

CITY OF LOS ANGELES

CALIFORNIA

LOS ANGELES CONVENTION CENTER COMMISSION

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LOS ANGELES CONVENTION CENTER

POURIA ABBASSI, P.E.
GENERAL MANAGER & CEO

1201 S. FIGUEROA STREET
LOS ANGELES, CA 90015

(213) 741-1151

FAX (213) 765-4441

TTY (213) 763-5077

November 3, 2009

Honorable Richard Alarcon, Chair
Jobs and Business Development Committee
200 North Spring Street
Room 470, City Hall
Los Angeles, CA 90015

Date: ~~11/3/09~~ 11/3/09

Submitted in JOBS Committee

Council File No: 08-1783

Item No.: 2

Deputy: Adam R. Lid

Dear Councilmember Alarcon:

**SUBJECT: FILMING AT THE LOS ANGELES CONVENTION CENTER
COUNCIL FILE NO. 08-1783**

The Los Angeles Convention Center (LACC) is pleased to submit the attached report regarding Filming at the LACC. At a time when filming in the City of Los Angeles has been reduced, the LACC has grown this business sector due to LACC's prime location and the initiatives that have been undertaken to encourage filming at LACC. This work has raised Los Angeles' profile within the niche location market.

Since Fiscal Year 2007-08, the number of filming and photo shoots at LACC has grown 500%; likewise, the value of space rented out for production has steadily grown. The LACC will continue with the goal of creating an enhanced experience for the production groups. An improved collaborative approach will lead to gains for the City, the Center and the production community.

The LACC hopes that you will find the report helpful and indicative of our mission to perform as an economic and jobs engine in the region. Your continuous support of the business of the Los Angeles Convention Center is very much appreciated.

Sincerely,

Pouria Abbassi, P.E.
General Manager & CEO

PA:MJA:rg
Ref EXEC 09-447

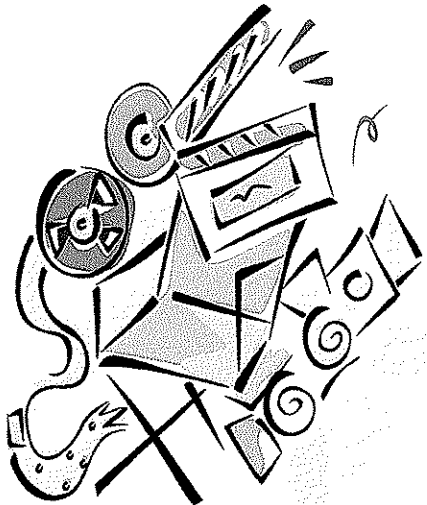
Attachment

cc: Honorable Paul Koretz, Councilmember, CD 5
Honorable Bernard C. Parks, Councilmember, CD 8
John Wickham, CLA
Becca Doten, CD 7
Phillip C. Hill, LACC
Mary Jane Aquino, LACC
Patricia Gunness, LACC

AN EQUAL EMPLOYMENT OPPORTUNITY - AFFIRMATIVE ACTION EMPLOYER

Recyclable and made from recycled waste.

STRATEGIES



- Filming moved to Sales & Marketing Department
 - Established an Entertainment/Filming Coordinator position
 - *a. Direct phone line
 - *b. One stop shop
- Developed Filming Guidelines
- Created industry specific collateral
 - * Marketing mailing piece sent to over 400 scouts
- Updated LACC website increasing the emphases on filming
 - *a. Created online 60 day space availability calendar
 - *b. Photo Gallery highlighting unique space
 - *c. Multi-use or day discounts
- Utilizing exterior marquee to promote Filming
- Updating LACC profile on CA Film Commission website to increase more traffic
- Representative on the City Filming Task Force Team
- Space Availability Calendar

LACC HOSTED FILMINGS AND PHOTO SHOOT TOTAL EVENTS

