



2023-24



# FROM THE GENERAL MANAGER



As we reflect on the past year, I am proud to share that Fiscal Year (FY) 2024 has been another successful period for the Los Angeles Convention Center (LACC). We welcomed over 165 events, drawing nearly 1.6 million visitors from around the world, and achieved our highest revenue to date... a testament to our unwavering commitment to excellence and the trust our clients place in us. I could not be prouder of the LACC team and the impact they made on the success of this year by putting our guests' and our clients' needs first.

Our success would not have been possible without the strong partnership we maintain with the city of Los Angeles and the LA City Tourism Department. This collaboration has allowed us to continuously enhance our facilities, streamline our operations, and innovate our service offerings. Together, we have created an environment where both event organizers and attendees can thrive, contributing to the city's economic and cultural vibrancy.

Among the many standout events that shaped our year was the US Travel Association's IPW, which attracted over 5,700 attendees from nearly 70 countries, and included a stunning outdoor activation sponsored by Visit California on Gilbert Lindsay Plaza. Another highlight was ViVE, an industry leading event experience for digital health decision makers. ViVE was a spectacular showcase that utilized the convention center space in new and innovative ways, including a multi-theatre setup in South Hall that increased engagement amongst attendees.

Equally fulfilling was seeing our recurring events continue to grow and innovate. Among them were the LA Auto Show, Anime Expo, Los Angeles Comic Con, KCON, TheFitExpo, LA Art Show and more. These events, alongside many others, have solidified the LACC's reputation as a premier destination for world-class gatherings.

Our commitment to supporting these events was further strengthened by the re-introduction of the LACC Guest Services Team. This team is comprised of frontline representatives who embody guest-centric values and are empowered to create a welcoming, positive, and memorable environment that reflects the organization's commitment to excellence and customer care, thereby enhancing the overall guest experience.

Our culinary team continues to set new standards, elevating menus through creative and curated culinary expressions tailored to the diverse needs of our clients and attendees. Whether through innovative dishes created specifically for events, using locally sourced ingredients, or showcasing unique presentations, our culinary offerings have become a highlight of the LACC experience, enhancing the overall impact of the events with whom we partner.

Sustainability continues to be a core focus for the LACC, and I am proud to report that we have surpassed our sustainability goals for the year on two counts: We achieved a remarkable total facility zero diversion rate of 76% and a total recycling diversion rate of 65%. These accomplishments reflect our ongoing commitment to minimizing our environmental footprint and further exemplifies our position as an industry leader.

As we look towards our exciting future and the proposed LACC expansion, we remain deeply committed to investing in our existing building. This year, we have undertaken several key projects to upgrade our facilities, both customer-facing and back-of-house, to ensure that they continue to meet the highest standards of quality and sustainability. These efforts are part of our ongoing strategy to provide a state-of-the-art experience for all who walk through our doors ensuring that at each touchpoint, we put our guests first.

Looking ahead, I am filled with optimism and enthusiasm. The achievements of 2024 have set a new standard for what's possible, and we are eager to build on this momentum. On behalf of the entire LACC team, I extend my deepest gratitude to our clients, partners, Los Angeles City Tourism Department, and the Los Angeles Tourism & Convention Board for their unwavering support. Here's to another year of breaking records, driving sustainability, and forging new paths together.

A handwritten signature in black ink, appearing to read 'Kimberly Weedmark'.

Kimberly Weedmark  
General Manager of the Los Angeles Convention Center

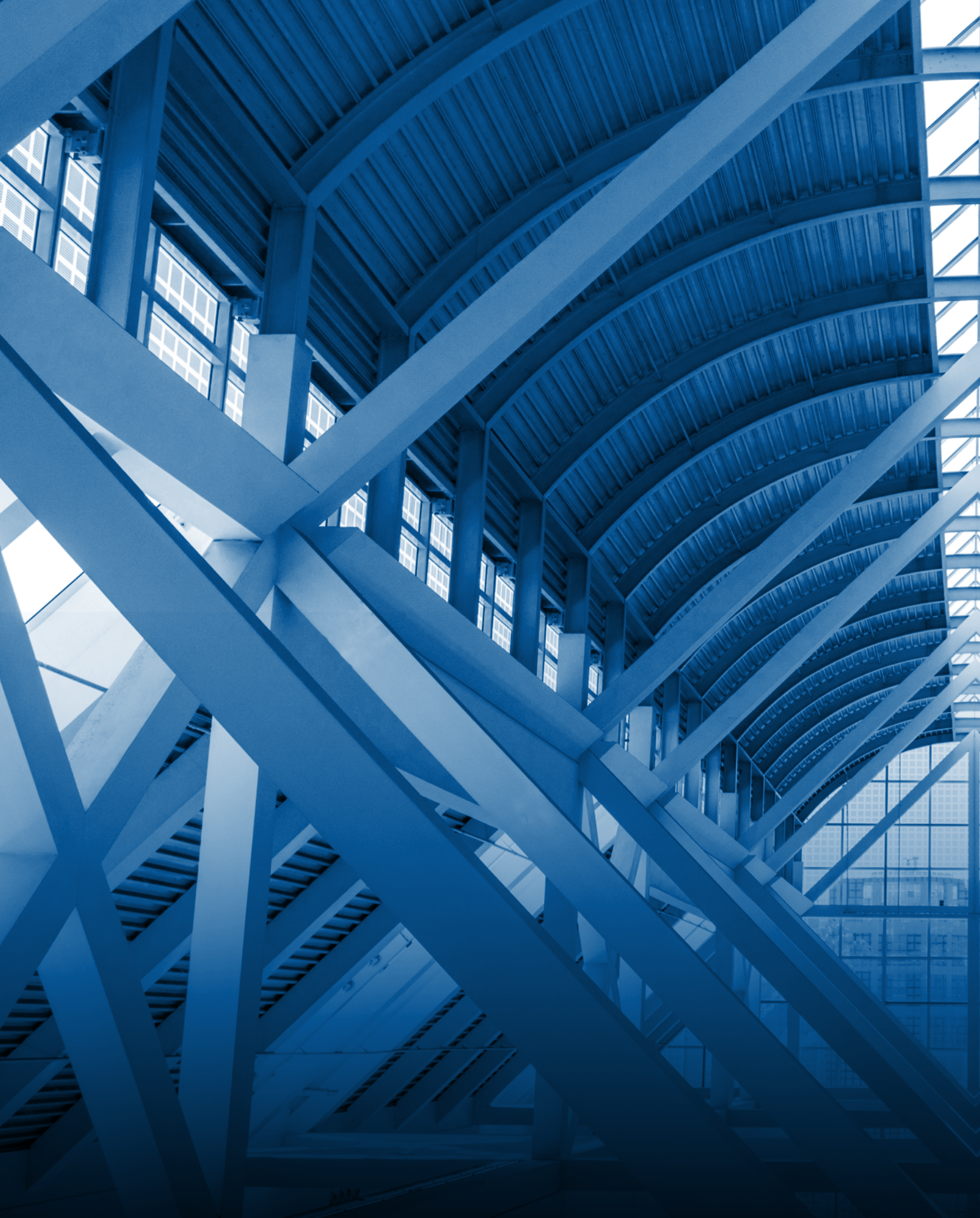


# MISSION STATEMENT

*To provide a dynamic environment with unparalleled service that creates unique and memorable experiences by connecting people through live events in the heart of Los Angeles.*

# TABLE OF CONTENTS

From the General Manager.....	1
LACC Mission Statement.....	2
Signature Events .....	5
Financial Performance.....	13
Highlights .....	21
Facility Improvements and Achievements .....	27
Corporate Social Responsibility, Team Building, Professional Development, and Awards.....	37





# SIGNATURE EVENTS

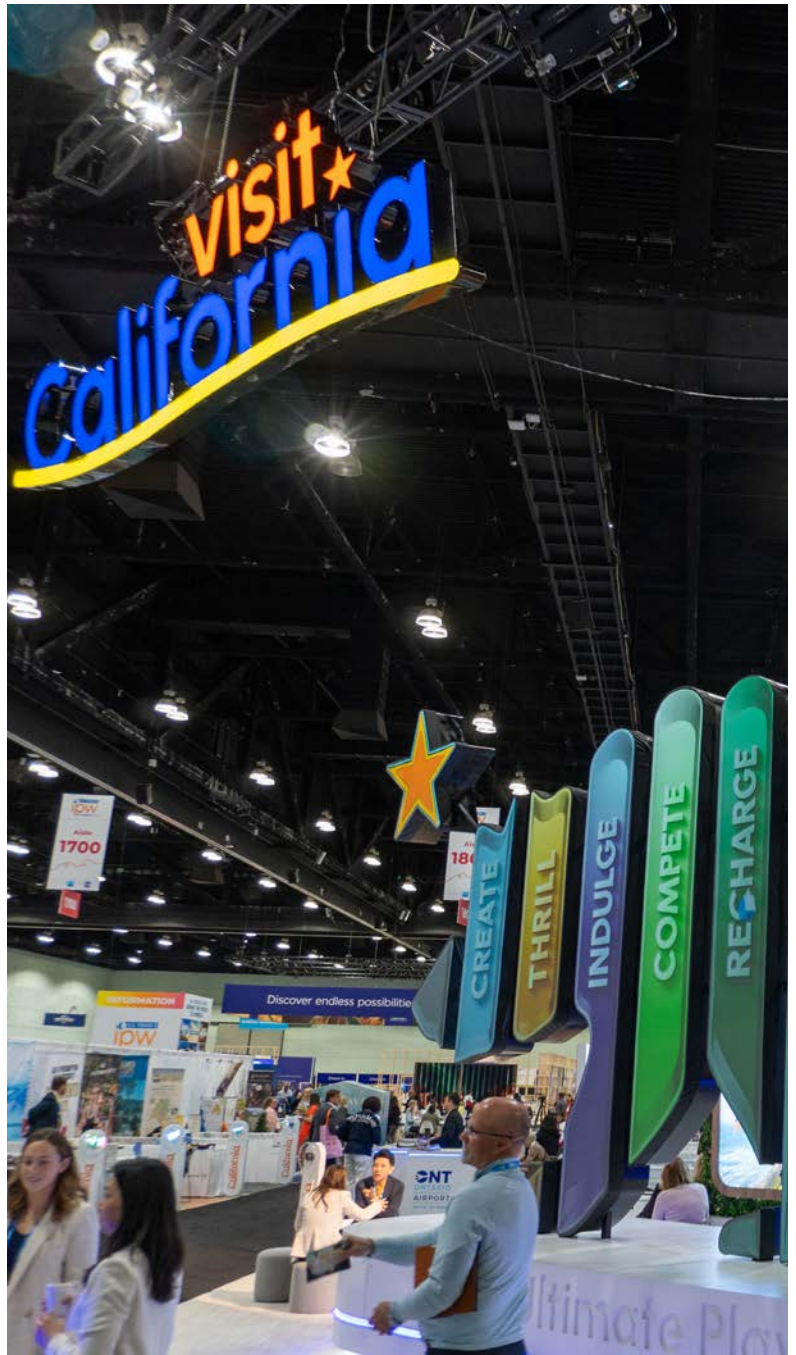
The Los Angeles Convention Center is committed to partnering with top-tier conventions, trade shows, consumer shows, and special events. This past year proved to be another great year for a diverse array of events that utilized the scale and scope of the center in unique ways. Each year, our clients elevate their experiences for their guests, and this year proved to be another example of innovative execution for all stakeholders.



## US TRAVEL ASSOCIATION IPW

MAY 2024

The Los Angeles Convention Center was honored to welcome the U.S. Travel Association's IPW travel industry marketplace, the largest generator of international inbound travel to the United States. The event saw an incredible 20% increase in attendance over 2023, drawing approximately 5,700 attendees from nearly 70 countries. IPW occupied all parts of the LACC, including Visit California's activation of Gilbert Lindsay Plaza featuring a statewide collaboration of 30+ high-profile destinations and attractions. Highlights also included special performances from Broadway Sings, Ziggy Marley, and Dogstar, which featured Keanu Reeves.



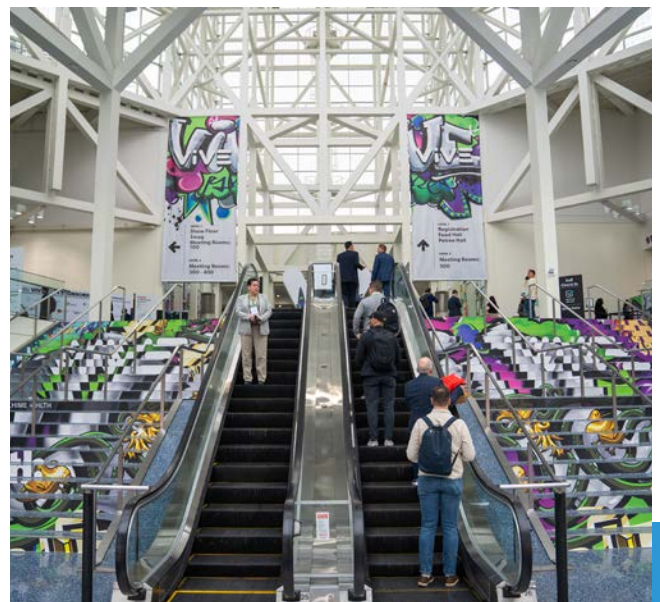




## VIVE

FEBRUARY 2024

What happens when two healthcare organizations, CHIME (College of Healthcare Information Management Executives) + HLTH (the leading health ecosystem platform) unite? ViVE is born! The LACC was proud to welcome over 7,500 guests as they navigated this unique event focused on health innovation and transformation.

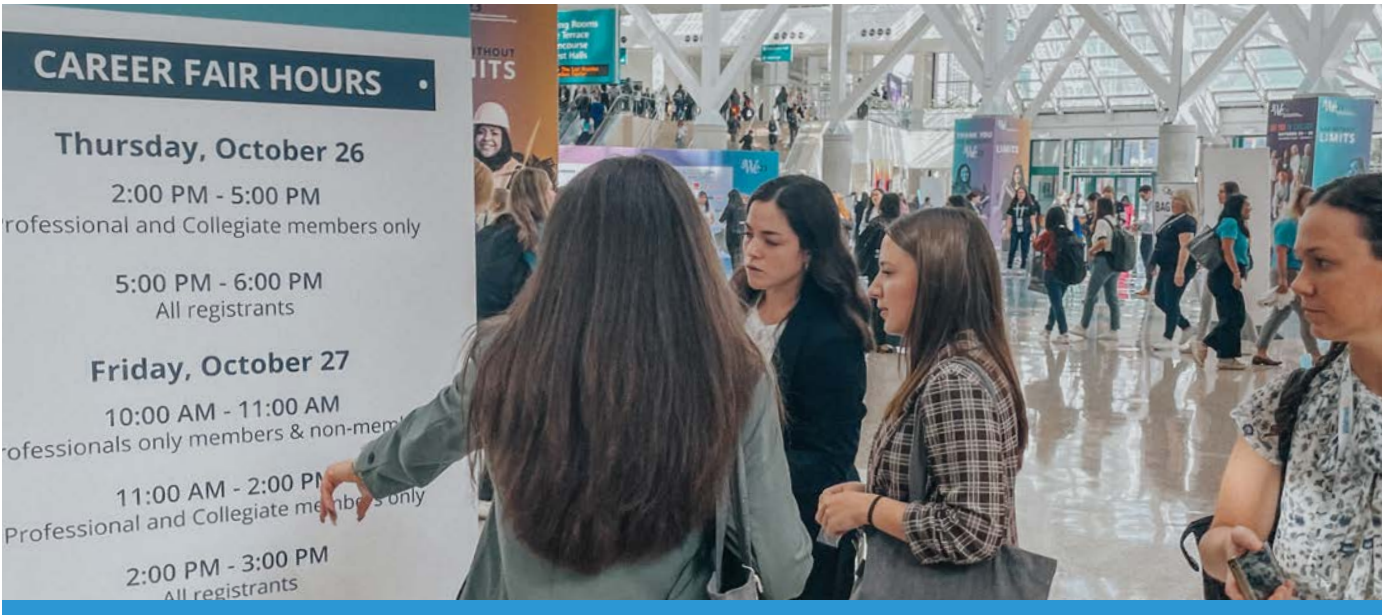




## KCON

AUGUST 2023

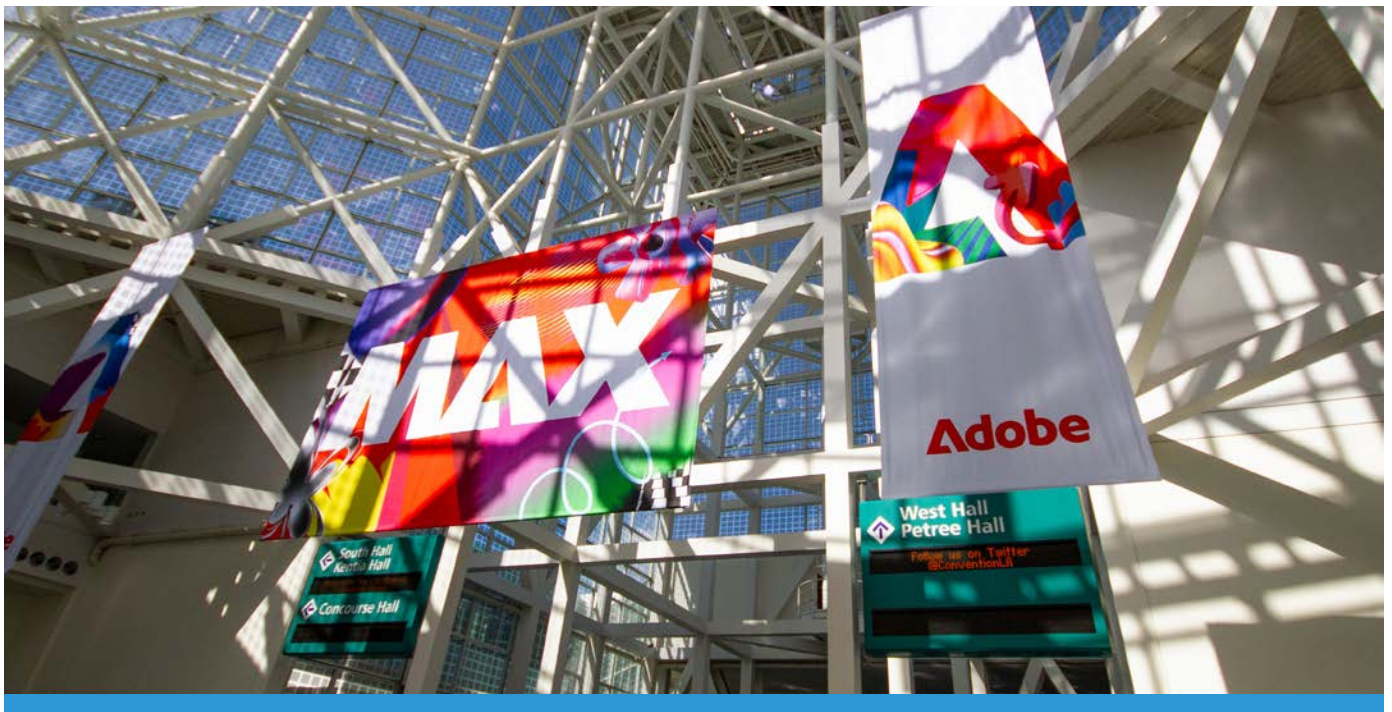
The 11<sup>th</sup> year of KCON LA welcomed 140,000 fans over the weekend celebration of Korean pop-culture. Fans were treated to appearances, meet & greets, panels, workshops, dance competitions, merchandise and much more. For the first time, KCON brought K-POP VILLAGE to Gilbert Lindsay Plaza. The village included a Ferris wheel, multiple food vendors, and a stage featuring live performances and interviews with KPOP celebrities.



## SOCIETY OF WOMEN ENGINEERS ANNUAL CONFERENCE

OCTOBER 2023

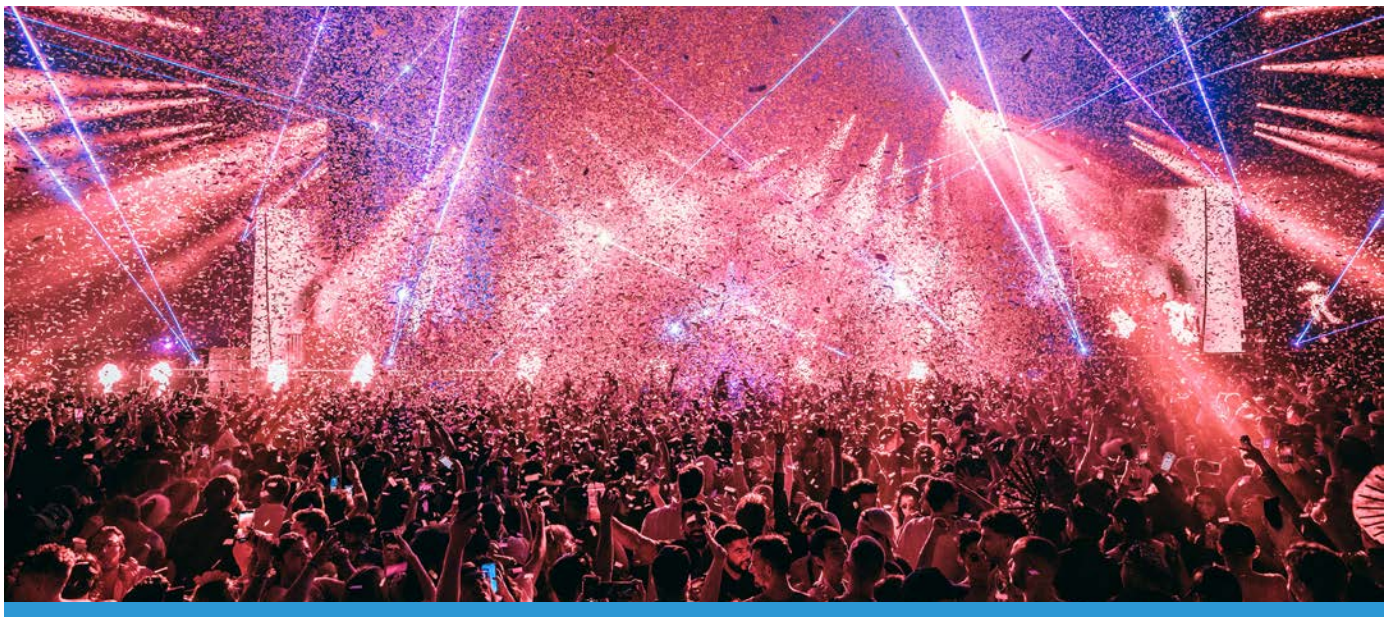
The world's largest conference for Women in Engineering and Technology was a three-day flagship event hosted by the Society of Women Engineers. The society invited attendees to "Live Without Limits" while engaging in networking, gaining career insights, and connecting with industry leaders on innovation. Participants attended interactive workshops on leadership and engineering subjects, cultivating relationships, and empowering women.



## ADOBE MAX THE CREATIVITY CONFERENCE

OCTOBER 2023

The Creativity Conference included sessions and labs across tracks such as 3D, creativity and design in business, education, graphic design and illustration, photography, social media and marketing, and video, audio, and motion. The immersive event offered something for creators of all skill levels and backgrounds.



## INSOMNIAC PRESENTS FOREVER MIDNIGHT

DECEMBER 2023

Insomniac Events hosted a two-night New Year's Eve event drawing large amounts of people into the South Hall for an EDM Concert featuring Solomun, Kaytranada, Kaskade (Redux), Eric Prydz, Jamie xx, and more. Dual-stages were set up for non-stop music as the event helped to usher in the new year.



## U.S. HOUSE OF REPRESENTATIVES COMMITTEE ON THE JUDICIARY HEARING FEBRUARY 2024

The House Judiciary Subcommittee on Courts, Intellectual Property, and the Internet held a field hearing, “Artificial Intelligence and Intellectual Property: Part II—Identity in the Age of AI,” which examined how Congress can support responsible innovation in applications of artificial intelligence (AI) technology and address growing concerns about the misuse of AI technology, especially with respect to the likeness, voice, and other identifying characteristics of individuals. The Subcommittee gathered in the 299-person theater and heard the perspective of artists and creators for whom their likeness, voice, etc., are critical to their livelihoods, as well as that of innovators leading the AI revolution.



## IHRSA INTERNATIONAL CONVENTION & TRADE SHOW MARCH 2024

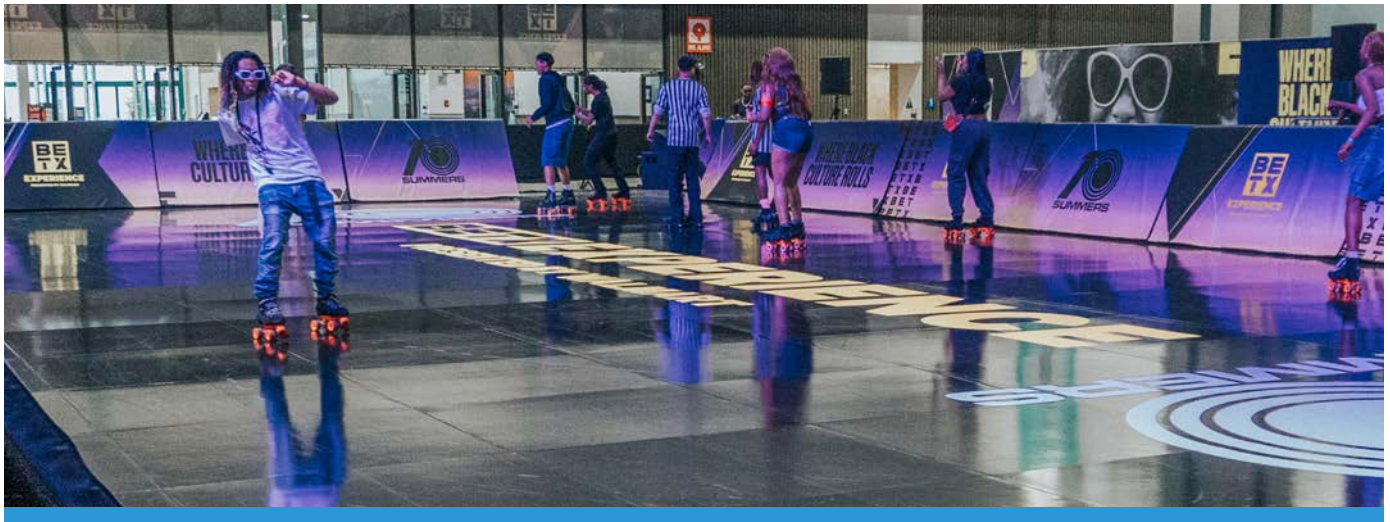
IHRSA 2024 welcomed more than 350 exhibitors, 150 speakers, and 8,700 fitness professionals, which was a double-digit increase in overall attendance from the previous year. While on site, CEO Liz Clark announced that, 43 years after its founding, IHRSA would now be known as The Health & Fitness Association.



## SOCIETY FOR SCIENCE ISEF

MAY 2024

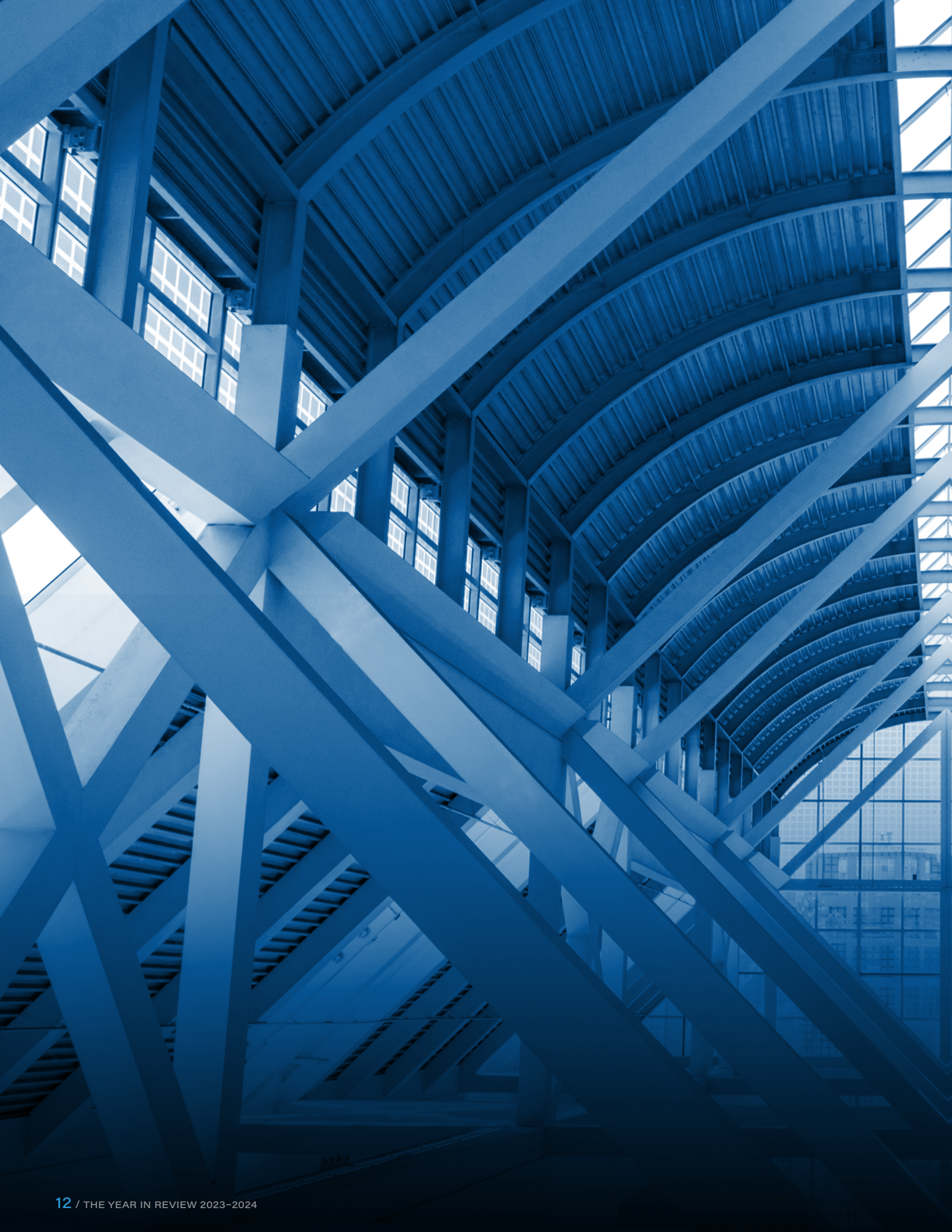
The 2024 Regeneron International Science and Engineering Fair (Regeneron ISEF), the world's largest pre-college science and engineering competition, awarded over \$9 million to the finalists based on their projects' creativity, innovation and depth of scientific inquiry. The competition welcomed nearly 2,000 young scientists at the LACC representing 49 U.S. states and nearly 70 countries, regions and territories across the world.



## BET EXPERIENCE (BETX)

JUNE 2024

After a four-year hiatus, the BET Experience Fan Fest returned bringing a variety of events and activations into our West Hall and it's North Plaza including a basketball court with stadium seating for a close-up view of the celebrity game, a roller rink, pickleball court, food truck village, alongside many beauty and lifestyle activations.





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# FINANCIAL PERFORMANCE

# FISCAL YEAR 23–24

## FINANCIAL PERFORMANCE

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

**\$508**  
MILLION

ECONOMIC  
IMPACT

**\$267**  
MILLION

DIRECT ATTENDEE  
SPENDING

**\$16.4**  
MILLION

TAX REVENUE  
GENERATED

**\$3.4**  
MILLION

OPERATING  
SURPLUS

**\$9.1**  
MILLION

BUILDING  
RESERVE



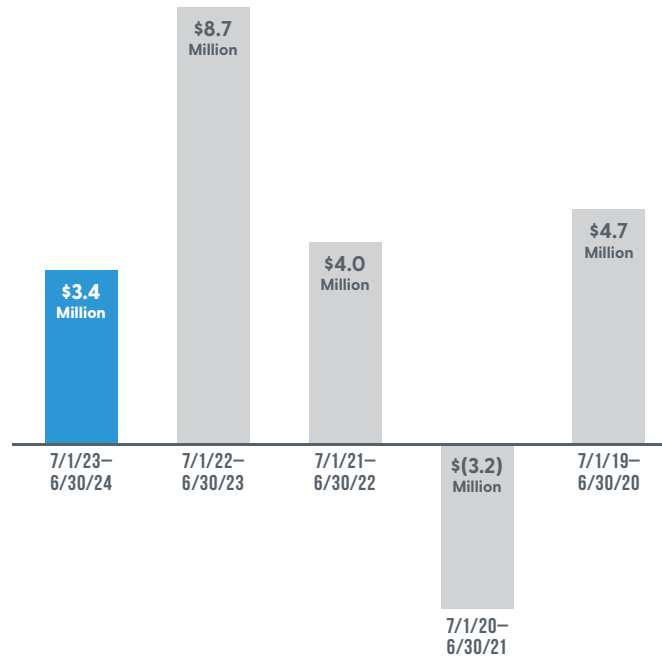
# OPERATING PROFIT

The LACC concluded the fiscal year with an operating profit of \$3.4 million before reimbursing the City of Los Angeles \$1.8 million.

Since taking over management in December 2013, ASM Global (formerly AEG Facilities) has generated a total operating profit of over \$62.6 million.

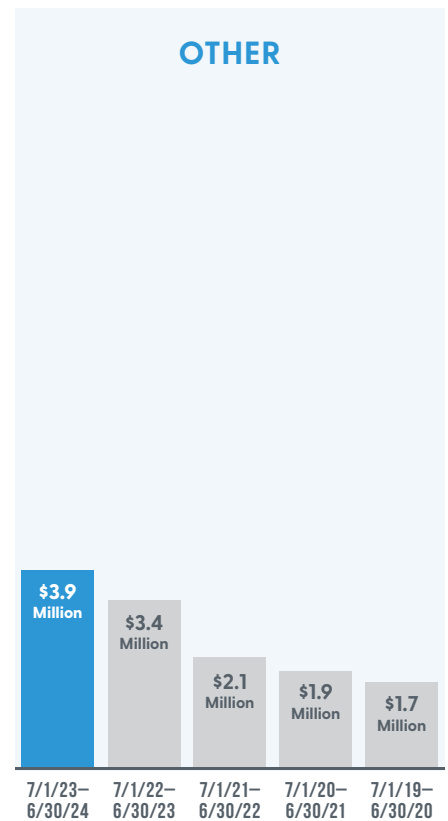
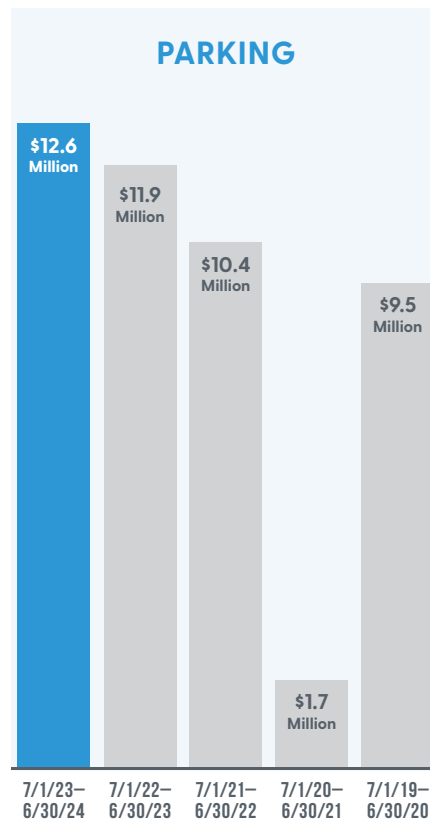
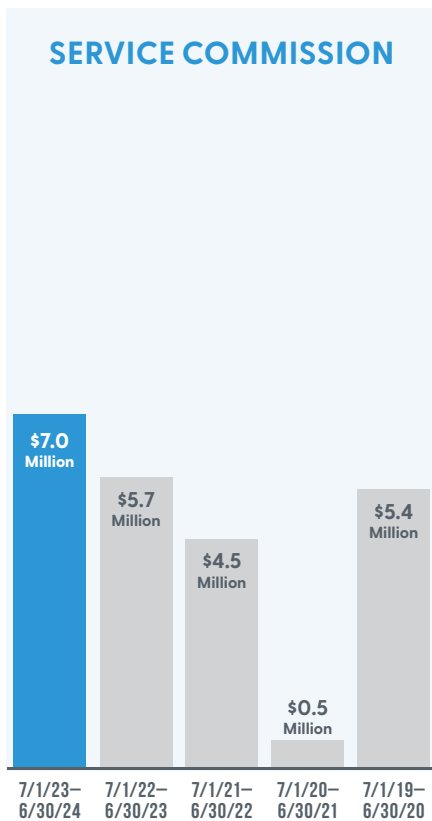
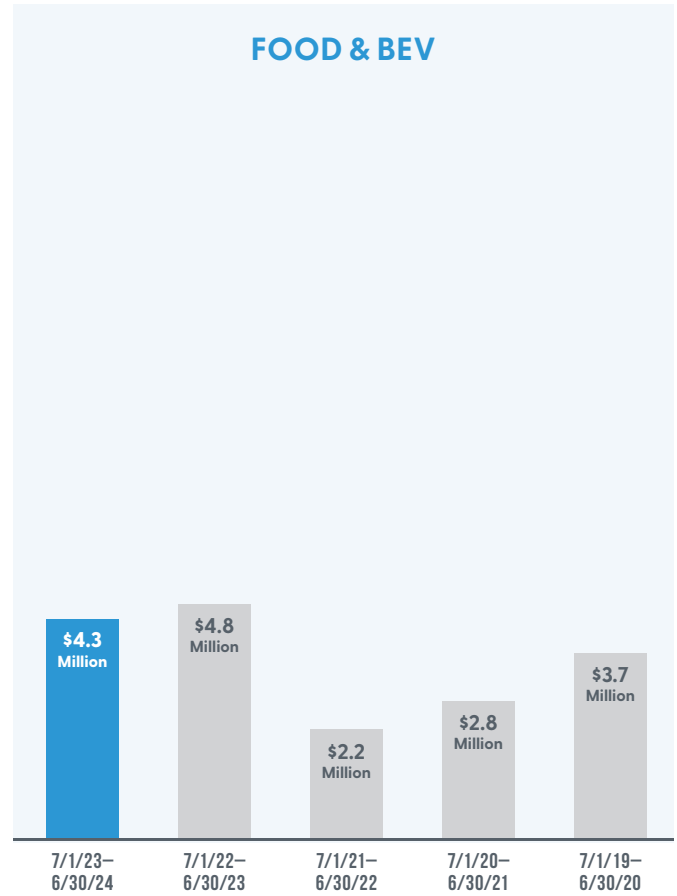
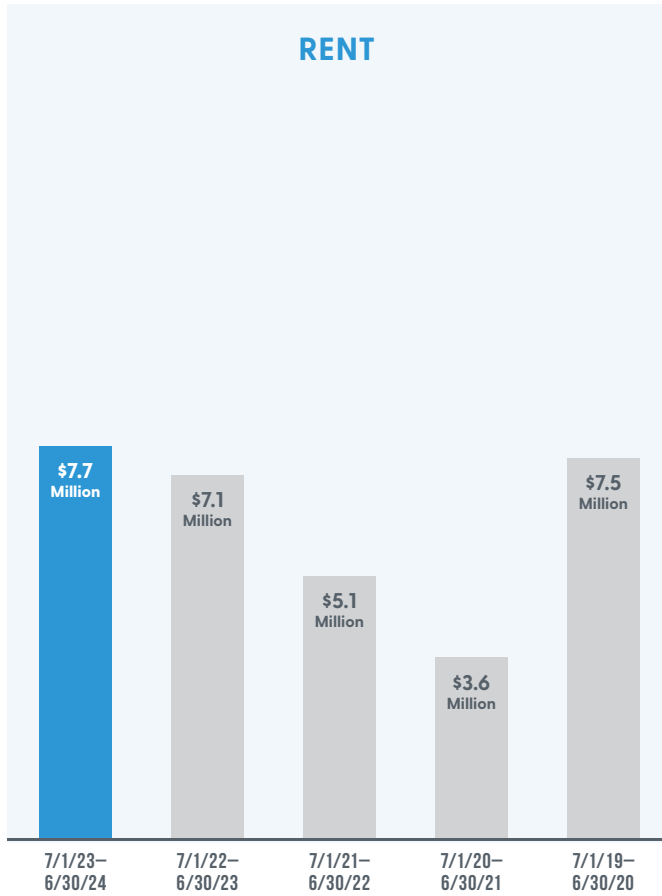
## OPERATING PROFIT

**\$3.4**  
MILLION

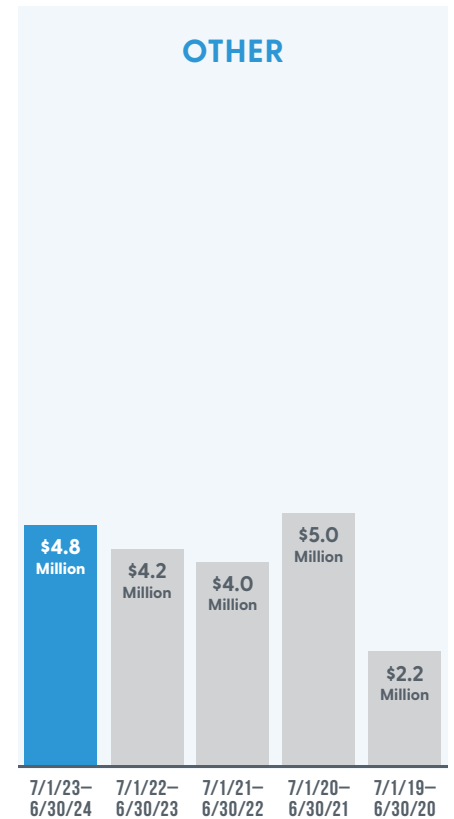
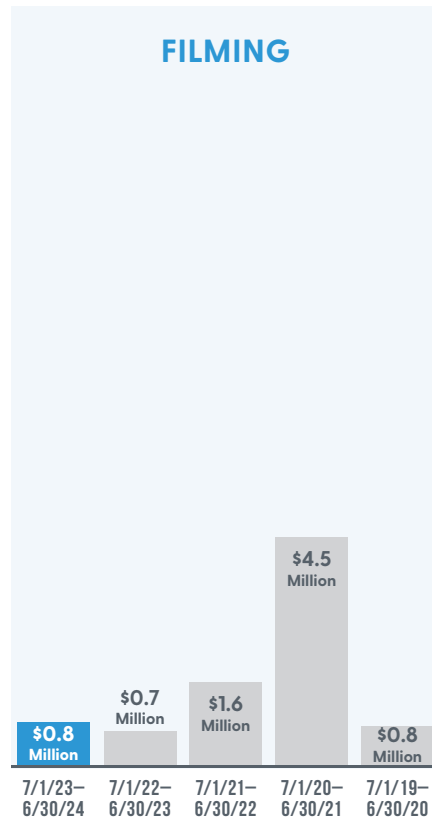
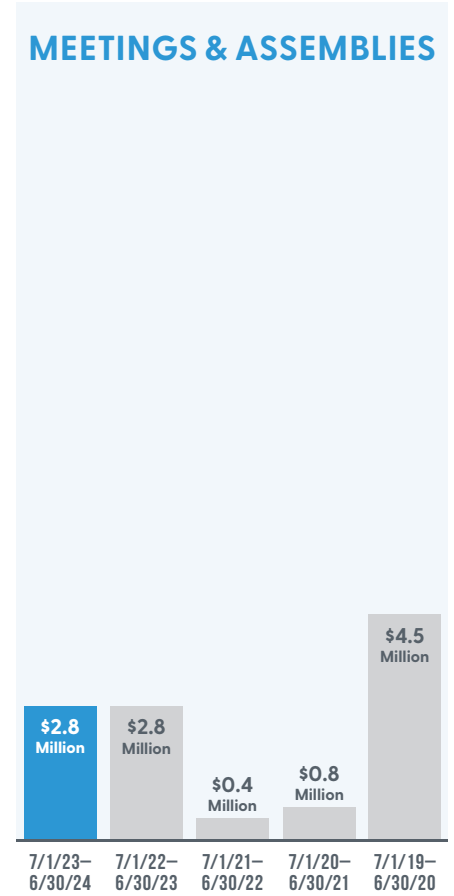
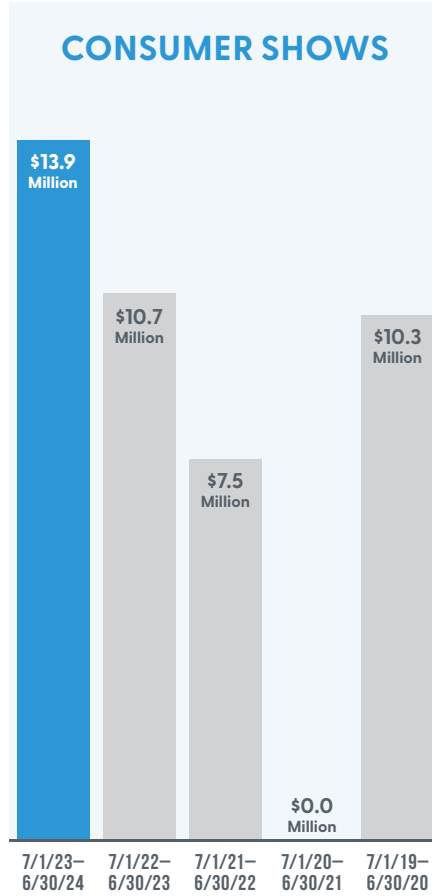
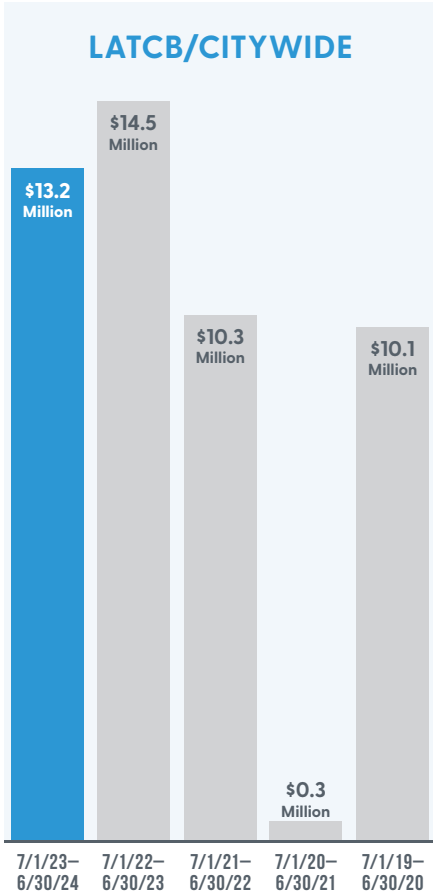


2020-2021 figures reflect event cancellations and closure of the facility due to the COVID-19 global pandemic for the entire fiscal year. 2019-2020 figures reflect the same for the period beginning mid-March through June 30, 2020.

# REVENUES BY CATEGORY (NET)

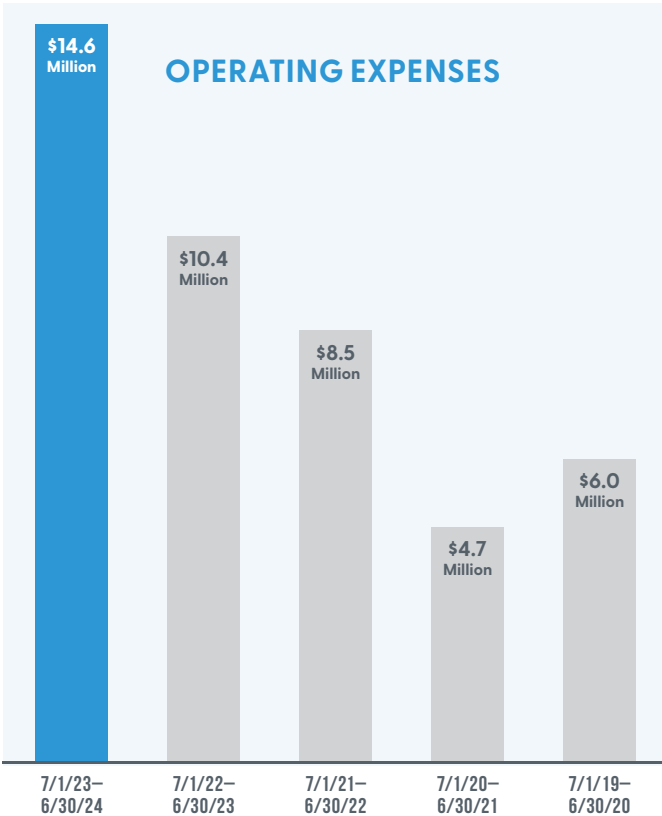
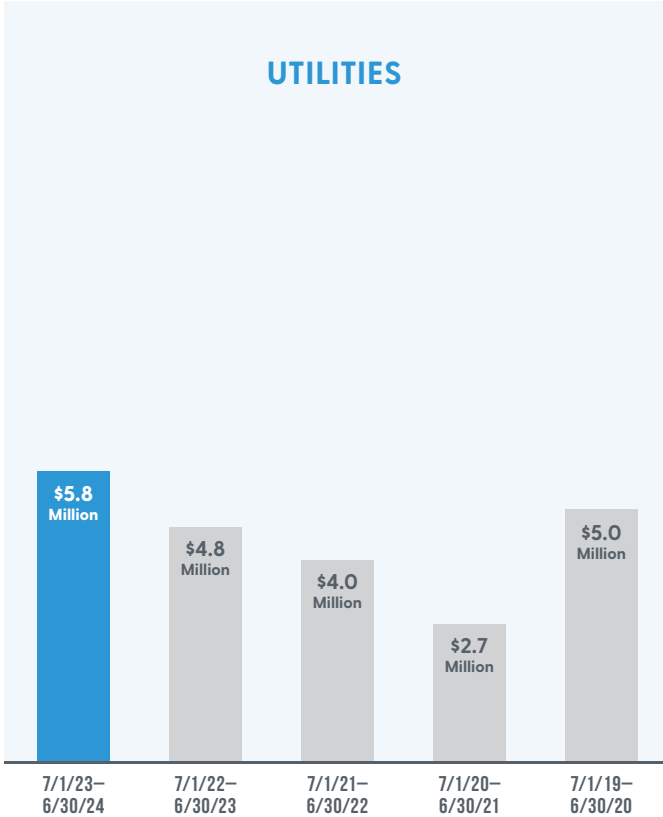
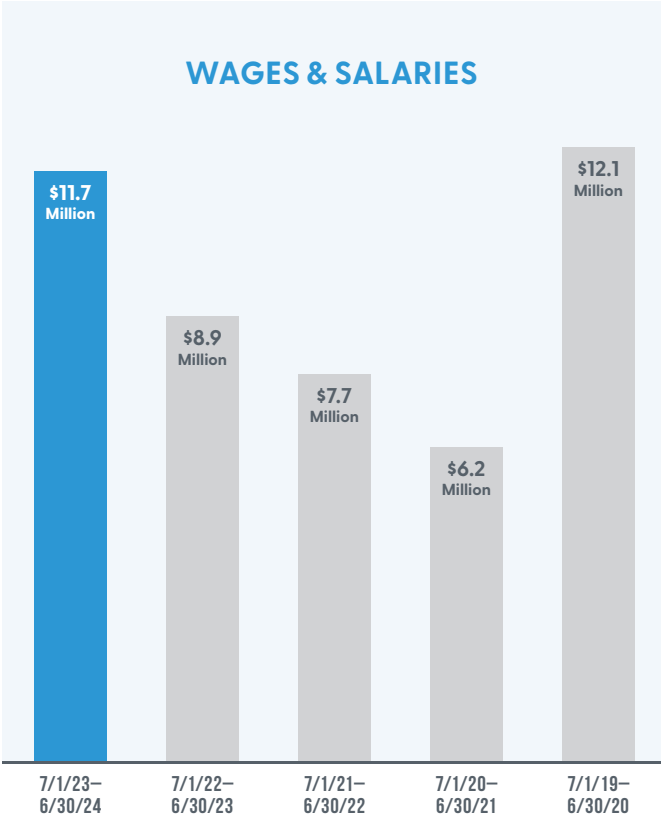


# REVENUES BY EVENT TYPE (NET)



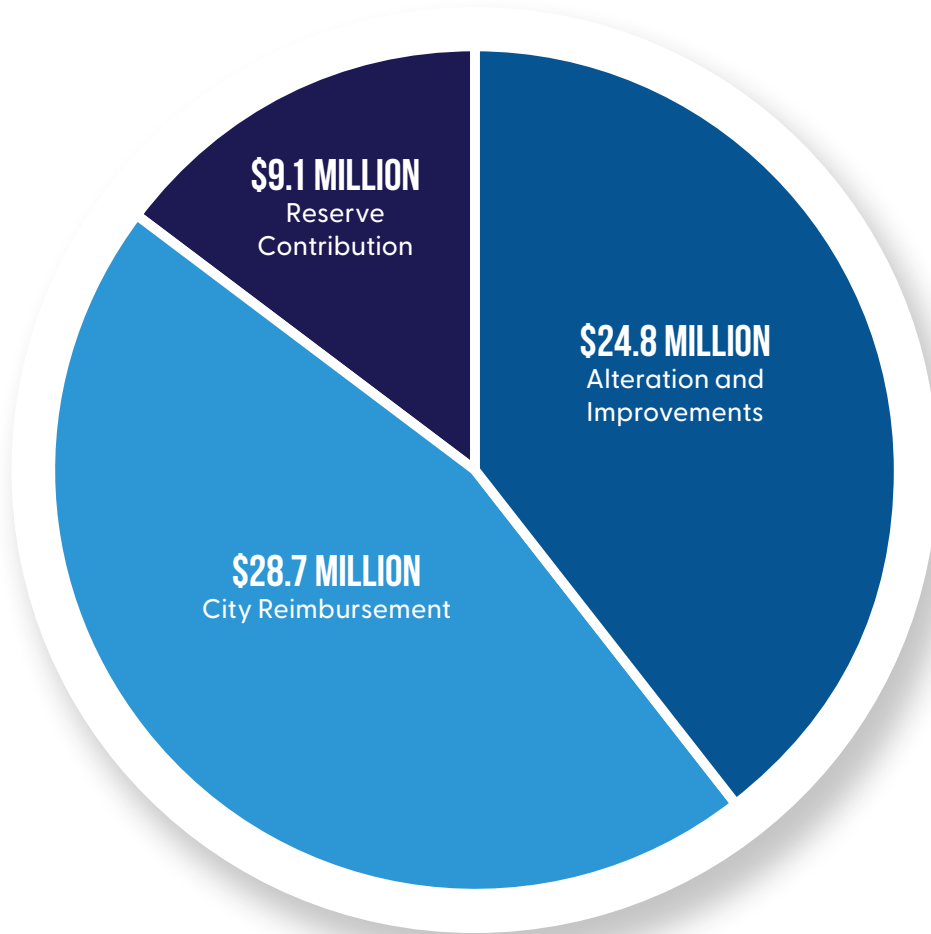
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# LACC EXPENSES

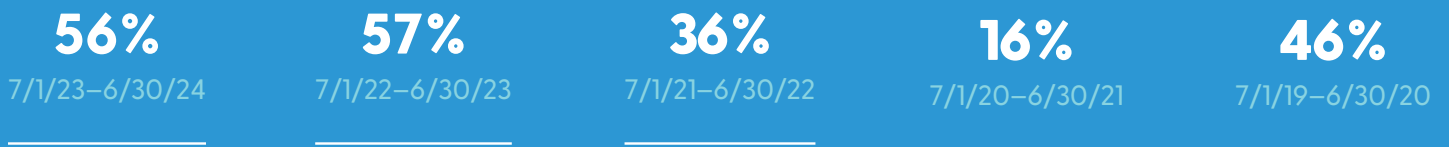


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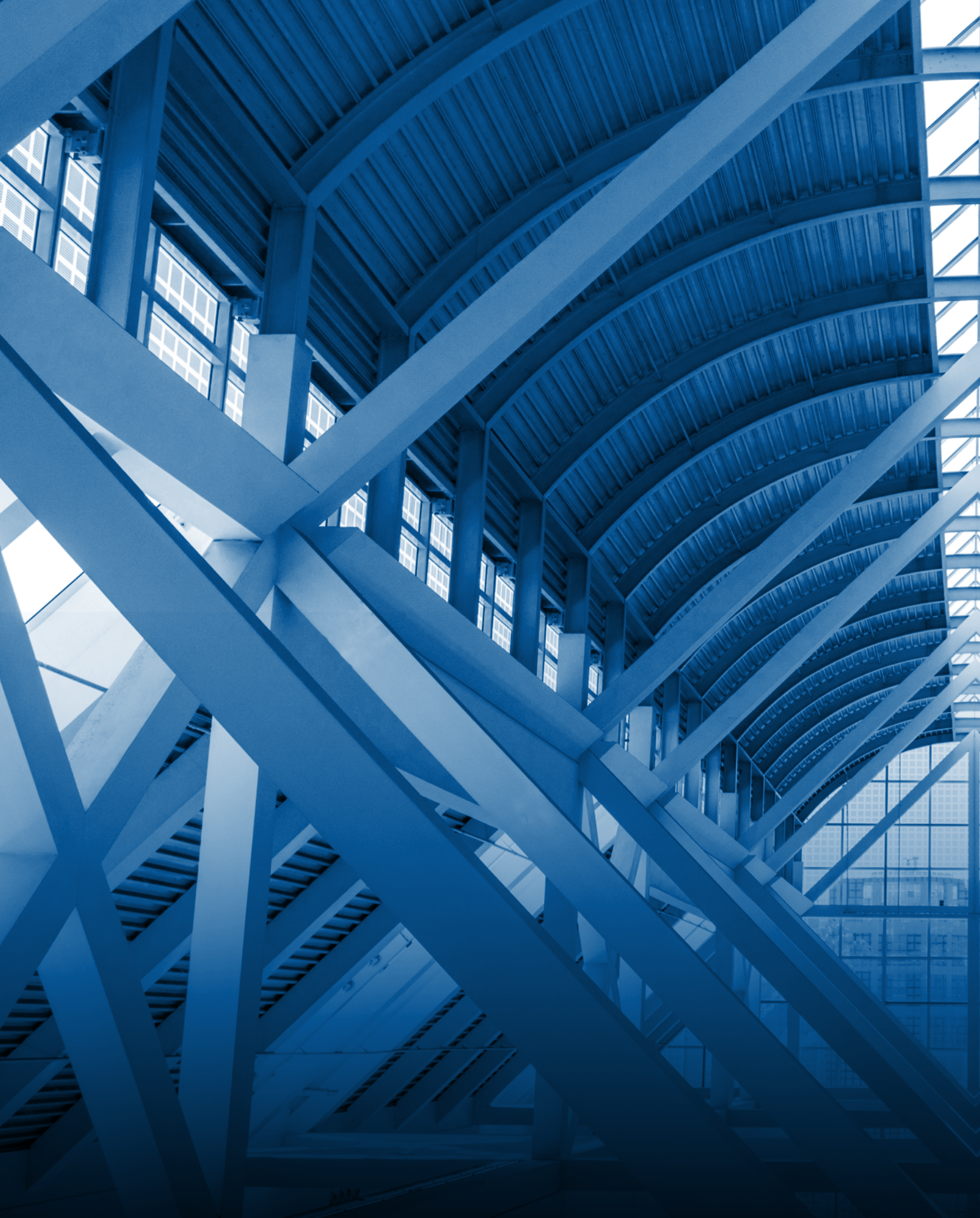
# PROFIT ALLOCATION SINCE PRIVATE MANAGEMENT



## RATES OF 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, 2020.





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# HIGHLIGHTS

# ENGINEERED FOR SOUND

The Convention Center has successfully booked multiple events focused on music, effectively transforming our versatile halls into an enjoyable concert venue. This innovative approach has offered a unique alternative to traditional stadium concerts.

- Insomniac Events: Slander: A Better World
- Insomniac Events: Forever Midnight New Year's Eve concerts
- Frias Entertainment: Baile de San Valentin
- Frias Entertainment: Super Cumbia
- Calibash Festival
- BET Experience
- GRAMMY® Celebration ft. Ne-Yo
- KCON's K-POP VILLAGE
- MusiCares Person of the Year Auction—Honoring Jon Bon Jovi
- Broadway Sings, Dogstar, and Ziggy Marley (featured during US Travel Association)





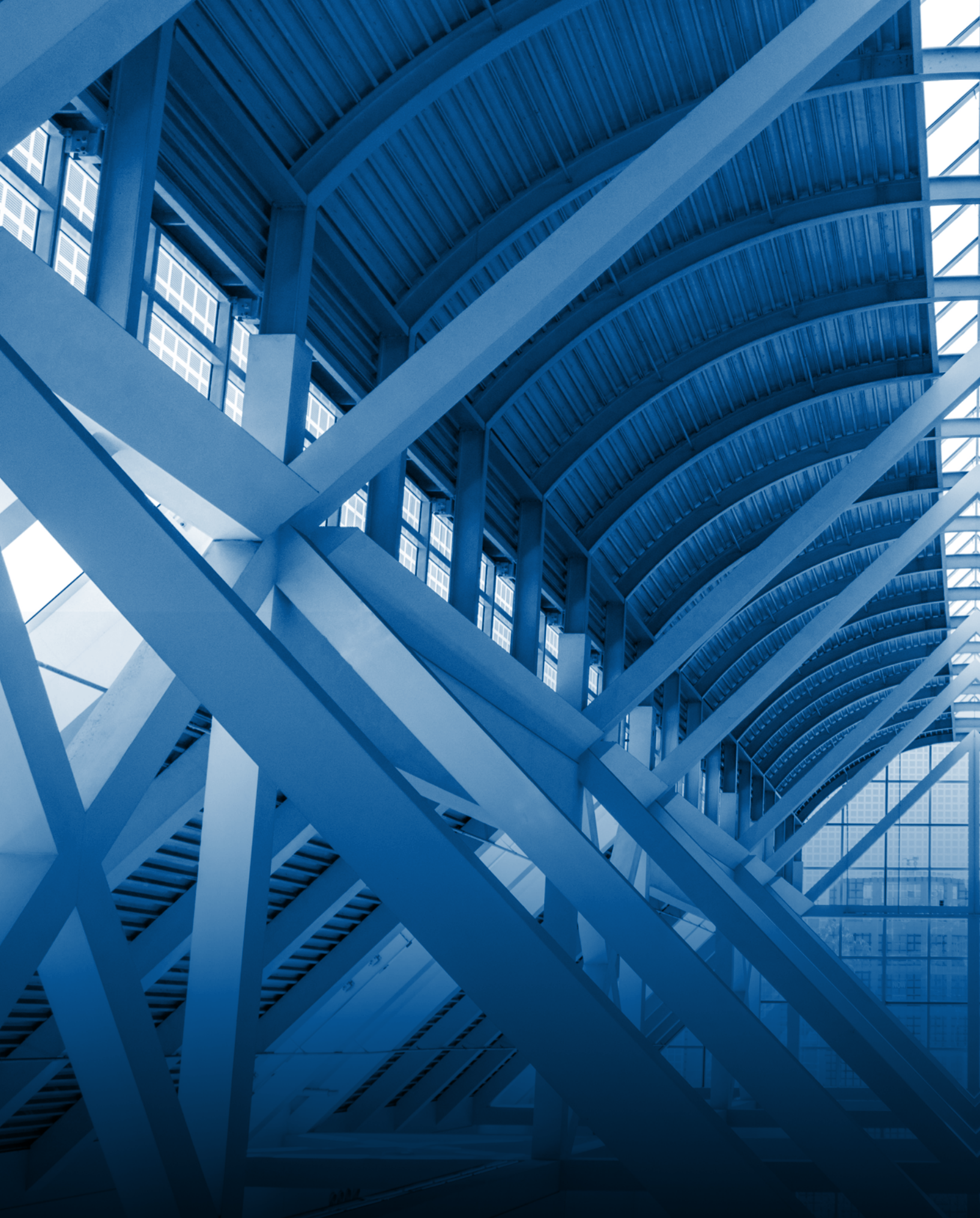


# IMPROVING THE GUEST EXPERIENCE

In FY2024, the Los Angeles Convention Center embarked on a transformative journey to enhance the guest experience, focusing on delivering unparalleled service and elevating every touch point within our venue. Through strategic investments in property upgrades, innovative service offerings, and client-centric initiatives, we have reimagined how our guests interact with the center. These key improvements made over the past year showcase our commitment to providing an exceptional environment that exceeds the expectations of all who visit.

- A dedicated Guest Service team was reintroduced to enhance the overall patron experience and offer additional assistance to attendees.
- Taste Market, a frictionless marketplace was created, now offering guests a new, convenient outlet for purchasing a variety of snacks and beverages on the go.
- The existing concession outlets (Compass and Galaxy) received an extensive modernization to enhance throughput. The cafes were also refreshed to create a more inviting atmosphere.
- New catering and cafe menus were introduced featuring local favorites like a house made signature cookie, sushi, boba, and culturally inspired specific dishes.
- Redesigned Galaxy Cafe roll-up banners featuring iconic Los Angeles destinations were installed to promote the city as a prime travel destination.
- The building's exterior and interior locations, including the garage were updated and painted for a clean, bold look. Enhanced wayfinding signage was installed in garages to assist with ingress and egress.
- In partnership with the renowned Dagaro Ella Gallery and South African artist, Marco Olivier, Los Angeles Convention Center was able to display two captivating sculptures to its visitors. The center remains dedicated to fostering cultural exchanges, enhancing cultural awareness, and encouraging artistic innovation.
- Infrastructure for 12 additional EV chargers was installed in the south and west garages, expanding our charging network.
- Additional barricades featuring a bold design for new bike rack covers were created to enhance security, functionality and aesthetics.
- The surroundings were beautified by introducing new landscaping and vibrant flowers.
- Vibrant area rugs were placed in the West building to create a more inviting atmosphere and enhance the guest experience.







# ENHANCING THE FACILITY

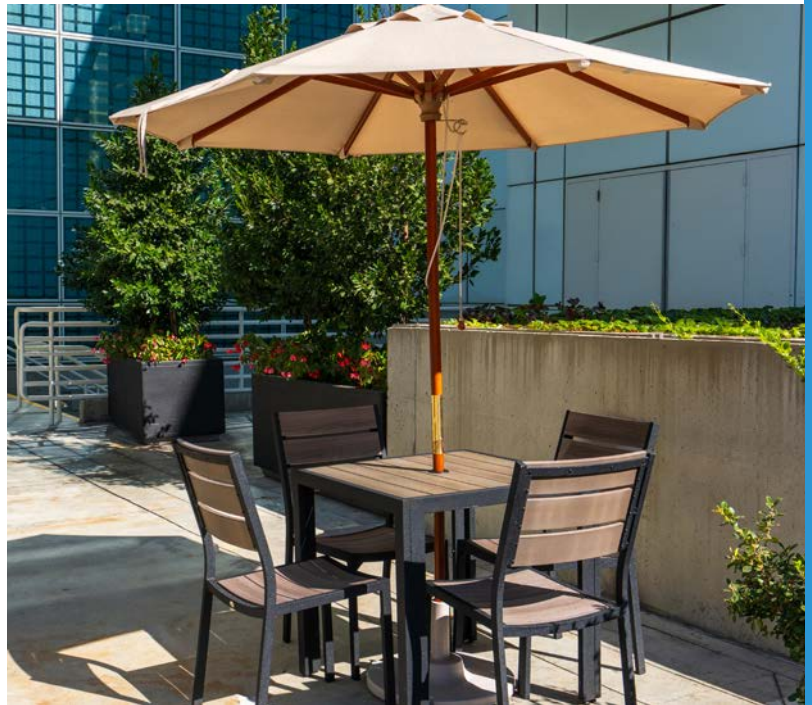
# FACILITY IMPROVEMENTS

**Controlling costs remains a crucial aspect of managing the overall facility budget. Accordingly, the LACC carefully balances the need for facility improvements with a focus on responsible spending.**

## BUILDING OPERATIONS

Operational efficiencies were achieved through facility upgrades and preventative maintenance, contributing to a reduced environmental footprint for the venue while providing an elevated guest experience.

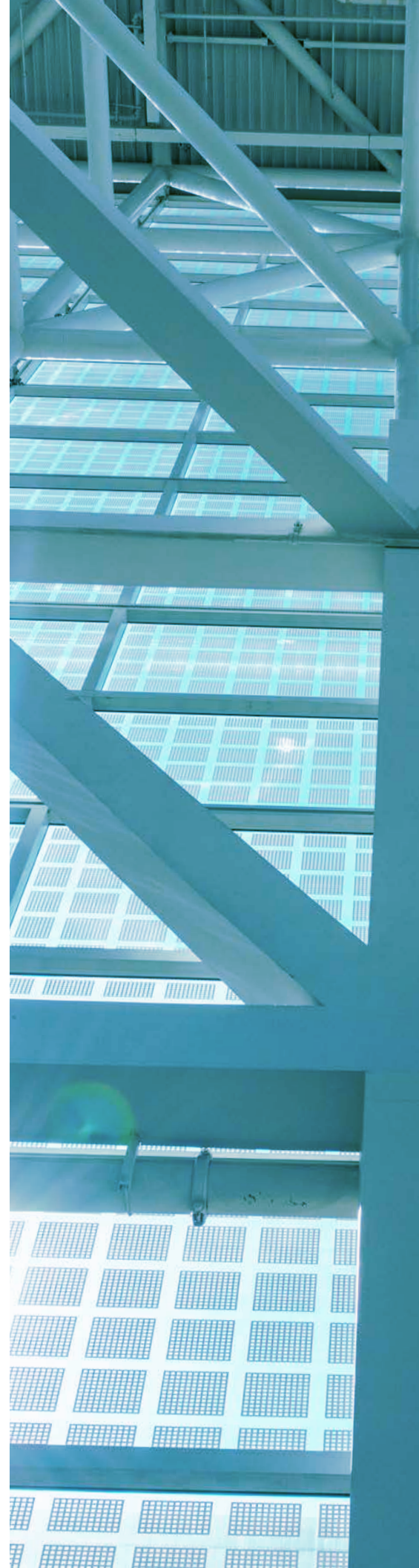
- Upgraded all exterior neon sign lighting to energy efficient LED.
- Added additional security surveillance to maintain high levels of safety and security.
- Modernized Galaxy Cafe & Compass Cafe with kitchen equipment upgrades to enhance quality and efficiencies.
- An underperforming vending room was upgraded to a frictionless market, generating additional revenue.
- Installed infrastructure for 12 additional EV chargers in south and west garages, expanding the existing infrastructure.
- Upgraded fire pump control.
- Direct digital control upgrades to the HVAC system for more precise performance.
- Updated paint and design of exterior and interior locations, including signage to assist clients and guests with clear and concise messaging.
- West Hall's ceiling was transformed from white to black, providing a contemporary and sophisticated look that amplifies the space's adaptability, and effectively masks rigging.
- Purchased lifts to assist guests with ADA needs.
- Modernized outdoor patio/event furniture to welcome guests to exterior locations.
- Landscape/plant beautification across the property.
- Installed 15 additional water filling stations in the facility, concentrating on the exhibit halls for added throughput.



## SUSTAINABILITY AND ENVIRONMENTAL INITIATIVES

**The venue's operational practices are continually infused with environmental initiatives at their very foundation. Increasing our organics/compost collection was a focus this year and the LACC worked closely with our food and beverage, landscaping, and cleaning partners to decrease overall landfill. The following was implemented to further enhance the LACC's commitment toward the road to zero waste.**

- Year-over-Year decrease of 6% in landfill stream (FY 23–24 vs. FY 22–23).
- Pre-event meetings with clients during the planning phases to capture the interest of event planners on all of LACC sustainability policies in their events.
- To keep materials from landfill, the LACC Pack In/Pack Out Policy was highly recommended to all clients.
- Installed 15 new water filling stations throughout the facility, with concentration in the exhibit halls. New signage was created and placed above the water stations in public spaces to encourage use.
- Awarded the Los Angeles Green Business program certification by the California Green Business Network.
- Infrastructure began for 12 additional EV chargers to be installed in both South and West Garages.
- Successfully completed the extensive LEED recertification process.
- Replaced all four HVAC boiler pumps for enhanced energy conservation.
- Upgraded all exterior neon sign lighting to energy efficient LED.
- Replaced 128 return and supply fan motors, and added 128 variable frequency drives to maximize energy consumption.
- Worked directly with ABM and Levy Restaurants to ensure continuous staff training of sustainable efforts, including capturing all organics and compostable materials in front and back of house areas.
- Streamlined NASA guidelines that encompass how to sort acceptable waste, and a refresher on building contacts and bin compactor maps.







## SECURITY AND SAFETY

### **Continued investment in transforming our training, communication, and security systems was a focus this year.**

Through these efforts, we saw faster and more effective responses to potential threats, as well as improved security and safety for team members, clients, and guests.

- Renovated the LACC Command Center by installing new computers and a video wall for increased visibility and safety.
- Expanded video surveillance coverage to West and South exterior and West Garage locations, and continued integration of cameras with access controls.
- To more effectively respond to potential threats, the implementation of additional training and configuration measures for the security systems, and the efficiency of automated alerts was increased significantly as well as improved security and safety for team members, clients, and guests.
- Continued collaborative monthly meeting with local law enforcement partners to review security updates, assess events, and discuss community developments. Continued working closely with campus security to ensure safety of guests and team members.
- Installed camera hardware/software which significantly upgraded the standard CCTV system with analytics that can track, count, and analyze people and vehicles.
- Fiber wiring was upgraded to enhance network reliability and speed.
- Addition of a satellite security command center allowed for increased surveillance in the West Building.
- Multiple courses were completed to properly train staff in workplace security awareness, fire safety, earthquake preparedness, active shooter planning, public address systems and vehicle borne improvised explosive device training.
- All new team members completed two Federal Emergency Management Agency courses regarding Active Shooter Training and Workplace Security Awareness.
- Training for Senior Supervisors was implemented in relation to the Incident Command System.
- Additional barricades to help control access during events were purchased.

## FOOD AND BEVERAGE

**With an enriched menu and a commitment to sustainable F&B practices, Taste Los Angeles by Levy Restaurants, continued its culinary journey and evolution, crafting culinary adventures that truly capture the essence of the LA experience.**

- Executive Chef Mark Cornish redefined “Taste LA” by introducing menus featuring local favorites like a house made signature cookie, sushi, boba, and culturally inspired and event specific dishes.
- Partnered with a variety of shows to provide tailored and/or sponsored beverage offerings at our bars, enhancing attendee experience and driving sales.
- Enhanced F&B offerings during site visits; tailored presentation from our Executive Chef and unique food and beverage stations throughout the building to elevate the overall client experience.
- Leveraged relationship with local subcontractors to provide local, minority owned restaurants business opportunities within the convention center, featuring local craft beer options from African American and Latino-female owned breweries.
- Utilizing Levy Restaurants’ Waste Not 2.0 program, over 50% of the food needed to fulfill family meal obligations comes from food brought in for events - representing up to 1,000 lbs.
- Unconsumed coffee is repurposed and sold as cold brew or made into horchata.
- Upcycled food and beverage options, including the use of unconsumed brewed coffee as iced coffee, to our guests, as well as our team member meals which used unsold, or unused produced food.
- Upgraded the Center’s concession outlets and made equipment enhancements in Compass and Galaxy to improve throughput and refreshed their aesthetics, enhancing the overall café experience for our guests.
- Revamped a vending room into a frictionless market, offering additional F&B options to guests while generating additional revenues.
- Donated over 2,000 lbs of assorted salads and sandwiches to various organizations who support the unhoused and low-income individuals.





## SALES, MARKETING, AND EVENT MANAGEMENT

**The pursuit of increased revenues and enhanced customer satisfaction fuels the dedication of the Sales, Marketing, and Event Management teams, making client satisfaction a top priority.**

- The Event Services team successfully executed over 165 diverse events, including sports events, concerts, consumer shows, and auto shows during the fiscal year.
- Over 125 in-person planning meetings were conducted to ensure the successful execution of each and every event.
- Over 160 building tours were conducted to showcase the space to prospective clients.
- Event management team reevaluated and optimized the client survey process, resulting in an increased response rate of 17% over FY2023.
- Team Members participated in various industry trade shows produced by IMEX America, American Society Association of Executives, International Association of Exhibitions and Events, and California Society of Association Executives to promote the facility among event organizers.
- LACC staff attended and participated in Los Angeles Tourism & Convention Board's Market Outlook Forum, Customer Advisory Board, MeetLA Exchange and Hotel Sales Committee, as well LATCB Sales Missions to further strengthen LACC's relationships, gain insights into the market, and understand sales trends and economic conditions.
- The continued automation of agreements to streamline workflows improved productivity as well as enhanced customer experience and satisfaction.
- The LACC frequently partners with the LATCB sales team to review sales strategies and objectives, to determine areas of improvement to support the city's business goals.
- The sales team worked closely with other DTLA hospitality businesses in support of each other and to raise awareness of DTLA as a whole.

# #MeetingsMatter

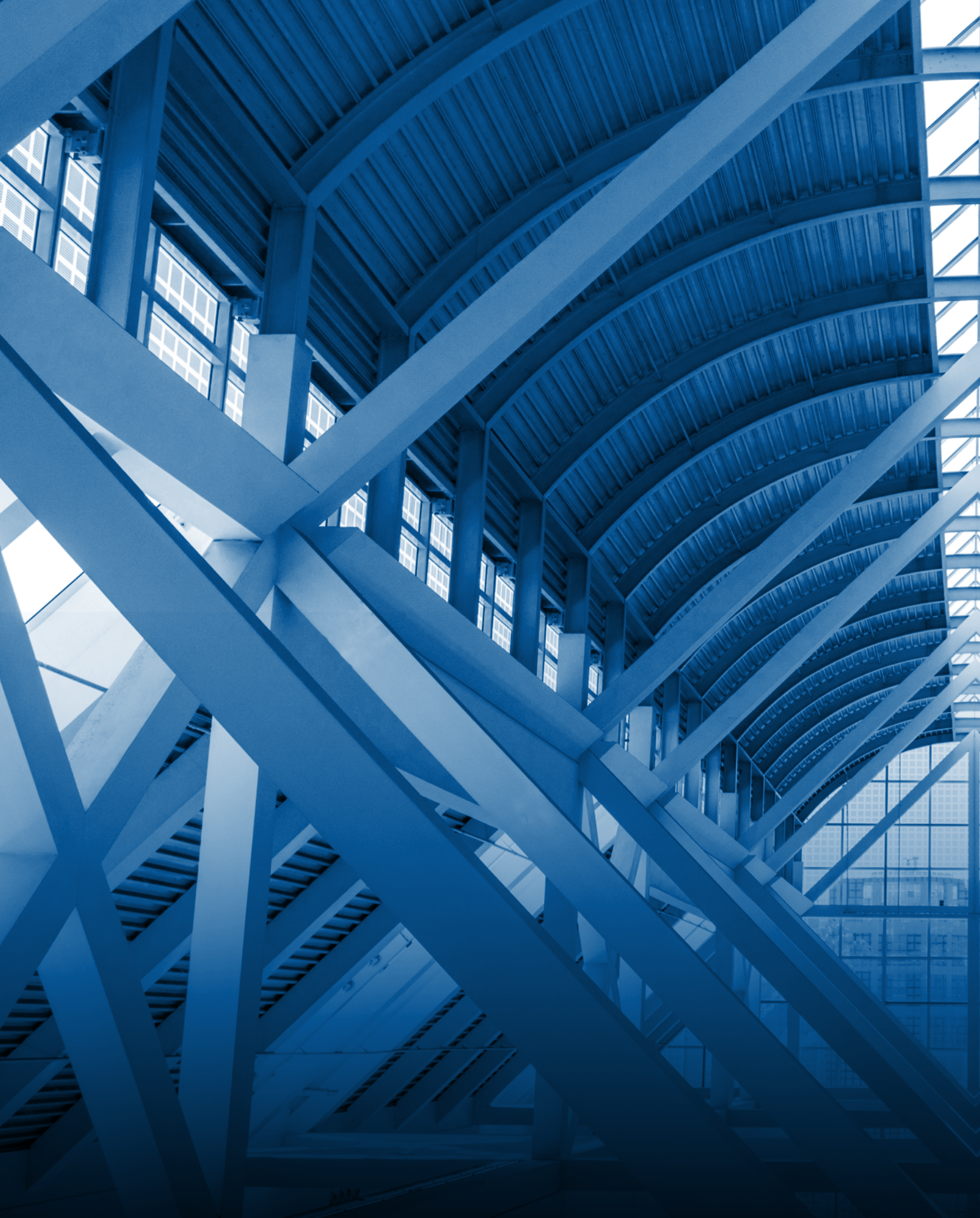
## GLOBAL MEETINGS INDUSTRY DAY

Powered by U.S. Travel Association



- A dedicated marketing team was onboarded during the fiscal year to improve and expand the LACC’s presence, and to support clients’ efforts to boost event attendance and awareness.
- The marketing team created valuable digital assets increasing social communities, engagement, and following. This significant increase was seen across multiple channels, while website traffic increased through a strategically executed SEO plan. Many initiatives have been actioned to support FY25’s performance.
- The use of professional photographer/ videographer was implemented to produce high-quality images videos and drone footage of building and events for planned sizzle reel.
- Investment in staff development and continuing education created opportunities for Event Managers to participate in IAVM Guest X Conference, IAVM Venue Management School and IAEE CEM Program.
- Lead-up meetings were expanded from citywide events to larger, complex “local” events enhancing pre-event collaboration allowing the team to be effective and proactive in executing LACC events.
- A new Mission Statement was created to help the organization communicate purpose, align energy and strategy, and maximize impact on guests and clients.
- Event Management team reevaluated and optimized the client survey process, resulting in an increased response rate of 17% over FY2023.
- Investment in staff development and continuing education created opportunities for Event Managers to participate in IAVM Guest X Conference, IAVM Venue Management School and IAEE CEM Program.







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CORPORATE  
**SOCIAL**  
RESPONSIBILITY

TEAM BUILDING, PROFESSIONAL DEVELOPMENT, AND AWARDS

# CORPORATE SOCIAL RESPONSIBILITY

The LACC's commitment to community service is a core value that resonates with everyone in the LACC family. Team members are continually motivated to take part in numerous volunteer initiatives. During the fiscal year, employees and in-house partners eagerly participated in a variety of opportunities, both on-site and virtually, including:

- ASM Global Virtual Job Fair (July 2023)
- Los Angeles Meal Pack for 9/11 Day at L.A. LIVE (Sept 2023)
- Safe Parking L.A. Hygiene Kit Drive (Sept 2023)
- Sealed Utensils and Condiment Packet Drive for LA Sanitation & Environment's City Facilities Recycling Program (Oct 2023)
- Breast Cancer Awareness (Oct 2023)
- California Clean Air Day pledges were made and executed by LACC staff members and our in-house partners (Oct 2023)
- Safe Park LA Season of Giving Donation Drive (Dec 2023)
- 2024 LACC Clothing Drive for LA Sanitation & Environment's City Facilities Recycling Program (CFRP) (Jan–Feb 2024)
- Celebrating Women's History Month (Mar 2024)
- LACC recognized Global Meetings Industry Day–GMID 2024 (April 2024)
- Memorial Day Recognition and Observance (Veteran's Day included) (May 2024)
- Goodwill Job Fair (May 2024)
- Men's Mental Health Awareness (June 2024)
- Juneteenth Awareness and Observance (June 2024)
- ASM Global PRIDE Art Exhibition Celebration (June 2024)
- LACC participated in the #LAFORAll campaign focusing on anti-hate and anti-discrimination messaging (year-round).





## TEAM BUILDING

**Employee appreciation was shown through a number of engagement events during the 2023–2024 fiscal year:**

- Spring Fiesta
- Pumpkin Carving Contest
- Thanksgiving Family Meal
- Holiday Celebration
- Town Halls

## 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.

## ENGAGEMENT COMMITTEE

LACC's Engagement Committee was formed during the fiscal year to drive positive morale and a sense of belonging. Activities have been identified to promote inclusiveness and collaboration between team members for the upcoming year.



# PROFESSIONAL DEVELOPMENT

Team members often participate in professional development through seminars, conferences, webinars and virtual learning experiences. Association memberships and events attended in the 2023–2024 fiscal year include:

- ASM Academy online training for all staff
- International Association of Venue Managers (IAVM)–Region 7 Conference
- International Association of Venue Managers (IAVM)–School of Facility Management
- International Association of Venue Managers (IAVM)–GuestX Conference
- Professionals in Human Resource Association (PIHRA)
- Society for Human Resource Management (SHRM)
- HR Star Conference
- 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 Certifications of two team members
- ASM Global General Manager Summit
- ASM Global Sales Summit

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



# EXPERIENCE

The LACC recognizes the importance of consistently exceeding every guest's expectation to retain existing clients and attract new business. To administer service standards and expectations, ASM Global's eXperience Guest Service Training Program essentials was delivered to all employees, partners and contractors. The four major service spotlights were:

- EXCEL:** Make Every Moment of Truth Matter. Be amazing! Deliver Imagination. Always thank our guests.
- EXCITE:** Greet guests first with smile and eye contact, follow grooming standards and escort when possible
- EXPRESS:** Make Safety a priority, see something, say something, do something. Have knowledge and communicate effectively.
- EXCEED:** Be amazing, efficient, proactive. Engage in service recovery doing all we can in a sincere way when something has gone wrong with a guest.

## AWARDS AND RECOGNITION

Five (5) distinguished awards were bestowed upon the LACC during FY24:

2024 Los Angeles Green Business Certification  
California Green Business Network

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2024 Smart Start Award – Best Convention Centers  
Smart Meetings

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2024 Hermes Gold Award  
Interactive Media | Social Media Campaign: #EcoMondays

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2024 Communitas Award  
Excellence in Community Service: Company Community Service

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2024 Center of Excellence  
EXHIBITOR Magazine

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# QUOTES AND TESTIMONIALS



Partnering with the Los Angeles Convention Center for our live event was an exceptional experience. The venue's team demonstrated outstanding professionalism and commitment to ensuring every detail was perfect. Their state-of-the-art facilities, coupled with their responsive and supportive staff, made it easy for us to deliver a seamless and unforgettable experience for our attendees. We couldn't have asked for a better venue and look forward to working together again in the future!

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**ZACHARY ALPERN**

*Head of Government Affairs and Business Development, Insomniac*



Our state hosted IPW, the largest international travel trade show in the United States at the Los Angeles Convention Center (LACC) this year—the first in California since COVID, and the LACC was an integral partner in its success!

In addition to the trade show, we built out a multi-day, immersive activation on the Lindsey Gilbert Plaza, outside of the convention center, where attendees indulged in daily refreshments, activities, and entertainment. This activation was an incredible feat, and we could not have accomplished what we did without the constant support and collaboration of the excellent team at the LACC. From swift contract negotiations, many planning meetings and site visits, to onsite execution, the team was a trusted partner in every step of the project. They helped us build a unique activation that accomplished our vision and stretched their venue capabilities to new heights. They connected us with the appropriate organizations to keep us safe, compliant, and successful. We are grateful for talented partners who are problem solvers and dreamers alike!

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**LANA KRAS**

*Meeting & Events Manager, Visit California*



The LA Convention Center brings visitors to our city and elevates Downtown Los Angeles as a premier convention district with exciting hotel, dining and entertainment options. CTD is thankful for the Mayor and the City Council's vision and leadership with their commitment to expand and modernize the LACC. This investment will allow LACC to pursue larger events, draw in over \$165 million in visitor spending each year, and will create over 7,400 new jobs during construction and over 2,100 jobs on an ongoing basis.

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**DOANE LIU**

*Chief Tourism Officer and Executive Director of the Los Angeles City Tourism Department*



The Board of City Tourism Commissioners is grateful for ASM Global's operations and management in helping to make the Los Angeles Convention Center a premier destination for industry-leading events. The Board unanimously voted to support the LACC Expansion & Modernization Project, and we are thrilled to see this vision come to life before LA welcomes visitors from around the world for the 2028 Olympic and Paralympic Games. These and other events contribute to job growth, strengthen the region's economy and further reinforce the City of Los Angeles as a leading global destination.

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**JON VEIN**

*President of the 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.

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**ADAM BURKE**

*President & CEO, Los Angeles Tourism & Convention Board*







*Los Angeles*  
CONVENTION CENTER

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