

2021–2022 ANNUAL REPORT

Los Angeles

CONVENTION
CENTER

Managed By  ACM
2020.2021





FROM THE GENERAL MANAGER

I am pleased and honored to present you with the Los Angeles Convention Center's 2021–2022 Annual Report. As I reflect on the most recent Fiscal Year (FY), I am reminded of the progress we have made since the start of Covid-19 pandemic. This past year, we focused on safely reopening the building while upholding significant revenues, safety, sustainability metrics, and corporate responsibility projects. All these initiatives were dedicated to providing a safer facility, enhancing the guest experience, and improving sustainability and operational efficiency.

Despite continued COVID-19 disruption and economic uncertainty, the LACC ended the fiscal year with an operating surplus of \$4.0 million, before reimbursing the City of Los Angeles \$1.4 million for City Tourism Department (CTD) expenses and allocation for other city services. We established and met or exceeded countless goals through hard work and strategic planning. We made it through another year without utilizing our reserve, which will allow us to focus on continued growth in the future.

As the fiscal year commenced in July 2021, the Los Angeles Convention Center celebrated a milestone anniversary of having served the Los Angeles community for 50 years. We were thrilled to open our doors and welcome back events such as the LA Art Show, LA Auto Show, LA Comic Con, TheFitExpo, LA Travel & Adventure Show, Abilities Expo, RuPaul's DragCon, Ski Dazzle and many others. 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, Society for Simulation in Healthcare, American Academy of Otolaryngology–Head and Neck Surgery, United States and Canadian Academy of Pathology, National Science Teachers Association, Linux Foundation, Institute for Educational Leadership, Trade Desk, NeighborWorks America, NFL Super Bowl LVI Experience, and the IX Summit of the Americas.

This has been an extraordinary year for the LACC on multiple fronts, all of which could not be accomplished without our talented, diverse and hardworking staff at the convention center, our partners at CTD and LATCB as well as ASM Global. As you read through the following pages, you will find highlights of our past year and testament to our continual commitment to excellence and the communities we serve. Thank you again for your continued support and interest in the Los Angeles Convention Center.

Ben Zarhoud
Interim 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

The Los Angeles Convention Center (LACC) began the 2021-2022 fiscal year on a high note as July 2021 marked the facility's 50th Anniversary. City and State officials, event organizers, Convention Center partners, the downtown LA hospitality community, and current and former LACC employees gathered for a live celebration on July 29, 2021.

Throughout the fiscal year, many of the LACC's long-awaited annual events returned to the Center. Additionally, the LACC was proud to be selected as the venue partner for several new events, including an impressive array of medical and technology shows.

2021 LA ART SHOW

JULY 2021

2022 LA ART SHOW

JANUARY 2022

One of the LACC's perennial favorites returned with a post-pandemic splash. In fact, the LA Art Show, the most comprehensive international contemporary art exhibition in America, took place twice within the fiscal year due to a COVID-19 delay of their January 2021 event. The opening of the July 2021 event also served as the backdrop for LACC's 50th Anniversary Celebration.



9/11 NATIONAL DAY OF SERVICE AND REMEMBRANCE

SEPTEMBER 2021

The September 11 National Day of Service and Remembrance is a tribute to those killed or injured on 9/11, and to the many brave individuals who rose to serve in response to the 9/11 terrorist attacks. The mission of event organizer MyGoodDeed is to take back the day and transform the anniversary of 9/11 into a national day of doing good.

LINUX FOUNDATION KUBECON + CLOUDNATIVECON NA

OCTOBER 2021

The Cloud Native Computing Foundation's flagship conference gathered adopters and technologists from leading open source and cloud native communities for five days to further the education and advancement of cloud native computing.



L.A. COMIC CON

DECEMBER 2021

L.A. Comic Con, one of the largest independent conventions in the United States, returned to the LACC to enthusiastic fans anxiously awaiting the reappearance of all things comic, gaming and pop culture. The event encompasses several categories, including comic, horror, sci-fi, anime, gaming, and pop culture, with a particular focus on the local Los Angeles community.



NFL SUPER BOWL LVI EXPERIENCE

FEBRUARY 2022

Leading up to the LVI Super Bowl in Los Angeles, the NFL Super Bowl LVI Experience fan fest showcased various fan-oriented attractions, including football-related activities and autograph sessions with current and former players. The event also featured an interactive NFL "theme park" with a full-size indoor football field and football clinics for children of all ages.



2022 THE TRADE DESK PALOOZA

JUNE 2022

The Trade Desk brings together employees from offices worldwide for a week packed with education, team building and bonding to support their cloud-based media buying platform.



RUPAUL'S DRAGCON

MAY 2022

DragCon is among the world's largest celebrations of the internationally renowned RuPaul's Drag Race and features fan-favorite drag queens, influencers and related content.



CINE GEAR EXPO

JUNE 2022

Considered to be the premier film, video, and digital media expo for the entertainment industry, Cine Gear Expo featured exhibits highlighting new service and product introductions, seminars led by industry leaders, master classes, a film competition, and awards ceremony.



IX SUMMIT OF THE AMERICAS

JUNE 2022

The LACC was chosen as the site for the US Department of State's IX Summit of the Americas — only the second time this prestigious tri-annual event was held in the United States. The Summit was hosted by President Joe Biden and attended by Heads of State and Foreign Ministries of 32 countries throughout the Americas and Caribbean. The summit's theme, "Building a Sustainable, Resilient, and Equitable Future," focused on responding to Earth's most pressing issues, including the climate crisis and a lack of equitable access to opportunities.

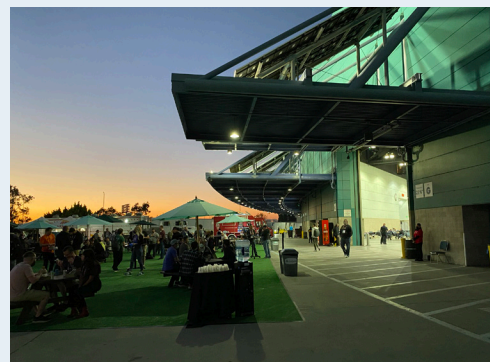
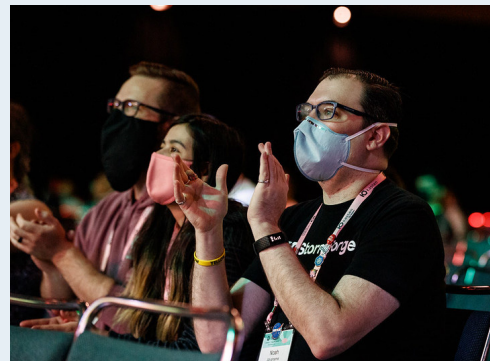
RETURN TO BUSINESS THE REALIZATION OF NEW OPPORTUNITIES

As the fiscal year commenced in July 2021, the Los Angeles Convention Center celebrated a milestone anniversary of having served the Los Angeles community for 50 years. At the same time, Health Officer Orders from the Los Angeles Department of Public Health (LADPH) allowed for the re-opening of indoor mega-events. The venue could once again welcome guests, following a 15-month closure due to the COVID-19 pandemic.

The first major event to return to the facility was the LA Art Show, an annual exhibition that draws art lovers and serious collectors from around the world. The Art Show served as an ideal backdrop for the Center's 50th Anniversary festivities where invited guests gathered to celebrate the center's vast achievements over the last 50 years. The event featured speeches by Los Angeles Mayor Eric Garcetti, LA Tourism & Convention Board President and CEO Adam Burke, ASM Global President & CEO Ron Bension, and LACC General Manager Ellen Schwartz.

July 2021 also marked the introduction of the LACC Hall of Fame Awards, where three events that embody the spirit of the Los Angeles Convention Center were inducted into the inaugural class: The LA Auto Show, Anime Expo and Ski Dazzle.

In the months that followed, many annual events, such as the LA Auto Show, LA Comic Con, TheFitExpo, LA Travel & Adventure Show, Abilities Expo, RuPaul's DragCon, Ski Dazzle and others returned to the venue, meeting pent-up demand from fans and stakeholders.



The Super Bowl Experience and the IX Summit of the Americas represent two examples of prestigious, highly acclaimed international events hosted at the LACC. These two citywide events allowed the Center, as well as the city of Los Angeles, to shine brightly.

The LACC was proud to be selected as a first-time venue partner for Linux KubeCon, The Trade Desk, Cine Gear Expo, and 9/11 Day.

As events returned to the LACC, a gradual ramp up of staffing levels began to support the growth in activity. Education for both staff and event organizers, featuring the most up-to-date Health & Wellness protocols, remained a priority throughout the entire fiscal year. The LACC continued to operate at the highest standard with regard to Health & Safety. Mega-event attendance thresholds increased and decreased throughout the year based on COVID-19 infection levels within the community.

During this time, the LACC closely partnered with event organizers to re-imagine the use of outdoor space around the Center. Many events capitalized on outdoor areas for everything from vaccine verification hubs to receptions and lounges.

In April 2022, the requirement for vaccine verification or proof of negative tests for attendees at indoor mega-events from LADPH mandates was lifted entirely. The Center's position shifted to that of individual event organizer's preference, based on their event license period.



2021-2022 HIGHLIGHTS

50th ANNIVERSARY

The Los Angeles Convention Center celebrates 50 years of service to the community.

HALL OF FAME

The LACC Hall of Fame names three iconic annual events as inaugural inductees—The LA Auto Show, Anime Expo, Ski Dazzle

SUMMIT OF THE AMERICAS

President Biden addresses delegates at IX Summit of the Americas

NFL EXPERIENCE

LACC's West Hall is transformed into a Football Field during the LVI SuperBowl's NFL Experience.

ANNUAL EVENTS

FISCAL YEAR 2021–2022 FINANCIAL PERFORMANCE

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

\$376 Million
Economic Impact

\$200 Million
Direct Attendee Spending

\$14.9 Million
Tax Revenue Generated

\$4.0 Million
Operating Surplus

\$9.1 Million
Building Reserve



OPERATING PROFIT

The LACC concluded the fiscal year with an operating profit of \$4.0 million before reimbursing the City of Los Angeles \$1.3 million.

Since taking over management in December 2013, ASM Global (formerly AEG Facilities) has generated a total operating profit of over \$50.5 million.

\$4.0M

7/1/21–6/30/22

(\$3.2 Million)	\$4.7 Million	\$8.3 Million	\$10.1 Million
7/1/20–6/30/21	7/1/19–6/30/20	7/1/18–6/30/19	7/1/17–6/30/18

2020–2021 figures reflect event cancellations and closure of the facility due to the COVID-19 global pandemic for the entire fiscal year.

2019–2020 figures reflect the same for the period beginning mid-March through June 30, 2021.

REVENUES BY CATEGORY (NET)

RENT	FOOD & BEV	SERVICE COMMISSION	PARKING	OTHER
\$5.1M	\$2.2M	\$4.5M	\$10.4M	\$2.1M
7/1/21-6/30/22	7/1/21-6/30/22	7/1/21-6/30/22	7/1/21-6/30/22	7/1/21-6/30/22
<u>\$3.6 Million</u>	<u>\$2.8 Million</u>	<u>\$0.5 Million</u>	<u>\$1.7 Million</u>	<u>\$1.9 Million</u>
7/1/20-6/30/21	7/1/20-6/30/21	7/1/20-6/30/21	7/1/20-6/30/21	7/1/20-6/30/21
<u>\$7.5 Million</u>	<u>\$3.7 Million</u>	<u>\$5.4 Million</u>	<u>\$9.5 Million</u>	<u>\$1.7 Million</u>
7/1/19-6/30/20	7/1/19-6/30/20	7/1/19-6/30/20	7/1/19-6/30/20	7/1/19-6/30/20
<u>\$6.7 Million</u>	<u>\$4.9 Million</u>	<u>\$7.2 Million</u>	<u>\$12.4 Million</u>	<u>\$1.4 Million</u>
7/1/18-6/30/19	7/1/18-6/30/19	7/1/18-6/30/19	7/1/18-6/30/19	7/1/18-6/30/19
<u>\$8.0 Million</u>	<u>\$4.9 Million</u>	<u>\$7.7 Million</u>	<u>\$12.9 Million</u>	<u>\$0.8 Million</u>
7/1/17-6/30/18	7/1/17-6/30/18	7/1/17-6/30/18	7/1/17-6/30/18	7/1/17-6/30/18

2020-2021 figures reflect event cancellations and closure of the facility due to the COVID-19 global pandemic for the entire fiscal year.
2019-2020 figures reflect the same for the period beginning mid-March through June 30, 2021.

REVENUES BY EVENT TYPE (NET)

LATCB/ CITYWIDE	CONSUMER SHOWS	MEETINGS & ASSEMBLIES	TRADE SHOWS	FILMING	OTHER
\$10.3M	\$7.5M	\$0.4M	\$1.0M	\$1.6M	\$4.0M
7/1/21-6/30/22	7/1/21-6/30/22	7/1/21-6/30/22	7/1/21-6/30/22	7/1/21-6/30/22	7/1/21-6/30/22
<u>\$0.3 Million</u>	<u>\$0.0 Million</u>	<u>\$0.8 Million</u>	<u>\$0.0 Million</u>	<u>\$4.5 Million</u>	<u>\$5.0 Million</u>
7/1/20-6/30/21	7/1/20-6/30/21	7/1/20-6/30/21	7/1/20-6/30/21	7/1/20-6/30/21	7/1/20-6/30/21
<u>\$10.1 Million</u>	<u>\$10.3 Million</u>	<u>\$4.5 Million</u>	<u>\$1.5 Million</u>	<u>\$0.8 Million</u>	<u>\$2.2 Million</u>
7/1/19-6/30/20	7/1/19-6/30/20	7/1/19-6/30/20	7/1/19-6/30/20	7/1/19-6/30/20	7/1/19-6/30/20
<u>\$13.6 Million</u>	<u>\$11.1 Million</u>	<u>\$5.6 Million</u>	<u>\$2.0 Million</u>	<u>\$0.6 Million</u>	<u>\$2.5 Million</u>
7/1/18-6/30/19	7/1/18-6/30/19	7/1/18-6/30/19	7/1/18-6/30/19	7/1/18-6/30/19	7/1/18-6/30/19
<u>\$14.3 Million</u>	<u>\$12.2 Million</u>	<u>\$5.1 Million</u>	<u>\$2.9 Million</u>	<u>\$0.8 Million</u>	<u>\$1.6 Million</u>
7/1/17-6/30/18	7/1/17-6/30/18	7/1/17-6/30/18	7/1/17-6/30/18	7/1/17-6/30/18	7/1/17-6/30/18

2020-2021 figures reflect event cancellations and closure of the facility due to the COVID-19 global pandemic for the entire fiscal year.
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EXPENSES

WAGES & SALARIES

\$7.7M

7/1/21–6/30/22

\$6.2 Million

7/1/20–6/30/21

\$12.1 Million

7/1/19–6/30/20

\$12.5 Million

7/1/18–6/30/19

\$11.6 Million

7/1/17–6/30/18

UTILITIES

\$4.0M

7/1/21–6/30/22

\$2.7 Million

7/1/20–6/30/21

\$5.0 Million

7/1/19–6/30/20

\$4.9 Million

7/1/18–6/30/19

\$5.2 Million

7/1/17–6/30/18

OPERATING EXPENSES

\$8.5M

7/1/21–6/30/22

\$4.7 Million

7/1/20–6/30/21

\$6.0 Million

7/1/19–6/30/20

\$6.9 Million

7/1/18–6/30/19

\$7.3 Million

7/1/17–6/30/18

2020–2021 figures reflect event cancellations and closure of the facility due to the COVID-19 global pandemic for the entire fiscal year.
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BUILDING THE RESERVE

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

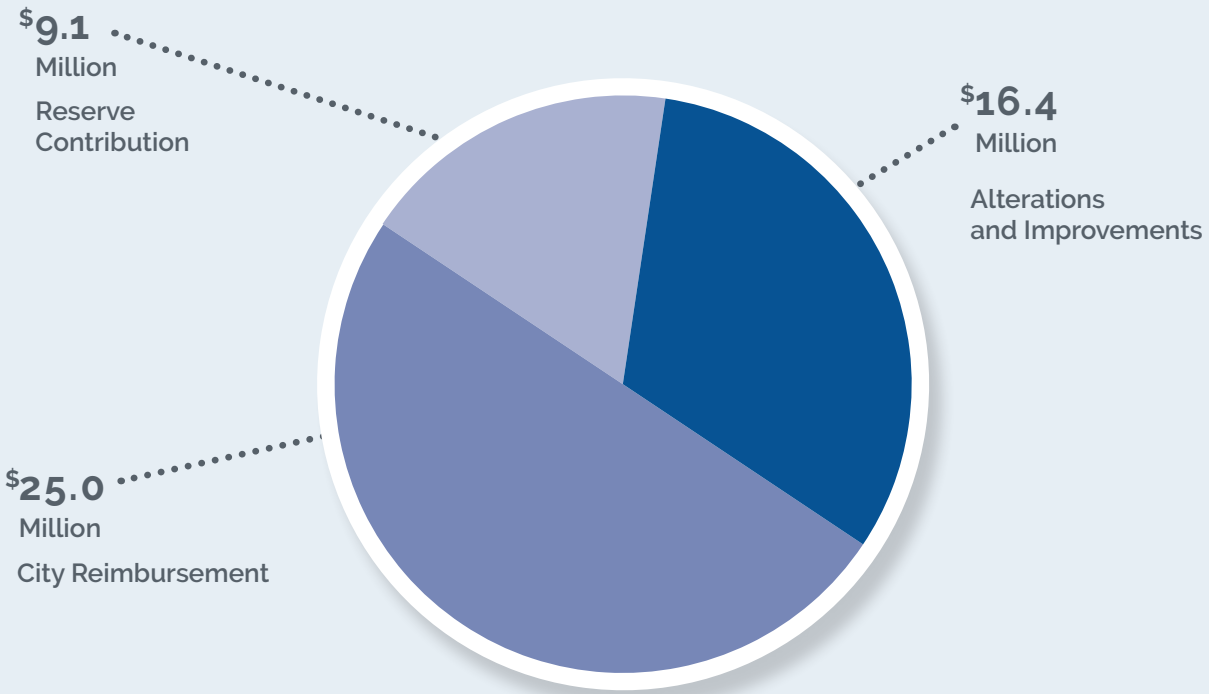
\$9.1M

IN THE RESERVE

<u>\$0.0 Million</u>	<u>\$0.0 Million</u>	<u>\$0.0 Million</u>	<u>\$1.0 Million</u>	<u>\$8.1 Million</u>
7/1/21– 6/30/22	7/1/20– 6/30/21	7/1/19– 6/30/20	7/1/18– 6/30/19	7/1/13– 6/30/18

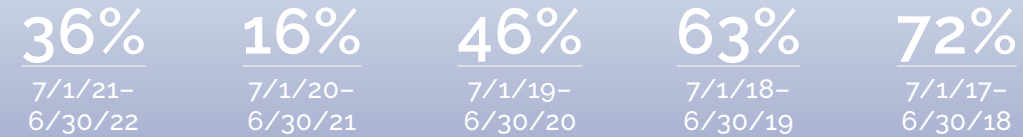
2020–2021 figures reflect event cancellations and closure of the facility due to the COVID-19 global pandemic for the entire fiscal year.
2019–2020 figures reflect the same for the period beginning mid-March through June 30, 2021.

PROFIT ALLOCATION SINCE PRIVATE MANAGEMENT



2020-2021 figures reflect event cancellations and closure of the facility due to the COVID-19 global pandemic for the entire fiscal year. 2019-2020 figures reflect the same for the period beginning mid-March through June 30, 2021.

OCCUPANCY



FACILITY IMPROVEMENTS

Controlling costs remained an integral component in managing the overall facility budget and operations. During the global pandemic, capital improvement projects were kept to a minimum. The focus remained on processes and procedures. Continued training and education played a key role in learning how to work through health department guidelines as the building re-opened while still experiencing the global health crisis.

Improvement in Sales and Event Management

- Introduction of LACC Hall of Fame.
- To reduce waste, event files went paperless.
- The increased use of Ungerboeck System Inc's functionality in Activities and Documents allowed for communication in real-time and equalized access of event requirements for all users.
- Worked with Amadeus to add inventory lists to iPlan floor plans that automatically summarize inventory quantities, improving event management production and providing clear communication to the set-up team.
- Developed diagramming formats to expedite time spent drawing floor plans for common set-ups such as stages, seating capacities, etc.
- Maintained and enhanced a robust COVID-19 Update webpage, LACC Cares, informing clients and attendees of the latest public protocols. Created the LACC Health & Wellness Resource, an essential tool for customer use in developing their own event health & safety protocols with information on prevention supplies, testing services/location and vaccination apps.
- The LACC Clean and Health Promise was developed as a one-sheet to communicate LACC's commitment to comply with Cal/OSHA HVAC standards and updated enhancements to cleaning, sanitation and disinfection.
- LACC's ongoing partnership with Los Angeles County Department of Public Health (LACDPH) ensured the safe and successful return of major events in FY2021/2022, including mega-events such as LA Auto Show, LA Comic-Con, and the LVI Super Bowl Experience (SBX). In all three cases, pre-planning and onsite strategy with event organizers resulted in stellar inspection reports from LACDPH, with SBX getting its stamp of approval directly from LACDPH Director, Dr. Barbara Ferrer.

Improvements in Security, Guest Services and Safety

- Additional training and configuration of security systems, which maximized the use of automated alerts to enhance response times, security, and safety for employees, clients, and guests.
- Integrated Lenel and Milestone, which incorporated cameras with access controls.
- Implemented monitoring alarms within Milestone camera system for more effective coverage and identification of unwanted activity through CCTV analytics. Proximity and zones enabled for more effective alerting.
- Extended network recorder storage capabilities to the cloud to allow for quicker recovery and added redundancy.
- Team training on proper etiquette to enhance the guest experience on a variety of events. Examples include proper ADA etiquette and gender-neutral terms/usage.
- Implemented Guard Card incentives for reimbursement for California Security Guard License.
- Conducted the Great California Shakeout training for all employees.
- All new team members completed two Federal Emergency Management Agency (FEMA) courses.
 - IS-907 Active Shooter: What You Can Do
 - IS-906 Workplace Security Awareness
- Weekly training topics were held during briefings; topics varying from heat-illness prevention, work related stress, appropriate cart usage, distracted driving, ergonomics etc.

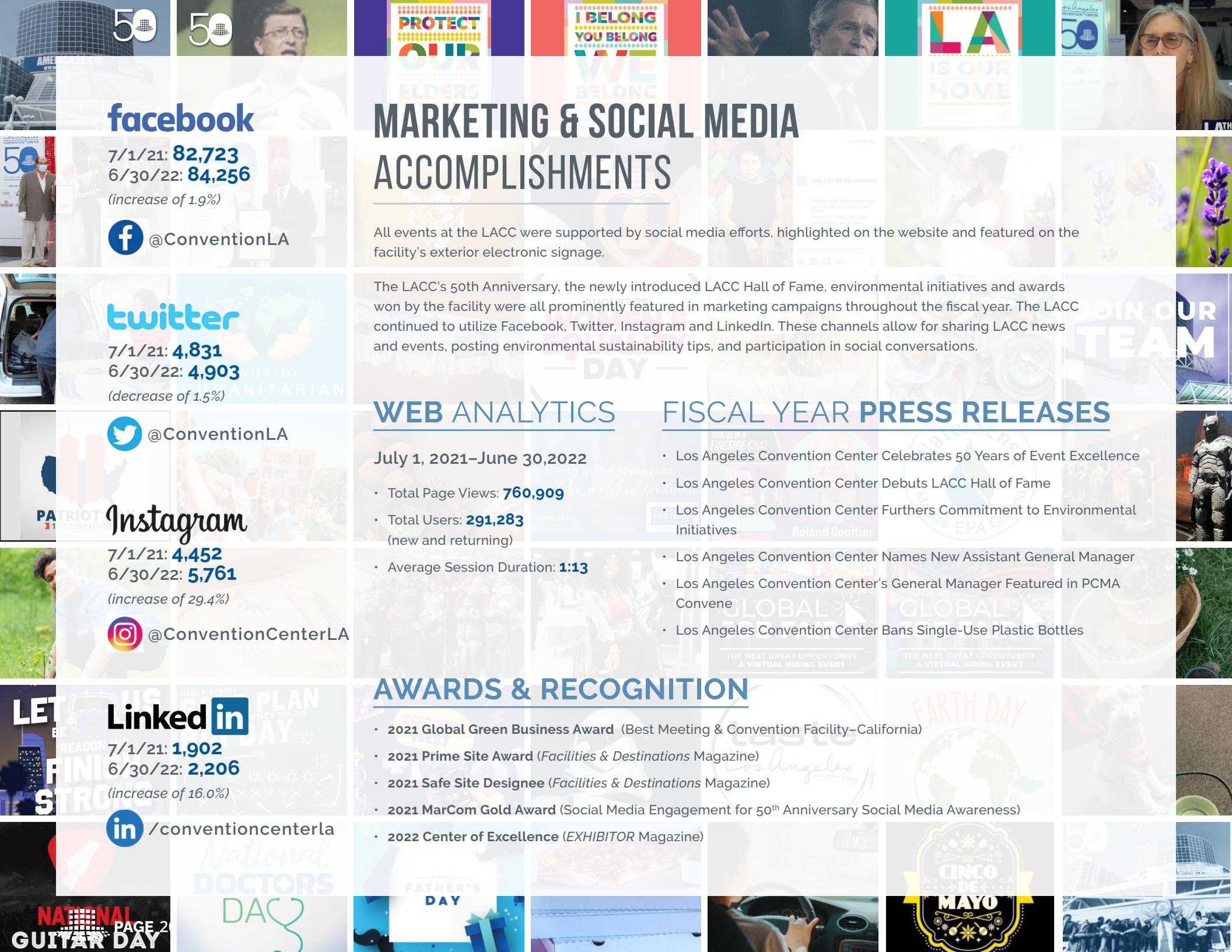
Improvements in Food and Beverage

- Created unique meal services by combining traditional hot food with boxed meal concepts, addressing customer concerns over high volume food delivery in a "contactless" environment.
- Re-designed queue lines in concession spaces, resulting in shorter wait times and increased through-put.
- Implemented digital signage across LACC concession outlets, allowing for customizable food and beverage offerings based on event demographics. Added a personal touch to overall services.
- Eliminated plastic PET from all LACC café programs and vending machines. Collaborated with PATH water to create a custom aluminum bottle that is reusable and can be branded by individual events for marketing purposes.
- Partnered with events, such as Drag Con, to roll out exclusive canned cocktails that contributed to the doubling of bar sales and a customized product for the event.
- Implemented a cashless policy in all F&B outlets to allow for quicker transactions, reduced labor, and an enhanced customer experience.
- Redesigned/rebranded coffee portable in West Hall Lobby.
- Plexiglass was used to provide physical barriers between attendees and service staff when physical distancing was not possible.
- Added to inventory of décor pieces to create more visually appealing F&B setups that are both functional and attractive.

Improvement in Building Operations

- Upgraded interior of four passenger elevators cabs.
- Increased hand sanitizer stations throughout the entire facility from 35 to 319.
- Upgraded all paper towel dispensers throughout the facility to a more efficient model, which extends battery life and dispenses proper amount of paper.
- Upgraded all hand soap dispensers to a more sustainable 100% recyclable container.
- All soap products upgraded to hospital grade EPA compliance.
- Health and wellness kits were provided to all employees returning to in-person work.
- In collaboration with the City of Los Angeles, the Los Angeles City Tourism Department, and the Los Angeles Department of Water and Power, signage promoting the use of water refilling stations was installed throughout the facility.





facebook

7/1/21: **82,723**
6/30/22: **84,256**
(increase of 1.9%)

@ConventionLA

twitter

7/1/21: **4,831**
6/30/22: **4,903**
(decrease of 1.5%)

@ConventionLA

Instagram

7/1/21: **4,452**
6/30/22: **5,761**
(increase of 29.4%)

@ConventionCenterLA

LinkedIn

7/1/21: **1,902**
6/30/22: **2,206**
(increase of 16.0%)

/conventioncenterla

MARKETING & SOCIAL MEDIA ACCOMPLISHMENTS

All events at the LACC were supported by social media efforts, highlighted on the website and featured on the facility's exterior electronic signage.

The LACC's 50th Anniversary, the newly introduced LACC Hall of Fame, environmental initiatives and awards won by the facility were all prominently featured in marketing campaigns throughout the fiscal year. The LACC continued to utilize Facebook, Twitter, Instagram and LinkedIn. These channels allow for sharing LACC news and events, posting environmental sustainability tips, and participation in social conversations.

WEB ANALYTICS

July 1, 2021–June 30, 2022

- Total Page Views: **760,909**
- Total Users: **291,283** (new and returning)
- Average Session Duration: **1:13**

FISCAL YEAR PRESS RELEASES

- Los Angeles Convention Center Celebrates 50 Years of Event Excellence
- Los Angeles Convention Center Debuts LACC Hall of Fame
- Los Angeles Convention Center Furthers Commitment to Environmental Initiatives
- Los Angeles Convention Center Names New Assistant General Manager
- Los Angeles Convention Center's General Manager Featured in PCMA Convene
- Los Angeles Convention Center Bans Single-Use Plastic Bottles

AWARDS & RECOGNITION

- **2021 Global Green Business Award** (Best Meeting & Convention Facility–California)
- **2021 Prime Site Award** (Facilities & Destinations Magazine)
- **2021 Safe Site Designee** (Facilities & Destinations Magazine)
- **2021 MarCom Gold Award** (Social Media Engagement for 50th Anniversary Social Media Awareness)
- **2022 Center of Excellence** (EXHIBITOR Magazine)

CORPORATE SOCIAL RESPONSIBILITY (CSR)

The LACC's commitment to citizens within our community resonates throughout the LACC family. Staff is highly encouraged to participate in numerous volunteer activities. During the fiscal year, employees and in-house partners took advantage of a variety of opportunities, both in person and via remote participation, such as:

- California Clean Air Day pledges were made and executed by LACC staff members and partners (October)
- LACC Posed in Pink in honor of Breast Cancer Awareness Month (October)
- ASM Global recognized Mental Health Awareness Day (October)
- LACC recognized America Recycles Day with a Tech Donation Drive, collecting over 900 pounds of equipment (November)
- LACC Toy Drive for St Francis Center in DTLA (December)
- ASM Global celebrated Black History Month, focusing on Black Health & Wellness (February)
- Participated in nationwide ASM Global Job Fair (February)
- LACC recognized International Women's Day to support social, economic, cultural and political achievements of women (March)
- LACC wore Denim to help raise awareness of rape and sexual assault (April)
- LACC recognized Global Meetings Industry Day–GMID 2022 (April)
- LACC participated in the #LAFORAll Campaign promoting inclusion in Los Angeles (year-round)
- LACC donated used event materials to Vietnam Vets, Habitat For Humanity and Midnight Mission on an ongoing basis
- LACC recognized the following days with Social Media posts: International Beer Day (August 6), National Purple Heart Day (August 7), Women's Equality Day (August 26), Non-Profit Day (August 17), World Humanitarian Day (August 19), Patriot Day (Sept 11), Indigenous People's Day (October 11), Bullying Prevention Day (October 13), Veterans Day (November 11).



TEAM BUILDING

While working in a hybrid work environment, Team LACC successfully organized engaging social and CSR activities, including:

- Tech Donation Drive (November 2021)
- Redeployment of Fun Team, Safety Team and Conservation Collective/Green Team (1Q2022)
- Employee Appreciation Day – Fiesta lunch (March 2022)
- Recognized Earth Day with office-wide paper shredding and eco-disposal clean-up project (April 2022)
- Team outing at Dodger Stadium for Pride month (June 2022)

SAFETY TEAM, CONSERVATION COLLECTIVE, FUN TEAM

With the return to the office, the LACC resumed quarterly meetings for three intra-departmental committees focused on improving participation and procedures around safety, sustainability and employee engagement. Each committee represented a cross-section of LACC team members encompassing varied perspectives.

Safety Team:

Members of the safety team review areas of risk within the Center, communicating best practices in safety and security, and executing emergency preparedness exercises.

Conservation Collective (Green Team):

The LACC's Conservation Collective are dedicated staff members who embrace the sharing of knowledge around key environmental initiatives and exchange ideas that serve, improve and impact the community in which we do business and serve.

Fun Team:

Members of the LACC's Fun Team brainstorm, plan and execute team-building events, centered on inclusivity and collaboration to drive positive morale and a sense of belonging.



PROFESSIONAL DEVELOPMENT

Team members often participate in Professional Development Conferences, Webinars and Virtual Learning Experiences. Events attended in the 2021-2022 fiscal year include:

- International Association of Exhibitions and Events (IAEE)
- International Association of Venue Managers (IAVM)
- International Association of Venue Managers School of Facility Management (IAVM)
- Meeting Professionals International (MPI)
- Professionals in Human Resource Association (PIHRA)
- Professional Convention Management Association (PCMA)
- Society for Human Resource Management (SHRM)
- Incident Command Systems (FEMA)
- Active Shooter Training
- Department of Homeland Security Surveillance Detection Counter-Improvised Explosive Device training.
- HR California (CalChamber)
- Cal/OSHA
- Standardized Emergency Management Systems (SEMS G606) course provided by the California Governor's Office of Emergency Services, California Specialized Training Institute.

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

EXPERIENCE

In order to align service standards and expectations, Human Resources administered ASM Global's eXperience Guest Service Training Program essentials to all employees, partners and contractors. The trainings focus on four major service spotlights: Excite, Express, Exceed, Excel

The LACC recognizes the importance of consistently exceeding guest's expectations in order to both retain existing clients and attract new business. The eXperience Service training emphasizes the delivery of exceptional guest experiences, complimenting the LACC's overall commitment to excellence.

The program's core pillars, based on the principles of emotional intelligence, highlight:

- **SAFETY** **See Something, Say Something, Do Something.**
Follow all safety and emergency procedures.
- **PRIDE** **Personal Responsibility in Delivering Experiences.**
Take ownership of issues.
- **ACT** **Acknowledge, Care, Take Action.**
Illustrating the importance of guest service recovery.
- **EXCEL** **Make Every Moment of Truth Matter.**
Be amazing. Deliver Imagination.





The City Tourism Board of Commissioners was thrilled to witness the Los Angeles Convention Center's successful navigation, through strategic planning and execution, of the return of large in-person events. Each and every one of these events supports jobs, drives economic success and helps to strengthen the City of Los Angeles as a leading US destination.

JON VEIN

President
Board of Los Angeles City Tourism Department Commissioners



Working with ASM Global has been an invaluable public-private partnership. I am especially grateful for their enthusiastic participation in a number of the Mayor's initiatives, including sustainability, gender and racial equity, homelessness, and especially the Career Academy, which exposes high school students from underserved communities to a myriad of career paths represented by organizations that use the Convention Center.

DOANE LIU

Chief Tourism Officer
Los Angeles City Tourism Department



Our annual meeting in January 2022 was the first group to meet just coming off the Covid-19 Omicron variant. Understandably, we were anxious on attendance, potential Covid outbreaks, etc. The team at LACC understood the significance of this meeting and from the beginning, were true partners in our success. They were incredibly easy to work with, the event management team was exceptional, and the facility is well laid out for flexibility and ease in moving from one course to another. We had an excellent experience in returning to in person events, and we were grateful LACC was part of that experience and our success.

JUDY LARSON

Director of Meetings & Exhibits
Society for Simulation in Healthcare Society



Los Angeles is where Planners become Producers—where the creativity, innovation, and diversity of the world's entertainment capital offer the unique opportunity to create unforgettable events that can only happen in our City of Angels. The L.A. experience is constantly evolving—from new and enhanced attractions, 11 professional sports teams, one of the country's most vibrant arts & cultural communities, and a globally-acclaimed culinary scene, there's quite literally something for everyone. Add to that the convenience, walkability, and countless entertainment options of the award-winning Los Angeles Convention Center campus, and you have an unparalleled array of options to exceed the expectations of your event attendees. Los Angeles Tourism is proud to partner with LACC to roll out the red carpet as one of the nation's premier destinations for professional meetings and conventions.

ADAM BURKE

President & CEO
Los Angeles Tourism & Convention Board



We were delighted that the LA Art Show was able to return to the LACC as a summer event in 2021, helping to re-energize the LA art scene after the long, quiet months of the pandemic. That we managed, yet again, to produce successful in-person art fairs in 2021 and 2022 at the LACC—our home venue—was a testament to the dedication and the unwavering support of the Convention Center team. We extend our heartfelt appreciation and look forward to strengthening our long-standing partnership.

KASSANDRA VOYAGIS

Producer-Director
LA Art Show



The team at the Los Angeles Convention Center played an integral role in the successful execution of events & venues surrounding Super Bowl LVI including the Accreditation Center, Media Center and Super Bowl Experience. Tens of thousands of fans and credentialed staff converged on the Los Angeles Convention Center in challenging times during a global pandemic and all of our stakeholders from fans, members of the media, vendors, team personnel and NFL partners overwhelmingly had positive experiences to share. A victory from the hometown Los Angeles Rams only solidified the memories created for a lifetime. Thank you to the team at large for rising to the occasion.

NICKI EWELL

Sr. Director Events
National Football League (NFL)

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