



## BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;  
Jeremy Bernard; Ana Cubas; Stella T. Maloyan

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Members of the public who wish to speak during the meeting must submit a "Request to Speak" form to the Board Secretary prior to the commencement of the public comments for each agenda item of interest. Comments by the public on matters not identified on the agenda, but within the subject matter jurisdiction of the Commission, will be heard only during the item designated as "Public Comment." Public speaking will be limited to two minutes per speaker, unless the presiding officer grants some other amount of time before the commencement of the public comment.

Regular Meeting  
Wednesday, November 1, 2017  
9:00 a.m.  
Los Angeles Convention Center  
1201 S. Figueroa Street, L.A., CA 90015  
**Executive Board Room**

### 1. CALL TO ORDER / ROLL CALL

### 2. PUBLIC COMMENT

### 3. ACTION ITEMS:

- a. Approval of the regular meeting minutes from October 18, 2017
- b. Approval of FY 2018-19 CTD proposed budget – Board Report #17-007

### 4. PRESENTATIONS:

- a. Neighborhood Council representatives on any Neighborhood Council Resolution or Community Impact Statement filed with the City Clerk which relate to any agenda item listed or being considered on this agenda for Board of Los Angeles Department of Convention and Tourism Development Commissioners
- b. Monthly Update – September – AEG
- c. Monthly Update – September – LATCB
- d. Executive Director Report

### ADJOURNMENT

### AGENDA FORECAST / SPECIAL TOPICS:

- November 15, 2017 - Expansion & Futurization Update – CTD  
- CIP Update - CTD

Materials related to an item on this agenda submitted to the Board of Los Angeles Convention and Tourism development after distribution of the agenda packet are available for public inspection in the Executive Office of the Los Angeles Convention Center, 1201 S. Figueroa Street, Los Angeles, CA 90015, during normal business hours.

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**BOARD OF LOS ANGELES CONVENTION  
AND TOURISM DEVELOPMENT COMMISSION**

Regular Meeting Minutes

October 18, 2017

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, October 18, 2017 at 9:00 a.m. at the Los Angeles Convention Center (LACC), located at 1201 S. Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

**PRESENT:**

President, Jon F. Vein  
Vice President, Otto Padron  
Commissioner Ana Cubas  
Commissioner Stella T. Maloyan

**ABSENT:**

Commissioner Jeremy Bernard

**PRESENTERS:**

Wendy Kheel, LATCB  
Ruben Lechuga, AEG  
Doane Liu, CTD  
Diana Mangioglu, CTD

***Item 1. Call to Order / Roll Call***

President Vein called the meeting to order at 9:02 a.m.

***Item 2. Public Comment***

None

***Item 3a. Approval of the regular meeting minutes from October 4, 2017***

UNANIMOUSLY APPROVED

***Item 3b. Approval of FY 2016-17 AEG Discretionary Incentive Fee Actuals – Board Report #17-005***

Ms. Diana Mangioglu presented an overview of the 2016-17 Discretionary Incentive Fee (DIF) which is one of the three AEG management fees. Ms. Mangioglu explained the background and process for determining the DIF and highlighted the categories, goals, and results. The recommended 2016-17 DIF is \$91,149.30.

UNANIMOUSLY APPROVED

***Item 3c. Approval of the proposed FY 2017-18 AEG Discretionary Incentive Fee Goals – Board Report #17-006***

Ms. Diana Mangioglu presented an overview of the 2017-18 Discretionary Incentive Fee (DIF) goals. Ms. Mangioglu provided highlights of the three categories, which included Food Services as the new Category 3 topic.

UNANIMOUSLY APPROVED

***Item 4a. Neighborhood Council***

None

***Item 4b. LACC Emergency Response Plan Summary***

Mr. Ruben Lechuga presented an overview of the LACC Emergency Plan and highlighted two points of the plan; preparedness and response. Mr. Lechuga reviewed employee training in emergency preparedness and response, collaborative relationships, and types of plan activations. Mr. Doane Liu added that the Department of CTD plan is under design and will include continuity of business, recovery, and media response.

***Item 4c. LATCB – State of the L.A. Travel Industry***

Ms. Wendy Kheel presented the state of the LA travel industry, including key themes for the U.S. and the global economy. Ms. Kheel reported that 2017 has been a record breaking year for LAX traffic and domestic air traffic is up 2.8% year over year, while international traffic is up 10.1% year over year. Ms. Keel also reported that 2017 international and overseas nonstop flights into LAX both increased over 2016, and that LA expects to achieve 48.2 visitors in 2017. Ms. Kheel also discussed the challenges LA is facing in visits including travel bans, hotel supply outpacing demand, and home sharing.

***Item 4d. Executive Director Report***

Mr. Doane Liu provided an overview of his activities since the last Board meeting which included: meeting with the American Hotel and Lodging Association, AEG regarding expansion and modernization, attended active shooter training, and attended the Trade, Travel and Tourism Committee meeting in which LATCB presented their new advertising campaign.

**ADJOURNMENT**

The meeting was adjourned at 10:19 a.m.

**CITY OF LOS ANGELES**  
INTER-DEPARTMENTAL CORRESPONDENCE

Date: November 1, 2017

To: Board of Los Angeles Department of Convention and Tourism Development  
Commissioners

From:  Doane Liu, Executive Director  
Department of Convention and Tourism Development

Subject: **FY 2018-19 BUDGET PRESENTATION – BOARD REPORT NO. 17-007**

**SUMMARY**

The Los Angeles Convention Center's (LACC) 2018-19 Departmental Budget Request is attached for your consideration, which includes a summary of the operating budget for the LACC private operator (AEG-LACC), and the Convention and Tourism Development (CTD) Department. The actual draft Budget Submission has been made available to the Board of Los Angeles Department of Convention and Tourism Development Commissioners (Board) via Dropbox.

The total revenue budget proposed from LACC generated business is \$31.9 million, which assumes several sources of funds including but not limited to rent, food and beverage, utility services, parking, and communications. The revenue estimate assumes a total of \$5.7 million in discounts for rental revenue related to booked citywide events.

**2018-19 PROPOSED REVENUE BUDGET**

Rent	\$ 7,989,655
Food and Beverage	3,958,213
Utility Services	4,770,409
Parking	12,873,642
Communications	1,406,781
Other	911,002
<b>Total</b>	<b>\$ 31,909,702</b>

The revenue budget of \$31.9 million is the source of funds for several items including: (1) AEG-LACC's operating budget for the LACC facility, (2) the CTD operating budget, and (3) a portion of the annual Staples debt service payment.

The Staples debt service payment of \$1 million is related to the 1998 agreement between the City and the LA Arena Land Company regarding the construction of the Staples Sports Arena adjacent to the LACC. The City entered into various agreements with the Arena Developer to advance funds toward the project. The Developer is obligated to fully offset the City's cost for debt service on bonds issued for the Arena. The Agreement

specifies certain credits that will offset the Developer's obligations to the City, which includes incremental LACC parking revenue receipts.

## AEG-LACC OPERATING BUDGET – ATTACHMENT A

The operating budget proposed by AEG-LACC is approximately \$24.1 million, which is equivalent to the 2017-18 Adopted Budget. In addition to the operating budget of \$24.1 million, \$2.8 million will be budgeted towards alterations and improvements and an additional \$1.0 million towards the LACC Reserve for a total of \$27.9 million (\$24.1 million + \$2.8 million + \$1.0 million). The AEG-LACC Operating Budget assumes funding for approximately 110 full-time employees and 123 part-time employees, which makes up approximately 51 percent of the budget and an expense budget of \$11.7 million, which makes up the remaining 49 percent.

An additional operating expense, not assumed as part of the \$24.1 million budget is \$525,000 for Utility Users Tax (UUT). Starting in Fiscal Year 2018-19, the LACC's private operator will be budgeting an additional \$525,000 for UUT specifically related to electricity, that otherwise LACC was exempt from paying. Prior to the refinancing of the LACC lease revenue bonds (LACC bonds) from tax-exempt to taxable, the Los Angeles Convention & Exhibition Center Authority Commission (Authority), a joint powers entity between the City and the County of Los Angeles (County), was responsible for authorizing the issuance of the LACC bonds. The LACC's affiliation with the County through the Authority provided the LACC an exemption from paying for UUT. As a result of the refinancing of the LACC bonds through the Municipal Improvement Corporation of Los Angeles (MICLA) authority, which simultaneously terminated the existence of the Authority, the exemption is no longer applicable. The UUT payment will be paid with LACC revenues, increasing the operating budget from \$24.1 million to \$24.6 million. The CTD continues to work with the Office of Finance to determine what additional UUT may be owed since the bonds were refinanced in 2015.

As part of the Management Agreement between AEG-LACC and the City of Los Angeles (City), the LACC operating budget must provide for a reserve (LACC Reserve Fund) in an amount equal to ten percent of the operating budget to be used for unanticipated LACC-related expenses or to fund shortfalls caused by lower than expected revenues or higher than expected expenses. On October 4, 2017 the CTD Board of Commissioners approved a proposed policy for the LACC Reserve Fund that further expands on the language of the Management Agreement by adding a cap amount of \$15 million. The proposed LACC Reserve Fund policy is currently pending with the Economic Development Committee, and will be reconsidered in a couple weeks. As of June 30 2017, the balance of the LACC Reserve Fund is \$7.13 million (accrual basis).

Attachment A summarizes AEG-LACC's Operating Budget and provides a line item breakdown of all revenues and expenses.

## BOOKINGS – ATTACHMENT B

Attachment B provides information on the 2018-19 booked citywide events and the projected booking numbers for non-citywide events, which includes assemblies, meetings, filmings, consumer shows, and trade shows. Due to the LACC's 12 month Booking Policy, non-citywide events are typically not booked beyond a 12 month period from the date of the event. Therefore non-citywide bookings are projections based on historical trends.

The 2018-19 Budget assumes a total of 303 events, which includes 21 citywide events, 23 trade shows, 51 consumer shows, 67 assemblies, 79 meetings and 62 filmings. Although fewer in numbers, citywide bookings are prioritized over other bookings, due to the fact that citywide events have a greater regional economic impact that bring in out of town guests and generate local taxes. Citywide events are anticipated to generate approximately 25 percent of LACC's revenue budget.

## CTD – OPERATING BUDGET – ATTACHMENT C

The CTD 2018-19 Departmental Budget Request includes funding for 13 positions and \$322,000 for other expenses. The CTD Budget has two sources of funds, primarily operating revenues generated by LACC activities and special funds from the Los Angeles Convention and Visitors Bureau (LACVB) Trust Fund. The CTD Department is requesting to increase the LACVB source of funds by 13 percent, for salary purposes. Further, the CTD is requesting to reallocate \$250,000 from the Los Angeles Tourism and Convention Board (LATCB) 2018-19 annual budget appropriation, to CTD's contractual services account for the purposes of paying for costs related to conducting a five-year tourism strategic plan. The \$250,000 decrease in LATCB's budget will result in a service reduction specific to the City's participation in the annual Tournament of Roses, the 2019 Rose Parade.

While the CTD has been successful in strengthening and growing this public private partnership, its other primary focus is to develop and maintain a citywide strategic plan for tourism. The Los Angeles Administrative Code, Section 8.146, outlines the powers and duties of the CTD Board, which includes advising on matters related to developing a Strategic Plan for tourism and hotel growth. In an effort to develop CTD's other primary mission involving strategic planning for tourism, the CTD is submitting a budget request for \$250,000 for advisory and consulting services related to developing a five year Strategic Plan for Tourism that would entail a coordinated approach in identifying citywide priorities, gaps, inefficiencies and solutions.

Since the CTD is a small City department, some of its administrative and financial functions are outsourced including services related to financial reporting. The CTD has found that it is more efficient to outsource this function and has been doing so since the transition from public to private management of the LACC. As part of the financial policies and procedures review performed by Macias Gini & O'Connell, a consulting firm that

provides auditing and advisory services to the City, including the Office of the Controller, the CTD was advised to expand the scope of work for financial reporting services to ensure greater accountability. As a result, the CTD is requesting to increase its operating budget by an additional \$19,000 for this purpose.

Attachment C includes a line item summary of CTD's budget, an organizational chart, a breakdown of the budget by source of funds and a breakdown by budget program. Also included is a summary of the Departmental and Fiscal Challenges Beyond 2018-19.

#### **CAPITAL IMPROVEMENT EXPENDITURE PROGRAM REQUEST – ATTACHMENT D**

Attachment D summarizes the capital improvement requests, which includes a total of 12 projects and/or equipment purchases for a total of \$10.6 million. According to the Management Agreement, capital improvements continue to remain the responsibility of the City. As such, the source of funds requested is General Fund. The last several years, the City's Adopted Budget financed most of the LACC's capital improvement projects through MICLA. Should the 2018-19 Proposed Budget include General Fund money for LACC capital projects, it is anticipated these projects would again be financed through MICLA.

The capital improvement list was developed based on recommendations submitted as part of AEG-LACC's 2018-19 budget request. CTD reviewed the request and developed the proposed list in accordance to budget instructions.

#### **CONCLUSION**

The deadline to submit the CTD Budget is November 17, 2017. The Board has an opportunity to approve the recommendation herein, or may opt to reschedule this item to November 15, 2017 for further review and consideration.

The budget for the LATCB will be presented at a subsequent meeting once the Transient Occupancy Tax (TOT) revenue estimate that forms the basis of their budget is available.

#### **RECOMMENDATION**

That the Board of Los Angeles Department of Convention and Tourism Development Commissioners approve the 2018-19 Convention and Tourism Development Department Budget submission in consideration of the 2018-19 Mayor's Proposed Budget.

DL: dm  
Exec. Ref. 17-007

**ATTACHMENTS:**

ATTACHMENT A – Proposed Budget – Operations

ATTACHMENT B – Bookings

ATTACHMENT C – CTD Department Budget

ATTACHMENT D – Capital Improvement Expenditure Program Request



ATTACHMENT A

2018-19 Proposed Budget Operations

	<b>Budet</b>
	<b>7/1/18 - 6/30/19</b>
<b>Revenue's (net of event expenses)</b>	
<b>Net Rent</b>	7,989,655
<b>Net Food and Beverage Revenue</b>	3,958,213
<b>Utility Services Commissions</b>	4,770,409
<b>Parking receipts</b>	12,873,642
Event Billing	1,483,729
Event Expenses	<u>(2,207,172)</u>
<b>Net Event Billing</b>	(723,443)
<b>Communications</b>	1,406,781
<b>Cell Towers</b>	861,654
<b>Marketing / Advertising</b>	413,900
<b>AV</b>	280,534
<b>Other</b>	<u>78,357</u>
<b>Total Revenue</b>	31,909,702
<b>Expenses</b>	
Salaries & Wages - Full Time	7,659,572
Salaries & Wages - Part Time	1,275,093
Overtime General	296,141
Parking Wages	974,040
Payroll Taxes	742,057
Fringe Benefits	1,276,924
Workers Comp Insurance - Base coverage	130,964
<b>Total Wages Salaries and Benefits</b>	<u>12,354,791</u>
Printing and Binding	69,971
Contracted services	4,692,617
Parking Operating expenses and Management Fee	
Field Equipment	239,056
Maintenance Materials & Supplies	373,918
Transportation Reimbursement	17,200
Utilities	4,717,868
Office & Administration	57,943
Operating Supplies	371,306
Modifications / Repairs	178,725
Advertising / Promotions	180,390
Uniforms	52,300
Recruiting	10,500
Employee Welfare	130,921
Insurance	254,700
Management Fee	379,320
<b>Total Operating Expenses</b>	<u>11,726,734</u>
<b>Total Expenses (Wages and Operating)</b>	<u>24,081,526</u>
<b>Operating Profit before A &amp; I and Depreciation</b>	7,828,176
Parking Staples Bond Contribution	1,000,000
General Fund Reimbursement	1,031,322
CTD Department	1,421,961
DWP Taxes	525,000
<b>Total City Reimbursement</b>	<u>3,978,283</u>
<b>Operating profit available for A &amp; I and Reserve</b>	3,849,893
<b>A &amp; I</b>	2,849,893
<b>Reserve</b>	<u>1,000,000</u>

AEG Management LACC, LLC  
 Los Angeles Convention Center  
 18/19 Budget  
 Accrual Based

	Budget	Forecast	Actuals	Actuals	Actuals
	7/1/18 - 6/30/19	7/1/17 - 6/30/18	FY17 7/1/16 - 6/30/17	FY16 7/1/15 - 6/30/16	FY 15 7/1/14 - 6/30/15
<b>Revenue's (net of event expenses)</b>					
Rent	13,701,632	14,504,798	15,045,901	13,702,544	11,945,684
Less Discounts	(5,713,977)	(6,108,276)	(7,719,764)	(5,509,830)	(4,616,668)
<b>Net Rent</b>	<b>7,989,655</b>	<b>8,396,523</b>	<b>7,326,137</b>	<b>8,192,714</b>	<b>7,329,016</b>
Food and Beverage Sales	16,191,048	14,980,496	16,768,803	15,873,987	12,845,044
<b>Net Food and Beverage Revenue</b>	<b>3,956,213</b>	<b>3,925,498</b>	<b>4,073,375</b>	<b>4,184,969</b>	<b>2,081,096</b>
Utility Services Gross Billing	13,970,387	13,382,106	15,900,202	12,807,562	11,732,111
Percent kept by vendor	(9,195,978)	(8,828,721)	(10,403,399)	(8,477,084)	(7,716,448)
<b>Utility Services Commissions</b>	<b>4,770,409</b>	<b>4,553,384</b>	<b>5,496,803</b>	<b>4,330,478</b>	<b>4,015,663</b>
<b>Net Parking Revenue</b>	<b>12,873,642</b>	<b>13,259,048</b>	<b>12,574,182</b>	<b>11,841,694</b>	<b>9,316,931</b>
Event Billing	1,483,729	1,181,847	1,286,733	962,091	937,837
Event Expenses	(2,207,172)	(1,968,444)	(1,981,876)	(1,744,559)	(1,299,113)
<b>Net Event Billing</b>	<b>(723,443)</b>	<b>(786,597)</b>	<b>(695,143)</b>	<b>(782,468)</b>	<b>(361,276)</b>
Communications	1,406,781	1,368,293	1,897,013	1,313,162	1,189,090
Cell Towers	861,654	815,591	744,913	589,463	479,414
Marketing / Advertising	413,900	398,167	556,513	399,422	362,999
AV	280,534	127,292	266,193	188,987	128,273
Other	78,357	86,868	135,055	118,395	81,254
Prior Year carryover & Other					
<b>Total Revenue</b>	<b>31,909,702</b>	<b>32,144,067</b>	<b>32,375,041</b>	<b>30,376,831</b>	<b>24,622,410</b>
<b>Expenses</b>					
Salaries & Wages - Full Time	7,659,572	7,227,948	6,625,305	6,058,944	5,588,166
Salaries & Wages - Part Time	1,275,093	1,222,518	1,174,036	1,177,936	923,528
Overtime General	296,141	285,433	270,499	294,701	243,372
Parking Wages	974,040	926,285	881,408	910,602	759,411
Payroll Taxes	742,057	696,745	685,838	616,883	510,632
Fringe Benefits	1,276,324	1,379,804	1,088,219	972,836	850,084
Workers Comp	130,864	113,603	128,164	82,729	1,436
<b>Total Wages Salaries and Benefits</b>	<b>12,354,791</b>	<b>11,652,336</b>	<b>10,853,469</b>	<b>10,114,631</b>	<b>8,906,629</b>
Printing and Binding	69,971	53,277	64,683	56,179	46,729
Contracted services	4,692,617	4,145,195	3,871,138	3,519,876	3,346,654
Parking Operating expenses and Management Fee	-	-	-	-	508,739
Field Equipment	239,056	151,224	345,115	125,458	147,116
Maintenance Materials & Supplies	373,918	318,064	528,979	323,385	254,505
Transportation Reimbursement	17,200	14,263	9,285	8,981	7,159
Utilities	4,717,868	4,834,041	5,209,994	5,030,468	4,902,601
Office & Administration	53,943	85,159	53,837	77,593	85,454
Operating Supplies	371,306	362,046	410,716	429,435	308,699
Modifications / Repairs	178,725	150,967	230,636	167,123	52,125
Advertising / Promotions	180,390	177,331	117,084	156,769	126,788
Uniforms	52,300	21,489	28,285	49,206	21,411
Recruiting	10,500	10,048	8,377	5,893	4,439
Employee Welfare	130,921	107,116	106,110	50,268	69,128
Insurance	254,700	176,206	260,499	165,320	149,440
Management Fee	379,320	371,884	364,597	356,984	356,300
<b>Total Operating Expenses</b>	<b>11,726,734</b>	<b>10,958,320</b>	<b>11,319,435</b>	<b>10,524,875</b>	<b>10,396,007</b>
<b>Total Expenses (Wages and Operating)</b>	<b>24,081,526</b>	<b>22,610,656</b>	<b>22,172,904</b>	<b>20,639,506</b>	<b>19,302,636</b>
Parking Staples Bond Contribution	1,000,000	1,000,000	1,000,000	-	1,000,000
General Fund Reimbursement	1,931,322	1,000,000	855,609	-	-
CTD Department	1,421,961	1,344,968	1,293,432	1,559,772	1,535,735
DWP Taxes	525,000	-	-	-	-
<b>Total City Reimbursement</b>	<b>3,978,283</b>	<b>3,344,968</b>	<b>3,149,041</b>	<b>1,559,772</b>	<b>2,535,735</b>
<b>Operating profit available for Reserve and A &amp; I</b>	<b>3,849,893</b>	<b>6,188,443</b>	<b>7,053,096</b>	<b>8,177,553</b>	<b>2,784,039</b>
Allocation to A & I	2,849,893.07	5,188,443.32	6,053,095.77	5,374,893.40	135,169.00
Allocation to Reserve	1,000,000.00	1,000,000.00	1,000,000.00	2,802,660.00	2,648,870.00

**AEG Management LACC, LLC**  
**Los Angeles Convention Center**  
**18/19 Budget**  
**Accrual Based**

	<b>Budget</b> <b>7/1/18 - 6/30/19</b>
<b>Revenue's (net of event expenses)</b>	
Bureau Booking	
Conventions	7,896,467
<b>LACC Booking</b>	
Assembly	2,317,816
Consumer	7,685,993
Trade	1,611,444
Meeting	483,209
Filming	744,000
<b>Profit on LACC Events</b>	<u>12,842,462</u>
<b>Non Event Related Revenue</b>	
Parking	12,873,642
Cell Towers	861,654
Other Revenue	78,357
Marketing / Sponsorship	413,900
<b>Total Non event Related Revenue</b>	<u>14,227,553</u>
<b>F &amp; B overhead salaries and operating expenses</b>	<u>(3,056,780)</u>
<b>Total Revenues (net of event expenses and F &amp; B overhead)</b>	<u>31,909,702</u>
<b>Expenses by Department (AEG Management LACC, LLC)</b>	
Finance & Admin	4,152,092
Operations	13,533,585
Event Services	1,191,709
Guest Services / Security	2,330,678
HR	438,437
Sales and Marketing	611,264
Parking	1,823,761
<b>Total Expenses by department</b>	<u>24,081,526</u>
<b>Operating Profit before City Reimbursement, A &amp; I, and Depreciation</b>	<u>7,828,176</u>
<b>Other Expenses</b>	
Depreciation	1,208,667
Staples Bond	1,000,000
General Fund Reimbursement	1,031,322
DWP Taxes	525,000
LACC Oversight Group	1,421,961
	<u>5,186,950</u>
<b>Total Expenses and Appropriations</b>	<u>29,268,476</u>
<b>Net Income</b>	<u>2,641,226</u>

**AEG Management LACC, LLC**  
**Los Angeles Convention Center**  
**Three Year Plan**  
**Accrual Based**

	<b>Budget</b>		
	<u>7/1/18 - 6/30/19</u>	<u>7/1/19 - 6/30/20</u>	<u>7/1/20 - 6/30/21</u>
<b>Revenue's (net of event expenses)</b>			
Rent	13,701,632	11,646,387	11,995,778
Less Discounts	(5,711,977)	(4,283,983)	(4,412,502)
<b>Net Rent</b>	<u>7,989,655</u>	<u>7,362,404</u>	<u>7,583,276</u>
Food and Beverage Sales	16,191,048	13,762,391	14,175,263
<b>Net Food and Beverage Revenue</b>	<u>3,958,213</u>	<u>2,998,443</u>	<u>3,411,315</u>
Utility Services Gross Billing	13,970,387	12,573,348	12,950,549
Percent kept by vendor	(9,199,978)	(8,279,980)	(8,528,380)
<b>Utility Services Commissions</b>	<u>4,770,409</u>	<u>4,293,368</u>	<u>4,422,169</u>
Parking receipts	12,873,642	13,169,736	13,433,130
Staples Center Debt Service	-	-	-
<b>Net Parking Revenue</b>	<u>12,873,642</u>	<u>13,169,736</u>	<u>13,433,130</u>
Event Billing	1,483,729	1,409,543	1,451,829
Event Expenses	(2,207,172)	(2,207,172)	(2,273,387)
<b>Net Event Billing</b>	<u>(723,443)</u>	<u>(797,629)</u>	<u>(821,558)</u>
<b>Communications</b>	1,406,781	1,195,764	1,231,637
<b>Cell Towers</b>	861,654	887,504	914,129
<b>Marketing / Advertising</b>	413,900	426,317	439,107
<b>AV</b>	280,534	280,534	280,534
<b>Other</b>	78,357	80,708	83,129
<b>Prior Year carryover &amp; Other</b>	-	-	-
<b>Total Revenue</b>	<u>31,909,702</u>	<u>29,897,148</u>	<u>30,976,867</u>
<b>Expenses</b>	-	-	-
Salaries & Wages - Full Time	7,659,572	7,851,061	8,047,338
Salaries & Wages - Part Time	1,275,093	1,020,075	1,050,677
Overtime General	296,141	305,025	314,176
Parking Wages	974,040	974,040	1,003,261
Payroll Taxes	742,057	764,319	787,249
Fringe Benefits	1,276,924	1,315,231	1,354,688
Workers Comp Insurance - Base coverage	130,964	134,893	138,940
<b>Total Wages Salaries and Benefits</b>	<u>12,354,791</u>	<u>12,364,645</u>	<u>12,696,329</u>
Printing and Binding	69,971	72,070	74,232
Contracted services	4,692,617	4,833,395	4,978,397
Parking Operating expenses and Management Fee	-	-	-
Field Equipment	239,056	246,228	253,615
Maintenance Materials & Supplies	373,918	385,136	396,690
Transportation Reimbursement	17,200	17,716	18,247
Utilities	4,717,868	4,859,404	5,005,186
Office & Administration	57,943	59,681	61,472
Operating Supplies	371,306	382,445	393,918
Modifications / Repairs	178,725	184,087	189,609
Advertising / Promotions	180,390	185,802	191,376
Uniforms	52,300	53,869	55,485
Recruiting	10,500	10,815	11,139
Employee Welfare	130,921	130,921	134,849
Insurance	254,700	262,341	270,211
Guest Relations	-	-	-
Startup expenses	-	-	-
Management Fee	379,320	390,700	402,421
<b>Total Operating Expenses</b>	<u>11,726,734</u>	<u>12,074,609</u>	<u>12,436,847</u>
<b>Total Expenses (Wages and Operating)</b>	<u>24,081,526</u>	<u>24,439,254</u>	<u>25,133,176</u>
<b>Operating Profit before A &amp; I, Depreciation, and Staples Bond</b>	<u>7,828,176</u>	<u>5,457,894</u>	<u>5,843,692</u>

ATTACHMENT B

2018-19 Bookings

AEC Management LACC, LLC  
 Los Angeles Convention Center  
 18'19 Budget  
 Bureau Booking

Total 18/19 - 21

Event Name	EMIS ID	Event Dates	Event Location	Event Status	Costs	Net Deposit	Net Refund	Billed Services	Net (on)received exp.	Eventual Costs	Net	Eventual Costs	AV Vendor Shows
The Society for the Promotion of Japanese Animation- Anime Expo	21983	07/09/18 - 07/09/18	Los Angeles Convention Center	Licensed	402,710	(510,510)	242,250	104,697	(14,926)	223,389	20,000	20,000	(30,000)
American School Counselor Association - 2018 ASCA Annual Conference	26843	07/14/18 - 07/17/18	Los Angeles Convention Center	Licensed	119,684	(93,284)	26,200	10,800	(15,800)	150,000	10,000	10,000	(30,000)
National Conference of State Legislatures- Legislative Summit	31656	07/29/18 - 08/02/18	Los Angeles Convention Center	Licensed	284,653	(281,633)	3,030	15,000	(15,800)	150,000	10,000	10,000	(30,000)
GSMA-Moblie World Congress Americas	26957	08/27/18 - 09/14/18	Los Angeles Convention Center	Licensed	586,220	(536,588)	59,622	14,700	(15,800)	300,000	15,000	15,000	(30,000)
North American Spine Society - Annual Meeting	29493	10/02/18 - 10/10/18	Los Angeles Convention Center	Licensed	357,409	(256,409)	1,000	12,700	(15,800)	250,000	15,000	15,000	(30,000)
Project Management Institute- AACE	27180	10/24/18 - 10/27/18	Los Angeles Convention Center	Licensed	445,920	(444,400)	1,000	13,000	(12,246)	194,717	10,000	10,000	(30,000)
Annual Meeting of the American Society of Applied Pharmacology	28524	07/16/18 - 07/19/18	Los Angeles Convention Center	Licensed	57,878	(168,978)	7,000	15,000	(15,800)	100,000	10,000	10,000	(30,000)
National League of Cities- NLCC 2018 City Summit	28958	07/15/18 - 07/17/18	Los Angeles Convention Center	Licensed	117,255	(116,759)	1,000	10,800	(15,800)	150,000	10,000	10,000	(30,000)
Carol Anderson by Invitation Caba- Spring Soop	20962	02/14/19 - 02/16/19	Los Angeles Convention Center	Licensed	279,342	(236,342)	42,000	15,000	(15,800)	750,000	30,000	30,000	(30,000)
2019 NASPA Annual Conference	25384	03/05/19 - 03/13/19	Los Angeles Convention Center	Pending	255,228	(255,228)	1,000	9,000	(9,826)	50,000	50,000	50,000	(15,000)
International Health, Recreap and Sponsdrub Association 2019	28410	03/17/19 - 04/03/19	Los Angeles Convention Center	Pending	122,762	(115,742)	7,500	10,800	(14,900)	150,000	10,000	10,000	(30,000)
American Association of Collegiate Registrars and Admissions Officers- Annual Meeting	31668	04/05/19 - 04/11/19	Los Angeles Convention Center	Licensed	233,483	(163,483)	70,000	15,000	(15,800)	150,000	10,000	10,000	(30,000)
ISRI 2019 Annual Convention & Exposition	33590	04/19/19 - 04/23/19	Los Angeles Convention Center	Licensed	452,710	(210,510)	242,200	104,697	(124,496)	233,158	10,000	10,000	(30,000)
Research Initiators of Ethical Frameworks 2019	29421	05/24/19 - 06/20/19	Los Angeles Convention Center	Propsect	130,178	(115,178)	15,000	12,700	(15,475)	250,000	10,000	10,000	(30,000)
American Association of Orthodontists - Annual Session	29421	05/24/19 - 06/02/19	Los Angeles Convention Center	Propsect	130,178	(115,178)	15,000	12,700	(15,475)	250,000	10,000	10,000	(30,000)
American Association of Orthodontists - Annual Session	29421	05/24/19 - 06/02/19	Los Angeles Convention Center	Propsect	130,178	(115,178)	15,000	12,700	(15,475)	250,000	10,000	10,000	(30,000)
Government Finance Officers Association- 2019 Annual Conference	29432	05/21/19 - 05/22/19	Los Angeles Convention Center	Licensed	1,109,800	(1,108,800)	1,000	15,000	(9,250)	2,550,000	10,000	10,000	(30,000)
E3 2019	29632	06/11/19 - 06/13/19	Los Angeles Convention Center	Licensed	192,037	(172,037)	10,000	16,639	(5,162)	2,550,000	10,000	10,000	(30,000)
International Society for Stem Cell Research (ISSCR)- 2019 ISSCR Annual Meeting	30545	06/26/19 - 06/29/19	Los Angeles Convention Center	Licensed	175,848	(102,688)	73,160	18,629	(9,945)	160,000	35,000	35,000	(30,000)
SET Experience BETX 2019		06/26/19 - 06/30/19	Los Angeles Convention Center	Tentative						160,000	80,800	80,800	
					5,474,411	(6,666,977)	927,434	539,065	(642,209)	6,401,055	479,800	479,800	(959,850)

NOTE: LATCB booked events LA Marathon, Dwell in Design, and KCCON are included in Short term booking

AEC Management LACC, LLC  
 Louisiana Convention Center  
 1818 Budget  
 Bureau Booking

Event Name	LACC Rm.	Smart City Venues	Smart City Telephone	LACC Revenue	Commissions and Contingency	Net F & B	Budget per event
The Society for the Promotion of Science in Medicine - Antine Expo	100	85,000	(62,182)	22,818	(18,182)	140,111	200,261
American School Counselor Association - 2018 ASCA Annual Conference	6,250	85,000	(62,200)	22,800	(18,127)	102,973	191,009
National Conference of State Legislatures - Legislative Summit	10,000	80,000	(57,200)	22,800	(154,468)	117,568	317,590
GSMA-Mobile World Congress Americas	7,500	90,000	(55,000)	28,000	(58,827)	226,554	167,048
North American Spine Society - Annual Meeting	6,250	86,000	(57,200)	28,800	(937,662)	362,796	268,304
Project Management Institute - 2018 Annual Global Congress North America	2,000	249,210	(161,987)	87,223	(1,251,828)	44,773	1,104,751
Abilix Systems Incorporated MAX	10,000	85,000	(62,250)	22,750	(58,827)	100,723	100,723
Curry University of Science and Technology	10,000	85,000	(62,250)	22,750	(384,253)	327,111	327,111
Curry University of Science and Technology	6,250	85,000	(62,250)	22,750	(84,444)	262,658	262,658
ASA National Conference on Education	10,000	88,000	(67,200)	20,800	(155,302)	118,202	242,202
International Health, Racquet and Sportsclub Association 2019	5,000	218,000	(141,700)	76,300	(207,502)	99,547	446,021
American Association of College Registrars and Admissions Officers- Annual Meeting	5,250	85,000	(62,250)	22,750	(58,827)	44,773	84,143
IEEE 2019 Annual Convention & Exposition	100	95,000	(57,200)	30,800	(381,783)	275,357	422,607
RecEx Exhibitors USA - Star Wars Celebration 2019	8,750	125,000	(82,182)	33,482	(503,555)	383,251	619,352
American Association of Clinical Endocrinologists- 2019 Annual Scientific & Clinical Congress	100	125,000	(78,750)	46,250	(94,122)	221,163	221,163
International Finance Officers Association - 2019 Annual Conference	6,250	85,000	(62,250)	22,750	(172,362)	131,886	206,711
EA 2019	8,750	450,000	(283,500)	166,500	(782,347)	595,452	1,539,836
International Society for Stem Cell Research (ISSCR)- 2019 ISSCR Annual Meeting	8,750	125,000	(75,000)	50,000	(129,416)	98,502	257,080
BET Experience BETX 2019		120,000	(72,000)	48,000			172,056
		2,595,516.00	(1,621,049.70)	964,466.30	(5,036,230)	4,291,316	7,896,467
					(0.5678)	0.4322	7,896,467.02

NOTE: LATCB booked events LA Metallurgy, Design Design, and KOON are included in Show 11





AEG Management LACC, LLC  
 Los Angeles Convention Center  
 1818 Budget  
 LACC Booking Summary

Year	Year to Date	Budget 2017/2018
2017	448 8 7	448 8 7
2018	38 8 2	38 8 2
2019	38 8 2	38 8 2
2020	38 8 2	38 8 2
2021	38 8 2	38 8 2
2022	38 8 2	38 8 2
2023	38 8 2	38 8 2
2024	38 8 2	38 8 2
2025	38 8 2	38 8 2
2026	38 8 2	38 8 2
2027	38 8 2	38 8 2
2028	38 8 2	38 8 2
2029	38 8 2	38 8 2
2030	38 8 2	38 8 2

Category	2018 2019 Revenue projection by event type - (Unallocated Date Input)		2018 2019 Revenue		2018 2019 Revenue		2018 2019 Revenue		2018 2019 Revenue		2018 2019 Revenue		2018 2019 Revenue	
	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue
Revenue by Month - April	115,000	115,000	115,000	115,000	115,000	115,000	115,000	115,000	115,000	115,000	115,000	115,000	115,000	115,000
Concessions	410 10 2	410 10 2	410 10 2	410 10 2	410 10 2	410 10 2	410 10 2	410 10 2	410 10 2	410 10 2	410 10 2	410 10 2	410 10 2	410 10 2
Trade	408 10 3	408 10 3	408 10 3	408 10 3	408 10 3	408 10 3	408 10 3	408 10 3	408 10 3	408 10 3	408 10 3	408 10 3	408 10 3	408 10 3
Parking	400 10 4	400 10 4	400 10 4	400 10 4	400 10 4	400 10 4	400 10 4	400 10 4	400 10 4	400 10 4	400 10 4	400 10 4	400 10 4	400 10 4
Food Service	400 10 5	400 10 5	400 10 5	400 10 5	400 10 5	400 10 5	400 10 5	400 10 5	400 10 5	400 10 5	400 10 5	400 10 5	400 10 5	400 10 5
Merch	400 10 6	400 10 6	400 10 6	400 10 6	400 10 6	400 10 6	400 10 6	400 10 6	400 10 6	400 10 6	400 10 6	400 10 6	400 10 6	400 10 6
Entertainment	400 10 7	400 10 7	400 10 7	400 10 7	400 10 7	400 10 7	400 10 7	400 10 7	400 10 7	400 10 7	400 10 7	400 10 7	400 10 7	400 10 7
Other	400 10 8	400 10 8	400 10 8	400 10 8	400 10 8	400 10 8	400 10 8	400 10 8	400 10 8	400 10 8	400 10 8	400 10 8	400 10 8	400 10 8
Revenue by Month - May	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000	208,000
Concessions	410 11 2	410 11 2	410 11 2	410 11 2	410 11 2	410 11 2	410 11 2	410 11 2	410 11 2	410 11 2	410 11 2	410 11 2	410 11 2	410 11 2
Trade	408 11 3	408 11 3	408 11 3	408 11 3	408 11 3	408 11 3	408 11 3	408 11 3	408 11 3	408 11 3	408 11 3	408 11 3	408 11 3	408 11 3
Parking	400 11 4	400 11 4	400 11 4	400 11 4	400 11 4	400 11 4	400 11 4	400 11 4	400 11 4	400 11 4	400 11 4	400 11 4	400 11 4	400 11 4
Food Service	400 11 5	400 11 5	400 11 5	400 11 5	400 11 5	400 11 5	400 11 5	400 11 5	400 11 5	400 11 5	400 11 5	400 11 5	400 11 5	400 11 5
Merch	400 11 6	400 11 6	400 11 6	400 11 6	400 11 6	400 11 6	400 11 6	400 11 6	400 11 6	400 11 6	400 11 6	400 11 6	400 11 6	400 11 6
Entertainment	400 11 7	400 11 7	400 11 7	400 11 7	400 11 7	400 11 7	400 11 7	400 11 7	400 11 7	400 11 7	400 11 7	400 11 7	400 11 7	400 11 7
Other	400 11 8	400 11 8	400 11 8	400 11 8	400 11 8	400 11 8	400 11 8	400 11 8	400 11 8	400 11 8	400 11 8	400 11 8	400 11 8	400 11 8
Revenue by Month - June	307,000	307,000	307,000	307,000	307,000	307,000	307,000	307,000	307,000	307,000	307,000	307,000	307,000	307,000
Concessions	410 12 2	410 12 2	410 12 2	410 12 2	410 12 2	410 12 2	410 12 2	410 12 2	410 12 2	410 12 2	410 12 2	410 12 2	410 12 2	410 12 2
Trade	408 12 3	408 12 3	408 12 3	408 12 3	408 12 3	408 12 3	408 12 3	408 12 3	408 12 3	408 12 3	408 12 3	408 12 3	408 12 3	408 12 3
Parking	400 12 4	400 12 4	400 12 4	400 12 4	400 12 4	400 12 4	400 12 4	400 12 4	400 12 4	400 12 4	400 12 4	400 12 4	400 12 4	400 12 4
Food Service	400 12 5	400 12 5	400 12 5	400 12 5	400 12 5	400 12 5	400 12 5	400 12 5	400 12 5	400 12 5	400 12 5	400 12 5	400 12 5	400 12 5
Merch	400 12 6	400 12 6	400 12 6	400 12 6	400 12 6	400 12 6	400 12 6	400 12 6	400 12 6	400 12 6	400 12 6	400 12 6	400 12 6	400 12 6
Entertainment	400 12 7	400 12 7	400 12 7	400 12 7	400 12 7	400 12 7	400 12 7	400 12 7	400 12 7	400 12 7	400 12 7	400 12 7	400 12 7	400 12 7
Other	400 12 8	400 12 8	400 12 8	400 12 8	400 12 8	400 12 8	400 12 8	400 12 8	400 12 8	400 12 8	400 12 8	400 12 8	400 12 8	400 12 8
Totals	1,537,700	1,537,700	1,537,700	1,537,700	1,537,700	1,537,700	1,537,700	1,537,700	1,537,700	1,537,700	1,537,700	1,537,700	1,537,700	1,537,700
Concessions	3,081,201	3,081,201	3,081,201	3,081,201	3,081,201	3,081,201	3,081,201	3,081,201	3,081,201	3,081,201	3,081,201	3,081,201	3,081,201	3,081,201
Trade	3,069,207	3,069,207	3,069,207	3,069,207	3,069,207	3,069,207	3,069,207	3,069,207	3,069,207	3,069,207	3,069,207	3,069,207	3,069,207	3,069,207
Parking	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481
Food Service	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481
Merch	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481
Entertainment	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481
Other	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481	3,049,481

ATTACHMENT C

2018-19 CTD Departmental Budget

## 2018-19 Budget Request Summary and Ranking

Department: Convention and Tourism Development

Approved by: Doane Liu

### Positions

	Reg	Reso	General Fund Revenue	Full-Time Salaries (001010 & 001012)	All Other Salaries (As-Needed, Hiring Hall, Overtime)	Expense & Special	Total Budget
2017-18 Adopted Department Budget:	13		\$ 1,031,322	\$ 1,491,061	\$ 36,783	\$ 53,000	\$ 1,580,844

### Departmental Requests (excluding Efficiency Proposals)

(List all requests individually in the Department's order of priority, including each section of the single program request form [base budget and requests A+1 and each various program request].)

RANKING	Program Code	Program Name (State requests)	Request Name	Request Type	Priority Outcome	Positions		General Fund Revenue	Full-Time Salaries (001010 & 001012)	All Other Salaries (As-Needed, Hiring Hall, Overtime)	Expense & Special	Total Budget Request
						Reg	Reso					
1	4803	Convention and Tourism Development Program	Baseline	Baseline	Good Jobs	13		\$ 1,031,322	\$ 1,579,625	\$ 36,783	\$ 53,000	\$ 1,669,408
2	4803	Convention and Tourism Development Program	Funding Re-alignment	Continuation	Good Jobs	0						
3	4803	Convention and Tourism Development Program	Tourism Plan, consulting, and advisory services	New	Good Jobs	0					\$ 250,000	\$ 250,000
4	4803	Convention and Tourism Development Program	Financial accounting, and advisory services	Continuation	Good Jobs	0					\$ 19,000	\$ 19,000
Total Departmental Budget Requests:						13	0	\$ 1,031,322	\$ 1,579,625	\$ 36,783	\$ 322,000	\$ 1,938,408

### Departmental Efficiency Proposals

(List each Efficiency Proposal individually, in the Department's order of priority.)

RANKING	Program Code	Program Name	Request Type	Priority Outcome	Positions		General Fund Revenue	Full-Time Salaries (001010 & 001012)	All Other Salaries (As-Needed, Hiring Hall, Overtime)	Expense & Special	Total Budget Request
					Reg	Reso					
1		Efficiency Proposal Name	/			0					
2						0					
Total Efficiency Proposals:						0	0	\$ -	\$ -	\$ -	\$ -

### Non-Departmental Requests

Non-Departmental Item Name	Request Type	Priority Outcome	GF Revenue	Total Budget Request
			\$ -	\$ -

### Total Budget Request Summary

		Positions		Full-Time Salaries		Expense & Special	
	Reg	Reso	GF Revenue	All Other Salaries	Expense & Special	Total Budget	
2018-19 Total Requested Departmental Budget:	13	0	\$ 1,031,322	\$ 1,579,625	\$ 36,783	\$ 1,938,408	
Change from 2017-18 Adopted Department Budget:	0	0	\$ -	\$ 88,564	\$ -	\$ 269,000	
Percent Change:	0.0%	0.0%	0.0%	5.9%	0.0%	507.5%	
2018-19 Total Requested Non-Departmental Budget (from above):			\$ -	\$ -	\$ -	\$ -	
2018-19 Total Requested Departmental + Non-Departmental Budget:			\$ 1,031,322	\$ 1,579,625	\$ 36,783	\$ 1,938,408	

## 2018-19 Budget Request Summary by Source of Funds

Department: Convention and Tourism Development

Approved by: Doane Liu

	Positions		General Fund		General Fund 100	Total All Special Funds	LACC Revenue 725	LACVB 429
	Reg	Reso	Revenue	Total				
2017-18 Adopted Department Budget:	13		\$ 1,031,322	\$ 1,580,844		\$ 1,580,844	\$ 1,344,912	\$ 235,932

### Departmental Requests

Including each section of the single program request form [base budget and requests A+] and each various program request). Requests must be segregated into their appropriate section below

**BASELINE REQUESTS:** List below all requests for Base level funding, as shown on the first section ("2018-19 Baseline Program Data") of each Single Program form

Program Code	Program Name	Priority Outcome	Positions		General Fund		General Fund 100	Total All Special Funds	LACC Revenue 725	LACVB 429
			Reg	Reso	Revenue	Total				
4803	Convention and Tourism Development Program	Promote good jobs	13		\$ 1,031,322	\$ 1,669,408		\$ 1,669,408	\$ 1,420,242	\$ 249,166
Total Base Level Requests:			13	0	\$ 1,031,322	\$ 1,669,408	\$ -	\$ 1,669,408	\$ 1,420,242	\$ 249,166

**CONTINUATION REQUESTS:** List below all requests to continue the 2017-18 service level (such as continuation of resolution authority positions), as indicated in each applicable Single Program form

Program Code	Program/Request Name	Priority Outcome	Positions		General Fund		General Fund 100	Total All Special Funds	LACC Revenue 725	LACVB 429
			Reg	Reso	Revenue	Total				
4803	CTD Program/Funding Re-alignment	Good Jobs				\$ -		\$ -	\$ (17,281)	\$ 17,281
4803	CTD Program/Financial, accounting, and advisory services	Good Jobs				\$ 19,000		\$ 19,000	\$ 19,000	
Total Continued Requests:			0	0	\$ -	\$ 19,000	\$ -	\$ 19,000	\$ 1,719	\$ 17,281

**NEW REQUESTS:** List below all requests to enhance the 2017-18 service level or to add new services, as indicated in each applicable Single Program form

Program Code	Program/Request Name	Priority Outcome	Positions		General Fund		General Fund 100	Total All Special Funds	LACC Revenue 725	LACVB 429
			Reg	Reso	Revenue	Total				
4803	CTD Program/Tourism Plan, consulting and advisory services	Good Jobs				\$ 250,000		\$ 250,000		\$ 250,000
Total New Requests:			0	0	\$ -	\$ 250,000	\$ -	\$ 250,000	\$ -	\$ 250,000

**EFFICIENCY PACKAGES:** List below each submitted Efficiency package. Departments must submit proposed efficiencies in the same total \$ amount as all proposed New Requests

Program Code	Program/Package Name	Priority Outcome	Positions		General Fund		General Fund 100	Total All Special Funds	LACC Revenue 725	LACVB 429
			Reg	Reso	Revenue	Total				
Total Efficiency Packages:			0	0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Amount Efficiencies are (below) / exceed New Requests:			0	0	\$ -	\$ (250,000)	\$ -	\$ (250,000)	\$ -	\$ (250,000)

	Positions		General Fund		General Fund 100	Total All Special Funds	LACC Revenue 725	LACVB 429
	Reg	Reso	Revenue	Total				
2018-19 Requested Department Budget:	13	0	\$ 1,031,322	\$ 1,938,408	\$ -	\$ 1,938,408	\$ 1,421,961	\$ 516,447
Change from 2017-18 Adopted Department Budget:	0	0	\$ -	\$ 357,564	\$ -	\$ 357,564	\$ 77,049	\$ 280,515
Percent Change:	0.0%	#DIV/0!	0.0%	22.6%	#DIV/0!	22.6%	5.7%	118.9%

### Non-Departmental Requests

(Use data from the Total Section of the Non-Departmental Form)

Non-Departmental Item	Priority Outcome	Positions		General Fund		General Fund 100	Total All Special Funds	LACC Revenue 725	LACVB 429
		Reg	Reso	Revenue	Total				
Total Non-Departmental Requests:			0	0	\$ -	\$ -	\$ -	\$ -	\$ -

	Positions		General Fund		General Fund 100	Total All Special Funds	LACC Revenue 725	LACVB 429
	Reg	Reso	Revenue	Total				
2018-19 Requested Department + Non-Departmental Budget:	13	0	\$ 1,031,322	\$ 1,938,408	\$ -	\$ 1,938,408	\$ 1,421,961	\$ 516,447

## 2018-19 Budget Program Request

Department: Convention and Tourism Development  
 Program Name: Convention and Tourism Development Program

Priority Outcome: Promote good jobs for Angelenos all across Los Angeles

**2018-19 Baseline Program Data**

Total Number of Regular Positions (Civilian): 13  
 Total Number of Regular Positions (Sworn): 0  
 Budget:

Account	Account Name	TOTAL	General Fund 100	Total All Special Funds	LACC Revenue 725	LACVB 429
001010	Salaries General	\$ 1,579,625		\$ 1,579,625	\$ 1,330,459	\$ 249,166
001070	Salaries As-Needed	\$ 31,783		\$ 31,783	\$ 31,783	
001090	Salaries Overtime	\$ 5,000		\$ 5,000	\$ 5,000	
002120	Printing and Binding	\$ 5,000		\$ 5,000	\$ 5,000	
002130	Travel	\$ -		\$ -	\$ -	
003040	Contractual Services	\$ 16,000		\$ 16,000	\$ 16,000	
003310	Transportation	\$ 6,000		\$ 6,000	\$ 6,000	
003330	Utilities Exp. Private Co. (Verizon)	\$ 6,000		\$ 6,000	\$ 6,000	
006010	Office and Admin	\$ 20,000		\$ 20,000	\$ 20,000	
009350	Communication Services	\$ -		\$ -	\$ -	
<b>TOTAL:</b>		<b>\$ 1,669,408</b>	<b>\$ -</b>	<b>\$ 1,669,408</b>	<b>\$ 1,420,242</b>	<b>\$ 249,166</b>

Pension/Health (Add/Delete Rate): \$ 643,599  
 Applicable CAP rate: N/A  
 Estimated Related Cost Reimbursement from SFs (CAP Rate):

BASE General Fund Revenue attributable to this Program: \$ 1,031,322

## 2018-19 Budget Program Request

Department: **Convention and Tourism Development**  
 Program Name: **Convention and Tourism Development Program**

**Request A** Name of Request: **Funding Re-alignment**  
 Continued or New? **Continuation of 2017-18 Service Level**

Quantity	Class Title	Class Code	Reg. Sworn, Reso., As-Needed, or Hiring Hall	Wages & Count Salary	Salary Savings Rate (%)	Number of Months Funding Requested	Spread Position Counts by FTE by Source of Funds			
							General Fund	Total All Special Funds	LACC Revenue	LACVB
0	TOTALS						-	0.00	0.00	0.00

**Budget:**

Acct	Account Name	TOTAL	General Fund		Total All Special Funds		LACC Revenue		LACVB	
			100	-	Special Funds	725	725	429		
001010	Salaries General	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
001070	Salaries As-Needed	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
001090	Salaries Overtime	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
002120	Printing and Binding	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
002130	Travel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
003040	Contractual Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
003310	Transportation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
003330	Utilities Exp. Private Co. (Verizon)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
006010	Office and Admin	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
009350	Communication Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTAL:</b>		<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

Pension/Health (Add/Delete Rate):

Applicable CAP rate:

Estimated Related Cost Reimbursement from SFs (CAP Rate):

General Fund Revenue (Change):

## 2018-19 Budget Program Request

**Department:** Convention and Tourism Development  
**Program Name:** Convention and Tourism Development Program

**Request B Name of Request:** Tourism Plan, consulting, and advisory services  
 Continued or New? New - Enhancement of Existing Service

Spread Position Counts by FTE by Source of Funds				
General Fund	Total All Special Funds	LACC Revenue	LACC	LACVB
100	0.00	725		429
0.00	0.00			
0.00	0.00	0.00		0.00

Quantity	Class Title	Class Code	Reg, Swom, Reso, As-Needed, or Hiring Hall	Wages & Count Salary	Salary Savings Rate (%)	Number of Months Funding Requested	Net Salary
0	TOTALS						\$ -

**Budget:**

Acct	Account Name	TOTAL	General Fund 100	Total All Special Funds	LACC Revenue 725	LACVB 429
001010	Salaries General	\$ -	\$ -	\$ -	\$ -	\$ -
001070	Salaries As-Needed	\$ -	\$ -	\$ -	\$ -	\$ -
001090	Salaries Overtime	\$ -	\$ -	\$ -	\$ -	\$ -
002120	Printing and Binding	\$ -	\$ -	\$ -	\$ -	\$ -
002130	Travel	\$ -	\$ -	\$ -	\$ -	\$ -
003040	Contractual Services	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ -
003310	Transportation	\$ -	\$ -	\$ -	\$ -	\$ -
003330	Utilities Exp. Private Co. (Verizon)	\$ -	\$ -	\$ -	\$ -	\$ -
006010	Office and Admin	\$ -	\$ -	\$ -	\$ -	\$ -
009350	Communication Services	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTAL:</b>		<b>\$ 250,000</b>	<b>\$ -</b>	<b>\$ 250,000</b>	<b>\$ -</b>	<b>\$ 250,000</b>

Pension/Health (Add/Delete Rate): \$ -  
 Applicable CAP rate: \$ -  
 Estimated Related Cost Reimbursement from SFs (CAP Rate): \$ -  
 General Fund Revenue (Change): \$ -



## 2018-19 Budget Program Request

Department: **Convention and Tourism Development**  
 Program Name: **Convention and Tourism Development Program**

**Request C Name of Request:** Financial, accounting, and advisory services  
 Continued or New? Continuation of 2017-18 Service Level

Positions: Quantity	Class Title	Class Code	Reg, Sworn, Reso, As-Needed, or Hiring Hall	Wages & Count Salary	Salary Savings Rate (%)	Number of Months Funding Requested	Spread Position Counts by FTE by Source of Funds			
							General Fund	Total All Special Funds	LACC Revenue	LACVB
0	TOTALS						100	0.00	725	429
							0.00	0.00	0.00	0.00
							0.00	0.00	0.00	0.00
							-	-	-	-
							\$	\$	\$	\$

**Budget:**

Acct	Account Name	TOTAL	General Fund 100	Total All Special Funds	LACC Revenue 725	LACVB 429
001010	Salaries General	\$ -	\$ -	\$ -	\$ -	\$ -
001070	Salaries As-Needed	\$ -	\$ -	\$ -	\$ -	\$ -
001090	Salaries Overtime	\$ -	\$ -	\$ -	\$ -	\$ -
002120	Printing and Binding	\$ -	\$ -	\$ -	\$ -	\$ -
002130	Travel	\$ -	\$ -	\$ -	\$ -	\$ -
003040	Contractual Services	\$ 19,000	\$ -	\$ 19,000	\$ 19,000	\$ -
003310	Transportation	\$ -	\$ -	\$ -	\$ -	\$ -
003330	Utilities Exp. Private Co. (Verizon)	\$ -	\$ -	\$ -	\$ -	\$ -
006010	Office and Admin	\$ -	\$ -	\$ -	\$ -	\$ -
009350	Communication Services	\$ -	\$ -	\$ -	\$ -	\$ -
	<b>TOTAL:</b>	<b>\$ 19,000</b>	<b>\$ -</b>	<b>\$ 19,000</b>	<b>\$ 19,000</b>	<b>\$ -</b>

Pension/Health (Add/Delete Rate):

Applicable CAP rate:

Estimated Related Cost Reimbursement from SFs (CAP Rate):

General Fund Revenue (Change):

\$ -

\$ -

\$ -

## 2018-19 Budget Program Request

Department: Convention and Tourism Development  
 Program Name: Convention and Tourism Development Program

2018-19 Program Budget Cost SUMMARY (Total all Sections Above)

Positions:

Baseline Data  
 ALL Requests

13	
0	
<b>TOTAL</b>	<b>13</b>

Direct Cost:

	General Fund 100	Total All Special Funds	LACC Revenue 725	LACVB 429
Baseline Data	\$ 1,669,408	\$ 1,669,408	\$ 1,420,242	\$ 249,166
<b>TOTAL ALL REQUESTS</b>	<b>\$ 269,000</b>	<b>\$ 269,000</b>	<b>\$ 1,719</b>	<b>\$ 267,281</b>
<b>TOTAL</b>	<b>\$ 1,938,408</b>	<b>\$ 1,938,408</b>	<b>\$ 1,421,961</b>	<b>\$ 516,447</b>

Pension/Health (Add/Delete Rate): \$ 643,599  
 Estimated Related Cost Reimbursement from SFs (CAP Rate): \$ -

Total General Fund Revenue: \$ 1,031,322

Net GF Cost (Budget - Revenue): \$ (1,031,322)

## 2018-19 Budget Program Request

<b>Department Name:</b> Convention and Tourism Development (CTD)	
<b>Program Code:</b> E48	<b>Program Name:</b> Convention and Tourism Development Program
<b>Program Description</b> This program attracts and hosts conventions at a world class facility with world class service and drives economic development and job creation by marketing the City's unique cultural, sports, entertainment, and leisure attractions.	
<b>Alignment with Priority Outcome(s)</b> Check all that apply: <input type="checkbox"/> Well-Run; <input checked="" type="checkbox"/> Livable; <input type="checkbox"/> Safe; <input checked="" type="checkbox"/> Prosperous	
<b>Program Metrics</b> <i>All relevant metric data should be provided on the Excel Metric template. Describe briefly here the metric(s) applicable to this Program. What are the long-term targets for this program?</i>  The metrics tracked by CTD - the number of visitors to LA, the amount of TOT deposited into the General Fund, the number of citywide conventions including attendees and room nights generated, all measure our success in bringing out-of-town visitors to infuse money into our economy and provide continued support for job creation for Angelenos.  The economic impact to the City from tourism and convention center events from June 2016 to June 2017 resulted in the addition of 14,100 <b>Leisure and Hospitality industry jobs</b> . This is one of the fastest growing industries among the ten super sectors in L.A. County as tracked by the California Employment Development Department.	
<b>Status of recently funded initiatives</b> <i>Discuss the status of any new services or service enhancements that were funded in 2016-17 or 2017-18 for this Program.</i>  N/A	
<b>Equity</b> <i>Discuss how resources are deployed for this program.</i>  CTD appropriately allocates staff time and resources for contract management to ensure that both LATCB and AEG achieve their respective visitor and client service equity outcomes.  The CTD Department comprised of the Executive Director, two Assistant General Managers, and support staff provide the following services:  1. Strategic Planning (25%) <ul style="list-style-type: none"><li>• Carry out the initiatives of the CTD Board of Commissioners regarding all policies related to tourism, marketing the City, and increasing the convention business;</li><li>• Develop and advocate policies that support a long term tourism strategy.</li></ul> 2. Contract Management (50%) <ul style="list-style-type: none"><li>• Oversee the provisions of the contract with AEG and monitor AEG's operational and financial performance;</li><li>• Administer LATCB's contract with emphasis on achieving results tied to key performance</li></ul>	

## 2018-19 Budget Program Request

metrics;

- Align the goals and incentives among AEG, LATCB and the CTD Department.

### 3. Facility Stewardship (25%)

- Provide a major leadership role in the design, construction, and coordination related to the expansion and modernization of the convention center ;
- Facilitate capital improvements to the Convention Center by securing funding for projects and managing and/or delegating related procurement processes.

#### **Additional comments (optional):**

N/A

## 2018-19 Budget Program Request

<b>Department Name:</b> Convention and Tourism Development	
<b>Program Code:</b> E48	<b>Program Name:</b> Convention and Tourism Development Program
<b>Detail of Budget Program Requests</b> <i>Copy and use the format below for each budget request. Use the Budget Request letter included in the Excel template (A, B, C, etc) when referencing each Budget Request.</i>	
<b>REQUEST A</b>	
<b>Name of Request:</b> Funding Re-alignment	<b>Total Request Amount:</b> \$17,281
<b>Description of Request:</b> <i>Provide details on what resources are being requested. Clearly indicate if this request is for the continuation of 2017-18 positions/funding or new items. If the positions requested are exempt, explain why an existing civil service classification cannot perform these functions.</i>  CTD is requesting to realign funding in the amount of \$17,281 compared to the 2017-18 baseline program data, which would result in increasing the Los Angeles Convention and Visitors Bureau (LACVB) Fund (Fund 429) appropriation to the CTD budget and decreasing the Convention Center Revenue Fund (Fund 725) appropriation to the CTD budget by an equivalent amount. This pays for a portion of salaries for those CTD employees involved in the administration and contract management of the LATCB agreement. There will be no change to the level of services provided. The total amount in LACVB funds requested to the CTD Budget for salary expenses is \$266,447.	
<b>Departmental Collaboration:</b> <i>If this request was developed in conjunction with other departments, list the departments below.</i> N/A	
<b>PART 1</b>	
<b>Justification</b>	
<p><b>1. What problem is being addressed and how will this request address it?</b> This request accurately aligns expenditures with anticipated staffing needs.</p> <p><b>2. If this request is to increase or expand services, or to address backlog/workload issues, has the Department undergone a process improvement or other service efficiency exercise (including but not limited to technology and automation)?</b></p> <ul style="list-style-type: none"> <li>• If yes, what changes were made and what were the results? Provide evidence of results.</li> <li>• If no, why has this not been done? N/A</li> </ul> <p>This request will have no impact on the services CTD provides and no impact to the General Fund.</p> <p><b>3. Why is this approach better than the alternative approaches that were considered?</b></p> <p><b>4. Goals:</b></p> <p style="margin-left: 20px;"><b>a) What are the 2018-19 goals for this request?</b> CTD is proposing a budget package that supports its priorities for maintaining an efficient operation, while enhancing client satisfaction.</p> <p style="margin-left: 20px;"><b>b) What are the long-term goals for this request, if they differ from 2018-19?</b> N/A</p>	

**2018-19 Budget Program Request**

**Supporting Performance Metrics**

*The Department must have direct influence/control over each metric. Metrics should support the goals above and relate to an increase in service or efficiency.*

- 1. Provide metrics that measure both the amount of services produced (output) and the impact of those services on your stakeholders (outcome).**
- 2. Explain how the investment in resources will directly impact the metrics that measure the goals above.**

Metrics are not applicable for this re-alignment request.

**PART 2**

**Checkpoint I - What special funds are eligible to be used for this request?**

**The Los Angeles Convention and Visitors Bureau Fund (Fund 725).**

**Checkpoint II - Requests that belong to a category below will require additional review by the Mayor's Office.**

*Check all that apply:*

N/A

- Requires procurement of personal or professional services
- Supports Department's risk management efforts
- Technology request (e.g. software, hardware, technology system, communications system). If checked, complete the technology supplemental.

**Checkpoint III - Alignment with Strategic Documents**

*Check all that apply:*

N/A

- Mayor's Expectations Letter
- Comprehensive Homeless Strategy
- Sustainable City pLAN
- Equitable Workforce and Service Restoration Plan
- Strategic Plan(s)

**REQUEST B**

**Name of Request:** Tourism Plan, Consulting and Advisory Services

**Total Request Amount:**  
\$250,000

**Description of Request:** *Provide details on what resources are being requested. Clearly indicate if this request is for the continuation of 2017-18 positions/funding or new items. If the positions requested are exempt, explain why an existing civil service classification cannot perform these functions.*

The CTD is submitting a budget request for \$250,000 for advisory and consulting services related to developing a five year Strategic Plan for Tourism that would entail a coordinated approach in identifying citywide priorities, gaps, inefficiencies and solutions. The Mayor and CTD's goal is to achieve 50 million visitors by 2020. The Strategic Plan will advise on methods for increasing positive visitor experience, on the City's ability to encourage and increase repeat visitation, and on the general related challenges that exist within different communities throughout the City.

**Departmental Collaboration:** *If this request was developed in conjunction with other departments, list the departments below.*

N/A

**PART 1**

## 2018-19 Budget Program Request

### **Justification**

#### **1. What problem is being addressed and how will this request address it?**

LATCB's role in marketing the City is limited, in that its services do not address matters more appropriately suited for a municipal entity to handle; e.g. The impacts of tourism on infrastructure and transportation, hotel development and directional growth, homelessness, managing the short term rental market, etc.

The CTD was created in 2014 as part of the new governance structure when the LACC facility shifted from public to private management. The Los Angeles Administrative Code, Section 8.146, outlines its responsibilities as strategic planning for tourism, and serving as contract administrator for the private operator of the LACC facility. Although the CTD's primary focus has been supporting the LACC facility it would like to expand its efforts in the area of tourism promotion and anticipates the Strategic Plan would serve as a guide in that regard.

#### **2. If this request is to increase or expand services, or to address backlog/workload issues, has the Department undergone a process improvement or other service efficiency exercise (including but not limited to technology and automation)?**

- If yes, what changes were made and what were the results? Provide evidence of results.
- If no, why has this not been done? N/A

#### **3. Why is this approach better than the alternative approaches that were considered?**

N/A

#### **4. Goals:**

##### **a) What are the 2018-19 goals for this request?**

Assuming funding is approved, the CTD Budget plans to release a Request for Proposal at the beginning of the 2018-19 Fiscal Year, select an experienced consulting firm that will prepare a comprehensive five year plan for tourism and advise on next steps for the CTD with this regard.

##### **b) What are the long-term goals for this request, if they differ from 2018-19?**

Implement and maintain the strategic plan.

### **Supporting Performance Metrics**

*The Department must have direct influence/control over each metric. Metrics should support the goals above and relate to an increase in service or efficiency.*

#### **1. Provide metrics that measure both the amount of services produced (output) and the impact of those services on your stakeholders (outcome).**

The measure of success for this one-time deliverable is to complete the goals above.

#### **2. Explain how the investment in resources will directly impact the metrics that measure the goals above.**

The CTD currently tracks numerous tourism-related statistics which will serve as a baseline for measuring the impact of the initiatives developed in the the strategic plan.

## **PART 2**

### **Checkpoint I - What special funds are eligible to be used for this request?**

The source of funds for the budget request is the LACVB Trust Fund, Fund 429, which would result in a reallocation of \$250,000 from LATCB's annual appropriation of one percent of the Transient Occupancy Tax, and an equivalent increase in appropriation in CTD's operating budget. The \$250,000 decrease in LATCB's budget will result in a service reduction specific to the City's participation in the annual Tournament of Roses, the 2019 Rose Parade.

## 2018-19 Budget Program Request

**Checkpoint II** - Requests that belong to a category below will require additional review by the Mayor's Office.  
Check all that apply:

- Requires procurement of personal or professional services
- Supports Department's risk management efforts
- Technology request (e.g. software, hardware, technology system, communications system). If checked, complete the technology supplemental.

**Checkpoint III** - Alignment with Strategic Documents

Check all that apply:

- Mayor's Expectations Letter
- Comprehensive Homeless Strategy
- Sustainable City pLAn
- Equitable Workforce and Service Restoration Plan
- Strategic Plan(s)

### **REQUEST C**

**Name of Request:** Financial, Accounting, and Advisory Services

**Total Request Amount:**  
\$19,000

**Description of Request:** Provide details on what resources are being requested. Clearly indicate if this request is for the continuation of 2017-18 positions/funding or new items. If the positions requested are exempt, explain why an existing civil service classification cannot perform these functions.

This is a continuation request for technical assistance to CTD staff in the area of preparing financial statements in accordance with Generally Accepted Accounting Practices (GAAP) and the General Accounting Standards Board (GASB) 34 net asset approach; and for technical assistance to CTD staff in the area of preparing the "Cities Annual Report of Financial Transaction to the State Controller".

**Departmental Collaboration:** If this request was developed in conjunction with other departments, list the departments below.

CTD is collaborating with the Office of the Controller and utilizing the City's as-needed list of accountancy and auditing firms. The Task Order Solicitation for this consulting service was released on September 11, 2017, and two proposals were received. CTD is in the process of evaluating the proposals, and is requesting an increase in appropriation in the Contractual Services Account (003040), Financial & Accounting Advisory Services line item.

### **PART 1**



## 2018-19 Budget Program Request

### **Justification**

**1. What problem is being addressed and how will this request address it?**

Because the CTD is a small City department with limited staff resources, some of its financial reporting is outsourced. The CTD has found that it is more efficient to outsource this function and has been doing so since the transition from public to private management

**2. If this request is to increase or expand services, or to address backlog/workload issues, has the Department undergone a process improvement or other service efficiency exercise (including but not limited to technology and automation)?**

- **If yes, what changes were made and what were the results? Provide evidence of results.**

Yes. Macias Gini & O'Connell, a consulting firm that provides auditing and advisory services to the City, performed a review of CTD's financial policies and procedures per CTD's request, resulting in a recommendation to expand the scope of work of any firm hired to provide financial reporting services to the CTD for the purposes of ensuring greater accountability.

- **If no, why has this not been done?**

**3. Why is this approach better than the alternative approaches that were considered?**

Financial reports prepared by the hired firm would entail a more robust review which would include, preparation of the information by the principal employee, a secondary review by its supervisor/s, and a guarantee by the firm itself on the accuracy of the final work product. This provides for greater accountability and reduces the risk of reporting errors. In addition, the firm will advise CTD on tracking equipment, and reconciling fixed asset balances.

### **Goals:**

**a) What are the 2018-19 goals for this request?**

The goal is to have a firm hired prior to the beginning of the 2018-19 Fiscal Year, to assist with preparing necessary financial reporting documents and related services.

**b) What are the long-term goals for this request, if they differ from 2018-19?**

Same as above. The CTD has no plans to increase or add to its accounting staff and therefore would continue to rely on outsourcing financial reporting services.

### **Supporting Performance Metrics**

*The Department must have direct influence/control over each metric. Metrics should support the goals above and relate to an increase in service or efficiency.*

**1. Provide metrics that measure both the amount of services produced (output) and the impact of those services on your stakeholders (outcome).**

Output portion is not applicable here.

Regarding outcome, the Controller's Office relies on each department to prepare responsible, complete and accurate financial reporting documents that are submitted on time. This request supports the described outcome.

**2. Explain how the investment in resources will directly impact the metrics that measure the goals above.**

The CTD's accounting workload is minimal and absorbed by administrative staff. Financial reporting however requires a specific skill set and a high level accounting position. Given the associated cost and in comparison to the limited workload, it is more prudent and financially efficient for CTD to outsource this task. The proposed budget request was also made in consultation with the Office of the Controller.

### **PART 2**

## 2018-19 Budget Program Request

### **Checkpoint I - What special funds are eligible to be used for this request?**

Los Angeles Convention Center Revenue Fund (Fund 725)

### **Checkpoint II - Requests that belong to a category below will require additional review by the Mayor's Office.**

*Check all that apply:*

- Requires procurement of personal or professional services
- Supports Department's risk management efforts
- Technology request (e.g. software, hardware, technology system, communications system). If checked, complete the technology supplemental.

### **Checkpoint III - Alignment with Strategic Documents**

*Check all that apply:*

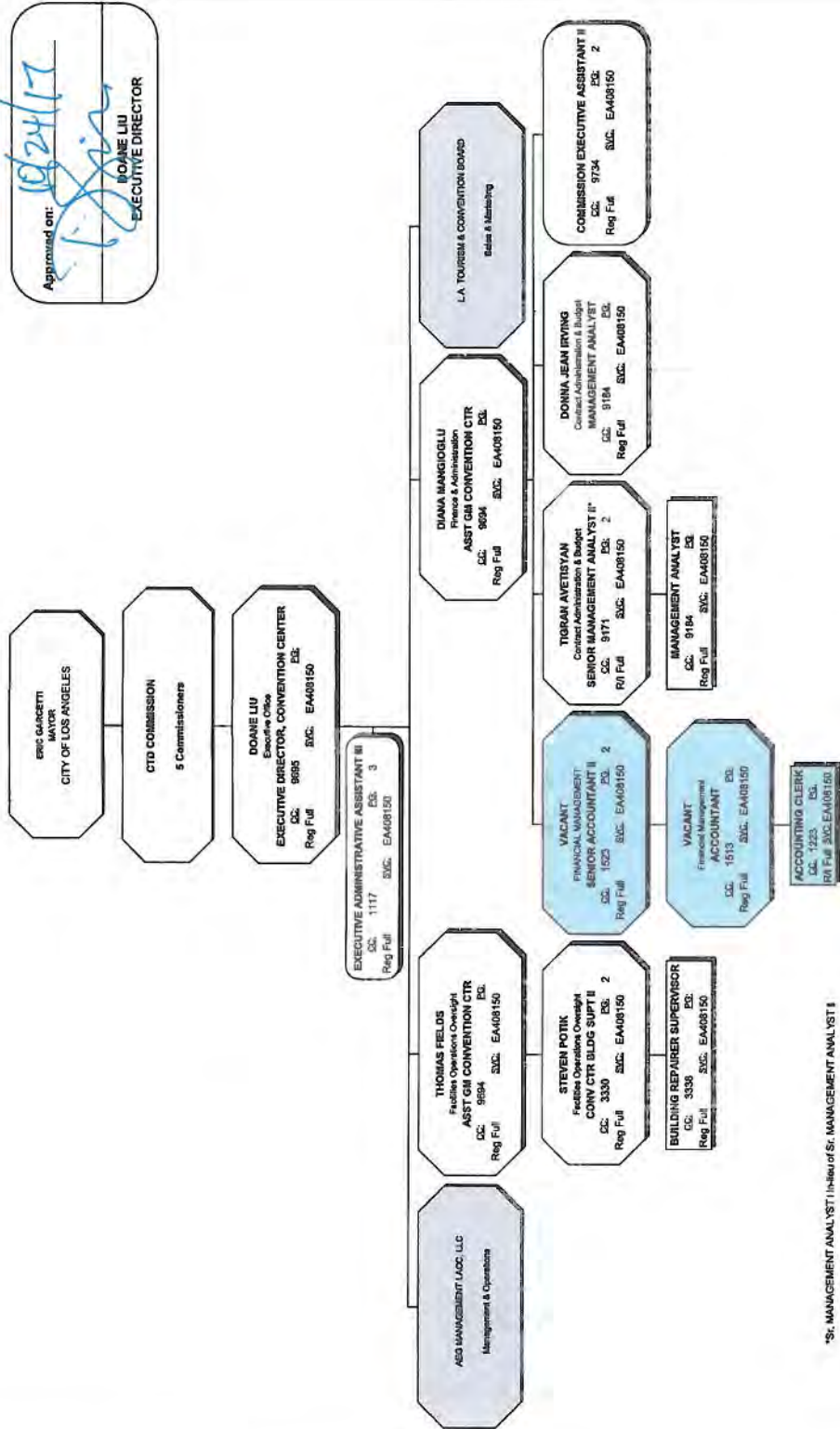
N/A

- Mayor's Expectations Letter
- Comprehensive Homeless Strategy
- Sustainable City pLAn
- Equitable Workforce and Service Restoration Plan
- Strategic Plan(s)



CITY OF LOS ANGELES  
 DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT (CTD)  
 FY 2018-19 PROPOSED ORGANIZATION CHART

Approved on: 10/24/17  
  
 DOANE LIU  
 EXECUTIVE DIRECTOR



\*Sr. MANAGEMENT ANALYST I in lieu of Sr. MANAGEMENT ANALYST II

Legend:  
 Light Gray = Contractors  
 Sky Blue = VACANT Position  
 Light Orange = MULTIPLE Positions  
 Yellow = PROMOTED/CHANGED Position

Supervisor  
 Assistant  
 Staff

ATTACHMENT D

2018-19 Capital Improvement Expenditure Program

**Convention and Tourism Development FY 2018-19 Capital Improvement Project Requests Summary**

Priority No.	Project Title	Life Cycle (years)	Proposed Funding Source	FY 19 Request	Previously Approved Amt.	Project Phase
1	Automatic transfer switch replacement	15	General Fund or MICLA	\$78,000	-	1 of 1
2	Escalator and elevator repair/modernization program	10	General Fund or MICLA	\$250,000	\$1,200,000	5 of 8
3	Roof replacement over West Hall	20	General Fund or MICLA	\$1,874,000	-	1 of 1
4	Escalator and elevator replacement program	25	General Fund or MICLA	\$1,444,000	-	1 of 5
5	Replacement of chillers and modernization of chiller plant	23	General Fund or MICLA	\$5,000,000	-	1 of 1
6	Carpet replacement	7	General Fund or MICLA	\$350,000	\$1,030,000	5 of 10
7	Painting of exterior of West Hall	20	General Fund or MICLA	\$570,000	-	1 of 1
8	Cooling tower motors and VFD replacement	15	General Fund or MICLA	\$107,000	\$91,000	2 of 2
9	West Hall elevator	25	General Fund or MICLA	\$593,000	-	1 of 1
10	Security surveillance system	5-10	General Fund or MICLA	\$228,000	\$1,865,000	4 of 8
11	LED reader boards for parking	10	General Fund or MICLA	\$55,000	-	1 of 1
12	Scissor lift replacement	20	General Fund or MICLA	\$24,000	-	1 of 1
	<b>TOTAL FY 2018-19 REQUEST</b>			<b>\$10,573,000</b>		

Los Angeles Convention Center  
Monthly Update  
SEPTEMBER 2017

Brad Gessner



# LEADER OF THE 3<sup>RD</sup> QUARTER



**ANTHONY PEREZ**  
**MANAGER, HUMAN RESOURCES**

# EMPLOYEE OF THE MONTH – SEPTEMBER 2017



**MELISSA MURRILLO**  
**PT - PAINTER**



# LACC AUGUST 2017 EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
Sept. 12 - 14	WESTEC 2017	12,000
Sept. 14 - 15	4 <sup>th</sup> Annual Cannabis World Congress and Business Expo	6,200
Sept. 20	Naturalization	20,000
Sept. 21	Current Price Event	1,200
Sept. 25 - 27	NRF 2017 Shop.org Annual Summit	3,100
Sept. 26	AltaMed Employee Meeting	2,400
Sept. 30 – Oct. 1	Juventud Renovada 2017	3,600

\*Citywide

**TOTAL: 121,000**

## LACC SEPTEMBER 2017 FILMING AND PHOTO EVENTS

<u>Name</u>	<u>Location</u>	<u>Amount</u>
Westworld	Kentia	\$68,340
Here Now	Bond Lot	\$7,000
Jaguar	South Garage	\$7,100
Hyundai Genesis	Pico/GL Drive	\$7,300

**TOTAL FILMING: \$89,740**

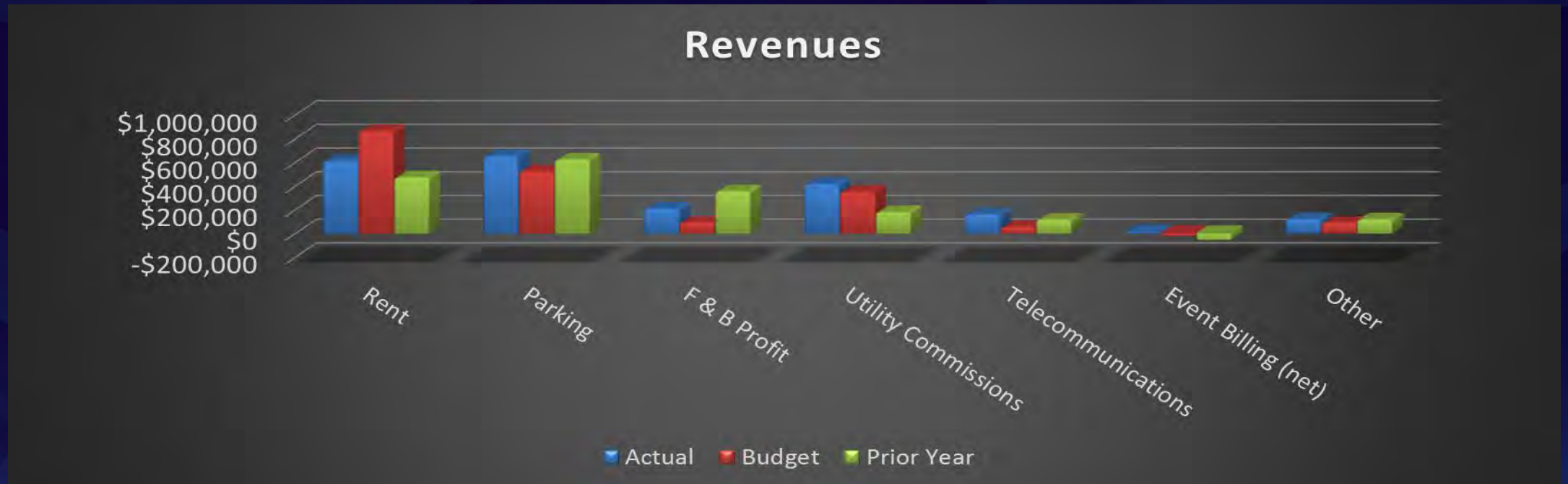
# FINANCIALS

## OPERATING DEFICIT:

- \$14K (before approved City Reimbursements, A & I and Capital Projects)
- \$72K below budget and \$36K below prior year

## REVENUES:

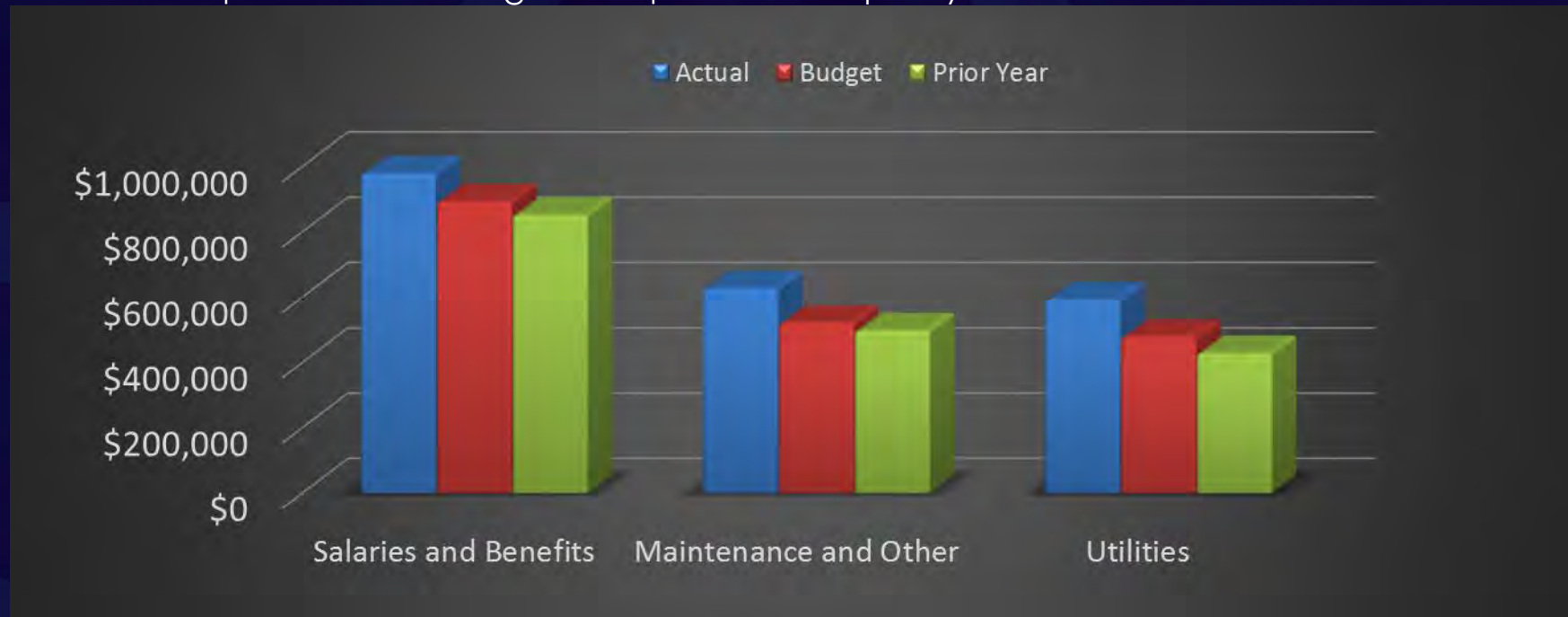
- \$2.2 Million
- \$233K above budget and \$381K above prior year
- \$213K in rental discounts



# FINANCIALS

## OPERATING EXPENSES:

- \$2.2 million (before approved A & I and Capital Projects)
- \$305K above budget and \$417K above prior year



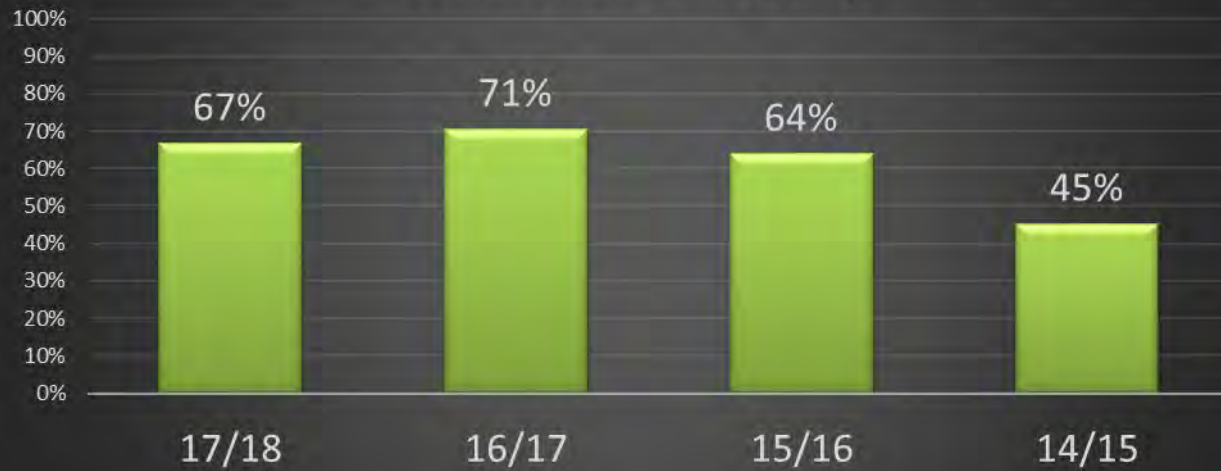
CITY REIMBURSEMENT - \$279K

## ALTERATION AND IMPROVEMENTS & CAPITAL PURCHASES:

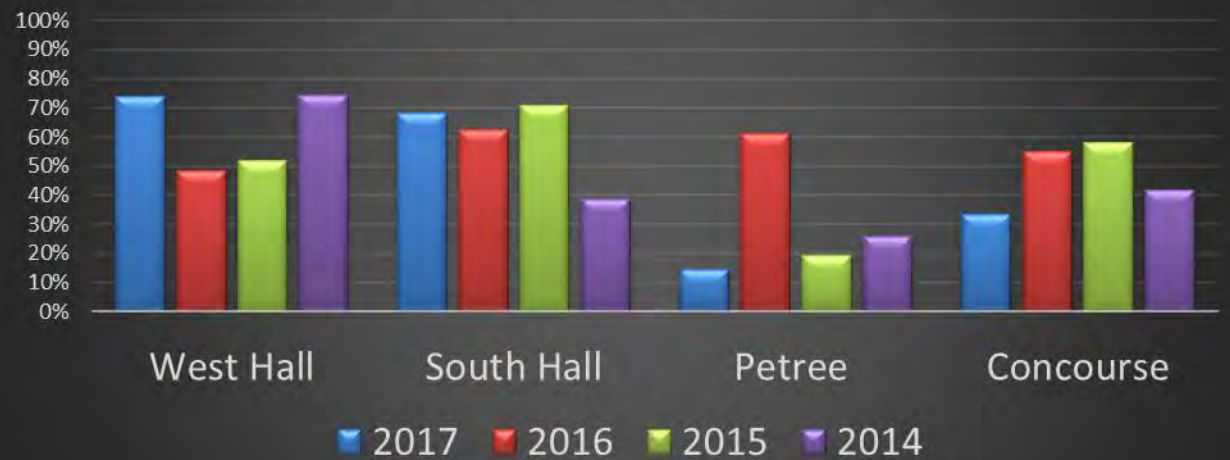
- Communications Controllers
- Meeting room lighting upgrades
- Restroom renovation

# OCCUPANCY

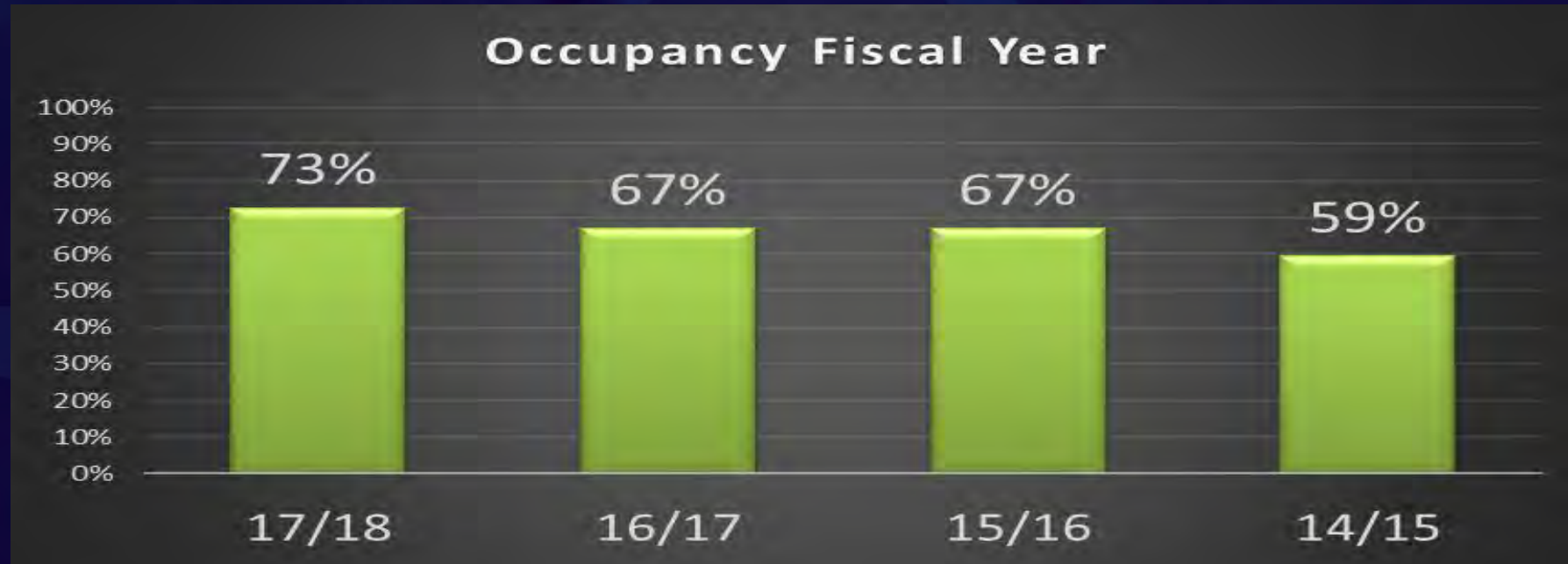
## Exhibit Hall Occupancy



## Occupancy by Exhibit Hall



# OCCUPANCY



PricewaterhouseCoopers report on Convention Center occupancy states:

It has been recognized industry-wide that the “practical” maximum exhibit hall occupancy rate is approximately 70 percent and the “efficient” range is considered to be approximately 50 to 60 percent. Occupancy levels less than 50 percent generally suggest the existence of marketable opportunities or open dates, while an occupancy rate above 60 percent increases the potential for lost business or “turn-aways.”

# ECONOMIC IMPACT

## \$20.4 million in Projected Economic Impact



MEET

*Los Angeles*

# CTD Board of Commissioners Meeting

November 1, 2017



# CITYWIDE CONVENTION SALES YTD FY 17/18 PRODUCTION

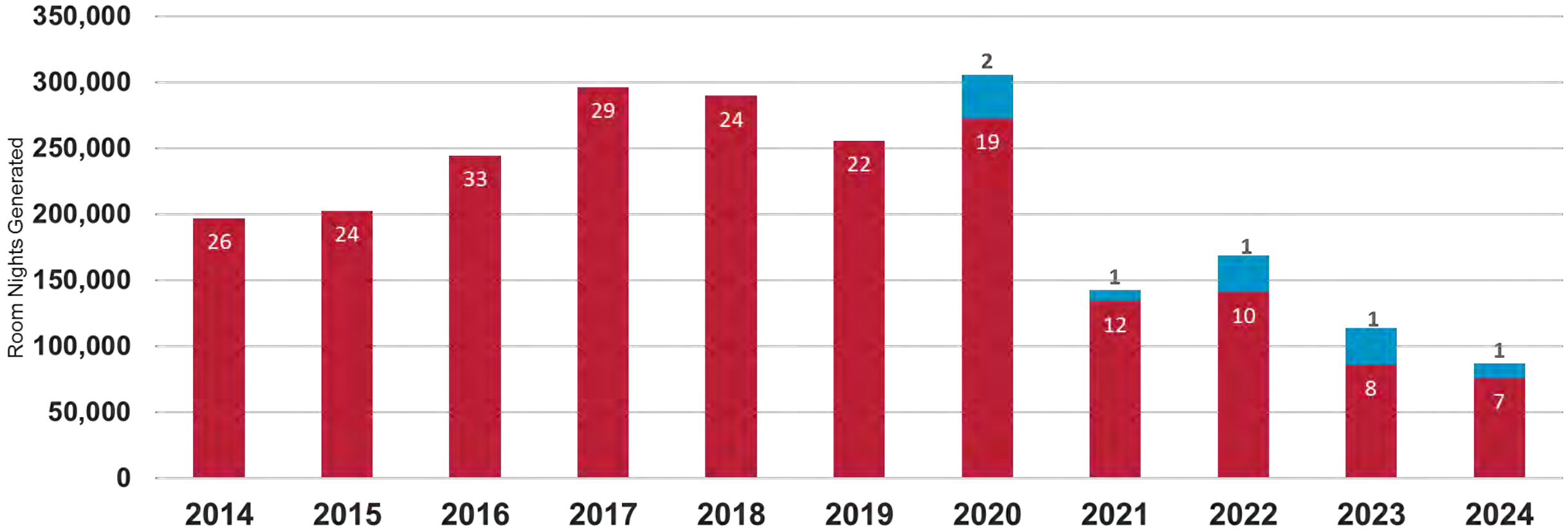
Lead Production	Leads Actual
FY 17/18 Goal	220
FY 17/18 YTD	<b>58</b>
FY 16/17 STLY	60

Booked Room Nights Produced	RNs Actual
FY 17/18 Goal	390,000
FY 17/18 YTD	<b>107,668</b>
FY 16/17 STLY	91,614

Dated October 24, 2017

# CITYWIDE CONVENTION SALES BOOKED ROOM NIGHTS

## 2014 TO 2024 CALENDAR YEAR ARRIVAL DATE



■ Booked prior to FY 17/18

■ 6 Events with 107,668 room nights booked during YTD FY 17/18 (July 1, 2017 – October 24, 2017)





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# GSMA

## MOBILE WORLD CONGRESS

### AMERICAS 2020

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October 2017 Booking for Los Angeles  
Competing Cities: Las Vegas, Orlando, New Orleans,  
San Francisco, San Diego & Anaheim

Booked for 2018, 2019 & 2020

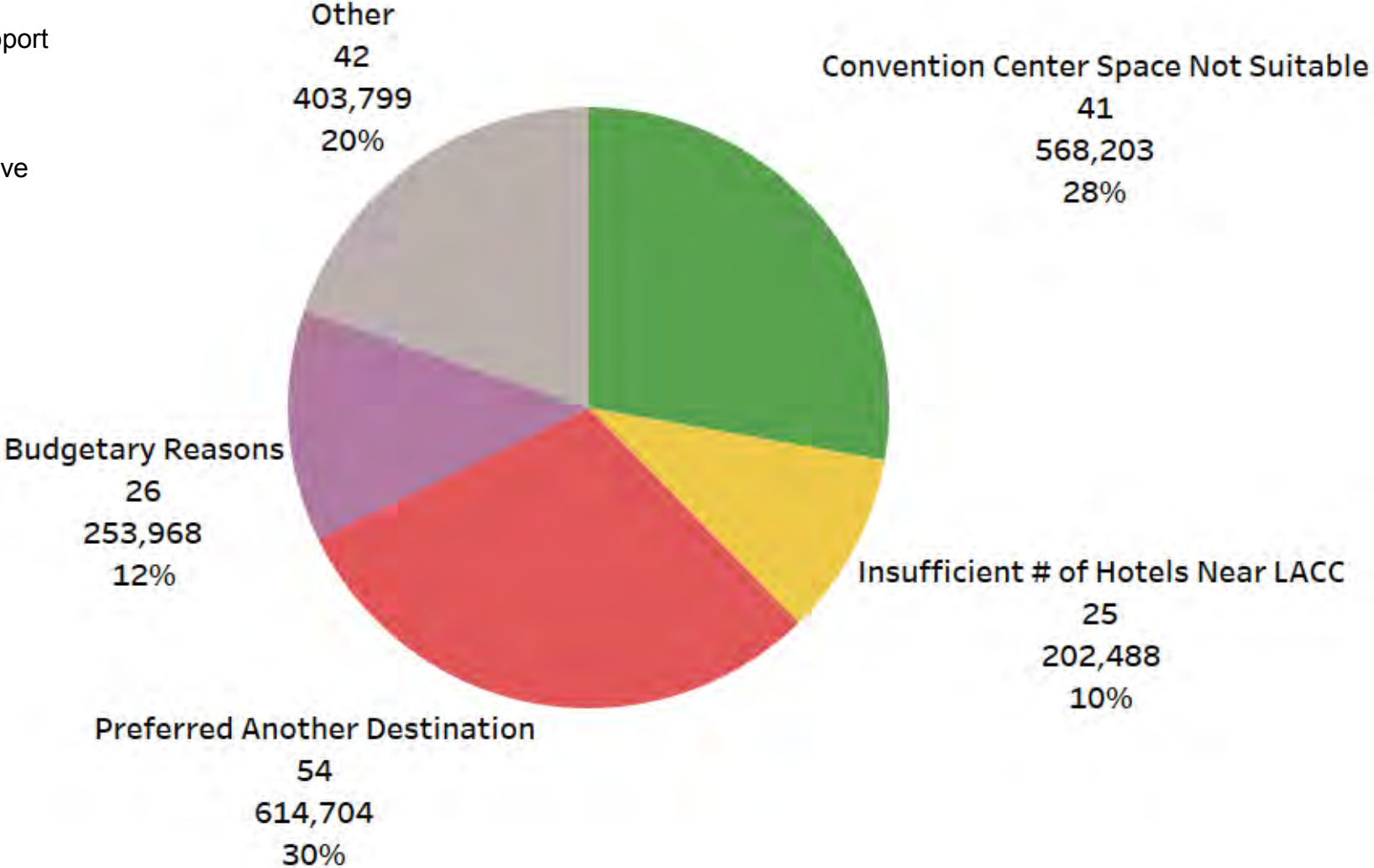
- Show Attendance: 25,000
- Peak Room Nights: 8,035
- Total Room Nights: **27,271**

**“Targeting for our E3 of the Fall”**

# CITYWIDE CONVENTION SALES FY 16/17 LOST BUSINESS

## 188 EVENTS = 2 MILLION ROOM NIGHTS

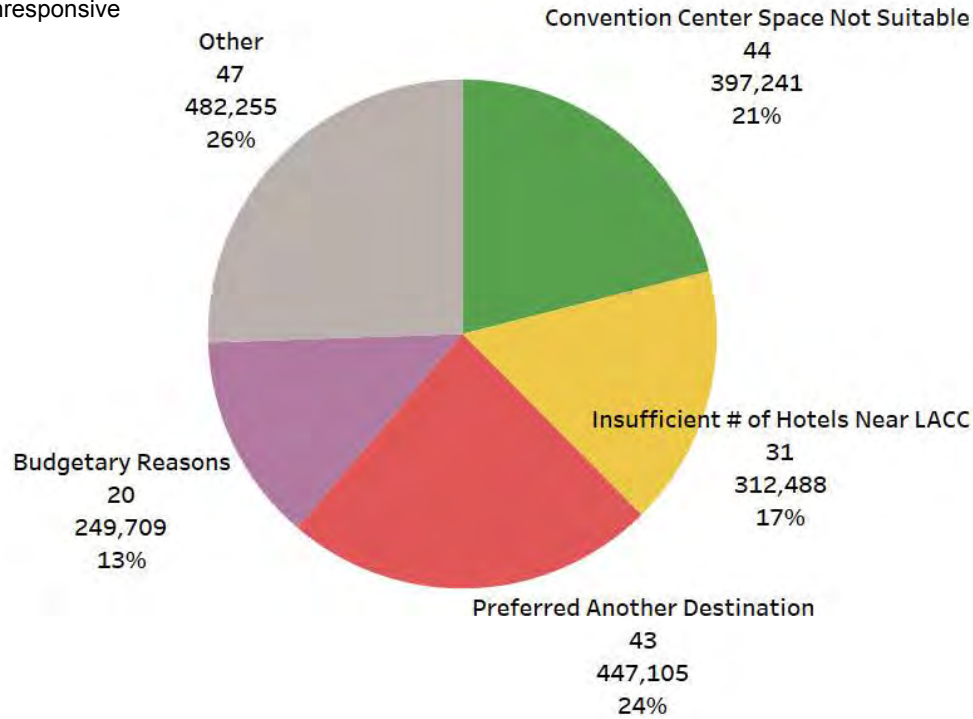
Other:  
Lack of Local Support  
Event Postponed  
Cancellation  
Political Reasons  
Client Unresponsive



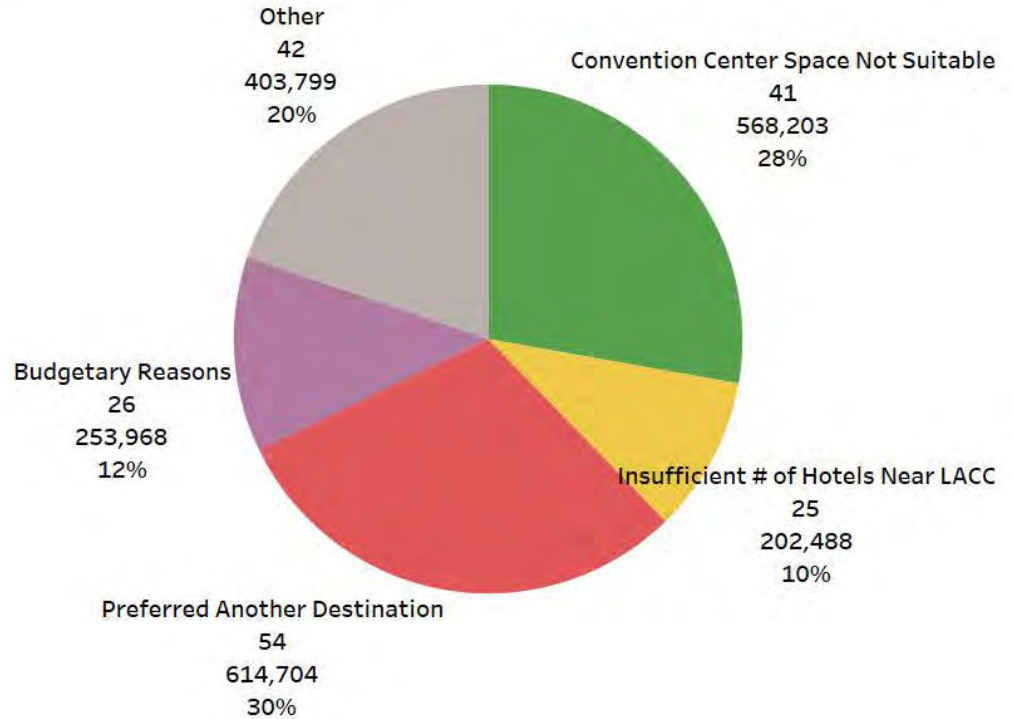
# CITYWIDE CONVENTION SALES LOST BUSINESS TWO YEAR COMPARISON

Other:  
 Lack of Local Support  
 Event Postponed  
 Cancellation  
 Political Reasons  
 Client Unresponsive

**FY 15/16**  
**185 Events = 1.88M Room Nights**



**FY 16/17**  
**188 Events = 2.04M Room Nights**



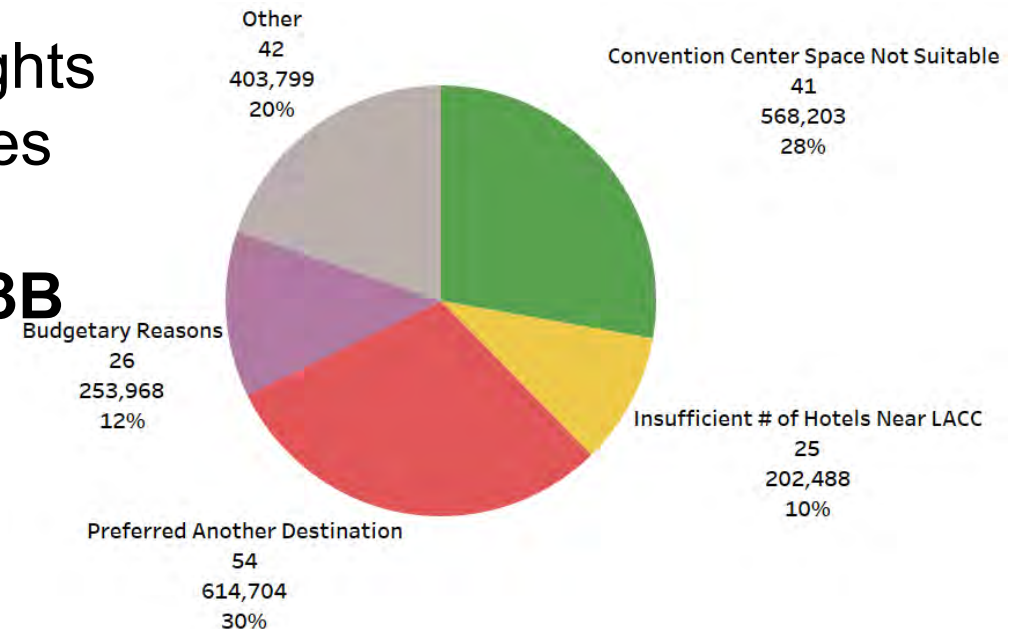
FY 16/17 “Convention Center Space Not Suitable” Annual Increase: 43%

# CITYWIDE CONVENTION SALES FY 16/17 LOST BUSINESS

## THE BOTTOM LINE

Of the **188** conventions, **66** were lost due to lack of hotels or convention center space.

- Lost room night impact of **771K** room nights
- Lost room revenue **\$195M** and TOT Taxes **\$27M**
- Lost estimated economic impact of **\$1.03B**

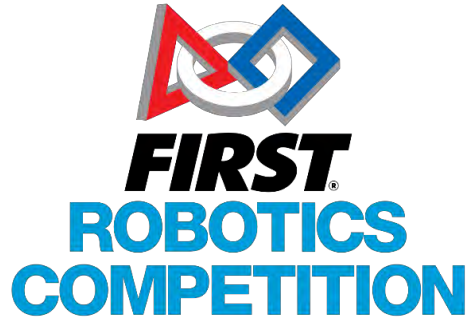


Estimates- Average Daily Rate (ADR) at \$253 and Economic Impact (EI) per room night at \$1,337

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# OCTOBER PROSPECT SITE INSPECTIONS

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FIRST Robotics Competition  
April 2021-2023 33,925 Total Room Nights per  
Year



**COLLEGE  
FOOTBALL  
PLAYOFF**

College Football Playoff National Championship  
January 2023 21,112 Total Room Nights



American Academy of Pediatrics  
2025 National Conference and Exhibition  
October 2025 27,535 Total Room Nights

MEET  
*Los Angeles*

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# FALL 2017 SALES TRIPS

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- **IMEX America** in Las Vegas, October 10-12
- **FICP Annual Conference** in San Diego, November 12-15
- **Prevue Visionary Summit** in Los Angeles Nov 17-20
- **IAEE Expo! Expo!** in San Antonio, Nov 28-30
- **IBTM World** in Barcelona, Nov 28-30
- **AMEX Interaction** in Orlando, Nov 29

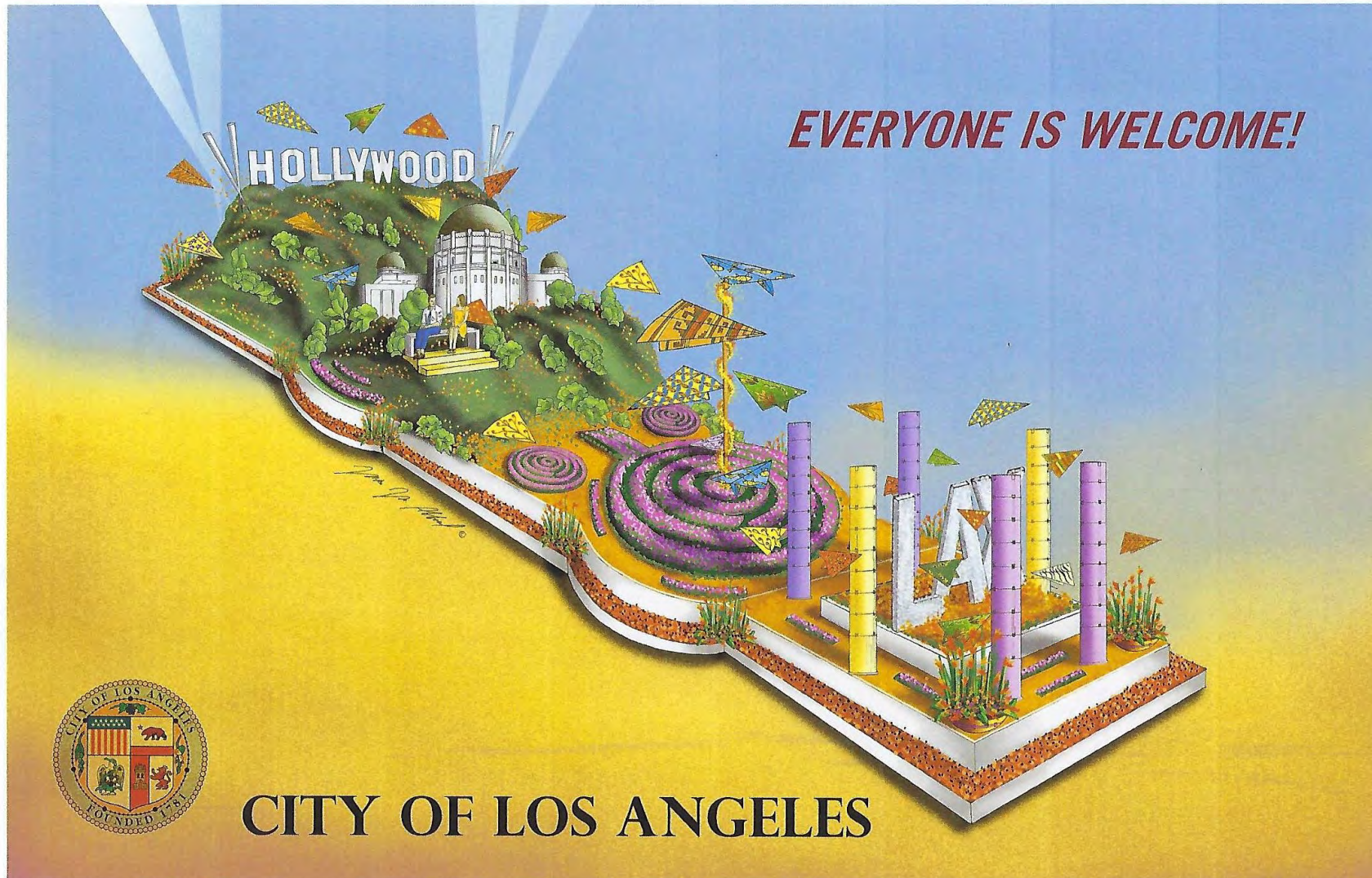




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# 2018 ROSE PARADE FLOAT

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THANK YOU

MEET  
*Los Angeles*