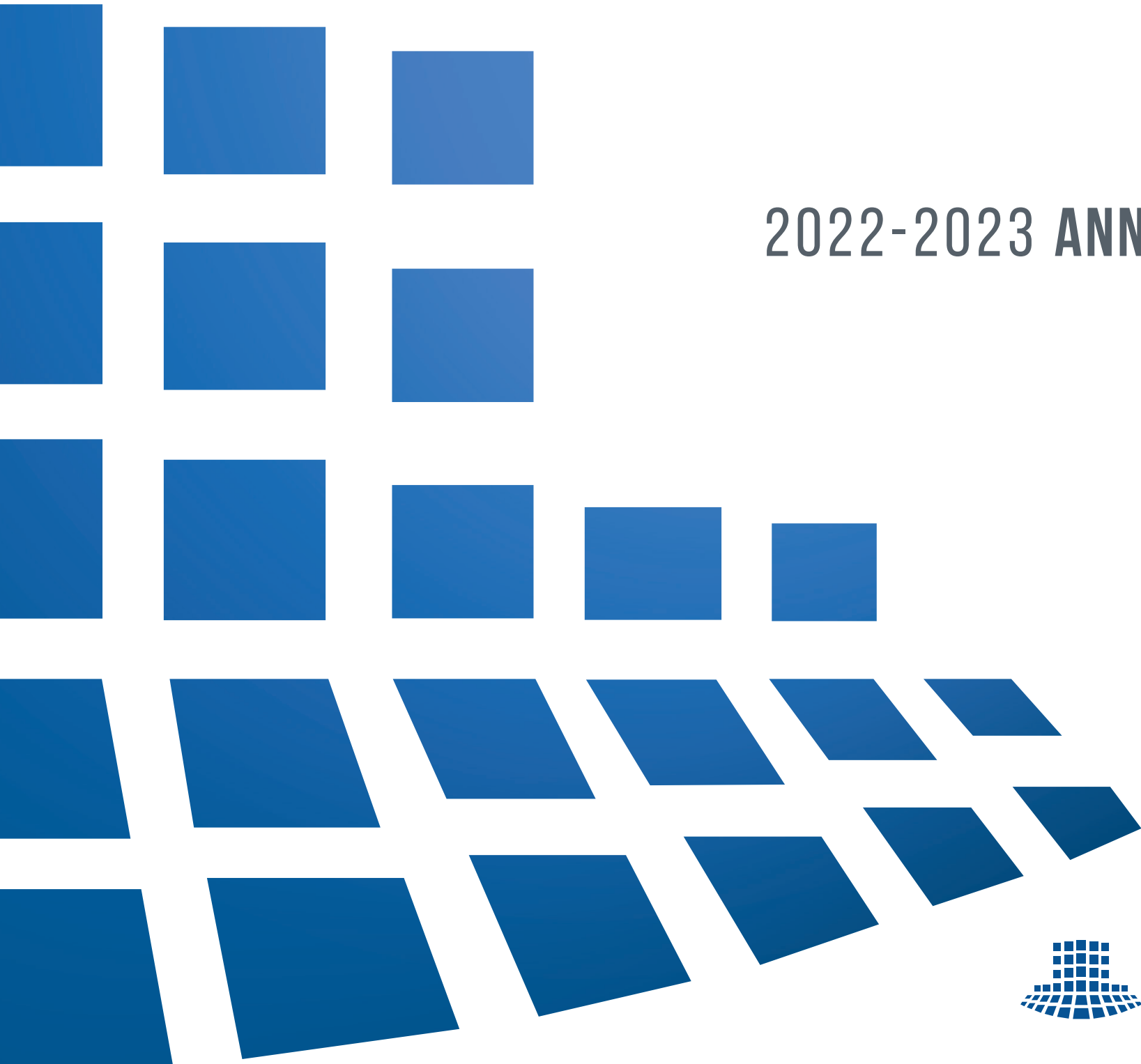


2022-2023 ANNUAL REPORT



Los Angeles
**CONVENTION
CENTER**

Managed By **ACM**
GROUP



FROM THE GENERAL MANAGER

Fiscal Year 2023 was a period of exceptional achievement for the Los Angeles Convention Center (LACC). I am deeply grateful for the many colleagues and stakeholders whose commitment, passion and drive contributed to our success. With that, it is my privilege to share my inaugural report as General Manager.

With more than half a century of service to the community, the LACC strengthened its standing as the city's premier event destination. We launched the fiscal year with Anime Expo (the industry's largest North American anime convention) followed by MLB All-Star Game's Play Ball Park and crowd favorites like KCon and the LA Auto Show, featuring next-generation product rollouts and exhilarating consumer experiences.

Once again, the LACC was at the leading-edge of commerce and technology as the site of the Asian American Hotel Owners Association Annual Convention & Trade Show and the American Society of Gene & Cell Therapy's 2023 Annual Meeting. We excelled as a meeting place for key influencers in politics and a hub showcasing advances in medical discovery with the California Democratic Party's CADEM May 2023 State Convention, the National Council for Behavioral Health and the American Association for Thoracic Surgery.

Entering fiscal year 2023, still recovering from the financial effects of the COVID-19 pandemic, we adopted a conservative spending approach to avoid overextending our resources. Our strategy yielded an operating profit of \$8.7 million — more than double last year's profit and nearly a five percent increase over fiscal year 2019 levels. Simply put, the LACC's tactical efforts positioned us in an exceptionally strong position as we move forward.

In keeping with LA's status as a preeminent city for professional sporting events, the LACC proved to be the venue of choice for high-octane competition and entertainment such as, MLB's Playball Park, WWE's WrestleMania Superstore, SoCal Cup's Volleyball Tournament and more. These and other clients leveraged our beautiful outdoor, multi-use space to expand their footprint and maximize impact.

We owe a debt of gratitude for the close collaborations with Los Angeles City Tourism Department and the Los Angeles Tourism & Convention Board and the vital support from ASM Global. Additionally, I extend my most sincere thanks to our incredible staff and to the dynamic clients and audiences we are fortunate to serve. Together, we will continue to make the LACC a warm and welcoming home for our vibrant community.

Kimberly Weedmark
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 versatile Los Angeles Convention Center (LACC) is proud to partner with the most sought-after conventions, trade shows, consumer shows and special events. We offer clients and guests flexible space, capable of accommodating an enormous array of diverse events, varying in scope and size.

AX – ANIME EXPO

JULY 2022

The industry's largest anime convention in North America did not disappoint as the LACC triumphantly welcomed back Anime Expo in July 2022. Cosplay, concerts, meet & greets, Manga artists, autographing, dance contests, gaming, fashion shows and more took over the entire convention center for the ultimate fan experience.



LA AUTO SHOW

NOVEMBER 2022

The LA Auto Show begins with AutoMobility LA, a one-day press event catered to journalists, influencers, designers and industry representatives. In 2022, the LA Auto Show featured product debuts, Ride & Drives and multiple indoor tracks for both electric and gas-powered vehicles. Jeep Mountain, always a fan favorite, was moved inside the building for the first-time allowing fans to experience rugged terrain without exposure to the outside elements.

On-property drifting demos and low rider exhibits were big draws. The family-friendly event even featured pet adoptions, children's art classes, BRAKES (defensive driving for teens), meals on wheels packing, and so much more!

2022 MLB ALL-STAR GAME – CAPITAL ONE PLAY BALL PARK

JULY 2022

MLB's Capital One Play Ball Park was the ultimate baseball fan experience showcasing the sport's rich history. The family-friendly awe-inspiring event featured the world's largest baseball, a life-size Field of Dreams, Hall of Fame exhibit that highlighted the accomplishments and memorabilia of baseball's greatest legends, batting cages, pitching tunnels, meet & greets with MLB All-Stars past and present, a phenomenal museum-quality auction area and much, much more.



COLLEGE FOOTBALL PLAYOFF (CFP) NATIONAL CHAMPIONSHIP FAN FEST

JANUARY 2023

CFP Fan Central was an interactive experience providing thousands of fans the opportunity to be a part of the College Football Playoff National Championship. The three-day, family-friendly event included games, clinics, pep rallies, band performances, special guest appearances, autograph signings and exhibits celebrating college football and its storied history.



ITS WORLD CONGRESS

SEPTEMBER 2022

The 2022 ITS World Conference brought together industry leaders, policymakers, researchers and innovators from around the globe to discuss the latest advancements in intelligent transportation systems. The event served as a platform for knowledge exchange, networking and collaboration, and explored a variety of topics including autonomous vehicles, smart infrastructure and sustainable transportation.



FUTURE GREEN LEADERS SUMMIT

MARCH 2023

The inaugural Future Green Leaders Summit offered 2,000 Los Angeles Unified School District (LAUSD) students an exciting and inspiring day of learning by exposing them to the many technologies and career paths in sustainability and energy efficiency. Designed as a collaboration between local government, private industry, and higher education institutions, this hands-on experience supported LAUSD's strategic plan toward academic excellence and college and career readiness.



WRESTLEMANIA SUPERSTORE

MARCH/APRIL 2023

World Wrestling Entertainment's (WWE) 100,000+ square foot Superstore at the LACC showcased the largest collection of WrestleMania merchandise under one roof. Curated memorabilia featuring merchandise displays, a 2K gaming lounge, WWE Superstar Meet & Greets, and autograph sessions were included. The massive shopping experience served as the retail focal point of WWE's WrestleMania Goes Hollywood and far exceeded pop-up store sales records for previous events.



NATIONAL COUNCIL FOR BEHAVIORAL HEALTH (NATCON23)

MAY 2023

NATCON's three-day leadership building event is the largest conference focusing on mental health and substance abuse treatment in the United States. The event, which drives policy and social change, featured hundreds of important speakers in the mental health sector and enabled attendees to explore new technologies and trends with industry-advancing organizations.

ASIAN AMERICAN HOTEL OWNERS ASSOCIATION INC. – AAHOA ANNUAL CONVENTION & TRADE SHOW

APRIL 2023

AAHOA members represent the largest number of hotel owners in the US. Attendees had the opportunity to network with like-minded professionals and visit a sold-out exhibit hall. Additionally, attendees enjoyed evening entertainment events that included a karaoke competition, a traditional Garba Dance celebrating Asian American heritage and their very own LA-themed Street Party—held on the LACC premises—featuring a uniquely curated selection of entertainment, activations and menu choices.



AMERICAN ASSOCIATION FOR THORACIC SURGERY – AATS ANNUAL MEETING

MAY 2023

The AATS annual meeting is the premiere event for cardiothoracic surgeons and leading experts from around the world. This scientific program brings cutting-edge research, advancements in surgical techniques and innovative approaches to patient care to doctors and their care teams.



AMERICAN SOCIETY OF GENE & CELL THERAPY – ASGCT 2023 ANNUAL MEETING

MAY 2023

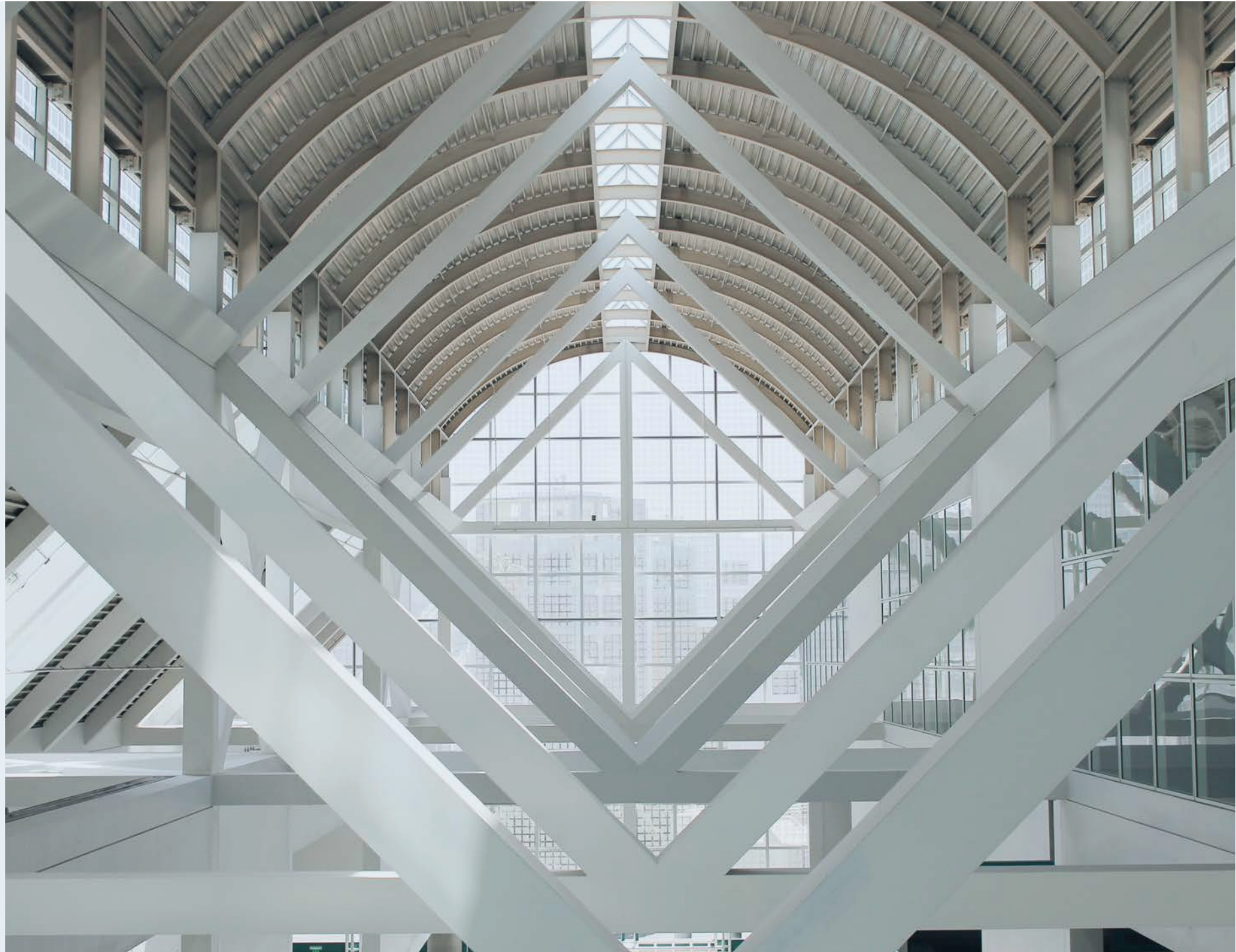
ASGCT's annual meeting is a significant platform for scientific exchange, collaboration and knowledge dissemination. The 2023 event in Los Angeles attracted renowned scientists, researchers, industry experts and professionals from around the world, all who gathered to learn of the latest advancements, clinical trials and breakthroughs within the global gene & cell therapy community.



CALIFORNIA DEMOCRATIC PARTY – CADEM MAY 2023 STATE CONVENTION

MAY 2023

CADEM's program provided a platform for the state's Democratic Party members to discuss key issues and create strategies for the future. The event was attended by party leaders, elected officials, activists and engaged citizens, all united by a common goal of advancing progressive values in California. Party members elected new representatives to leadership positions and strengthened its grassroots network.



FISCAL YEAR 2022–2023 FINANCIAL PERFORMANCE

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

\$634 Million
Economic Impact

\$343 Million
Direct Attendee Spending

\$18 Million
Tax Revenue Generated

\$8.7 Million
Operating Surplus

\$9.1 Million
Building Reserve

OPERATING PROFIT

The LACC concluded the fiscal year with an operating profit of \$8.7 million before reimbursing the City of Los Angeles \$1.9 million.

Since taking over management in December 2013, ASM Global (formerly AEG Facilities) has generated a total operating profit of over \$59.3 million.

\$8.7M

7/1/22–6/30/23

\$4.0 Million	(\$3.2 Million)	\$4.7 Million	\$8.3 Million
7/1/21–6/30/22	7/1/20–6/30/21	7/1/19 – 6/30/20	7/1/18–6/30/19

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
\$7.1M	\$4.8M	\$5.7M	\$11.9M	\$3.4M
7/1/22–6/30/23	7/1/22–6/30/23	7/1/22–6/30/23	7/1/22–6/30/23	7/1/22–6/30/23
\$5.1 Million 7/1/21–6/30/22	\$2.2 Million 7/1/21–6/30/22	\$4.5 Million 7/1/21–6/30/22	\$10.4 Million 7/1/21–6/30/22	\$2.1 Million 7/1/21–6/30/22
\$3.6 Million 7/1/20–6/30/21	\$2.8 Million 7/1/20–6/30/21	\$0.5 Million 7/1/20–6/30/21	\$1.7 Million 7/1/20–6/30/21	\$1.9 Million 7/1/20–6/30/21
\$7.5 Million 7/1/19–6/30/20	\$3.7 Million 7/1/19–6/30/20	\$5.4 Million 7/1/19–6/30/20	\$9.5 Million 7/1/19–6/30/20	\$1.7 Million 7/1/19–6/30/20
\$6.7 Million 7/1/18–6/30/19	\$4.9 Million 7/1/18–6/30/19	\$7.2 Million 7/1/18–6/30/19	\$12.4 Million 7/1/18–6/30/19	\$1.4 Million 7/1/18–6/30/19

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
\$14.5M	\$10.7M	\$2.8M	\$1.0M	\$0.7M	\$4.2M
7/1/22–6/30/23	7/1/22–6/30/23	7/1/22–6/30/23	7/1/22–6/30/23	7/1/22–6/30/23	7/1/22–6/30/23
\$10.3 Million 7/1/21–6/30/22	\$7.5 Million 7/1/21–6/30/22	\$0.4 Million 7/1/21–6/30/22	\$1.0 Million 7/1/21–6/30/22	\$1.6 Million 7/1/21–6/30/22	\$4.0 Million 7/1/21–6/30/22
\$0.3 Million 7/1/20–6/30/21	\$0.0 Million 7/1/20–6/30/21	\$0.8 Million 7/1/20–6/30/21	\$0.0 Million 7/1/20–6/30/21	\$4.5 Million 7/1/20–6/30/21	\$5.0 Million 7/1/20–6/30/21
\$10.1 Million 7/1/19–6/30/20	\$10.3 Million 7/1/19–6/30/20	\$4.5 Million 7/1/19–6/30/20	\$1.5 Million 7/1/19–6/30/20	\$0.8 Million 7/1/19–6/30/20	\$2.2 Million 7/1/19–6/30/20
\$13.6 Million 7/1/18–6/30/19	\$11.1 Million 7/1/18–6/30/19	\$5.6 Million 7/1/18–6/30/19	\$2.0 Million 7/1/18–6/30/19	\$0.6 Million 7/1/18–6/30/19	\$2.5 Million 7/1/18–6/30/19

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.

EXPENSES

WAGES & SALARIES

\$8.9M

7/1/22–6/30/23

\$7.7 Million

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

UTILITIES

\$4.8M

7/1/22–6/30/23

\$4.0 Million

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

OPERATING EXPENSES

\$10.4M

7/1/22–6/30/23

\$8.5 Million

7/1/21–6/30/22

\$4.7 Million

7/1/20–6/30/21

\$6.0 Million

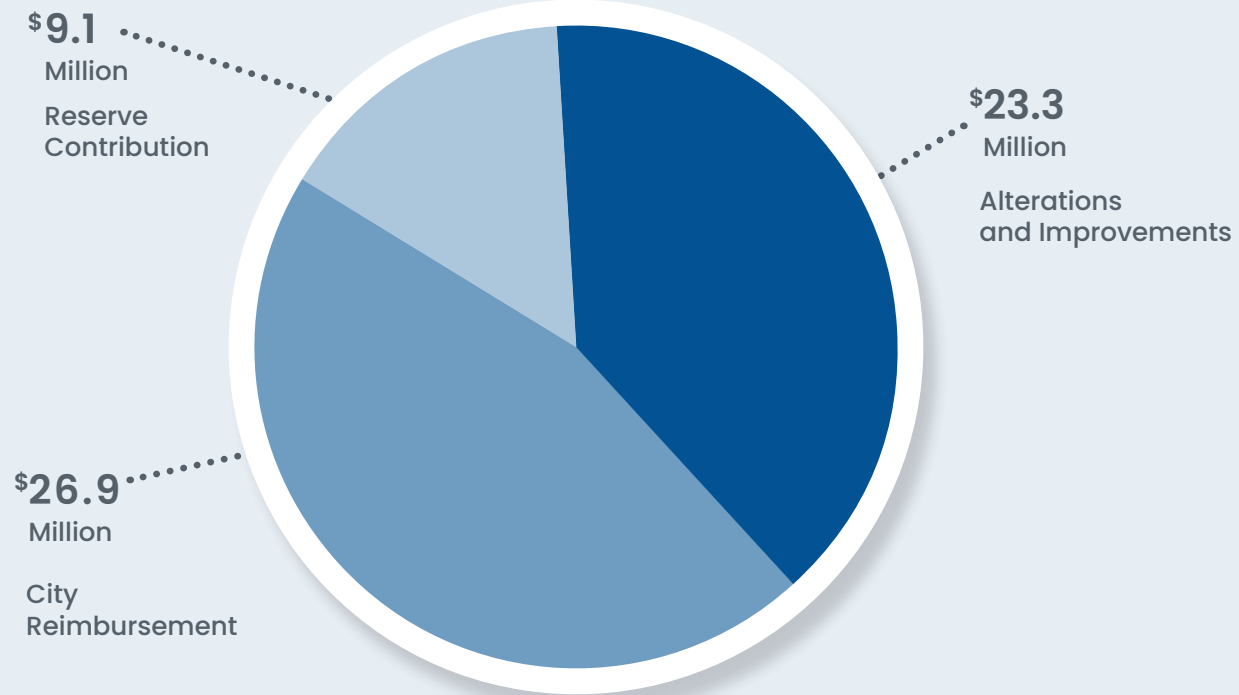
7/1/19–6/30/20

\$6.9 Million

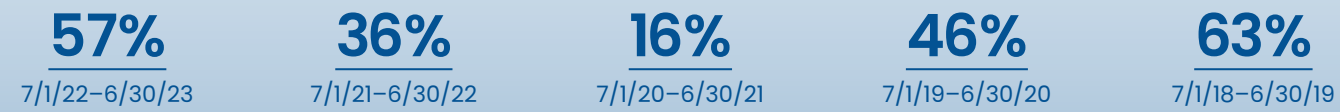
7/1/18–6/30/19

*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



OCCUPANCY



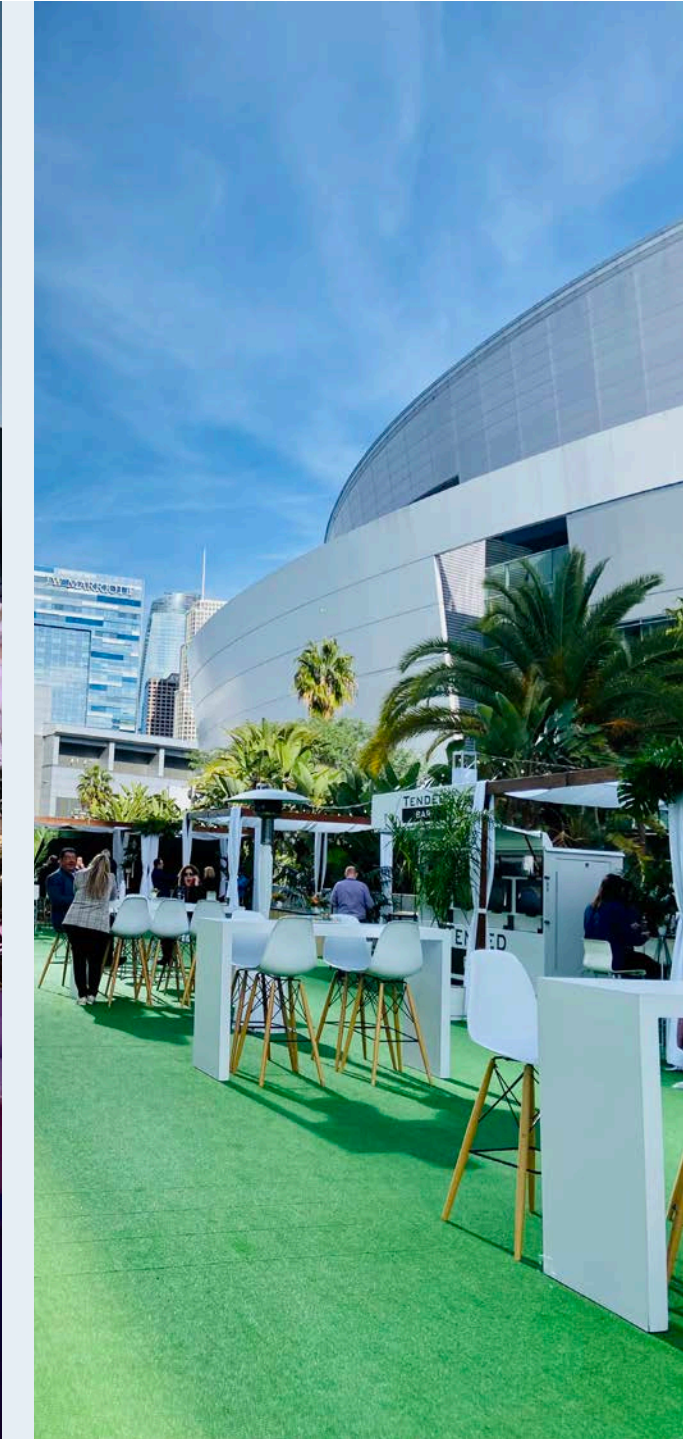
2020-2021 figures reflect event cancellations and closure of the facility due to the COVID-19 global pandemic for the entire fiscal year.
2019-2020 figures reflect the same for the period beginning mid-March through June 30, 2021.



SPACE REIMAGINED

Taking full advantage of the beautiful year-round Los Angeles weather, multiple events moved all or part of their program to the open air. By offering space beyond the interior walls, the LACC was able to leverage the entire building to meet the expanding needs of our clients.

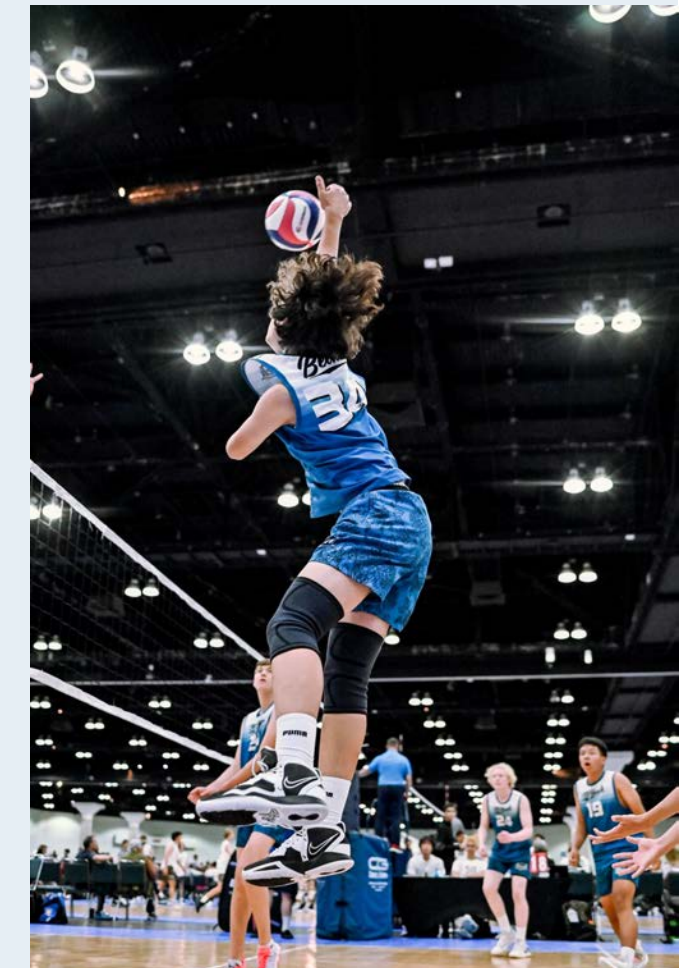
- Adobe MAX
- Anime Expo
- Asian American Hotel Owner's Association
- Emmys Creative Arts & Telecast Governors Gala
- LA Auto Show
- Levy Summit
- MLB Playball Park
- Sikh Dharma of Southern California – Baisakhi
- SoCal Cup Volleyball Tournament



GAME ON!

Echoing Los Angeles' status as a world-class city for professional sporting events, the LACC was the venue choice for multiple prominent sports-themed events throughout the year:

- Chosun University President Taekwondo Championship
- College Football Playoff Fan Central
- Hyrox Fitness Racing
- MLB PlayBall Park
- SkiDazzle
- SoCal Cup Volleyball Tournament
- TheFitExpo
- USA Teqball Tour Los Angeles
- Victory Gymnastics
- World Class Cheer and Los Angeles Spirit Royale
- WWE's WrestleMania Superstore



FACILITY IMPROVEMENTS

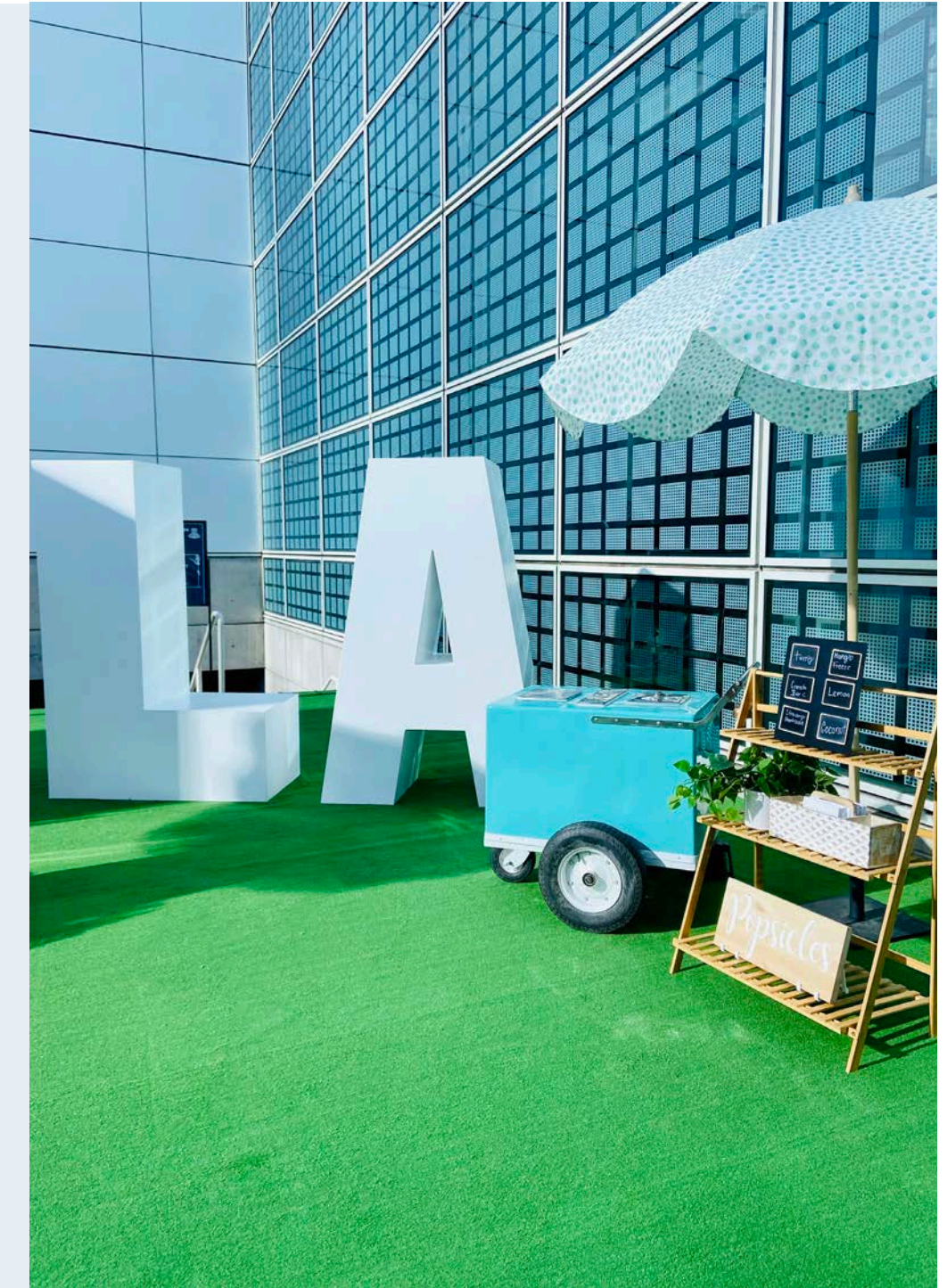
Controlling costs has always been and will continue to be an essential component in managing the overall facility budget. Fortunately, the robust appetite for events is growing as we continue to emerge from the global health crisis. As such, the LACC continues to balance the need for improvements within the facility by prioritizing responsible spending.



Building Operations

Operational efficiencies completed in the past fiscal year included both facility upgrades and preventative maintenance while reducing the venue's environmental footprint.

- The "Utility Maintenance Group" was developed to more effectively assist with all routine building maintenance.
- Transformation of the Cherry Street Garage was prioritized by clearing hazardous waste, removing graffiti and repainting, installing perimeter lighting and CCTV, and installing and modifying perimeter fencing.
- Universal signage for all hand sanitizers was installed.
- A key South Building freight elevator was returned to service.
- The internal IT network infrastructure was upgraded from CAT-3 to CAT-6 for campus lighting and dimming controls.
- All meeting room dimming control systems were fully upgraded to an Electronic Theater Control system.
- The condenser and chilled water pumps were replaced with more efficient equipment.
- Deteriorating fire system piping and fittings were replaced in the Kentia pump room.
- Walk-in cooler was upgraded.
- Air compressors were repaired/rebuilt to ensure optimal efficiency.
- Two (2) additional Variable Frequency Drivers (VFDs) were installed.
- Sewer lines were descaled throughout the property.
- The automated ticket system for onsite partners and third-party waste/recycling requests was upgraded.
- Comprehensive cleaning and waste management training for all cleaning contractors working onsite at LACC continued.





Sustainability and Environmental Initiatives

Environmental initiatives are continually woven into the DNA of the venue's operational practices.

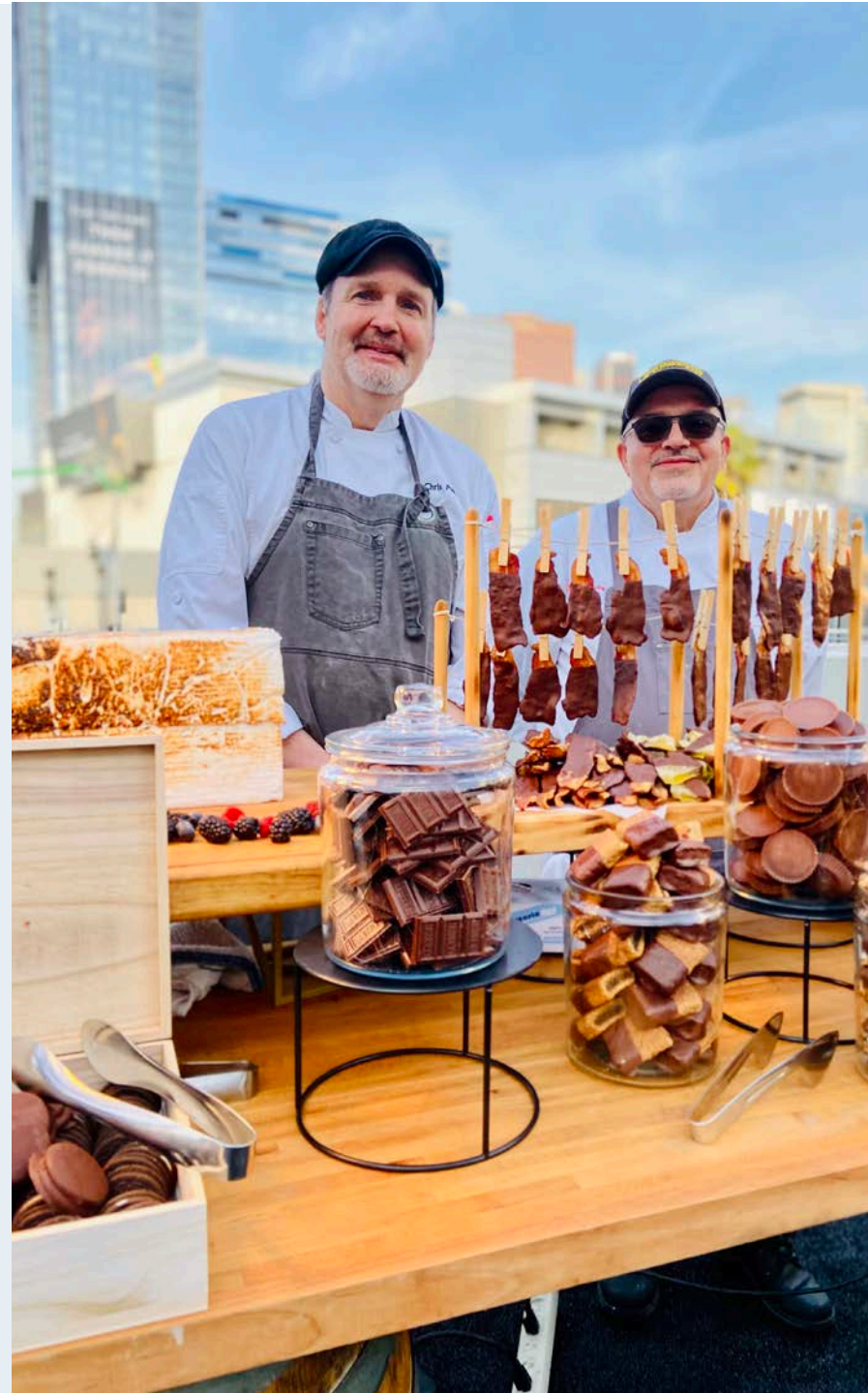
- LACC's total facility zero-waste diversion rate was **70%**; The total recycling diversion rate was **54%**.
- To help achieve the city's goal of zero-waste, the LACC continues to actively educate event organizers and contractors on responsible pack-in/pack-out practices.
- Organics collection bins were installed in public spaces and food outlets.
- Single use catering items are being phased out and replaced with china service and bulk items.
- On-site trainings were provided for in-house staff and onsite catering and cleaning contractors to assist with properly diverting all waste streams currently processed at LACC.
- The LACC now tracks our CSR and Environmental accomplishments utilizing the WeTrack platform. This system targets eight (8) key indicators (Energy, Waste, Food & Beverage, Donations, Procurement, Engagement, Talent Acquisition, and Learning and Development) for an overall Well-building portfolio.
- Levy Restaurants adopted use of the Care-It app to donate surplus food and goods directly to local nonprofits.

Security, Guest Services and Safety

Expanded training, communication and systems were all implemented to increase security effectiveness at the venue:

- Twenty-four (24) CCTVs were added to increase video surveillance of the building exteriors.
- The LACC Bike Patrol was re-deployed to enhance property coverage and effective response times.
- Monthly meetings with local law enforcement were implemented to regularly collaborate security updates, event reviews, and overall community updates.
- Five (5) full-time LACC staff have been certified as CPR training instructors.
- New emergency notification system provides automated email and text notification on a 24/7 basis.
- Conducted employee building fire drill, evacuation exercises and the Great California Shakeout training.
- Safety briefings were held during weekly all-staff meetings.
- Additional training and configuration measures for the building's security systems resulted in faster and more effective response times.
- Continued collaboration with LA Live campus security to ensure safety of guests.





Food and Beverage

Taste Los Angeles is now serving an enriched menu design and implementing more sustainable F&B practices so that every culinary adventure speaks to the unique LA experience.

- Mark Cornish joined the LACC as Taste Los Angeles Executive Chef in April 2023. His engagement skills have enabled the center to elevate the overall client interaction and site experience.
- An enriched menu design has been introduced to both catered events and concession areas.
- The meal service experience has been enhanced to align with current trends by acquiring new equipment and décor items to enhance the overall F&B experience.
- The LACC partners with event planners to tailor the overall F&B aesthetic, including thematically designed concession displays and beverage bars, to enhance the attendee experience.
- The venue partners with diverse locally-owned food and beverage businesses to provide unique, "Taste Los Angeles" experiences. The collaboration highlights the diversity of Los Angeles cuisine, while supporting the growth and development of local businesses, many of which are minority or women owned.
- The venue now offers the ability to brand refillable aluminum water bottles for specific events, extending an additional revenue stream for event organizers.
- Innovative F&B queue lines and workstations in concession's outlets were configured.
- The "Waste Not" food program, a comprehensive new initiative that tracks all food waste, was implemented.

Sales and Event Management

Increased revenues and customer satisfaction are the driving forces behind the Sales and Event Management teams.

- Stronger collaboration between the LACC and LATCB teams afforded more robust site visits, client reviews, and trade show participation. The site visit experience was enhanced to include high-impact visual aids/technology and memorable food & beverage elements.
- Leaning into needs of organizers wanting to optimize unique event space, an increased focus was placed on promoting the outdoor event space to secure onsite receptions and special events that have traditionally gone off-property.
- Approximately **150 building tours were conducted** to showcase the space to prospective clients.
- **175 License Agreements were signed** within the fiscal year, representing citywide events, trade shows, consumer events, assemblies, meetings and filmings.
- Sales activities included attendance at key national industry events such as IMEX, International Association of Exhibitions and Events, Society of Independent Show Organizers, US Travel Association's IPW as well as local MPI events to promote the facility and its improvements.
- Membership in the Professional Convention Management Association, International Association of Venue Managers, National Association of Consumer Shows and the Convention Center Consortium enabled the team to remain up to date on industry trends.
- New floorplan brochure was designed to include expanded technical specifications.
- Inclusion training was incorporated in the arrival preparations for groups with a diverse attendee base.
- The LACC Event Planning Guide was updated to include a step-by-step guide to the City of LA Department of Building and Safety Temporary Structure Permit process, an update to the ADA guidelines, and the creation of a comprehensive freight door map with specifications guide.
- Focused lead-up meetings were introduced to ensure interdepartmental event requirements and internal operations are effectively shared prior to move in.
- The Event Services team **successfully executed over 160 events** during the fiscal year.
- **Over 100 in-person planning meetings were conducted** to ensure successful execution of each and every event.
- The LACC achieves high marks on Customer Satisfaction surveys with an overall score of **4.7 out of 5.0**.





CORPORATE SOCIAL RESPONSIBILITY (CSR)

The LACC's commitment to citizens within our community resonates throughout the LACC family. Staff are continuously 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 our in-house partners (October).
- ASM Global recognized Mental Health Awareness Day (October).
- LACC Posed in Red in honor of American Heart Month (February).
- LACC recognized America Recycles Day with a company-wide workshop dedicated to proper recycling with a guest speaker from NASA.
- LACC Holiday Toy Drive for the Create Now organization to benefit local families in need.
- Participated in Greater Los Angeles Department of Rehabilitation Job Fair (October).
- LACC recognized Global Meetings Industry Day – GMID 2023 (April).
- LACC participated in the #LAFORAll Campaign promoting inclusion in Los Angeles (year-round).
- Team members packed meals at the LA Food Bank for seniors and others experiencing food insecurity.
- Collection for blankets and socks (City Sanitation Dept to benefit the unhoused).
- Collection of gently used clothing (City Sanitation Dept to benefit local shelters).
- Welcomed two (2) interns from Verbum Dei High School for the duration of the school year.



TEAM BUILDING

Employee appreciation was shown through a number of engagement events during the 2022-2023 fiscal year:

- The Great LACC Summer BBQ and The Great LACC Spring Fiesta were introduced to employees in August 2022 and June 2023, respectively.
- A “family meal” was served to employees working on Thanksgiving Day.
- An offsite Holiday Party took place at Lucky Strike in December 2022.

SAFETY TEAM, CONSERVATION COLLECTIVE, FUN TEAM

The LACC 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.

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 through seminars, conferences, webinars and virtual learning experiences. Association membership(s) and/or events attended in the 2022-2023 fiscal year include:

- ASM Academy online training for all staff
- ASM Global Marketing Summit
- International Association of Venue Managers (IAVM) – Region 7 Conference
- International Parking & Mobility Institute Conference
- International Association of Venue Managers School of Facility Management (IAVM)
- (Elevate Performance Group) LACC Leadership Development Training
- Professionals in Human Resource Association (PIHRA)
- Training for re-deployment of Security Bike Patrol
- Society for Human Resource Management (SHRM)
- One HR staff member awarded SHRM Certification and one HR staff member recertified
- HR Star Conference
- ASM Global Human Resources Summit
- Incident Command Systems (FEMA): Active Shooter Training and Workplace Violence Prevention Training
- Department of Homeland Security Surveillance Detection: Counter-Improvised Explosive Device training
- Cal/OSHA
- American Red Cross AED Trainer Certifications
- ASM Global Sales Summit

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 will administer 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.



AWARDS AND RECOGNITION

Five (5) distinguished awards were bestowed upon the LACC during the 2022-2023 fiscal year

2023 Prime Site Award
Facilities & Destinations Magazine

2023 Hermes Gold Award
Print Media/Publications/Newsletter-
Monthly Employee Newsletter

**2023 Hermes Award
(Honorable Mention)**
Print Media / Advertising / Flyer –
Community Service Volunteer Drives

2023 Center of Excellence
Best Convention Centers 500,000
– 1 million square feet – EXHIBITOR
Magazine

2023 Center of Excellence
Best Customer Service & On-Site
Support – EXHIBITOR Magazine

Abilities Expo was inducted into the
LACC Hall of Fame, Class of 2022



ITS World Congress took place in the United States for the first time since 2014 with record-breaking attendance of over 6,000 industry professionals from 64 countries. It was amazing to see the international diversity and footprint of intelligent transportation professionals from across the globe congregate in Los Angeles to experience the destination and see smart mobility demonstrations live on local streets at the Convention Center (LACC). Partnering with the LACC team to make ITS World Congress 2022 a huge success was a pleasure. They were extremely accommodating and receptive to our needs; they understood the importance of our event and its impact on our global community.

JAIME MCAULEY

Event Director, ITS America Events at RX



We held our 2023 annual convention and tradeshow at the LACC and it was a historical occasion. For the first time in our history, we sold out the tradeshow floor with more exhibitors than ever before and our attendance exceeded all but one pre-Covid year. It was obvious everyone wanted to meet in LA! Thank you to the team at the LACC. Our constant changes, additions, program designs and additional exhibit hall needs kept the staff at the LACC on their toes, and they always delivered on time and with a smile. The surveys are coming in and it appears we can easily pronounce this the best AAHOACON ever!

PHELPS R. HOPE, CMP

EVP, Operations & Chief Development Officer, Asian American Hotels Owners Association



The American Association of Neurological Surgeons (AANS) was thoroughly delighted to partner with the Los Angeles Tourism & Convention Board and the Los Angeles Convention Center for our 2023 Annual Scientific Meeting in April. The LA Tourism CVB team was a valuable resource in finding local vendors for a variety of the association's needs. The staff at the convention center and Levy were responsive to our various needs during the entire planning process for our four-day event and were genuinely thankful for our business. The JW Marriott Los Angeles L.A. LIVE and the additional nine housing vendors we used were true partners throughout the entire planning process. The AANS looks forward to coming back to the City of Angels.

NATHALIE JOHNSON, CMP, DES

Senior Meetings Manager, American Association of Neurological Surgeons



I am thrilled that the Convention Center contributes to elevating Downtown Los Angeles as a leading convention district with more hotel rooms and exciting dining and entertainment options. CTD is fortunate to partner with ASM Global on initiatives such as the Pre-Con Roll Call, where we connect event planners with city departments before their event to discuss a coordinated strategy for a safe and enjoyable experience. Visitation is a key revenue driver for the city, and we are glad to serve Mayor Bass with a robust convention agenda.

DOANE LIU

Chief Tourism Officer, Los Angeles City Tourism Department



The City Tourism Board of Commissioners is thankful for the Los Angeles Convention Center's strategic planning and execution for a successful return of large in-person events. Each event contributes to job growth, strengthens the region's economy and further reinforces the City of Los Angeles as a leading global destination.

JON VEIN

President, Board of Los Angeles City Tourism Department Commissioners



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, 10 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

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