

CITY OF LOS ANGELES

CALIFORNIA



JUNE LAGMAY
City Clerk

HOLLY L. WOLCOTT
Executive Officer

Office of the
CITY CLERK

Council and Public Services
Room 395, City Hall
Los Angeles, CA 90012
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www.cityclerk.lacity.org

ANTONIO R. VILLARAIGOSA
MAYOR

May 4, 2010

To All Interested Parties:

The City Council adopted the action(s), as attached, under
Council file No. 09-0136, at its meeting held April 16, 2010.



City Clerk
ei

TIME LIMIT FILES
ORDINANCES

Mayor's Time Stamp
OFFICE OF THE MAYOR
RECEIVED
2010 APR 20 PM 4:11
CITY OF LOS ANGELES

City Clerk's Time Stamp
CITY CLERK'S OFFICE
2010 APR 20 PM 4:08
CITY CLERK
BY _____ DEPUTY

FORTHWITH

COUNCIL FILE NUMBER 09-0136 COUNCIL DISTRICT 9

COUNCIL APPROVAL DATE APRIL 16, 2010 LAST DAY FOR MAYOR TO ACT APR 30 2010

ORDINANCE TYPE: Ord of Intent Zoning Personnel General

Improvement LAMC LAAC CU or Var Appeals - CPC No. _____

SUBJECT MATTER: AMENDING LOS ANGELES ADMINISTRATIVE CODE SECTION 8.149.2 TO ESTABLISH FLEXIBLE DEMAND BASED SPACE RENTAL PRICING FOR THE LOS ANGELES CONVENTION AND EXHIBITION CENTER

PLANNING COMMISSION _____
DIRECTOR OF PLANNING _____
CITY ATTORNEY _____
CITY ADMINISTRATIVE OFFICER _____
OTHER _____

APPROVED _____
DISAPPROVED _____
_____ X _____
_____ _____
_____ _____

BY _____ DEPUTY

CITY CLERK

2010 APR 30 PM 2:21

RECEIVED
CITY CLERK'S OFFICE

APR 30 2010

DATE OF MAYOR APPROVAL, DEEMED APPROVED OR *VETO _____
(*VETOED ORDINANCES MUST BE ACCOMPANIED WITH OBJECTIONS IN WRITING PURSUANT TO CHARTER SEC. 250(b) (c))

(CITY CLERK USE ONLY PLEASE DO NOT WRITE BELOW THIS LINE)

DATE RECEIVED FROM MAYOR APR 30 2010 ORDINANCE NO. 181156

DATE PUBLISHED MAY - 5 2010 DATE POSTED _____ EFFECTIVE DATE JUN - 5 2010

ORD OF INTENT: HEARING DATE _____ ASSESSMENT CONFIRMATION _____

ORDINANCE FOR DISTRIBUTION: YES NO

ORDINANCE NO. 181156

An ordinance amending Section 8.149.2 of the Los Angeles Administrative Code to allow for flexible demand based space rental pricing permitting the adjustment of the standard exhibit hall rental rate.

**THE PEOPLE OF THE CITY OF LOS ANGELES
DO ORDAIN AS FOLLOWS:**

Section 1. Section 8.149.2 of the Los Angeles Administrative Code is amended to replace the first unnumbered paragraph thereof with the following:

The applicable standard daily rate to be charged licensees for trade shows at the Los Angeles Convention and Exhibition Center (Center) per net square foot of space used or occupied in the various halls shall be \$.32. Under the circumstances, and considering the criteria, set forth below, the applicable daily rate may be an adjusted amount up to 50% above or below the standard daily rate (Flexible Demand Based Space Rental Pricing). The adjustment of the standard daily rate shall only be permitted upon the occurrence of one or more of the following conditions:

- (1) the cancellation of a previously licensed event or a reduction in the space or period of time previously licensed for an event;
- (2) Center vacancy in excess of the historical occupancy average;
- (3) projected ancillary revenue (parking, food and beverage, equipment rentals, etc.) anticipated to be generated by an event which is calculated to offset or exceed the amount of the rate reduction; or
- (4) unusually high or competing demands for Center space.

Any Flexible Demand Based Space Rental Pricing rate adjustment shall be subject to a review and approval process initiated by a Center Sales and Marketing representative and shall require the final written approval of the General Manager of the Los Angeles Convention Center Department.

Licensee's failure to meet or exceed the projected ancillary revenue required to qualify for the Flexible Demand Based Space Rental Pricing shall result in the licensee's liability for payment of either the standard daily rate or the revenue shortfall (the difference between the actual ancillary revenue and the projected ancillary revenue), whichever constitutes the lesser amount. Any amounts owing shall be due and payable at the end of the accounting period following the conclusion of the license term.

The Los Angeles Convention and Exhibition Center Department General Manager shall submit quarterly reports to the Mayor, the Controller and the City

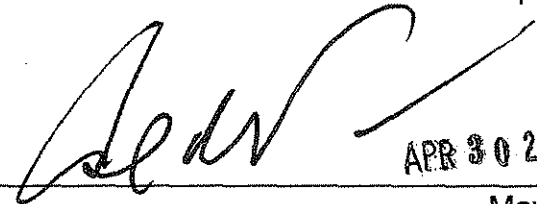
Sec. 2. The City Clerk shall certify to the passage of this ordinance and have it published in accordance with Council policy, either in a daily newspaper circulated in the City of Los Angeles or by posting for ten days in three public places in the City of Los Angeles: one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall; one copy on the bulletin board located at the Main Street entrance to the Los Angeles City Hall East; and one copy on the bulletin board located at the Temple Street entrance to the Los Angeles County Hall of Records.

I hereby certify that this ordinance was passed by the Council of the City of Los Angeles, at its meeting of APR 16 2010.

JUNE LAGMAY, City Clerk

By  Deputy

Approved _____


APR 30 2010
Mayor

Approved as to Form and Legality

CARMEN A. TRUTANICH, City Attorney

By 
TERRY MARTIN-BROWN
Assistant City Attorney

Date March 11, 2010

File No. 09-0136

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COMMUNICATION

TO: LOS ANGELES CITY COUNCIL File No. 09-0136
FROM: COUNCILMEMBER JANICE HAHN, CHAIR
TRADE, COMMERCE AND TOURISM COMMITTEE

COMMUNICATION FROM CHAIR, TRADE, COMMERCE, AND TOURISM COMMITTEE and ORDINANCE relative to amending Los Angeles Administrative Code Section 8.149.2 to establish flexible demand based space rental pricing for the Los Angeles Convention and Exhibition Center.

Recommendation for Council action, SUBJECT TO THE APPROVAL OF THE MAYOR:

ADOPT the accompanying ORDINANCE amending Los Angeles Administrative Code Section 8.149.2 to establish flexible demand based space rental pricing for the Los Angeles Convention and Exhibition Center.

Fiscal Impact Statement: None submitted by the City Attorney. Neither the City Administrative Officer or the Chief Legislative Analyst have completed a financial analysis of this report.

Community Impact Statement: None submitted.

SUMMARY

At a regular meeting held on April 7, 2010, the Trade, Commerce, and Tourism Committee considered amending Los Angeles Administrative Code Section 8.149.2 to establish flexible demand based space rental pricing for the Los Angeles Convention and Exhibition Center. An opportunity for public comment was held. After a brief discussion, the Committee moved to approve the ordinance that establishes flexible demand based space rental pricing for the Los Angeles Convention and Exhibition Center. This matter is now forwarded to the Council for its consideration.

Respectfully submitted,

JANICE HAHN, CHAIR
TRADE, COMMERCE, AND TOURISM COMMITTEE

APR 13 2010 CONTINUED TO APR 16 2010

ORD.
ADOPTED

APR 16 2010

LOS ANGELES CITY COUNCIL
TO THE MAYOR FORTHWITH

MEMBER VOTE
HAHN: YES
ROSENDAHL: ABSENT
LABONGE: ABSENT

SG
4/7/10
CD 9
#09/09-0136_rpt_lct_4-7-10.doc

Not Official Until Council Acts

MAYOR WITH FILE

CITY OF LOS ANGELES SPEAKER CARD

09-01360

Date 2-16-10

THE CITY COUNCIL'S RULES OF DECORUM WILL BE ENFORCED.

Council File No., Agenda Item, or Case No. 78

I wish to speak before the Council Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? () For proposal () Against proposal () General comments Name: Antonio Sacco

Business or Organization Affiliation:

Address: Venice City State Zip

Business phone: Representing:

CHECK HERE IF YOU ARE A PAID SPEAKER AND PROVIDE CLIENT INFORMATION BELOW: []

Client Name: Phone #:

Client Address: Street City State Zip

Please see reverse of card for important information and submit this entire card to the presiding officer or chairperson.

NOTE: THIS IS A PUBLIC DOCUMENT.