and special events to the City of Los Angeles, and the Convention Center is at the center of the L.A. metamorphosis. • Secondary client spending from the Los Angeles Convention Center infuses more than \$1 billion into the community annually, generating 12,000 local jobs. • The Los Angeles Convention Center supports the community through promotion of its culture, arts & sciences, humanities, culinary and entertainment experiences, and vast collaborative partnerships. • The Los Angeles Convention Center is the only destination of choice for exclusive, high-value and high-impact events.



Ranked as the 2nd busiest facility in the West Coast and Pacific Region according to Tradeshow Week Magazine 2005-06 figures, the Los Angeles Convention Center proudly looks into the future and embraces the development of next door neighbor L.A. Live:

- 3,700 seat Regal Cinema Theaters
- Grammy's Museum experience
- 7,100 seat Nokia Theater
- 54 story Ritz Carleton and W. Marriot Convention Center Headquarter's Hotel with 1.1 million sq. ft. of usable space
- ESPN Radio / TV broadcast showcase
- Nokia Plaza — 40,000 sq. ft. of open space for special outdoor events



Mayor
Antonio R. Villaraigosa

City Council

District 1	Ed Reyes	District 9	Jan Perry
District 2	Wendy Greuel	District 10	Herb J. Wesson, Jr.
District 3	Dennis P. Zine	District 11	Bill Rosendahl
District 4	Tom Labonge	District 12	Greig Smith
District 5	Jack Weiss	District 13	Eric Garcetti, Council President
District 6	Tony Cardenas	District 14	Jose Huizar
District 7	Alex Padilla	District 15	Janice Hahn
District 8	Bernard Parks		

Los Angeles Convention Center Department Commission

Kelli J. Bernard, President
Peklar Pilavjian, Vice President
Christina Noonan
Kenneth Simons
Diana Torres

Los Angeles Convention and Exhibition Center Authority

Barry S. Glaser, President	Robert Lessin
Major A. Langer, Vice President	George Luk
Wayne Avrashow	Sheldon H. Lytton
David S. Cunningham, Jr.	Robert R. Mallicoat
Clarence A. Daniels, Jr.	Sylvia Robledo
Justin B. Farar	Hal Ross
Peter J. Gravett	Tunua Thrash-Thomas





Los Angeles Convention Center

www.lacclink.com