

2018-2019 ANNUAL REPORT



Los Angeles
CONVENTION CENTER

Managed By  AEG
FACILITIES



FROM THE GENERAL MANAGER

It is my honor to present you with the fifth Los Angeles Convention Center (LACC) Annual Report. As I reflect on my first year as General Manager, I am filled with pride for all that we have accomplished. The 2018-2019 Fiscal Year (FY) represents a milestone year for AEG Facilities. Nearly six years ago, we were awarded management of the LACC and formed a strong public-private partnership with the Los Angeles Department of Convention and Tourism Development (CTD). We quickly surpassed goals and established a reputation for success.

This past year is no exception; we ended this fiscal year with an operating surplus of \$8.3 million, before reimbursing the City of Los Angeles \$4.9 million for the CTD expenses, STAPLES Bond payment, an allocation for other City services and Utility user taxes. \$2.4 million of the surplus was invested into 55 alteration & improvement (A&I) projects.

The LACC continued to generate revenue through citywide bookings and our strong partnership with the Los Angeles Tourism and Convention Board (LATCB). This year's citywide bookings included large conventions such as Mobile World Congress Los Angeles, Adobe MAX, Institute of Scrap Recycling Industries, American Association of Orthodontists, North American Spine Society, Government Finance Officers Association and American Association of Clinical Endocrinologists along with annual citywide events E3 and Anime Expo.

As a facility that focuses on sustainability, we are actively pursuing zero waste and implementing new methods to generate less waste. This year's sustainability highlights include the ban of plastic straws, saving an estimated 250,000 straws annually, the installation of nine water filling stations, battery recycling program, coffee composting initiative and a partnership with St. Francis Center for America Recycles Day, donating 1,800 pounds of clothing and food to help the homeless in Downtown Los Angeles.

In addition to donating thousands of items to area nonprofits, we provide numerous volunteer opportunities for our staff. In August 2018, 26 employees from the LACC and in-house vendor teams participated in a service day at the Salvation Army Red Shield in the Pico Union district.

The volunteers worked with students in an afterschool program by completing arts and crafts projects, tutoring, participating in sports and playing games. To kick off 2019, we teamed up with our exclusive in-house catering provider, Taste of LA by Levy, for the third annual day of service at the local Downtown Women's Center (DWC). Thirty LACC and Levy employees participated in the annual service day cooking and serving a home-style meal and sorting donations. In spring, a team of LACC volunteers visited the Hope Street Margolis Family Center to give back to our neighborhood, and a group painted part of the Shaping LA mural by Portraits of Hope that is displayed for six months on South Hall's curved wall facing the 110 freeway.

Both our sustainability initiatives and community involvement were recognized internationally by the Communitas Awards. We received two awards for Leadership in Community Service & Corporate Social Responsibility and our Green Initiatives. Additionally, the LACC was presented with the most prestigious sustainability award in LA, the Los Angeles Better Buildings Challenge (LABBC) Innovation Award for the "Walk the Walk Energy" category. The LACC was honored for our significant energy savings through the solar panel array installation, LED lighting retrofit project and 525,000-square-foot "cool roof" that reflects sunlight and heat away from the building.

Thank you for your continued support and interest in the LACC. This annual report reflects our commitment to excellence, and we look forward to sharing more success in the years ahead.

Ellen Schwartz

*General Manager of the
Los Angeles Convention Center*

LACC MISSION STATEMENT

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

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SIGNATURE EVENTS

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



The Avengers: Endgame World Premiere was one of the most unique events the LACC held this year. To prepare for one of the most anticipated films of the year, Walt Disney Studios Motion Pictures required a large and customizable venue for the premiere. In a Marvel franchise first, they selected the LACC to serve as the world's stage for the film's debut.



L.A. COMIC CON

OCTOBER 2018

L.A. Comic Con returned for its eighth event at the LACC with over 106,000 fans. Created by Stan Lee of Marvel Comics, this convention is one of the most diverse and celebrated pop culture events in America, hosting over 800 artists and vendors, selling comics, collectibles, art, toys, apparel and more. Fans have the opportunity to get close up and personal with some of the biggest names in the entertainment industry through panels, events and meet & greets.

THE CLIMATE REALITY PROJECT

AUGUST 2018

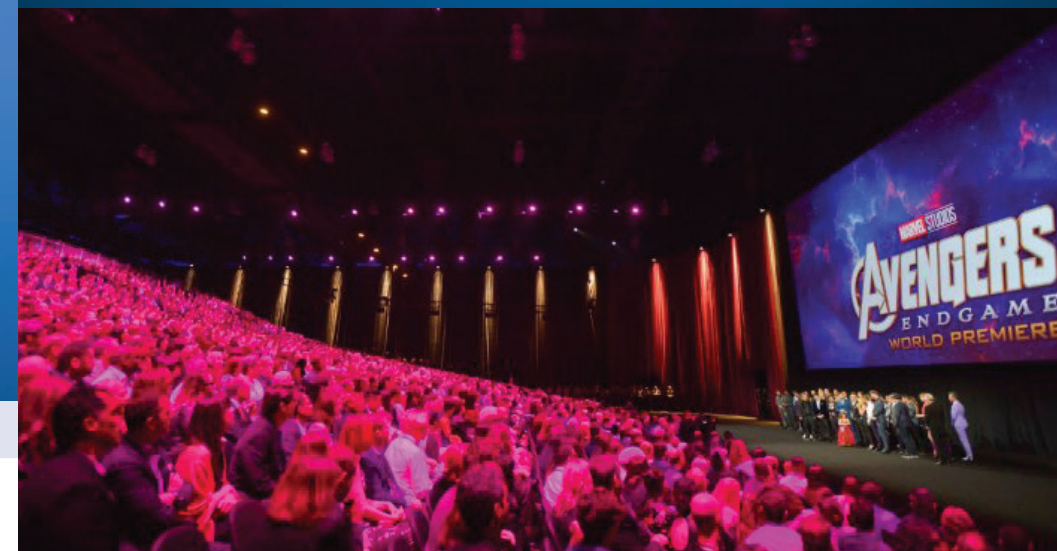
In 2006, Nobel Laureate and former U.S. Vice President Al Gore founded The Climate Reality Project, a diverse group of passionate individuals who have come together to solve climate change, move the conversation forward and turn awareness into action all across the Earth. The Climate Reality Project chose the LACC as their 2018 Leadership Corps Training venue due to its highly successful sustainability initiatives. The event featured keynote addresses from Al Gore and Mayor Eric Garcetti.



AVENGERS: ENDGAME WORLD PREMIERE

APRIL 2019

The record-breaking Marvel film built a revolving, 40-foot Avengers symbol and rolled out the purple carpet for celebrity arrivals and media interviews in the South Hall lobby. Inside South Hall K, Disney created a custom 2,000-seat theater, complete with 70-foot screen and Dolby Atmos immersive sound, resulting in a stadium-style viewing experience that surpassed the capacity of Hollywood's largest cinemas.





NATIONAL LEAGUE OF CITIES

NOVEMBER 2018

Every year, the National League of Cities (NLC) hosts its City Summit in a different U.S. city, offering tangible and new best practices for government officials to improve the conditions back home. In 2018, the NLC brought local government leaders to Los Angeles to learn about the issues affecting local governments and expand their professional network. This year's event hosted a fireside chat featuring Mayor Eric Garcetti with Tesla and SpaceX CEO Elon Musk.



MOBILE WORLD CONGRESS LOS ANGELES

SEPTEMBER 2018

In 2018, GSMA hosted its first Mobile World Congress (MWC) Los Angeles at the LACC. MWC Los Angeles is one of the newest and fastest growing events in the U.S. that brings together leading companies and influential experts from all sectors within the mobile technology industry. The event deployed a permanent 5G wireless network, making the LACC the first convention center in the U.S. with this cutting-edge technology, providing next-generation capabilities for exhibitors and attendees.



ADOBE MAX

OCTOBER 2018

Adobe MAX is where thousands of designers, developers and business leaders come together to learn new skills, discover the latest technologies and discuss emerging trends. This highly creative event has grown tremendously every year and continues to step up its game with guest speakers such as Ron Howard, Questlove and Tiffany Haddish.



AWARDS & RECOGNITION

2018

2018 Communitas Award

Leadership in Community Service and Corporate Social Responsibility

2018 Communitas Award

Excellence in Corporate Social Responsibility, Green Initiatives

2018 MarCom Gold Award Website Category

2018 MarCom Honorable Mention Internal Newsletter

2018 AEG 1EARTH Green Medal Winner Best Waste Reduction Project

2018 AEG 1EARTH Green Medal Winner

3rd Place People's Choice Award

2018 Facilities & Destinations Prime Site Award

2019

2019 Certificate of Excellence Trip Advisor

2019 LADWP Sustainability Award 3rd Place Renewables Category

2018 Los Angeles Better Buildings Challenge (LABBC) Innovation Award

Walk the Walk Energy Category (received in 2019)




2018 - 2019 HIGHLIGHTS



 **280,000**
Citywide Total Room Nights




 **9**
Water Filling Stations Installed
bringing the total to 21 stations throughout the facility and resulting in the diversion of two tons of single-use plastic bottles this year



 **55**
Alteration and Improvement Projects



 **5G**
Network Permanently Installed
becoming the first convention center in the United States to do so



 **10**
Awards Received
ranging from sustainability to website design

FISCAL YEAR 2018-2019 FINANCIAL PERFORMANCE

Under AEG Facilities management, the Los Angeles Convention Center (LACC) exceeded revenue and operational expectations for the sixth consecutive year.



\$683 Million
Economic Impact

\$371 Million
Direct Attendee Spending

\$18.7 Million
Tax Revenue Generated

\$8.3 Million
Operating Surplus

\$9.1 Million
Building Reserve

OPERATING PROFIT

The LACC concluded the fiscal year with an operating profit of \$8.3 million before reimbursing the City of Los Angeles \$4.9 million.

Since taking over management in December 2013, AEG Facilities has generated a total operating profit of over \$45 million.

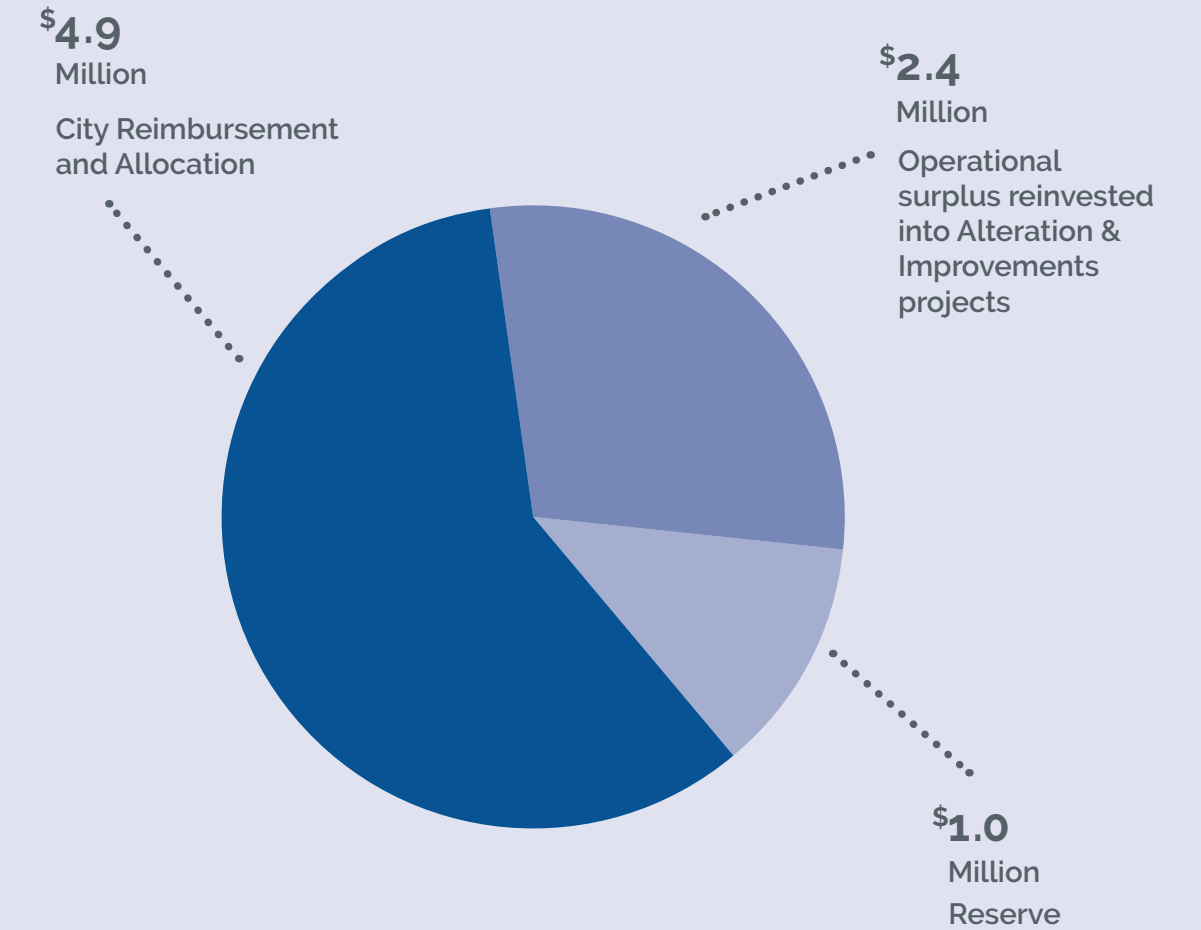
\$8.3M

7/1/18 - 6/30/19

<u>\$10.1 Million</u>	<u>\$10.2 Million</u>	<u>\$9.7 Million</u>	<u>\$5.3 Million</u>
7/1/17 - 6/30/18	7/1/16 - 6/30/17	7/1/15 - 6/30/16	7/1/14 - 6/30/15



OPERATING SURPLUS DISTRIBUTION



REVENUES BY CATEGORY

RENT

\$6.7M

7/1/18 - 6/30/19

\$8.0 Million

7/1/17 - 6/30/18

\$7.3 Million

7/1/16 - 6/30/17

\$8.2 Million

7/1/15 - 6/30/16

\$7.3 Million

7/1/14 - 6/30/15

FOOD & BEVERAGE

\$4.9M

7/1/18 - 6/30/19

\$4.9 Million

7/1/17 - 6/30/18

\$4.1 Million

7/1/16 - 6/30/17

\$4.2 Million

7/1/15 - 6/30/16

\$2.1 Million

7/1/14 - 6/30/15

UTILITY COMMISSION

\$5.1M

7/1/18 - 6/30/19

\$5.4 Million

7/1/17 - 6/30/18

\$5.5 Million

7/1/16 - 6/30/17

\$4.3 Million

7/1/15 - 6/30/16

\$4.0 Million

7/1/14 - 6/30/15

PARKING

\$12.4M

7/1/18 - 6/30/19

\$12.9 Million

7/1/17 - 6/30/18

\$12.6 Million

7/1/16 - 6/30/17

\$11.8 Million

7/1/15 - 6/30/16

\$9.3 Million

7/1/14 - 6/30/15

REVENUES BY EVENT TYPE

LATCB

\$13.6M

7/1/18 - 6/30/19

\$14.3 Million

7/1/17 - 6/30/18

\$14.4 Million

7/1/16 - 6/30/17

\$11.6 Million

7/1/15 - 6/30/16

\$8.5 Million

7/1/14 - 6/30/15

CONSUMER

\$11.1M

7/1/18 - 6/30/19

\$12.2 Million

7/1/17 - 6/30/18

\$10.8 Million

7/1/16 - 6/30/17

\$11.2 Million

7/1/15 - 6/30/16

\$9.1 Million

7/1/14 - 6/30/15

ASSEMBLIES

\$4.5M

7/1/18 - 6/30/19

\$4.3 Million

7/1/17 - 6/30/18

\$3.9 Million

7/1/16 - 6/30/17

\$3.9 Million

7/1/15 - 6/30/16

\$2.7 Million

7/1/14 - 6/30/15

TRADE

\$2.0M

7/1/18 - 6/30/19

\$2.9 Million

7/1/17 - 6/30/18

\$2.0 Million

7/1/16 - 6/30/17

\$2.7 Million

7/1/15 - 6/30/16

\$1.7 Million

7/1/14 - 6/30/15

EXPENSES

WAGES & SALARIES

\$12.5M

7/1/18 - 6/30/19

\$11.6 Million

7/1/17 - 6/30/18

\$10.9 Million

7/1/16 - 6/30/17

\$10.1 Million

7/1/15 - 6/30/16

\$8.9 Million

7/1/14 - 6/30/15

UTILITIES

\$4.9M

7/1/18 - 6/30/19

\$5.2 Million

7/1/17 - 6/30/18

\$5.1 Million

7/1/16 - 6/30/17

\$5.0 Million

7/1/15 - 6/30/16

\$4.9 Million

7/1/14 - 6/30/15

OPERATING EXPENSES

\$6.9M

7/1/18 - 6/30/19

\$7.3 Million

7/1/17 - 6/30/18

\$6.2 Million

7/1/16 - 6/30/17

\$5.5 Million

7/1/15 - 6/30/16

\$5.5 Million

7/1/14 - 6/30/15

BUILDING THE RESERVE

In keeping with convention center management best practices, AEG Facilities set out to build a financial reserve of \$2.1 million within the five years of its initial management agreement.

This goal has far been surpassed. At the conclusion of this fiscal year, the LACC added \$1 million to the reserve, for a six-year total of \$9.1 million.

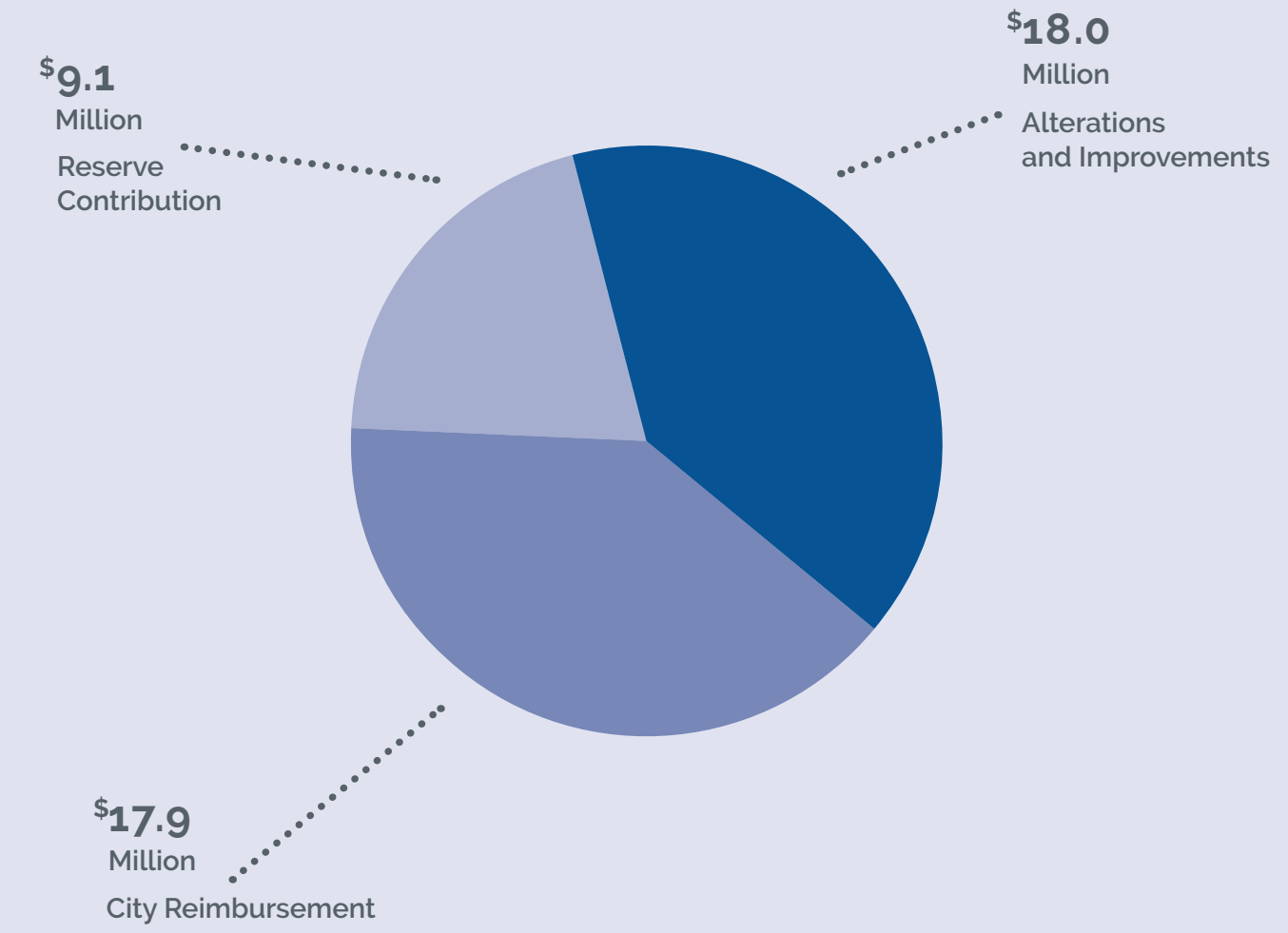
\$9.1M

IN THE RESERVE

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



PROFIT ALLOCATION SINCE PRIVATE MANAGEMENT



OCCUPANCY

63%

7/1/18 - 6/30/19

72%
7/1/17 - 6/30/18

74%
7/1/16 - 6/30/17

72%
7/1/15 - 6/30/16

65%
7/1/14 - 6/30/15

60%
7/1/13 - 6/30/14

57%
7/1/12 - 6/30/13

FACILITIES & OPERATIONS

Operational efficiencies completed in the past fiscal year include both facility upgrades and preventative maintenance while reducing the venue's environmental footprint through zero waste initiatives. Zero waste encompasses the conservation of all resources, including energy and water. The LACC has moved to the use of LED lighting, which saves energy and has a longer lifespan than regular light bulbs, thus reducing waste, and installed three water and energy-efficient, industrial dishwashers that will save approximately 1.3 million gallons of water per year.

LACC allocated \$2.4 million to Alteration and Improvement Projects funded by the operating surplus.

The LACC installed nine water filling stations conveniently located throughout the facility, bringing the total to 21 stations and resulting in the diversion of two tons of single-use plastic bottles this year. Two water filling stations are included in the new sustainability kiosk that guests engage with to learn about the LACC's sustainability initiatives, awards and metrics on the solar panel array.



ENVIRONMENTAL INITIATIVES & SUSTAINABILITY


Environmental sustainability is embedded in the Los Angeles Convention Center's culture and permeates every aspect of its day-day operations. Under the management of AEG, the facility accomplished a record-breaking 75% overall waste diversion rate in 2016, and this year's diversion rate stands at 68%.

The facility's decreased diversion rate is the result of the successful implementation of zero waste policies and initiatives. As the facility continues to develop sustainable practices, more diverted items are expected to deplete or cease to exist within the facility, thus, diversion figures will continue to drop, and zero waste efforts continue to rise. The focus in the future is on zero waste rather than diversion.




 **1.6 Million Lbs.**
of construction & demolition
waste diverted from the landfill



 **200 Tons**
of cardboard, glass, aluminum,
plastic & paper recycled



 **1.3 Million**
gallons of water saved annually by
upgrading three industrial dishwashers
to water/energy efficient models



 **250,000**
straws saved annually by
Implementing strawless program
with Taste of LA by Levy Restaurants

AEG MANAGED PROJECTS

- Replaced 330, 0.5-gallon per minute (GPM) faucets with 0.35-GPM in restrooms
- Installed 22, 50-gallon water barrels to enhance water conservation efforts
- Upgraded LED lighting in Venice garage, Pico Drive bridge, emergency egress stair wells on Convention Center Drive, emergency egress stair wells on Figueroa Street, 500 Meeting Rooms, Concourse Hall, Petree Hall and South Hall Administration Office
- Painted West Hall exterior to match South Hall exterior
- Installed a separate air conditioning system for 24-hour Security Command Center
- Completed upgrades to South Hall restrooms including new mirrors, sinks and paint
- Purchased new energy-efficient, industrial kitchen appliances including Alto-Shaam kitchen steamers and blast chiller, Baxter walk-in bakery system, Vulcan stove/oven and Southbend kettles
- Upgraded three industrial dishwashers to water/energy efficient models, saving an estimated 1.3 million gallons of water annually
- Replaced carpet in West Hall building
- Installed new "cool roof" on West Hall building
- Upgraded Compass Café furniture with new tables, chairs and sawhorse charging stations for additional convenience and comfort of client's experience

SECURITY & GUEST SERVICES

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

SECURITY ENHANCEMENTS & ACCOMPLISHMENTS INCLUDE:

- Addition of seven bike officers for enhanced security and visibility
- Certification of five AVADE instructors that provides de-escalation training for security staff
- Launch of Trackforce for electronic tracking and enhanced resource management deployment for LACC Security Patrols
- Additional active shooter and emergency situation scenario training for all building staff
- Launch of Everbridge Emergency Notification System, which provides added notification capabilities for LACC employees
- Certification of three Stop the Bleed instructors that provide employee training for mass casualty incidents
- Addition of seven portable bollards to Gilbert Lindsay Plaza to provide additional security coverage
- Launch of LAPD Cadre program providing handpicked recurring officers familiar with service levels/expectations, leading to faster, emergency response time

GUEST SERVICES HIGHLIGHTS INCLUDE:

- Taught Encore Standards to contracted Security Managers and EMS
- Ensured training in First Aid, CPR and AED usage to approximately 50 LACC employees
- Addition of service slip reminders for parking and ingress/egress locations
- Continued collaboration with the Facilities Department to donate unclaimed items
- Addition of item drop off/storage availability for visitors when business center is closed

Photo courtesy of Felix Massey



PORTRAITS OF HOPE

In April 2019, the LACC revealed a massive, hand-painted mural created by Portraits of Hope, titled Shaping LA. The mural, spanning the length of four football fields, and accompanying artwork is being displayed for six months on the LACC's South Hall facing the 110 freeway and on the ground level of the facility in and around the West Hall parking garage and walkway facing STAPLES Center.

The vibrant project was conceived 13 years ago by Portraits of Hope founders and brothers Ed Massey and Bernie Massey. In 2018, the City of Los Angeles Department of Convention and Tourism Development began working closely with Portraits of Hope to showcase an upbeat, identifiable mural to the LACC exterior. Geometric shapes are core design elements of the project, as the young participants are responsible for "shaping" the future.

Shaping LA is the largest public art and civic project in the country thanks to the efforts of over 7,000 Los Angeles residents through civic education and public policy sessions in over 1,000 schools, creative therapy sessions for hospitalized children and persons with disabilities, social service programs and community operations for the public. Additionally, the project was made possible by partners, including AEG who donated \$10,000 toward the project, as well as GES, Freeman and Local 831 who donated labor to install the mural.

Portraits of Hope is a national non-profit organization committed to developing dynamic, public art projects that enrich the lives of children and adults. This initiative is a continuation of the program's large-scale, national projects which have brightened and visually transformed public settings and symbols ranging from the NYC taxi fleet, blimps, planes, lakes, and buildings to LA's coastal lifeguard towers, urban laundromats, animal shelters, and frontline fire and rescue vehicles by working with organizations from NASA to NASCAR.

facebook

7/1/18: **75,255**
6/30/19: **77,171**
(increase of 3%)

 @ConventionLA

twitter

7/1/18: **4,748**
6/30/19: **4,796**
(increase of 1%)

 @ConventionLA

Instagram

7/1/18: **2,734**
6/30/19: **3,745**
(increase of 37%)

 @ConventionCenterLA

LinkedIn

7/1/18: **998**
6/30/19: **1,259**
(increase of 26%)

 /conventioncenterla

ACCOMPLISHMENTS IN MARKETING & SOCIAL MEDIA

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

This year, the LACC was honored with two MarCom Awards that recognize creative excellence in marketing and communication on an international level. The LACC's website received the gold award and the LACC internal newsletter received honorable mention.

WEB ANALYTICS

July 1, 2018 - June 30, 2019

- Total Page Views: **1,379,911**
- Total Users: **474,602**
(New and Returning)
- Average Session Duration: **1:23**



When the City of Los Angeles established the partnership with AEG Facilities five years ago, we had high expectations and established ambitious goals. AEG quickly surpassed milestones and reached targets sooner than anticipated. We have experienced the most success in the LACC's 47-year history through our partnership with AEG Facilities.

Doane Liu
Executive Director

Los Angeles Department of
Convention & Tourism Development

The continuous success of the LACC demonstrates the strength of this public-private partnership. This year, under Ellen Schwartz's leadership, the AEG Facilities team added to the impressive financial reserve, implemented numerous building renovations and upgrades, and focused on service delivery. I am confident this partnership will continue to bring great success to Los Angeles.

Jon Vein
President

Board of Los Angeles Convention &
Tourism Development Commissioners

The LACC continues to serve as a powerful economic engine for the City of Los Angeles; its success is integral to the prosperity of our local tourism economy. Los Angeles Tourism has helped secure a record number of Citywide conventions at the LACC during the past five years and through our strong partnership with AEG, we will continue to promote the LACC around the world as a premier site for meetings and conventions.

Ernest Wooden Jr.
President & CEO

Los Angeles Tourism

FISCAL YEAR PRESS RELEASES INCLUDED:

- Ellen Schwartz Named General Manager of the Los Angeles Convention Center
- The Los Angeles Convention Center is the First U.S. Convention Center with a Permanent 5G Network
- Los Angeles Convention Center Hires Vice President of Operations & Vice President of Finance
- Five Years of AEG Facilities Successful Management at the Los Angeles Convention Center Being Celebrated
- Los Angeles Convention Center Presented with the Most Prestigious Sustainability Award in Los Angeles
- Los Angeles Convention Center Unveils Largest Public Art & Civic Project in the Country by Portraits of Hope
- Summer 2019 Event Preview: Six Events at the LA Convention Center That Should be on Your Radar

CORPORATE SOCIAL RESPONSIBILITY

- Painted part of the four-football-field long Shaping LA mural by Portraits of Hope
- Volunteered at the Downtown Women's Shelter, Salvation Army Red Shield and Hope Street Margolis Family Center
- Commuted via alternative transportation (i.e. public transportation, carpool, walking, biking, etc) on Earth Day in support of climate action
- Wore red in support of American Heart Associations' National Wear Red Day-Go Red for Women
- Participated in Earth Hour through employee engagement
- Hosted AEG Season of Giving event and employees took part in other off campus events
- Collected and donated used items for America Recycles Day
- Wore pink in honor of Breast Cancer Awareness Month
- Participated in the Read-to-a-Child program at the 10th Street Elementary School
- LACC Job Shadow Day hosted students; senior leadership provided insight into their roles & the conventions industry



PROFESSIONAL DEVELOPMENT CONFERENCES PARTICIPATION BY TEAM MEMBERS

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

PROFESSIONAL DEVELOPMENT & TEAM BUILDING

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

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

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

TEAMWORK AND MORALE BOOSTING ACTIVITIES:
LACC Health and Wellness Program, Annual All-Staff Meeting, Holiday Potlucks, end-of-the-year Holiday Party and AEG Service Awards



We value our partnership with the LACC and felt supported by its staff throughout the entire planning process. The GSMA could not have navigated hosting MWC Los Angeles, in a new city, without the LACC, and we look forward to building on our partnership in the years to come.

Reed Peterson

Head of Mobile World Congress (MWC) Los Angeles

GSMA

The Climate Reality Project held our largest event yet at the Los Angeles Convention Center. We were so appreciative to have a great partner in all of the planning and execution. We were especially grateful for the help in executing a sustainable and eco-friendly event. Everyone on their team was courteous, helpful and flexible – total pros! The LACC valued our goals and mission, making the planning very smooth.

Hilary Ashford-Ng

Director of Special Projects

The Climate Reality Project

Having utilized the LACC twice over ten years, we had a great opportunity to see how management changes positively affected the Los Angeles Convention Center's operations. In our experience, the difference was night and day. From excellent operational support from the Event Services team to amazing food and service from Levy Restaurants, there has been an overall commitment to a top-shelf customer experience by the staff and in-house contractors. The LACC team made our 2019 meeting spectacular.

Chuck Carr

Vice President – Meetings & Convention

Institute of Scrap Recycling Industries, Inc.



CUSTOMER & CLIENT FEEDBACK

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



4 out of 5 stars



4.4 out of 5 stars



4.4 out of 5 stars



LACC Client Survey: 4.6 out of 5

ENCORE

In order to align service standards and expectations, our human resource department administers AEG's Encore Guest Services training to all employees, partners and contractors. The trainings focus on four major service spotlights – safety, smile, sizzle and synergy.

Encore features an incentive program to recognize outstanding service. Employees who demonstrate Encore service receive Star Cards from managers and senior staff, which are redeemable for prizes.

The LACC recognizes the importance of consistently delivering exceptional services in order to both retain existing clients and attract new business. Encore emphasizes exceeding expectations, complimenting the LACC's overall commitment to excellence.



SERVICE SPOTLIGHTS

SAFETY:

See something, say something.
Follow all emergency procedures.

SMILE:

Create positive, memory-making moments for guests.

SIZZLE:

Seek opportunities to enhance the guests' experience.

SYNERGY:

Work together to ensure every guest returns for an Encore!

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