

Los Angeles Convention Center®

# 1971-2011: A GLANCE AT THE PAST AND A VISION FOR THE FUTURE

2010-2011 ANNUAL REPORT



Mayor Antonio R. Villaraigosa



James Hahn  
2001 - 2005

Richard Riordan  
1993-2001

Thomas Bradley  
1973-1993

Samuel Yorty  
1961-1973

On the cover, left to right, top to bottom: LA Auto Show in the 70s and today; Los Angeles Boat Show in the 70s and their 55th Anniversary in 2011; Ski Dazzle Los Angeles in the 80s and today. On the back cover, left to right, top to bottom: A look at past and present events: E3 Expo, California Gift Show, and West Coast Franchise.



Mayor Antonio R. Villaraigosa supports numerous Los Angeles Convention Center events throughout the year. Pictured from left to right are Anime Expo (July 2010), NBA E-Waste (Feb 2011), and Asia Expo (Sept 2010).

For over 40 years now, the Los Angeles Convention Center has been heartily committed to representing the best of Los Angeles before a worldwide audience in the areas of business, arts, sciences, humanities, education and the environment.

The Los Angeles Convention Center reached a new milestone this fiscal year. It surpassed all expectations by becoming the first U.S. convention center and first building in the City of Los Angeles to achieve LEED-EB O&M Gold certification from the US Green Building Council. The Convention Center’s relentless effort to host and produce world-class events despite the continued effects of an economic downturn, speaks volumes of the dedicated staff and the culture of excellence that defines the Los Angeles Convention Center.

This year, the Convention Center celebrated its 40th Anniversary commemorating its remarkable growth and expansion dating back to 1971. The event displayed memorabilia from each decade while reuniting past and present employees of the Los Angeles Convention Center, members of the Los Angeles City Council, and long time clients. With their dedication and hard work, I am confident the Los Angeles Convention Center will continue to represent its motto, *“World Class Facility – World Class Service.”*

On behalf of this great City, I proudly invite you to feel the vibrant energy, discover the rich tradition, and create your own unique mark in the Los Angeles Convention Center’s history.

Very truly yours,

**Antonio R. Villaraigosa**  
Mayor  
City of Los Angeles

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# 1960's - 1970's

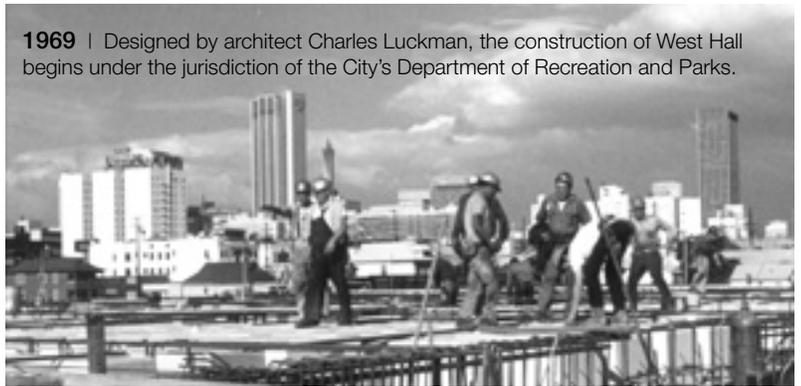


**1967** | The City of Los Angeles and the County of Los Angeles sign a Joint Exercise of Powers Agreement creating the Los Angeles Convention and Exhibition Center Authority.

**1968** | 77 land parcels are purchased in the southwest corner of downtown.



**1969** | Designed by architect Charles Luckman, the construction of West Hall begins under the jurisdiction of the City's Department of Recreation and Parks.



**1971** | July 11th, Mayor Sam Yorty cuts the ribbon opening the Los Angeles Convention & Exhibition Center.

The 210,000 square foot main exhibit hall is named Yorty Hall. Petree Hall, the 21,000 square foot special events hall is named for Commissioner Neil Petree, who led the effort to have a convention center in LA.

The California Gift Show is the first show followed by the LA Auto Show; Southern California Boat Show; and WESTEC.



**1973** | The Los Angeles Convention Center (LACC) becomes an independent City entity, known as the Municipal Auditorium Department.

Byron Trimble is the first General Manager.



**1974 – 1997** | Dick Walsh is hired as General Manager.

**1977** | "Soviet National Exhibition" brought 310,000 visitors and hundreds of anti-communist protesters to LACC at the height of the Cold War. Exhibits included the Soyuz spacecraft.



**1980** | MAGIC (Men's Apparel Guild in California) adds three temporary structures, the "Bubbles," to increase exhibit space for their show on Figueroa Frontage.



**1981** | North Hall was added at a cost of \$3.6 million. This new addition increased exhibit space by 98,500 square feet and generated \$1 million in revenue in the first year with 80% occupancy.

**1983** | March 1st, a massive tornado hit West Hall tearing off 1/3 of the roof and damaging the south face of the building. Without canceling a single event, LACC undertook repairs at a total cost of \$3 million.

**1983** | Five additional Bubbles were added providing a total of 140,000 square feet of exhibit space.



**1984** | LACC served as the Main Press Headquarters for 8,000 journalists covering the Games of the XXIII Olympiad. The Center was fully staffed around the clock, 24 hours a day, for 18 days. Motorcyclists rushed 10,000 rolls of film from venue sites to West Hall for processing.



**1987** | World renowned architects I.M. Pei & Partners, Inc. & Gruen Associates are chosen to design a major expansion of the Center. James Ingo Freed was the Lead Designer.

**1989** | October 17th, Mayor Tom Bradley hosts a major ground breaking ceremony for the expansion. The same afternoon, the Loma Prieta earthquake hits San Francisco. The extensive press coverage of the ground breaking never makes the news.

# 1990's



**1991** | Expansion project is underway. The Center's main entrance is temporarily relocated to the North Plaza as the showpiece fountain and front plaza are demolished to build the West Lobby Tower.

Municipal Auditorium Department renamed the Los Angeles Convention Center Dept.

On May 21st, Mayor Tom Bradley presides at the "Topping Out" Ceremony as the last structural beam was lowered in place.

**1993** | Mayor Richard Riordan opens the expanded Convention Center two months ahead of schedule and under budget on November 17, 1993. The new 347,000 square foot South Hall is named for former Mayor Tom Bradley.

The Los Angeles Convention Center becomes a first tier facility, growing from 273,000 to 706,000 net square feet of exhibit and meeting space. Cost of the expansion: \$301.5 Million.

The newly expanded center features major artwork made possible through an art-in-architecture grant. Artist works include Alexis Smith's terrazzo maps on the floors of the West & South Lobby towers & Matt Mullican's etched granite panels along the Concourse.



**1995** | The inaugural E3 is held in Los Angeles after Microsoft, Nintendo, Sony & Electronic Arts pull out of CES in Las Vegas and form their own digital entertainment association. The first show attracts 40,000 attendees.

A statue of the late 9th District Councilmember Gilbert Lindsay was unveiled and the front plaza renamed in his honor.



**1996** | Over 400,000 came to see "America's Smithsonian" during its 31 day run. LA was the first stop on a two year nationwide tour celebrating the 100th anniversary of the Smithsonian Museums.

A temporary dehumidification plant was built on the loading dock so there would be no deterioration of the priceless national treasures on display.

**1997** | Kentia Hall is completed below South Hall. The dual purpose hall provides 162,000 square feet for 900 exhibit booths or 415 parked cars.



**1997 – 2006** | George T. Rakis serves as General Manager.

**1998** | North Hall is demolished to make room for the new Staples Center.

# 2000's - PRESENT

**2000** | LACC serves as the world press headquarters for the 2000 Democratic National Convention nominating Al Gore.



**2001** | LADWP completes the installation of 3,400 solar panels on the Cherry Street parking structure. The project makes LACC the largest solar energy generating building in North America.

**2004** | The Grammy Awards pre-telecast ceremony & the official "Celebration" party for 7,000 members of the National Academy of Recording Arts & Sciences moves to its new home in West Hall.

**2005 to present** | Mayor Antonio Villaraigosa is elected into office. Pouria Abbassi is appointed General Manager the following year.



**2006** | MusiCares, the Grammy Foundation Person of the Year dinner and concert, moves to LACC. Honorees include Aretha Franklin, Neil Diamond and Barbra Streisand.



**2010** | LACC becomes the largest US convention center to achieve LEED-EB O&M Gold certification.

**2008** | On the heels of Congressional passage of the Economic Stimulus Act of 2008, Mayor Antonio Villaraigosa joined Speaker Nancy Pelosi to discuss City and federal programs to create green-collar jobs, and announced new initiatives to boost the green sector, strengthen the local economy and address the challenge of global warming.



**2011** | 40th anniversary celebration of the Los Angeles Convention Center as we look forward to future milestones to add to an exciting history.

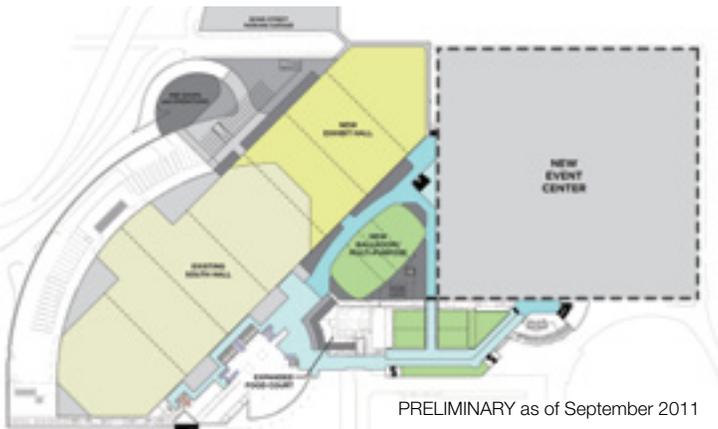
# OUR FUTURE



“Even if you don’t like football, you’ve got to love the Convention Center and the economic impact this is going to create. We’ve taken a major step forward to putting LA in a position to be a top-five convention market in the United States going forward.”

**Tim Leiweke**  
**AEG President and Chief Executive**

On February 1, 2011, Farmers Insurance Exchange and Anschutz Entertainment Group (AEG) announced a historic 30-year naming rights agreement for the new downtown Los Angeles football stadium and Event Center. The one billion dollar, 1.7 million square foot stadium will be called Farmers Field and will be entirely privately financed. Projected completion is Fall 2016. The City of Los Angeles signed a non-binding Memorandum of Understanding with AEG outlining financing, land lease, and other considerations. The stadium will be located where West Hall currently resides. It is anticipated that in summer 2012 the LACC will commence construction on an extension of South Hall including a new state-of-the-art ballroom, new kitchen, additional lobby space, and more. The new construction expected to bridge over Pico Boulevard will allow access to over 500,000 square feet of contiguous prime exhibit space.



This spread, left to right, top to bottom: Preliminary rendering of convention center expansion; General Manager Pouria Abbassi, P.E. and Assistant General Manager Phillip C. Hill are all smiles as plans for Farmers Field are revealed; Petree Plaza is turned into a mock football field for a Farmers Field press conference; A rendering of the proposed event center development; Magic Johnson celebrates the announcement of Farmers Field; Mayor Villaraigosa, Councilwoman Jan Perry, Pouria Abbassi, and others greet the crowd with commemorative footballs.







“Please know we are extremely grateful for the great facilities, incredible staff and wonderful service. We look forward to returning to Los Angeles in 2012, 2013, 2015, 2017 and 2019...it’s a good feeling to know we will never be far from home.”

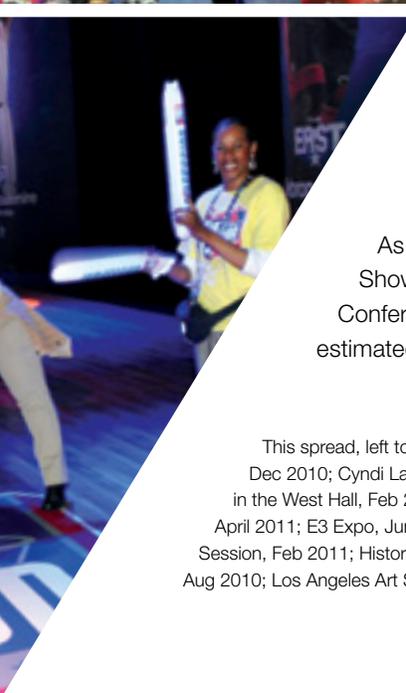
**Cynthia Stark, Convention Supervisor  
SIGGRAPH 2010**



The Los Angeles Convention Center (LACC) is the place to meet in the heart of downtown LA, offering 720,000 square feet of versatile meeting, banquet, and exhibition space. Known for having a true passion for excellence, the LACC is one of the most progressive and successful event venues in the world.

Year after year, millions of clients and patrons alike discover how LACC raises the bar with its state-of-the-art facility, impeccable service, and dedicated on-site meeting professionals. From customized menus to full event execution, LACC’s experienced staff is committed to helping our clients create lasting impressions and unforgettable experiences.

As the premier host of coveted events like the Emmys Governors Ball, Grammys, E3 and LA Auto Show, LACC has added to its impressive client repertoire with the 2011 Microsoft Worldwide Partner Conference and American Heart Association’s 2012 Scientific Sessions Conventions, two events that are estimated to have an economic impact of over \$40 million each for the City of Los Angeles.



This spread, left to right, top to bottom: LA Auto Show, Dec 2010; Cyndi Lauper entertains a captive audience in the West Hall, Feb 2011; ISRI Convention and Expo, April 2011; E3 Expo, June 2011; NBA All-Star Jam Session, Feb 2011; History of Chocolate display at ASAE, Aug 2010; Los Angeles Art Show, Jan 2011.



# ENVIRONS

“We have seen wonderful growth and interest in our downtown district, which benefits the best of the old and the best of the new. We are delighted that others have found out what we always knew... LA is The Place!”

**Judy Gray & Jim Foster, Owners and Producers  
Ski Dazzle**

Two years ago, the masterminds behind the Los Angeles Convention Center's Sports and Entertainment neighboring district had a goal to create the busiest campus with more live entertainment than anywhere else in the world. Today, L.A. LIVE bustles with unlimited excitement as it attracts visitors, high profile events and concerts weekly.

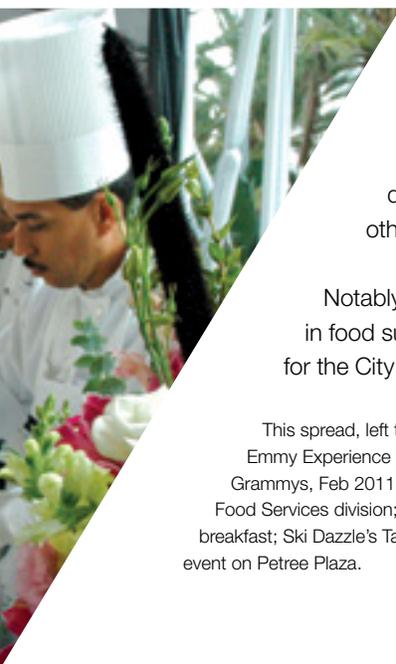
In addition to L.A. LIVE's first-rate amenities at the Ritz-Carlton and JW Marriott hotels, LACC visitors, exhibitors, and attendees can revel in entertainment venues such as the Conga Room, Lucky Strike Lanes, Nokia Theatre, Club Nokia, Staples Center, Grammy Museum, and fine dining at the numerous on-site eateries.



This spread, left to right, top to bottom: Rooftop pool at the JW Marriott; Grammy Museum at L.A. LIVE; The Conga Room offers dining and dancing for Convention Center attendees; “Z” Bar at the ESPN Zone is right in the heart of the L.A. LIVE Plaza; Perched above the GRAMMY Museum, The Target Terrace boasts incomparable 180 degree views under the stars and city lights; The newly opened JW Marriott and Ritz-Carlton hotels.







“We could not have accomplished what we did this year without the total cooperation and support of the Convention Center staff... All of the hard work paid off as we received the best comments from our guests we have received since moving the Governors Ball to the Convention Center.”

**Frank Kohler, Chief Financial and Administrative Officer  
Primetime Emmys Governors Ball**

The Los Angeles Convention Center’s premier Food and Beverage service offers an array of fine dining that is as culturally diverse as the audience it serves. With world-renowned chefs, the Food Services division delights even the most discerning palates of visitors with its elegant presentations, tasteful creations and above all, distinguished service.

The LACC kitchen also plays an active role in contributing towards a greener tomorrow. Environmentally-friendly practices 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; and increased purchases of organic and locally grown or sourced products.

Notably this year, the LACC kitchen was recognized by Los Angeles City Council members as a model facility in food surplus donations. LACC serves on an advisory board to create opportunities and determine possibilities for the City of Los Angeles to make way for the distribution of viable food to those in need within our community.

This spread, left to right, top to bottom: LA INC’s Emmy Experience Weekend on Gilbert Lindsay Plaza; Grammys, Feb 2011; Elegant fruit display by LACC’s Food Services division; A chef prepares a cooked-to-order breakfast; Ski Dazzle’s Taste of Winter; Promotional client event on Petree Plaza.



# FILMING

“Half a million people in the region depend on a thriving local film industry for their livelihoods. We can keep jobs in Los Angeles if we can find creative ways to keep filming here at home and in the state.”

**Honorable Mayor Antonio Villaraigosa**  
City of Los Angeles

The Los Angeles Convention Center is an avid supporter of FilmL.A., a not-for-profit organization established to allow for more flexibility in providing services to production companies and local communities. LACC is committed to doing its part to raise the profile and help the Los Angeles region retain its status as the entertainment production capital of the world.

With ample filming space to support commercials, movies made for television or the big screen, and still photo shoots, LACC is a premiere location with competitive production incentives to accommodate both big and small productions. Using a focused approach of streamlining processes with emphasis on outreach and client services, our professional staff works diligently to ensure our clients achieve a quality production, produced on time and on budget.



This spread, left to right, top to bottom: Stylist area for Heroes television show; Behind the scenes on the set for the film The Holiday; Filming of scene for Heroes; CSI Miami set in LACC lobby; A mock Russian Starbucks was created for filming of the television show The Event; LACC has served as a location for filming a number of television shows and films over the years.





Welcome to

**SOLAR  
POWER** 10  
INTERNATIONAL

Presented by  SEPA  SEIA



“In 2010, our students attended the Earth Day event at the Convention Center. The event successfully raised awareness about conservation and healthy living in a kid-friendly and interactive learning environment. This year the Convention Center came to us! They mean what they say as far as wanting to sustain partnerships with the local schools.”

**Chuck Burdick, Assistant Principal/SLC Administrator, School of Business (BU)  
Santee Education Complex, LAUSD Local District 5**

In October 2010, LACC received news from the United States Green Building Council (USGBC) that it had achieved Gold level certification in Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB) in Operations and Maintenance (O&M). LACC now is the largest U.S. convention center to achieve LEED-EB O&M Gold certification. To achieve this milestone, the LACC diverted 255 tons of construction waste; updated all of the West Hall air handling units for healthier, more energy efficient air conditioning; and upgraded the building’s water chillers to an automated system for better efficiency and overall energy savings. With a focus on the next level in LEED-EB, LACC looks to inspire and generate enhanced impact with new initiatives like thermal storage and green spaces for its community.

On April 27, 2011, LACC hosted its 3rd Annual “Earth Aware, Doing Our Share” Earth Day event. This year, the team took the show on the road, traveling to Santee Education Complex to educate over 200 students with talks about environmental responsibility, interactive displays, sampling of organic food, and the planting of a tree.

This spread, left to right, top to bottom: Solar Power International hosted its annual conference at the LACC, Oct 2010; LACC staff and Councilwoman Jan Perry plant a tree at Santee Education Complex; Santee students show off their new Earth Aware t-shirts; NBA E-Waste Event, Feb 2011; Go Green Expo, Apr 2011; The LACC team is honored at City Council for achieving LEED-EB O&M Gold certification.

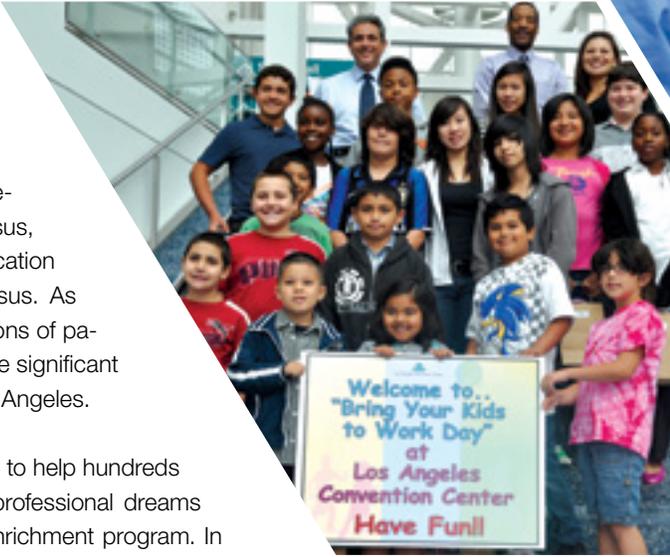


# COMMUNITY



LACC is a community gathering place where thousands of local Angelenos delight in the significant educational, recreational, social, and cultural events held on-site annually. This year, LACC teamed up once again with ARAMARK and Butterball to distribute over 2,300 turkeys to Los Angeles families in the spirit of the holidays. In support of the United States Census, Mayor Villaraigosa established the Office of Census 2010 to develop education and outreach programs to motivate Angelenos to participate in the Census. As part of this effort, the LACC put together a Census Team to inform the millions of patrons that visit the center about the importance of participation as well as the significant 18,000 employment opportunities that exist in support of the Census in Los Angeles.

Through its unique network with local schools and universities, LACC strives to help hundreds of elementary, middle, high school, and vocational students realize their professional dreams with its acclaimed "Get In Touch With Your Future" youth and education enrichment program. In its fifth consecutive year, the program encompasses exciting hands-on learning excursions, collaborative programs with nationally-recognized events hosted on site, and student internships in the hospitality, culinary, engineering, and automobile industries. One-day programs such as the annual "LACC Student Tours" and "Bring Your Child to Work Day" provide students an impactful glimpse of all operational and business divisions of the LACC. The all-access facility tour is heavily focused on interactive exchanges between the students and LACC executives and staff, as well as show management clientele.



This spread, left to right, top to bottom: City of LA Technology and Education Summit, Oct 2010; Mayor Villaraigosa assists at the annual turkey giveaway, Nov 2010; Youth performing at the World of Dance, April 2011; LACC's "Bring Your Child to Work Day" event; Magic Johnson accepts the "Entrepreneur of the Year" award at the National Black MBA Conference, Sept 2010; Naturalization ceremony, Dec 2010; Mayor Villaraigosa speaks at the United Way of LA Educational Summit, March 2011.





## A MESSAGE FROM THE GENERAL MANAGER AND CEO

In 2010, while the effects of a long drawn recession continued to present difficult business challenges for nearly all industries worldwide, the Los Angeles Convention Center (LACC) once again weathered the economic downturn by sharpening its laser focus on the most promising opportunities for growth that would not only deliver added value and benefit to our clients and stakeholders, but also drive profitable returns for the organization.

One of the hallmarks of any successful organization is operational excellence. In a year highlighted by the celebration of 40 remarkable years of service, LACC successfully met the goals and objectives of every strategic initiative within its business agenda, most notably in the areas of business sustainment and enhancement efforts, environment, and community outreach.

Last year, we completed two detailed organizational and performance review processes intended to identify areas of service improvements and enhancements in terms of customer communications and outreach. As a result of these studies, LACC implemented new programs like our Beyond Excellence Service Teams (BEST) at the start of 2011 to create tangible and positive customer experiences across all our market sectors. We continue to look to our clients for input on our service improvements, and we will do our utmost throughout the remainder of 2011 and beyond to meet and exceed our clients' and attendees' expectations in all aspects of our operations.

In the 2010-2011 Fiscal Year, the LACC hosted 149 hall events, 201 meeting room events, and 33 filmings while posting one of the highest hall occupancy rates within the industry nationwide. The events collectively generated \$31.9M in gross operating revenues, and \$26.4M in net operating revenues. LACC also booked 236 new events and 304 repeat events, continuing the strong booking pace of the past few years.

Blessed with a sharper recovery compared to other venues nationwide, LACC anticipates being among the few centers, if not the only one, to cover its operating expenditures through its revenues once financial accounting is completed.

Left: LACC team is honored at City Hall for their LEED-EB O&M Gold certification.

Our commitment to the environment continues to grow. Last year in the midst of nationwide business pressures and calamities, LACC began its Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB) in Operations and Maintenance (O&M) re-certification application. While our primary goal was to achieve the LEED-EB O&M Silver level, surpassing that goal by achieving Gold re-certification is a true testament to the LACC's culture of excellence. LACC now becomes the largest U.S. convention center to achieve LEED-EB O&M Gold certification, and we pledge to continue to do our part in creating a better, cleaner, and more environmentally conscious city today.

On February 1, 2011, LACC hosted Farmers Insurance Exchange and Anschutz Entertainment Group (AEG) in our theatre as both parties jointly announced a historic naming rights agreement for the new Downtown Los Angeles football stadium.

We have stepped up our community outreach efforts, and the use of trendy social media tools like Twitter, Facebook, and Youtube have been integrated as part of our strategy. The ability to stay connected to our clients, attendees, media, community members, and event planners enables us to share up-to-date event information, as well as monitor feedback to improve upon guests' overall experience at LACC. We've also expanded upon our commitment to open lines of communication with non-English speaking exhibitors and attendees. To provide relevant and customized information to Los Angeles County's 400,000 Chinese Americans, LACC actively reaches out to major local Chinese media outlets, including Sky Link TV, World Journal LA, SingTao Daily, China Press, Taiwan Daily, and ETTV America Corp.

As we reflect upon our remarkable accomplishments this fiscal year, the LACC's family of employees is cognizant that attaining the positive results of the past few years was only possible due to the collaborative and lockstep relationship with our partners across an array of functions and industries. The women and men of LACC are to be applauded for holding fast and steady through all obstacles and challenges thrown our way. By all accounts, everything LACC has been able to accomplish over the last 40 years can be attributed to the tenacity and vision of success shared by all in our staff. Our goal is to continue to deliver significant value to all of our stakeholders: our clients, employees, and community at large. The upcoming 2011-2012 Fiscal Year has all the markings of another great year for our industry and we enthusiastically look forward to reaching new horizons and building upon LACC's remarkable tradition of resilience, excellence and success.



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



Pouria Abbassi  
 2006 - Present

George Rakis  
 1997-2006

Dick Walsh  
 1974 - 1997

## HIGHLIGHTS & AWARDS — 2010-2011

The 2010-2011 fiscal year attained the coveted LEED-EB O&M Gold certification, an unprecedented accomplishment for a facility with significant parts being 40 years old. Halfway through the year LACC was among one of only eight organizations, public or private, to be awarded the California Award for Performance Excellence, which is California's barometer for business excellence. LACC went on to receive the Industry Leader Award through the Los Angeles Business Journal. LACC then ended the year by winning the Los Angeles Architectural Award for Green Buildings awarded by the Los Angeles Business Council on June 30, 2011. It was indeed another winning year.

### \$31.9 MILLION

Events hosted at the LACC collectively generated \$31.9M in gross operating revenues, the highest of the past 7 years.

### 54%

Citywide events hosted at LACC increased by 54% compared to the previous fiscal year.

### \$1 MILLION+

LACC's flexible demand based space rental pricing helped to generate a cumulative revenue of over \$1M.

### 1<sup>ST</sup>

1st U.S. convention center and 1st Los Angeles City building to be awarded LEED-EB O&M Gold certification by the United States Green Building Council.

### 69%+

LACC posted one of the highest exhibit hall occupancy rates within the industry nationwide for the year. For a record setting 6 months, occupancy exceeded 75%.

### 5 AWARDS

LACC was honored with 5 industry, environmental and community awards this fiscal year.

### 6<sup>TH</sup>

Sixth consecutive year of fully meeting operating expenditures through operating revenues with no general fund subsidy toward LACC operations.

### \$209 MILLION

Hosted events booked by LA INC. have generated an estimated \$209 million for the local economy this fiscal year.

### \$401 MILLION

LA INC. estimates the economic impact of future year bookings at \$401M.



This page, left to right: Association Solutions Marketplace (EXPO), Aug 2010; Anime Expo, July 2010.

## STATEMENT OF OPERATING INCOME AND EXPENSES

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

Period Ended June 30, 2011

FY 2010-2011

### Operating Revenue

Exhibit Hall and Meeting Room Rentals	\$ 11,756,940
Utility Services	11,513,558
Parking Fees	7,049,237
Food Concession	512,124
Miscellaneous	1,121,475
<b>Total Operating Revenue</b>	<b>\$ 31,953,334</b>

### Operating and Administrative Expenses

Salaries	\$ 14,383,694
Utilities	4,850,558
Contractual Services	2,439,080
Repairs, Materials, and Supplies	567,581
Office and Administration	76,967
Advertising and Other Promotion	144,382
Miscellaneous	85,625
<b>Total Operating and Administrative Expenses</b>	<b>\$ 22,547,887</b>

**Income (Loss) from Operations** **\$ 9,405,447**

### Deductions from Operating Income

L.A. Convention & Visitors' Bureau Discounts	\$ (5,878,367)
City Council Discounts	(5,183)

**Total Deductions from Operating Income** **\$ (5,883,550)**

**Income (Loss) from Operations before Depreciation and Transfers** **\$ 3,521,897**

Gross Operating Revenues  
(in millions)

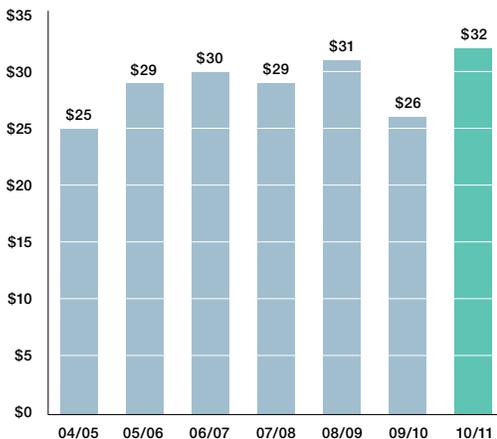
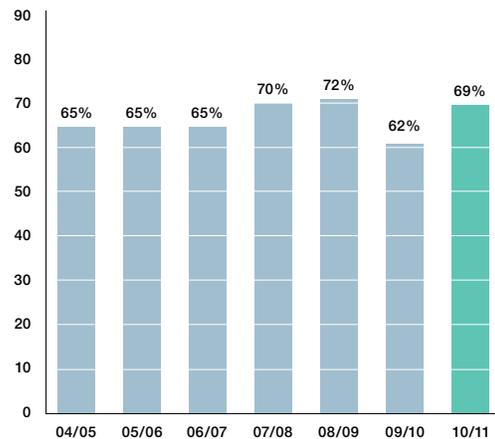


Exhibit Space Occupancy July-June  
(percentage)





## OUR PARTNERS

The Los Angeles Convention Center (LACC) is the quintessential destination of choice among domestic and international visitors alike for conventions, meetings, special events, and company gatherings. The continued support and active partnerships formed with City of Los Angeles departments, industry associations, local community organizations, and clients nationwide and abroad, enables LACC to identify and attract the best industry events. Our aim is to uncover new revenue possibilities in support of both the regional hospitality industry and the L.A. LIVE campus, as well as delivering a world-class convention venue to the City of Los Angeles.



Above: Governor Jerry Brown and Mayor Antonio Villaraigosa attend a press conference at the Los Angeles Convention Center in support of event center development.



LOS ANGELES CONVENTION AND EXHIBITION CENTER AUTHORITY

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MAYOR

Antonio R. Villaraigosa

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