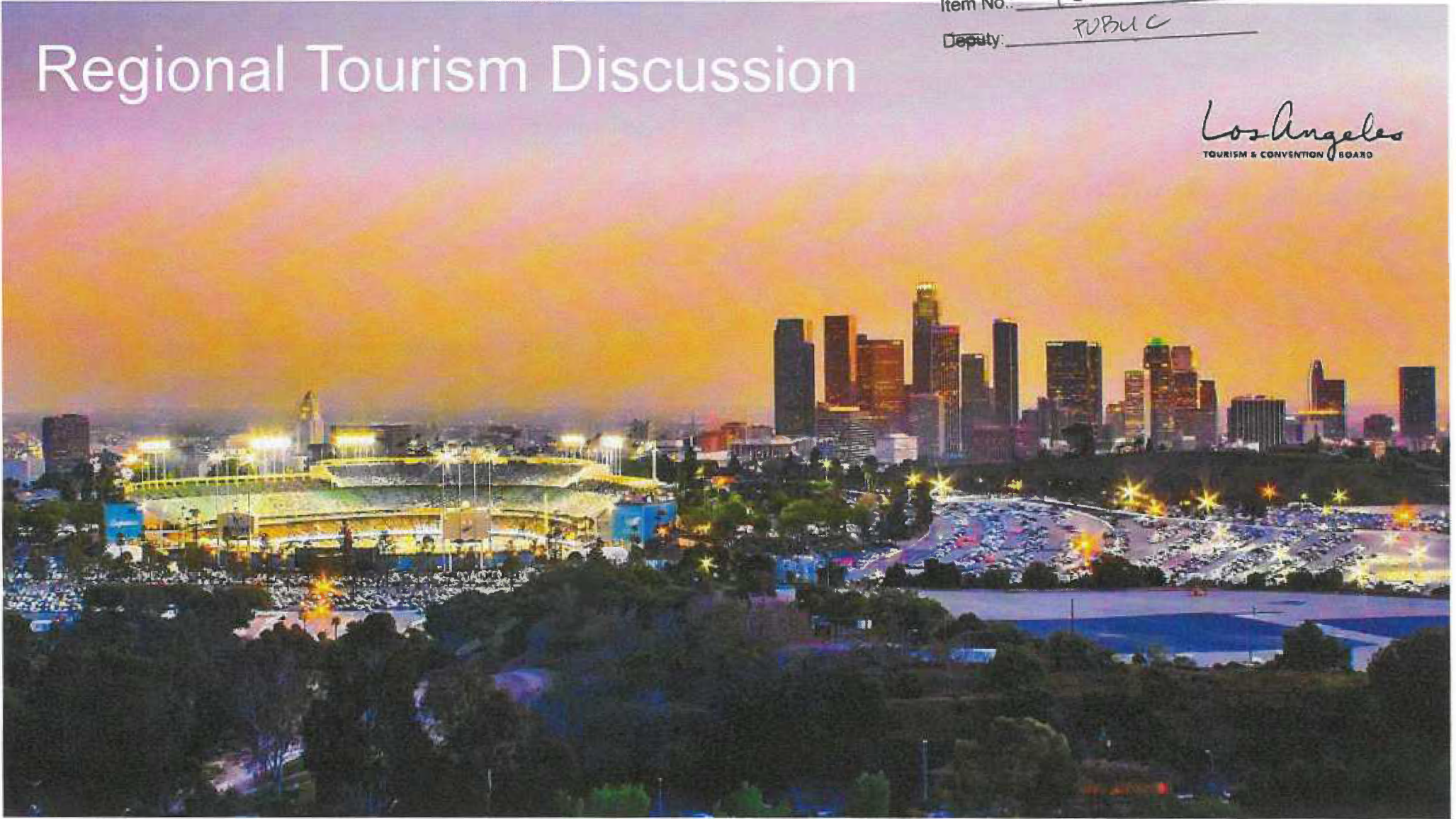


Date: 10-20-15
Submitted in TCT Committee
Council File No: 14-1184
Item No.: 10
Deputy: PUBLIC

#10

Regional Tourism Discussion

Los Angeles
TOURISM & CONVENTION BOARD



Partnering Organizations



National Level

- Brand USA

State Level

- Visit California

Regional – City

- CTD
- LAWA
- PORT
- Tourism Marketing District

Regional DMOs & CVBs



Regional DMOs/CVBs

Los Angeles
TOURISM & CONVENTION BOARD



Partnering Organizations



Regional Initiatives

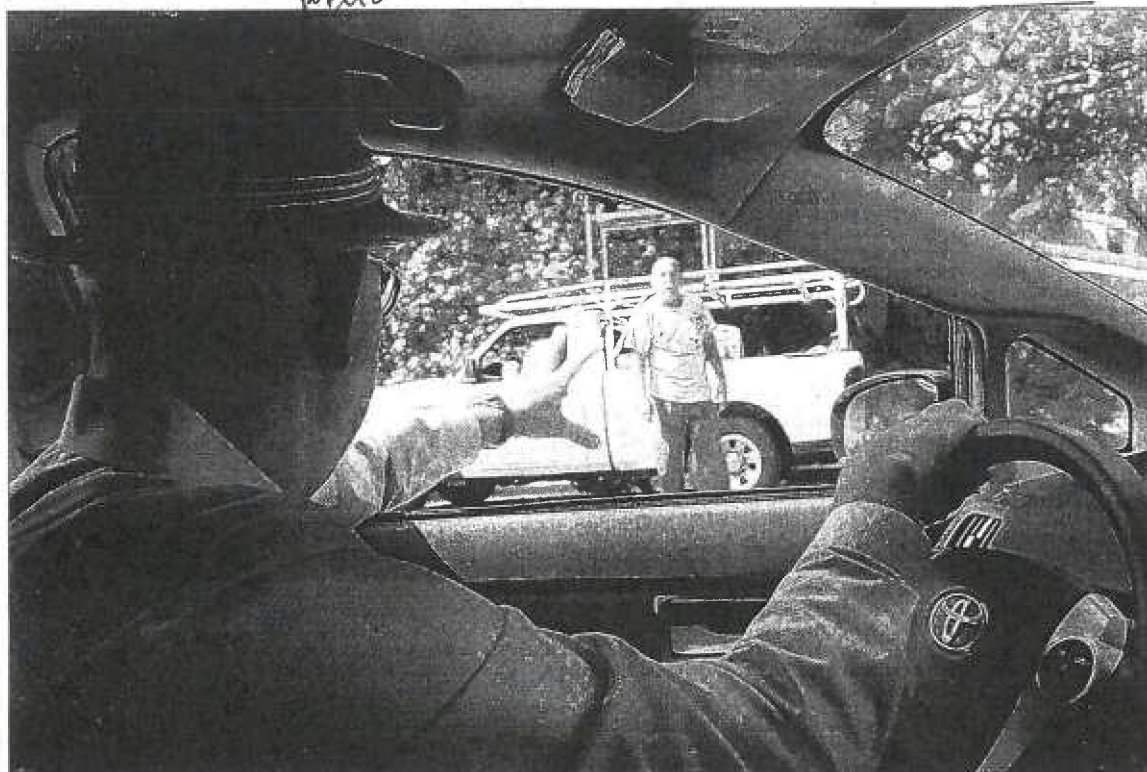
- Chambers of Commerce ie:
 - Venice
 - Hollywood
 - San Pedro
 - VEA – Valley Economic Alliance
- Metro
- LA County Arts Commission
- Westside Cities Council of Governments
- LAEDC



Date: 10-20-15
Submitted In: TPR/TCT Committee
C. 14-1184
Item No.: 10 WPLC

Date: _____
Committee
C. _____
Item No.: _____

WATER WATCH



Photographs by MYUNG J. CHUN Los Angeles Times

COLUMNIST Steve Lopez asks people in Bel-Air if they know who the 11.8-million-gallon water user is. It's hard to tell in this ritzy enclave, where many mansions have lawns the size of football fields, lush gardens and forests of trees.

Untouched by drought

In Bel-Air, someone is using 1,300 gallons of water — per hour

STEVE LOPEZ

This much we know:

California's champion water hog lives somewhere in Bel-Air, guzzling more gallons per year — 11.8 million — than any other homeowner in the state.

Who is the culprit?

This we do not know.

A June 1 story by the Center for Investigative Reporting did not reveal the name or address, because the Los Angeles Department of Water and Power refused to turn over that information.

But let's do some math.

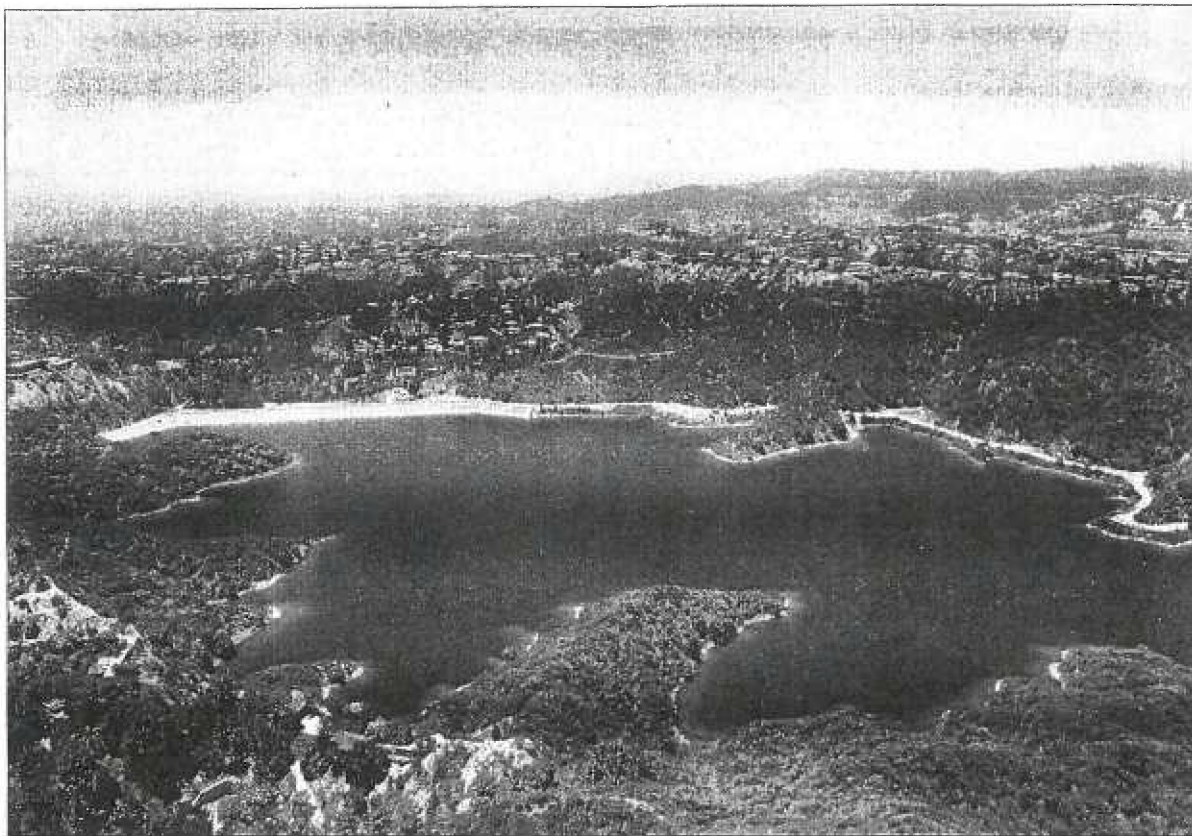
Nearly 12 million gallons a year breaks down to about 1 million gallons a month and 32,000 gallons a day. That's enough for 90 average households.

While you're letting your lawn die and flushing the toilet every three days because we're in the midst of an epic drought, someone in one of the most affluent ZIP Codes in the country (90077) is hosing away 1,300 gallons of water hourly, and paying about \$90,000 a year for the privilege.

You'd have to flush the toilet 8,400 times in a day to use 32,000 gallons. [See Lopez, B5]



SOMEONE in one of the most affluent ZIP Codes in the country (90077) is hosing away 1,300 gallons of water hourly, and paying about \$90,000 a year for the privilege.



DON KELSEY Los Angeles Times

AN AERIAL VIEW shows Stone Canyon Reservoir and some Bel-Air neighborhoods and beyond. Bel-Air didn't just have the top residential water user in the state — it had four of the top five, with Brentwood (3), Beverly Hills (2) and Westwood (1) rounding out the top 10.

In Bel-Air, the water flows freely

[Lopez, from B1]

About 135 people would have to each take a one-hour shower in one day, which is entirely possible, because some of these houses have 15 or 20 bedrooms and a couple dozen bathrooms.

I thought I'd take a drive to Bel-Air and see if I could locate the culprit. I knew it wouldn't be easy.

Bel-Air didn't just have the top residential water user in the state for the year ending April 1 — it had four of the top five, with Brentwood (3), Beverly Hills (2) and Westwood (1) rounding out the top 10. The DWP tells me it sent letters to the biggest gluttons, urging them to cut back, and plans to further investigate.

Sure enough, it was hard to narrow the list of suspects Tuesday, as I cruised the verdant hills.

I saw Tuscan villas, gated palaces and massive estates, many with lawns the size of football fields, lush gardens and forests of trees.

What I did not see was anything brown.

This is not the kind of neighborhood, by the way, where you can simply knock on the front door and ask people if they've heard there's an epic water shortage. These are homes with security gates and Kremlin walls, and you'd need a helicopter to get a better

look at how many swimming pools and vineyards are sucking up the state's most valuable and scarce resource.

And it's not as if Bel-Air residents are easy to bump into on the street. All you see are gardeners, plumbers, professional dog walkers and the like.

You also see armies of construction workers toiling away on houses the size of aircraft carriers, including an 85,000-square-foot monstrosity going up on Airole Way and a 60,000-square-foot behemoth at the intersection of Bellagio Road and Stone Canyon Road, which, when completed, could end up making the 11.8-million-gallon guzzler look like a piker.

Downton Abbey isn't as big as these places. Does anyone at L.A. City Hall ever say no to these developers?

Marcia Hobbs, a member of the Bel Air Homeowners Alliance and publisher of the Beverly Hills Courier, said the word is that one of the new homes under construction will have four swimming pools.

"One for each of the owner's wives and their entourages," she said, and she wasn't kidding.

But despite the size of some properties, Hobbs wondered if the 11.8 million gallons a year was a mistake, or if maybe there's a

'There is an incredible variation in the overall footprint between the average person in Los Angeles and the wealthiest of the wealthy.'

— **TRAVIS LONGCORE**, who teaches urban ecology at USC

leak.

"I'm astounded," she said.

Hobbs said that her own lawn in Bel-Air is now brown, and that she knows of homeowners replacing turf with rock or rosemary. She and her friends in the garden club just returned from a trip to Seattle, where they did some research on saving water by replacing lawns with roses.

Good for them, but a lot of people seem to be thumbing their noses.

"We have a place where true mega mansions are going in and literally billionaires are elbowing out millionaires," said Travis Longcore, who teaches urban ecology at USC and is presi-

dent of the Bel Air-Beverly Crest Neighborhood Council.

Longcore, who rents in Beverly Glen, said he has no idea who the biggest water hog is.

"But there is an incredible variation in the overall footprint between the average person in Los Angeles and the wealthiest of the wealthy," he said.

Longcore said the owners of such massive properties don't pay the true social cost of stormwater runoff, infrastructure, the impact on the natural environment and "the degradation of fundamental earth systems."

Stephanie Pincetl, director of the UCLA Institute of the Environment and Sustainability, offered a similar view. "I think that since the Reagan-Thatcher revolution, we have had a kind of disconnect of the top tier of people who make a lot of money, and the notion of social responsibility and the idea that we're all in the same boat seems to have withered away," she said.

In a study of voluntary and mandatory water conservation restrictions between 2000 and 2010, Pincetl said, lower-income customers conserved more than high earners.

She favors socking it to the guzzlers.

"The more you use, the

more you pay, like a graduated income tax."

That's already in the works at LADWP, which could go from a two-tier system to four tiers. Marty Adams of the DWP told me that in the case of the highest user in Bel-Air, the \$90,000 annual cost of water would rise to about \$125,000.

That's not enough. If you can pay \$90,000 a year for water, I'm guessing you'd barely notice a bump like that.

What you would notice, though, is having your water service shut off, like DWP does to thousands of customers who fall behind.

I'd gladly volunteer to close that valve myself.

In the meantime, if you've got a hunch who the King Geyser of California water consumption might be, drop a dime and let's flush him out.

steve.lopez@latimes.com



IRFAN KHAN Los Angeles Times

A HOMELESS MAN sleeps on a bridge in downtown Los Angeles. Homelessness has surged in the city in recent years, and officials have acknowledged failure to stem it. "This is all simply words," says one critic.

L.A. leaders to declare homeless emergency

Sep 23, 2015

The plan would devote up to \$100 million to the issue

By Peter Jamison,
David Zahniser
and Matt Hamilton

Acknowledging their failure to stem a surge in homelessness, Los Angeles' elected leaders on Tuesday said they would declare a "state of emergency" and devote up to \$100 million to the problem. But they offered few details about where the money would come from or how it would be spent, leaving some to question the effort's chances of success.

The announcement by seven City Council members and Mayor Eric Garcetti was a powerful signal of growing alarm at City Hall over L.A.'s homeless population, which has risen 12% since 2013, the year Garcetti took office. It coincided with a directive from the mayor Monday evening that the city free up an additional \$13 million in the coming months to help house people living on the streets.

Some lawmakers assert that their proposed declaration — which the council must still vote to approve — would allow the city to ease restrictions on churches and nonprofit groups sheltering the home-

Life on the streets of L.A.

Growing: In both the city and county of Los Angeles, the homeless population has jumped 12% in the last two years.

Shelters: The number of tents, makeshift encampments and vehicles occupied by homeless people soared 85%, to 9,535, according to biennial figures from the Los Angeles Homeless Services Authority.

Countywide: More than 44,000 homeless people were tallied in January, up from more than 39,000 in 2013, the report said. Well over half — nearly 26,000 — were in the city of Los Angeles.

less and speed up the permitting process for builders of affordable housing. They pointed to a state law that allows the city to declare a "shelter crisis" and use public facilities such as parks or schools as emergency housing.

"It's time to get real, because this is literally a matter of life and death," said Councilman Mike Bonin, whose Westside district is home to many of the makeshift sidewalk encampments that are an increasingly glaring symbol of the problem across the city. He spoke of a "collective failure of every level of government to deal with what has been a homeless crisis for generations and is exploding and exacerbating now."

Despite such tough talk, however, Tuesday's announcement was marked by signs of the confused tactics critics say have hindered an effective city response to a growing challenge. Council members haven't identified the sources for all of the money or how it would be used. Meanwhile, the mayor has yet to release a sweeping plan — now weeks overdue — he says he is crafting to end homelessness.

[See Homeless, A12]

Few details on homeless directive

[Homeless, from A1]

"This is all simply words," said Mark Ryavec, president of the Venice Stakeholders Assn., which has argued for a more aggressive approach to clearing encampments and housing the homeless. "Again, it shows an ongoing lack of leadership on behalf of the city."

Gary Blasi, a professor emeritus at the UCLA School of Law, said the promise to fund new housing and services for the 26,000 homeless people in L.A. was a positive step for a city government that has recently been preoccupied with empowering the police to crack down on encampments.

"If it is purely symbolic,

that will be bad," Blasi said.

"But at least people are engaging in a conversation about how to solve the problem instead of just moving it around the city."

Tuesday's announcement was the second high-profile declaration about homelessness from L.A. city officials in as many months. Late in July, Garcetti said in a speech that his office was preparing a three-part "battle plan" for what he dubbed a "war on homelessness here in Los Angeles." He said the plan would be released in "about a month."

Two months later, the mayor's office has not issued the plan, although Garcetti has spoken in broad strokes

about what it would involve.

On Tuesday he said its "main pillars" were the expansion of a system for tracking homeless people used by county and city officials; new centers for street dwellers to store their belongings and use social services; and anti-poverty measures (such as L.A.'s recent move to raise the minimum wage) that could prevent people from losing their homes in the first place.

The directive issued Monday night is intended to fund stopgap measures until Garcetti's larger plan is finalized. The mayor asked City Administrative Officer Miguel Santana to find funding for initiatives such

as housing subsidies for the newly homeless and to keep the city's winter shelters open an extra two months through what is expected to be a season of heavy rain and floods.

"These are our fellow Angelenos," Garcetti said Tuesday, referring to the people who regularly sleep on the lawns and benches around City Hall. He said they "have no other place to go, and they're literally here where we work, a symbol of our city's intense crisis."

In an interview, Santana, the city's top financial official, declined to say where the money sought by the mayor and council could be found in a budget that only

recently began to recover from revenue shortfalls caused by years of recession.

The council is "asking us to look at all revenues the city has access to, so we will do that," he said. Bonin, a member of the city's budget committee, said much of the \$100 million could come from the city's reserve fund, which is set aside for financial emergencies.

Councilman Gil Cedillo, chairman of the city's housing committee, said some of the money could be used to install lights and hire guards for city and church parking lots, which could host people living in their cars or RVs. He also suggested designating city-run pools as places for

the homeless to shower and easing planning and environmental regulations to speed construction of low-income housing projects.

"We need to act like it's an emergency," Cedillo said. "We can't do business as usual."

The homelessness problem's reach can be seen in the clusters of tents, tarpaulins and shopping carts that have spread far beyond downtown's skid row, taking root in neighborhoods from Studio City to Highland Park. The number of encampments and vehicles occupied by the homeless has increased 85% over the last two years, according to the Los Angeles Homeless Services Authority.

For merchants and homeowners, the encampments can be an unpleasant and sometimes dangerous disruption of daily life. Councilman Paul Krekorian, who represents part of the San Fernando Valley, said he receives calls "on a daily basis" from constituents concerned about the issue. An aide to Councilman Joe Buscaino said about 1,200 people attended a recent meeting in San Pedro on the problem.

Though other big U.S. cities have seen rising homelessness numbers, L.A.'s problem has gained special notoriety. In August, New York City Police Commissioner Bill Bratton — a former chief of the Los Angeles Police Department — said in a much-publicized radio interview that "L.A. has probably the worst situation in the country of homeless."

Council President Herb Wesson said one goal of the emergency declaration was to give Garcetti leverage as he seeks additional funding for homelessness programs from the county, state and federal government — demonstrating L.A.'s seriousness by pledging a chunk of its own budget.

The declaration is also intended to show that the council, which in May approved an ordinance enabling police to sweep encampments from sidewalks, is willing to devote resources to housing and services as well as enforcement.

"The key for us is to try to come up with money to be spent taking people off the street, and that we really haven't invested in," Wesson said. "We've got to begin that conversation."

Jay Handal, chairman of the West L.A.-Sawtelle Neighborhood Council, said the council is moving in the right direction but has its work cut out.

"It's going to take a whole lot more than \$100 million, spent wisely, to fix the problem we've created for 40 years," Handal said. "But this is a good start."

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MWD aims to turn sewage into beverage

Sep. 23

Water recycling plant
would be among the
world's largest.

By MATT STEVENS
AND MONTE MORIN

For more than 80 years, the Metropolitan Water District has paved the way for Southern California's epic growth by securing water from hundreds of miles away.

This week, the mammoth agency said it wants to invest closer to home in what would be one of the world's largest plants to recycle sewage into drinking water.

The plan would thrust Los Angeles County to the forefront of a small but growing number of areas embracing "toilet to tap" technology to meet the water needs of their residents. It comes after four years of drought that have sparked questions about the long-term reliability of some water supplies.

For the MWD, its expanded involvement in water recycling is also a powerful statement that Southern California cannot count on imported water alone to serve a growing population.

"This is the new reality of

water in California," said Mark Gold, associate vice chancellor for environment and sustainability at UCLA. "If anything, this drought has demonstrated that you'd better have a diversified water portfolio or you're not going to survive very well."

Now, 58% of L.A. County's water is imported, while 38% comes from groundwater sources, according to a UCLA study. Only 4% comes from recycling, and high processing costs have until recently limited its appeal to water providers.

The agency would partner with Los Angeles County sanitation districts to create the facility.

In a committee meeting Monday, MWD staff presented the framework of a plan to purify and reuse as much as 168,000 acre-feet of water a year — enough to serve about twice that number of households for a year.

Doing so would require the MWD to build a treatment plant and delivery facilities and comply with environmental regulations — a process that could take more than a decade.

Officials did not specify a projected cost, but similar endeavors elsewhere have

[See Water, A12]

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[See Water, A12]

Agency plans plant to make waste drinkable

Cont.

[Water, from A1] required about \$1 billion. They want the board to authorize a \$15-million "demonstration project" in Carson as early as November. Funding could come from water revenue, state loans and grants, and possibly from a water bond passed by voters last year.

Treated and purified sewage water can cost as much as \$900 an acre-foot to produce and distribute, compared with \$1,400 for imported water.

Robert Ferrante, assistant chief engineer at the Sanitation Districts of Los Angeles County, said the proposal would go before his executive board next month.

But critics of the plan said Tuesday that the details are too fuzzy to move forward so fast, and that delving into recycled water production may not be MWD's place.

"We have no clear-cut information yet about whether the program makes economic sense," said Keith Lewinger, an MWD board member representing the San Diego County Water Authority. "We are not sure why Metropolitan wants to be involved. That's not the business model we've had."

Coastal communities in California flush hundreds of millions of gallons of treated sewage into the Pacific Ocean each year. In the last couple of decades, however, water managers have attempted to recycle some of his water for human use.

So-called purple pipe systems take sewage that has been filtered and cleaned and use it to irrigate crops, parks and golf courses — but not as drinking water.

Potable-reuse systems,

on the other hand, use a variety of methods to purify water that has already been processed at a sewage treatment facility. The end result of this toilet to tap process is a liquid that is cleaner than most bottled waters and intended for human consumption.

As drought places an increasing strain on traditional sources of drinking water, water managers have looked to expand water recycling systems and thereby increase local water supply. (Recycled water has been used to replenish Los Angeles County aquifers for years but on a smaller scale.)

Los Angeles Mayor Eric Garcetti has directed the Department of Water and Power to reduce by half its purchase of imported drinking water by 2024. He has also called for an "integrated water strategy that increases local water supplies and that improves water security."

Officials in Orange County say their Groundwater Replenishment System — which can treat as much as 100 million gallons a day — will eventually be able to purify 130 million gallons a day for reuse. They say it is the largest such system in the world.

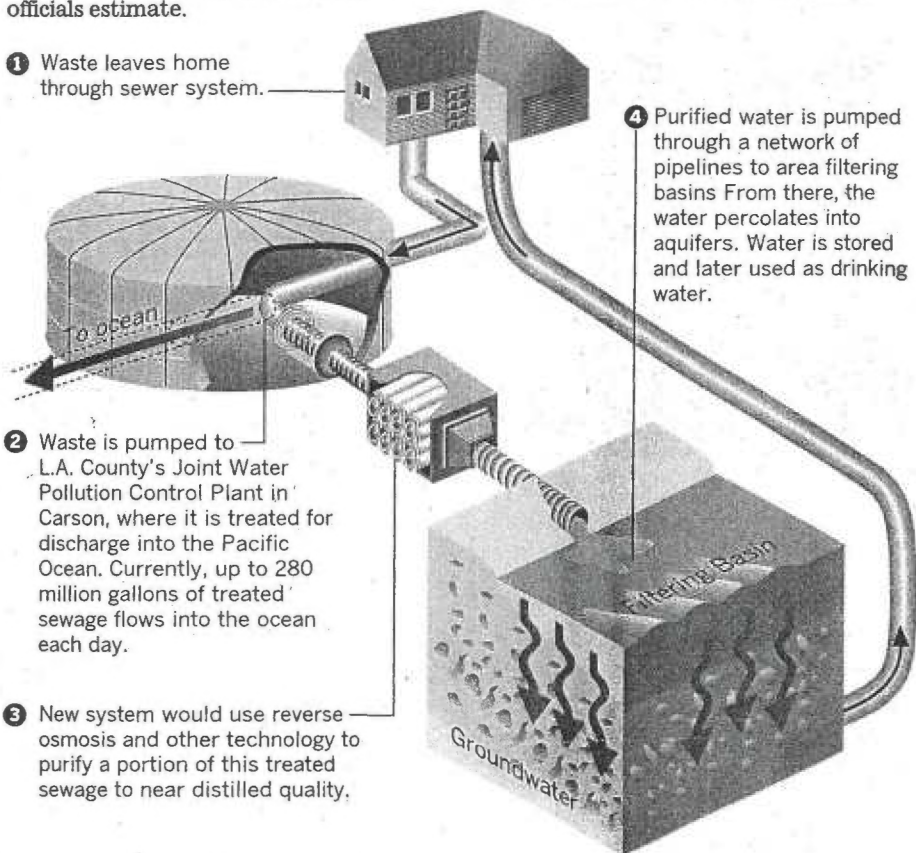
MWD officials hope that in about a decade, their proposed treatment plant would produce 150 million gallons a day.

In recent years, the MWD has paid a subsidy to water providers that clean or recycle some of their local supply.

"Met has always been very supportive of water recycling," MWD Assistant General Manager Debra Man said in an interview. "This takes it to the next lev-

Sewage to beverage

The MWD plans to build a vast water recycling network that would purify sewage from the Sanitation Districts of Los Angeles County and store it in underground aquifers for later use as drinking water. Roughly 150 million gallons per day of treated sewage water would be converted to potable use instead of being flushed into the Pacific Ocean, officials estimate.



Sources: Metropolitan Water District and Sanitation Districts of Los Angeles. Graphics reporting by MONTE MORIN

Los Angeles Times

el."

The MWD and a partnership of two dozen county wastewater agencies — known as Sanitation Districts of Los Angeles County — have been working together on feasibility reports and pilot studies since 2010, according to documents outlining the proposed recycling project.

Ferrante, the sanitation districts engineer, said that roughly 40% of the sanitation agency's treated sewage is recycled in one way or another. Increasing that percentage has proven difficult however.

"This is a great new source of water for Southern California," Ferrante said. "But you can't put all your eggs in one basket. There's no one answer to sustainability. It's not just desalination, it's not just conserva-

tion, it's not just recycling, and it's not just turf removal. It's a combination of all those things."

Officials said they could launch the demonstration at the sanitation districts' Joint Water Pollution Control Plant in Carson about 20 months after the project is approved. The treatment processes would be perfected on 1 million gallons of water a day while officials conduct additional studies and develop a financing plan, according to an MWD memo.

Experts have raised concerns about waters of varying chemistries mixing in aquifers.

A study published in the journal Environmental Science & Technology found that when highly purified wastewater was stored in an Orange County aquifer, the

water caused arsenic to escape from clay sediments in a way that water filtered naturally did not.

The solution, according to Stanford University researchers, was to add calcium to the purified water before adding it to the aquifer.

Gold said there will be "enormous obstacles ahead, such as figuring out where to store all the groundwater, determining who has rights to which aquifers and garnering political support for the project across the MWD board."

"But this is so sorely needed," he said, "we have to figure out how to make it work."

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'These bills improve ... prevention of oil spills'

(cont.)

[Brown, from B1] such valve.

Brown also OK'd a measure that enlists commercial fishermen and other boat operators to help contain leaks.

"These bills improve planning for and prevention of oil spills and our response when spills occur," Brown wrote in a signing message.

The leak detectors and valves must be used in replacement pipelines in ecologically sensitive areas in the coastal zone starting Jan. 1, 2018. Existing pipelines must be retrofitted by Jan. 1, 2020.

The Western States Petroleum Assn., whose members include pipeline operators, was neutral on the measures, which were among 80 that Brown signed Thursday.

Brown also approved a ban on exfoliating microbeads in personal care products. The new law will prohibit the sale of soaps, facial and body scrubs, toothpaste and other products containing plastic microbeads as of Jan. 1, 2020.

Environmentalists advocated for the ban, saying tiny plastic particles can get through typical water treatment plants and end up polluting waterways.

The measure was changed, in the face of opposition from businesses including Johnson & Johnson and Procter & Gamble, to exempt natural exfoliants and remove a requirement that the state Department of Toxic Substances Control



GENARO MOLINA Los Angeles Times

A CORMORANT tries to shake off oil at Goleta Beach in July. The oil slick from natural seepage stirred new worries two months after a pipeline rupture nearby.

evaluate alternatives to plastic microbeads.

Still, Assemblyman Richard Bloom (D-Santa Monica), the measure's author, heralded it as the most stringent ban in the nation, saying in a statement that it "ensures that personal care products will be formulated with environmentally safe alternatives."

Another ban to receive Brown's approval will force California's pension systems — the two largest public pension funds in the country — to divest from coal companies.

By July 1, 2017, they must sell their holdings in companies that derive at least half of their revenue from mining coal used to generate electricity. New investments in coal will be prohibited.

The law will affect \$58 million held by the California Public Employees' Retirement System and \$6.7 million in the California State Teachers' Retirement System, a tiny fraction of their overall investments.

"Coal is a losing bet for California retirees, and it's also incredibly harmful to our health and the health of

our environment," the measure's author, state Senate leader Kevin de León (D-Los Angeles), said in a statement.

Under another new law, the state Air Resources Board, which regulates air quality in California, will gain two members to represent communities suffering from pollution.

The governor's signature on that legislation is a victory for advocates and lawmakers who have sought a bigger voice in the state's environmental policies.

"Approximately 8 million

Californians live in areas that are considered to be highly impacted by environmental problems," said a statement from the bill's author, Assembly Speaker Toni Atkins (D-San Diego). "They need to be heard."

Although the current 12-member board is appointed by the governor, the two new members will be selected by legislative leaders.

In a different realm, Brown approved a bill to require law enforcement agencies to obtain a search warrant before looking at private emails, text messages and GPS data stored in smartphones, laptops and the cloud.

The measure had the support of tech companies including Google, Twitter, Apple and Facebook, which are looking for guidance in a changing world.

Google has had a 180% increase in police demands for consumer data in the last five years, said the bill's author, Sen. Mark Leno (D-San Francisco).

"California's digital privacy laws have been stuck in the Dark Ages, leaving our personal emails, text messages, photos and smartphones increasingly vulnerable to warrantless searches," Leno said. "That ends today."

The governor also signed a bill to enable healthcare providers to electronically submit and access their patients' instructions for end-of-life care, ensuring the immediate availability of such information when needed.

And he accepted a proposal that the state provide \$100 million annually in financial incentives for the installation of solar panels at apartment buildings for low-income residents.

Brown vetoed seven bills Thursday, including one meant to shield immigrants charged with low-level drug offenses from deportation as long as they completed treatment programs. The proposal would have allowed them to opt for treatment before entering a guilty plea, so they could have the charge expunged after treatment.

In his veto message, the governor said he was supportive of "giving low-level offenders a second chance." But he was concerned "that the bill eliminates the most powerful incentive to stay in treatment — the knowledge that judgment will be entered for failure to do so."

He also said no to financial help for students of the closed Corinthian Colleges, saying he is sympathetic but "not comfortable creating new General Fund costs outside the budget process."

And he rejected a proposed \$5 million for 12 new judgeships and staff to address shortages in counties including Riverside and San Bernardino, saying a more "statewide approach" is needed.

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BROWN SIGNS MORE WATER BILLS

Oct 10, 2015

Array of new laws facilitates drought-tolerant landscaping, utlhcare for migrant children here illegally.

BY MELANIE MASON
AND CHRIS MEGIERIAN

SACRAMENTO — Gov. Jerry Brown signed measures Friday designed to boost water conservation in the face of California's lingering drought and to build on healthcare benefits and other protection for people in the country illegally. Acting on a slate of water bills, Brown approved a proposal meant to ensure that

residents who replace lawns with drought-friendly alternatives don't run afoul of local regulations.

It prohibits cities and counties from enacting rules that ban the installation of artificial turf or drought-tolerant landscaping at residential properties.

"We are all working so hard to do our part to save water," said Assemblyman Mike Gatto (D-Los Angeles), author of the measure. "This legislation prevents governments from interfering with their citizens' efforts to conserve."

Drought-friendly landscapes also will be coming to properties owned by state agencies. Brown approved a measure that requires state agencies to modernize irrigation systems on their properties and to install native plants that consume [See Brown, B5]

BRIAN VANDER BRUG Los Angeles Times

SONOMA COUNTY Youth Ecology Corps members convert lawns to drought-tolerant yards in Rohnert Park. Residents now can replace lawns with drought-friendly alternatives without breaking local regulations.

New laws on drought

Cont 10-10-15

[Brown, from B1] less water.

The governor also signed a bill mandating that urban water agencies assess their infrastructure for earthquake vulnerability.

On immigration, Brown cemented the state's extension of public healthcare for immigrant children who do not have legal status and are younger than 19. He signed a measure that implements the \$40 million set aside for such health coverage in this year's budget.

The measure's author, Sen. Ricardo Lara (D-Bell Gardens), said the move will pave the way to offer similar benefits to adult immigrants in the country illegally.

"We can demonstrate that not only is there a need, but we can implement this successfully," Lara said. "It's a precursor for us to getting healthcare for all in the next year or so."

Brown also moved to protect immigrants in the country illegally from deporta-

tion if they are victims of certain crimes and cooperate with the police.

He signed a measure requiring law enforcement officials to certify in writing that an immigrant crime victim has been helpful in an investigation. The certifications are needed for an application for a "U-Visa" issued to prevent deportation of immigrant crime victims.

The governor also continued a taxpayer subsidy for the United Farm Workers' healthcare plan.

Brown and Democratic lawmakers have already supplied two years of funding; the measure signed by the governor will provide up to \$3 million annually for an additional five years.

Union officials said they need the money to backstop their insurance plan, which falls short of standards set by President Obama's healthcare law.

The governor's signature also created new regulations for crisis pregnancy centers, which have been accused of

providing inaccurate information to women.

Under that new law, such centers will be required to post notices that they are not licensed medical providers, and they'll be required to tell women that California has public programs for affordable contraception and abortions.

Schools will have to provide places for students to breast-feed or express milk under another bill signed by Brown.

The governor vetoed 20 bills Friday, including a package of six measures meant to boost transparency and oversight at the troubled California Public Utilities Commission, which has come under fire for appearing too cozy with the companies it regulates.

Brown said he supported legislators' aim, but technical issues made the proposed changes "unworkable."

He also nixed a measure that would have required the University of California sys-

tem to give contracted service employees, such as custodians or food service workers, the same pay and benefits as direct UC employees.

The Times recently reported that the U.S. Department of Labor was investigating allegations that a UC Berkeley custodial contractor, Performance First Building Services, routinely underpaid its workers and denied them overtime.

In his veto message, which mentioned "the difficulty in balancing things we commonly value," Brown cautioned UC to "provide a transparent accounting of its contracts and clearly demonstrate how the interests of all its lower-paid workers are being protected."

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Times staff writers Patrick McGreevy and Chris Kirkham contributed to this report.

Identifying the water-affront properties

10-11-15

[Lopez, from B1] whose motion called the abuse “a slap in the face to neighbors who have heroically complied with austere water use measures” and greatly reduced L.A.’s total water usage.

Koretz said he doesn’t know who the top water hogs were, one of whom paid as much as \$90,000 to keep the spigots going full blast. And the DWP has refused to supply that information to me or the Center for Investigative Reporting.

What we do know is that Bel-Air — home to Elon Musk, Nancy Reagan, Berry Gordy and Jennifer Aniston — had lots of company from nearby neighborhoods that made the top 10 list, including Brentwood, Beverly Hills and Westwood. Bel-Air

had 19 residential customers using 2.8 million gallons or more per year. Beverly Hills had 32.

A DWP spokeswoman said that although the utility was willing to provide the ZIP Codes of the biggest water users, it remained “committed to protecting our customers’ confidentiality.”

Oh, come on. Our toilet water is yellow, and we deserve to know.

These aren’t innocent offenders who forgot to turn off a hose once or twice. In the middle of an epic drought, they selfishly consumed obscene amounts of a precious resource while working stiffs did the right thing, sacrificing hard-earned investments in their modest little

yards.

The outrage extends well beyond California.

“Look at the top view in the first screenshot, look at all the cars and hedges for each,” Donald Morrison wrote from Boston in an email containing images of possible suspects pulled from Google maps.

So why is he on the case from clear across the country?

“I would relish helping find” the culprit, he said.

Friday morning, I went out on patrol with Bel-Air Beverly Crest Neighborhood Council member Maureen Levinson, doing a little surveillance on a Tuscan-style villa with a hillside vineyard. Levinson said there may be a few super wealthy residents who don’t

give a hoot about conservation, but they are giving a bad name to Bel-Air residents who do.

For the record, I said on Wednesday that you’d have to flush the toilet 6,400 times in a day to hit the 32,000 gallons daily that’s used by the state’s leading guzzler. Readers noted that modern toilets use closer to 1.6 gallons, which means you’d have to flush about 20,000 times in one day.

A host of readers suggested the top water consumer was the Bel-Air Hotel or the Bel-Air Country Club. But those are commercial properties, and we’re looking for private homeowners.

One of the top vote-getters was media tycoon Rupert Murdoch, who bought the Moraga Vineyards estate in Bel-Air two years ago. But that property is in the 90049 ZIP Code, and the top hogs are in 90077.

“My wife and I were trying to figure out who it could be, but I have no idea,” said Fred Rosen, former chief executive of Ticketmaster and president of the

Bel-Air Homeowners Alliance.

Rosen and Levinson, my patrol partner, spearheaded a neighborhood uprising against years of unchecked mega-mansion building leading up to the worst years of the drought.

Developers had been running amok, erecting monstrous palaces of unparalleled pretense, scarring ridgelines, destroying natural habitat and crowding narrow streets with caravans of construction vehicles.

City officials, comatose throughout, were finally forced to wake up and impose a few limits. But even with controls on future projects, dozens of homes at 20,000 square feet or more will still be under construction for another couple of years, said Levinson, and when they’re done, the current water abuse champ could get knocked off the throne.

From her balcony, Levinson can look out at homes that resemble shopping malls. One just up the block from her approaches 100,000 square feet of living space

and will have a casino, a jellyfish aquarium and a 30-car garage — asking price, \$500 million.

Levinson has used a camera-equipped drone to monitor some of the more obscene developments, but she said she parked it in August to research legal issues around the use of such aircraft. She showed me plans for homes that include indoor and outdoor pools and fountains, and said the house up the block from her has permits for five swimming pools and an application for a sixth. As she sees it, the pools will form a moat around the house.

Last Sunday I wrote about some Kardashian wannabes who had a caged lion at their mansion-warming party in Hollywood Dell, and I admitted to dreaming about what might have happened if the lion broke free.

Today I’m thinking about alligators in a Bel-Air moat, and the possibilities therein.

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On the trail of Bel-Air's water guzzlers

10-11-15

STEVE LOPEZ

The water-hogging champ of California, a Bel-Air resident who has managed to suck 1,300 gallons of H₂O an hour from the state's scant drought-limited supply, may soon find that there's no ice bucket for the champagne, no green in the polo turf and nothing but dust in the Versailles fountain.



I now have a drought posse scouring satellite maps, following neighborhood gutter flows and reporting directly to me. I even know someone who has put a camera-equipped drone into service.

So here's a news flash for the barbarous beast:

We're going to get you sooner or later, so why not make this easy on yourself? Drop the hose, drain the fountains and step out of the shadows.

Even Los Angeles City Councilman Paul Koretz is shocked by the level of water abuse I wrote about

MAUREEN LEVINSON, a member of the Bel-Air Beverly Crest Neighborhood Council, does water surveillance on a villa.

STEVE LOPEZ Los Angeles Times

last week. He introduced a motion Friday calling for a crackdown that could include "severe financial penalties" and even, "as a last resort, shutting off water."

"We were horrified to read that there were abusers of that scale, and we have to figure out how to get a handle on that," Koretz told me, saying that "criminal penalties" may be in order.

The councilman is calling for a report from the Los Angeles Department of Water and Power within 30 days, and the matter is scheduled to be taken up soon by the full City Council.

If you missed it, four of the top five single-family residential water guzzlers in California live in the affluent and all-too-green hills of Bel-Air, and the biggest glutton used 11.8 million gallons in the year ending in April. The news was broken by the Center for Investigative Reporting in a story titled "The Wet Prince of Bel-Air."

"I can't even imagine what you would do if you were trying to use that much water," said Koretz,
[See Lopez, B6]

City analysts say Garcetti's proposal for the 2024 Games lacks crucial budget and construction details.

By PETER JAMISON

Aug 18, 2015

A new report from city analysts raises concerns about Los Angeles Mayor Eric Garcetti's plan to host the 2024 Summer Olympics, pointing to missing budgetary details and questioning the feasibility and cost of building a downtown Olympic village for 17,000 athletes.

On the eve of the Los Angeles City Council's first meetings to discuss the city's Olympic bid, the report issued jointly Thursday night by City Administrative Officer Miguel Santana and Chief Legislative Analyst Sharon Tso urges further study of the plan and states analysts "cannot verify, validate or further explain" the proposal's budgetary projections.

The analysts' report finds the plan is unclear on a number of key points. They include which companies or organizations will contribute the \$1.7 billion anticipated from private-sector groups; how routine users of potential Olympic venues such as Griffith Park will be displaced; and whether construction plans near the Los Angeles River could affect an ongoing restoration effort.

"Without additional information ... it is difficult to determine the fiscal impact and risk to the city of hosting the 2024 Games at this time," the report states.

The city's Olympic plans, detailed in more than 200 pages by LA24 — a nonprofit group run by Garcetti and sports executive Casey Wasserman — were publicly disclosed for the first time this week. They project a cost of \$5.8 billion and include extensive real estate development plans. The proposal forecasts a \$160-million reve-

nue surplus from the Games.

LA24 spokesman Jeff Millman said in a statement that the documents released this week were a "first draft" and would "evolve in the months and years ahead." He added: "If selected by the United States Olympic Committee, we look forward to engaging city officials and all Angelenos about how the Olympics would fit very comfortably into our city."

Mayoral spokeswoman Connie Llanos said Garcetti "looks forward to working with the City Council and all Angelenos to review and re-

[See Olympics, B7]

[Olympics, from B1] fine the bid through a robust community engagement process."

The report gave special attention to plans for an Olympic village next to the Los Angeles River. It says construction "may significantly exceed" the \$1 billion anticipated in the mayor's proposal. It also states that officials with the Union Pacific Corp., which operates a rail yard on the property, "currently have no plans or desire to vacate the site."

The Olympic bid states that city officials "have been in regular communication with Union Pacific" about plans to purchase the 125-acre property.

The analysts' report suggests the city evaluate alternative sites for the village and perform a more rigorous analysis of potential development costs.

It also suggests revisions to a legally binding agreement called a joinder that Garcetti is close to completing with the U.S. Olympic Committee. The City Council is expected to discuss the agreement Friday and vote on authorizing the mayor to sign it in the coming weeks.

The changes, which according to the report were proposed by City Atty. Mike Feuer, would insert language in the agreement that explicitly gives the City Council future opportunities to oversee and approve negotiations with the U.S. Olympic Committee and the

International Olympic Committee.

The International Olympic Committee agreement could be particularly controversial, since it is expected to include a guarantee by the city to cover any financial overruns associated with the Games. Garcetti has said he would agree to such a guarantee, though he predicts the event will make a profit.

Zev Yaroslavsky, a former L.A. County supervisor who was on the City Council when the city hosted the 1984 Summer Olympics, said the changes to the joinder were particularly important. Without them, he said, the council might not have future authority to sign off on the mayor's contracts with Olympic officials.

The revised joinder, Yaroslavsky said, "buys the City Council some time" to scrutinize plans for hosting the Games.

"I think there are a lot of questions right now, and I don't think it's a surprise that the projections of both revenue and expenses were loose," he said. "There are a lot of assumptions that have been made in the documents that are not necessarily in evidence."

The city must decide whether it is bidding for the 2024 Games by mid-September. The International Olympic Committee will select a host city in 2017.

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L.A. REGION RIDES BIG TOURISM WAVE

Sightseeing:
Record set in 2013,
and another banner

42.2M

Total number of visitors to Los Angeles during 2013

Economy:
Innovation culture
adds fuel to recovery

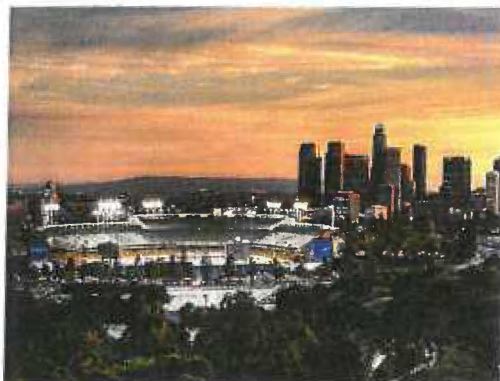


EMBRACING THE CHALLENGE

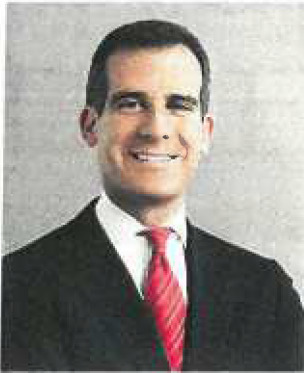
2013-2014 ANNUAL REPORT

DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT CITY OF LOS ANGELES





Introduction



We all know Los Angeles is a world-class vacation and tourist destination, and Fiscal Year 2013-14 confirmed that in new and exciting ways. The Department of Convention and Tourism Development's governance and management transition was completed in June, setting the stage to

accomplish what I consider my primary goals: to rebuild our Convention Center, revitalize our convention industry, and continue the growth in South Park that began with the completion of the STAPLES Center in 1999.

A recent study by PricewaterhouseCoopers indicates the meetings and events industry generates \$263 billion nationally in booking fees and tourism dollars, demonstrating that an expansion of our convention center is an obvious economic development priority. But when it comes to large convention bookings, we lag far behind other U.S. cities because our convention center is not up to par and is generally outdated.

Another significant priority has been our ongoing efforts to attract an NFL team to Los Angeles. As we approach the NFL's decision-making deadline next spring, we are developing a "Plan B" for moving forward with a renovated convention center.

At the end of the day, getting a football team to Los Angeles is a means to an end. The bold changes stemming from the new direction we began last year will ensure we achieve that end, with or without football.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Garcetti".



Mayor Eric Garcetti
City of Los Angeles



As President of the new Los Angeles Department of Convention and Tourism Development (CTD) Board of Commissioners, I would like to share with you my enthusiasm for the overall advancement of our tourism industry and the comprehensive changes to the Los Angeles Convention

Center we have witnessed this past year. I credit our progress in these areas to the collaboration and synergy between the Board, L.A. Tourism, AEG and the CTD Department.

However, our work is far from done as the LACC is preparing for its first expansion in more than 20 years! The futurized Convention Center will strengthen our standing in the convention and meetings market, thus bringing new visitors, stimulating spending throughout LA, and creating jobs where they are needed most.

Part of our mission is to educate people, both here and outside of Los Angeles, about the unique assets we have in LA. Not only is Los Angeles the home of the entertainment industry, great weather, and beautiful beaches, but we also have over 100 museums, many of them world-renowned. Our restaurant scene is flourishing, our tech sector is a center for innovation, and we have a remarkably diverse population.

We are also navigating a bigger picture of tourism development for the region. Promoting the construction of more hotel rooms, supporting transit development, and fully leveraging the city's great resources are just a few of the challenges that we are embracing. We look forward to continuing to work on behalf of all Angelenos in the upcoming year.

Sincerely,

A handwritten signature in black ink, appearing to read "Jon F. Vein".

Jon F. Vein, President
Board of Los Angeles Convention
and Tourism Development

Creating Middle Class Jobs



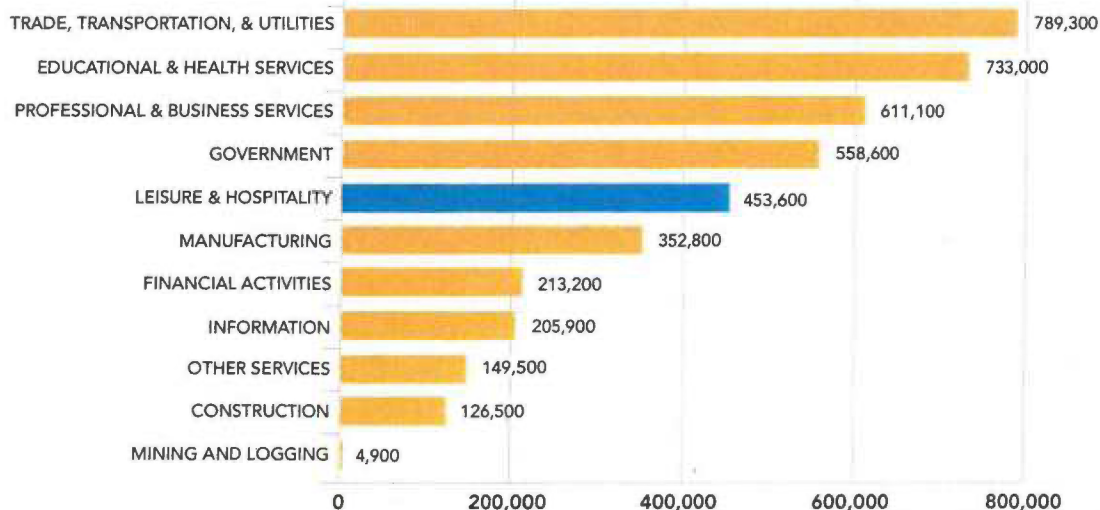
PHOTO ABOVE: Culinary students receive instruction at the Western Foodservice and Hospitality Expo

Leisure and Hospitality Jobs in Los Angeles

Job growth is always a strong indicator of an improving economy, and in the LA region, tourism continues to fuel that growth. The Leisure and Hospitality industry in LA has helped put more workers back into much-needed entry level jobs that not only help to support families of residents of LA, but also provide a variety of opportunities for advancement toward rewarding careers.

Leisure and Hospitality is considered a "super sector" for the reporting of job statistics at the local, state, and national levels. It remains the 5th largest industry sector in LA County. In Fiscal Year 2013-14, the Leisure and Hospitality sector added 8,200 jobs in food services, accommodations, entertainment arts, and recreation.

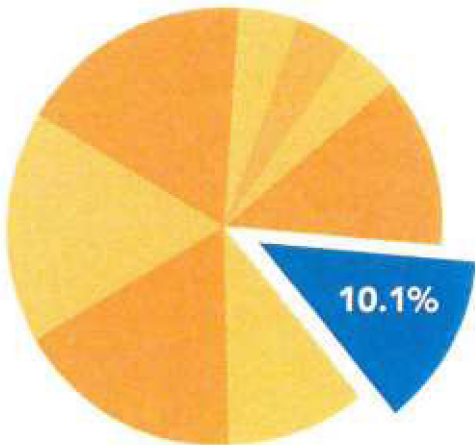
LA COUNTY EMPLOYMENT BY INDUSTRY SECTOR TOTALS AS OF JUNE 2014



Reported by the Employment Development Department

The Leisure and Hospitality sector supports 1 in every 10 jobs in LA, for a total of 453,600 jobs in the tourism industry. We take pride in the jobs that tourism directly and indirectly supports.

LA COUNTY EMPLOYMENT BY INDUSTRY AS OF JUNE 2014



LEISURE & HOSPITALITY

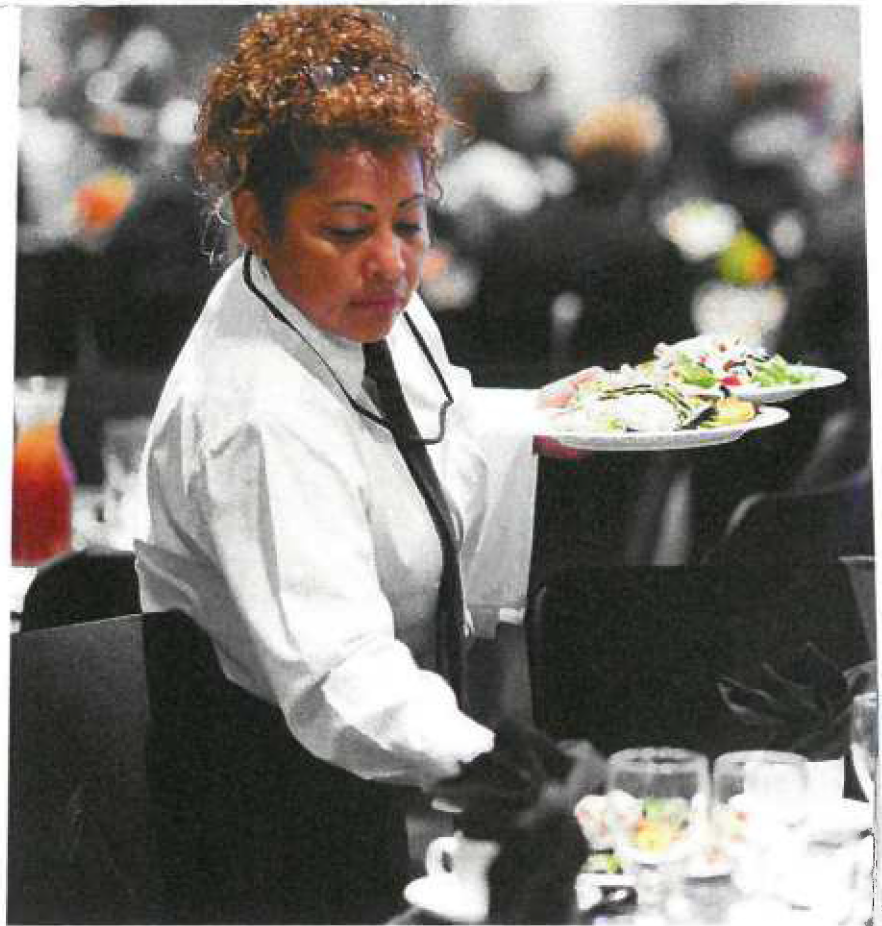


PHOTO ABOVE: The 2014 Los Angeles Tourism Market Outlook Forum

Recovering from the Recession

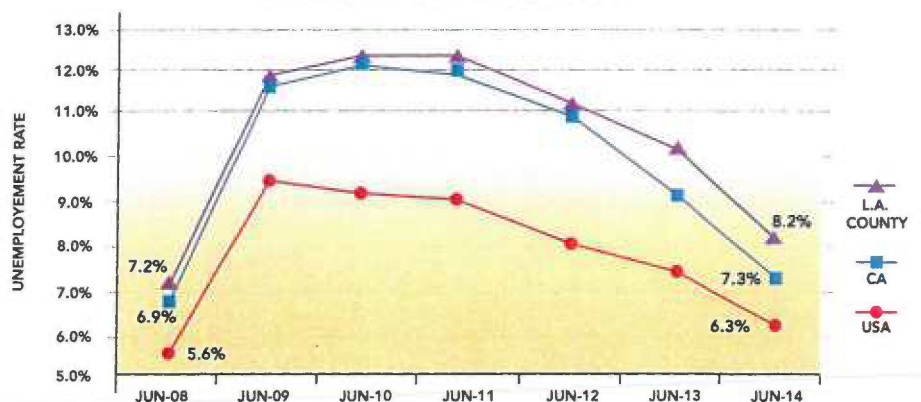
Tourism and travel is an industry that weathers economic recessions better than most. While LA County's total nonfarm work force is still below pre-recession levels, the Leisure and Hospitality sector felt less of a dip in jobs, recuperated its losses by FY 2011-12, and still continues to steadily increase in job growth.

LEISURE & HOSPITALITY SECTOR JOB GROWTH RECOVERY



In FY 2013-14, LA County's unemployment rate decreased at a similar rate as California and the USA, dropping from a peak of 12.5% in 2011 to 8.2% in 2014.

JUNE EMPLOYMENT RATE COMPARISON NOT SEASONALLY ADJUSTED



Increasing Economic Prosperity

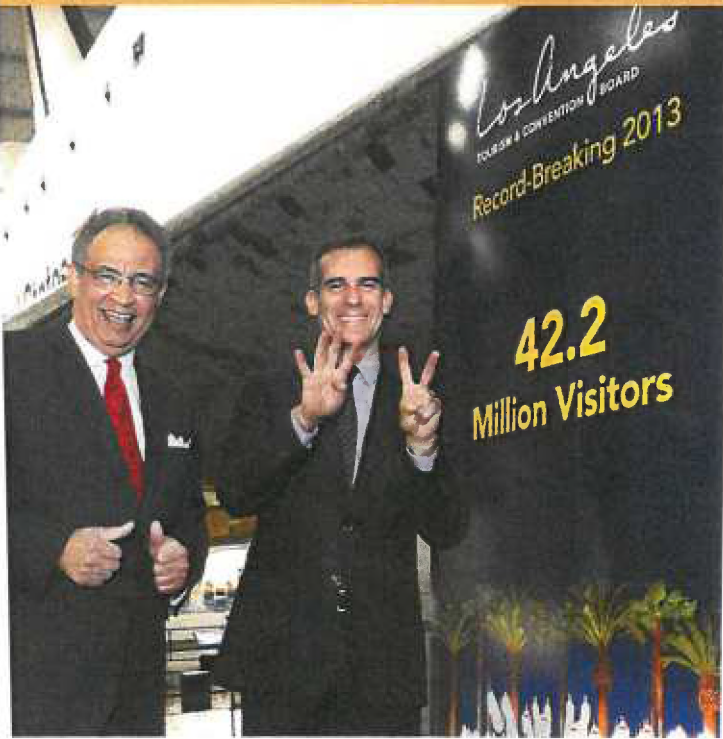
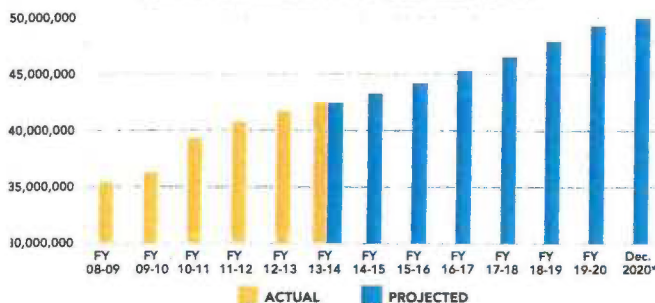


PHOTO ABOVE: Ernest Wooden Jr., President and CEO of the Los Angeles Tourism & Convention Board (L.A. Tourism), Mayor Eric Garcetti, City of Los Angeles

Visitation to Los Angeles

LA continues to draw record-breaking numbers of visitors from the U.S. and around the globe. The 42.2 million visitors that Los Angeles welcomed in 2013 spent \$18.4 billion directly in LA's economy, a 5.5% increase over 2012. That direct spending worked its way through businesses, salaries, and households, resulting in a total economic impact of at least \$28.3 billion to LA County, 4.3% more than 2012. State and local government received \$18.4 billion in tax revenues. Los Angeles Tourism & Convention Board (L.A. Tourism) reported 42.5 million visitors to LA by the end of June 2014, slightly higher than projected for FY 2013-14. LA is on target to reach the goal of 50 million visitors by 2020!

NUMBER OF VISITORS TO LOS ANGELES BY FISCAL YEAR

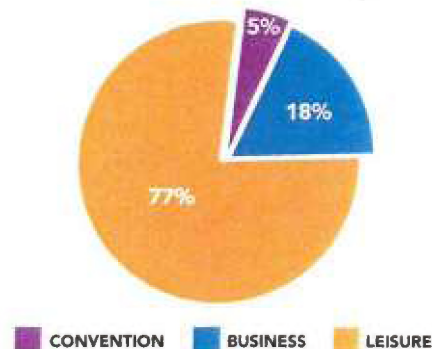


Reported by Tourism Economics; L.A. Tourism
Goal based on calendar year

Of the top U.S. destinations, LA ranks 6th in total visitation and 4th in overnight visitors. This is significant because overnight visitors spend 95.3% of all visitor spending, which translates into the creation of new jobs. For every additional 175 overnight visitors to LA, one new local job is created.

In FY 2013-14, there were 13.8 million day visitors and 28.7 million overnight visitors. While leisure travel is easily responsible for the majority of overnight visitation to LA at 77%, the convention market is the area with the most potential for growth at 5%. Therefore, the CTD Department is committed to the initiatives in this report and to building an expanded and improved convention center to attract a higher volume of citywide conventions.

OVERNIGHT VISITORS: TRIP PURPOSE 2013 CALENDAR YEAR



Reported by Tourism Economics; L.A. Tourism

The Transient Occupancy Tax (TOT) is revenue collected from hotel guests for the City's general fund. The more tourists who visit LA and stay in hotels, the more money generated. TOT revenue increased by 10% for FY 2013-14, resulting in \$184.4 million for the City of LA.

LOS ANGELES NET TRANSIENT OCCUPANCY TAX

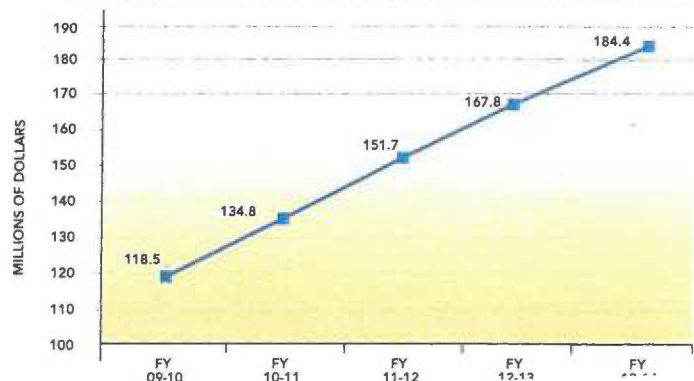




PHOTO ABOVE: Mike Gallagher, President and CEO of the Entertainment Software Association, at the ribbon cutting ceremony for E3 Expo 2014 with Mayor Eric Garcetti and Ernest Wooden Jr.

Economic Impact of Citywide Convention and Center Events at the LACC

The common goal of any convention center is to bring convention business to the City for the purpose of attracting out of town visitors that will generate spending and hotel occupancy, which in turn benefits the City's general fund to support roads, fire, police, parks, and other City services. The events booked through L.A. Tourism are responsible for the generation of significant hotel room occupancy.

As a specific illustration of the Los Angeles Convention Center's (LACC) ability to function as an economic engine, just one of the larger conventions, E3 Expo 2014 generated \$56.4 million in direct and indirect spending.

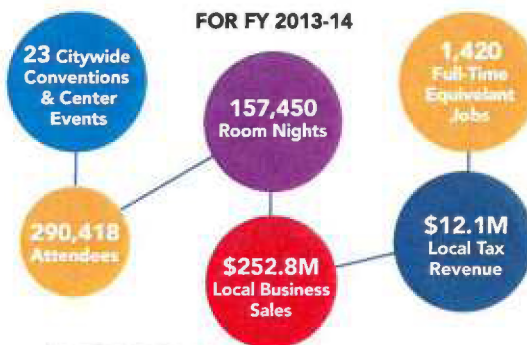
Total conventions and the number of hotel room nights were down in FY 2013-14. This may be due to our clients' uncertainty regarding a timeline and commitment to the expansion and futurization of the center, or it may be due to the cyclical nature of conventions which rotate their location from year to year. While there was a dip in the number of Citywide events at the Center, the out-of-town attendees at those events increased by 38% over last year, generating tremendous economic benefit for the City of LA.

LA CITYWIDE CONVENTIONS, GENERAL ROOM NIGHTS, AND DELEGATE ATTENDANCE

(BOXED FIGURES REPRESENT NUMBERS OF L.A. TOURISM BOOKED EVENTS)



FOR FY 2013-14



Reported by Tourism Economics

Restructuring Governance



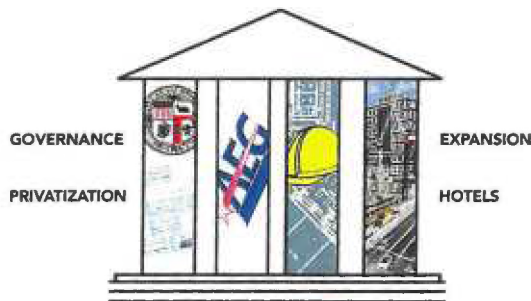
PHOTO ABOVE: From left to right: Brad Gessner, Senior Vice President and General Manager, Los Angeles Convention Center – AEG Facilities; Bud Ovrom, Executive Director of the Department of Convention and Tourism Development; Ernest Wooden Jr., President and CEO of the Los Angeles Tourism & Convention Board

A New Direction

The Los Angeles Convention Center Department officially became the new Department of Convention and Tourism Development (CTD) on June 9, 2014, when the ordinance approved by City Council and signed by the Mayor came into effect. The Board of Commissioners now has an increased authoritative role in the oversight and administration of the contractual performance of the private management of the LACC and Los Angeles Tourism & Convention Board (L.A. Tourism). This change in vision is designed to drive economic development and job creation by increasing the competitiveness of Los Angeles as a convention and tourist destination.

Using a strategy comprised of four pillars, the CTD Department is not just building a building, but changing a culture: (1) leveraging the new governance structure to better market the City's Leisure and Hospitality sector; (2) privatizing Convention Center operations; (3) modernizing and expanding the Convention Center to capture additional market share; and (4) promoting hotel construction within walking distance of the Convention Center.

The CTD Department is comprised of the Executive Director, two Assistant General Managers, and support staff. The CTD Department administers both the AEG and L.A. Tourism contracts, develops strategies to expand the tourism and convention industries in Los Angeles, and facilitates capital improvements to the Convention Center.



Privatizing the Los Angeles Convention Center



PHOTO ABOVE: E3 Expo 2014 at the Los Angeles Convention Center



A New Private Operator

Since AEG Facilities (selected by City Council) took over management of the LACC in December 2013, they have been committed to accomplishing operational and financial goals of the LACC. The City department forecasted a budgetary deficit because of transition costs, but the LACC was able to finish in the black due to the hard work and efficiency of the AEG team.

The transition began with the vital task of recruiting both new and existing talent to join the organization; over 80 full-time and 80 part-time employees became part of the LACC's dynamic and diverse team. HR facilitated a complete on-boarding program, including the institution of a new badging process, thereby providing accountability

and reducing overtime. As guest services is a top priority to the LACC, AEG's Encore Guest Service Training provided employees with the values and principles to enhance guests' experiences and exceed expectations. Landscaping and other much-needed aesthetic enhancements have also contributed to an upgraded visitor experience.

Staff collaboration has been critical in devising new strategies to strengthen Convention Center exposure and boost sales. The Event Services team designed an online post-event survey, which allows the LACC to track and quantify client feedback, thus aiding with client retention. Due to effective, reciprocal communication, the LACC is now more closely integrated with the L.A. LIVE campus.



Taste of L.A.

A noteworthy change is the increased focus on celebrating local cuisine through the Taste of L.A. program. Levy, the exclusive contracted food service provider for events in the venue, has been refining the concession menu to highlight the iconic flavors unique to Los Angeles.

By partnering with local businesses, including Groundwork Coffee, Big Man Bakes Cupcakes and Angel City Brewery, Taste of L.A. allows LACC's guests to relish in the ultimate LA dining experience.

Expanding and Futurizing the LACC



PHOTO ABOVE: The existing footprint of the Los Angeles Convention Center in Downtown LA

The Need for Expansion

To stay competitive and to position itself to capture more market share in the convention industry, the Los Angeles Convention Center is in need of an expansion. As pictured in the accompanying chart, Los Angeles ranks very low in the list of nationally comparable and neighboring convention centers, clearly establishing the need for increased exhibition, meeting, and ballroom space.

Farmer's Field

The agreement between the City and AEG to bring the NFL to Los Angeles includes the construction of Farmer's Field, a football stadium/event center, and the renovation of the

LACC (pictured below). This would further invigorate our Sports and Entertainment District and would increase the Convention Center's competitive edge.

The agreement enabling this plan was set to expire October 18, 2014, but a six month extension has been granted, ending April 17, 2015. Since the ultimate success of this undertaking is still yet to be determined, the CTD Department, under the direction of City Council, is preparing an alternative expansion plan to position the Convention Center as a greater economic engine for the City.

COMPARISON OF EXISTING SELLABLE SPACE COMPETITIVE AND COMPERABLE FACILITIES

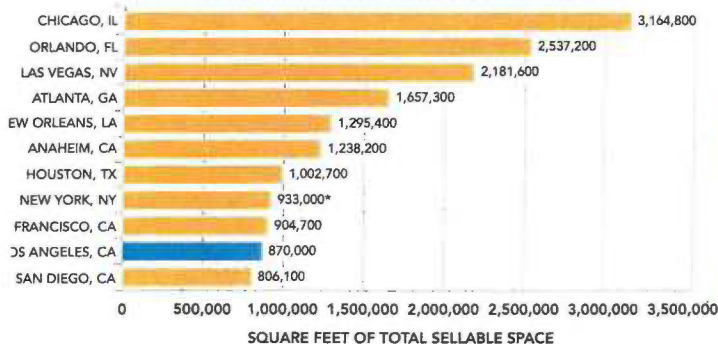


PHOTO ABOVE: Rendering of L.A. LIVE and Farmer's Field



PHOTO ABOVE: Los Angeles Department of General Services replacing damaged sidewalks around the LACC in June 2014

Expansion of the LACC

Preliminary steps to launching the alternative expansion plan are already in motion, so that little time is lost in the interim. A Task Order Solicitation for a "design competition" was initiated in June 2014 to solicit potential architectural teams to create alternative designs. Based on qualifications submitted, three teams have been selected to participate in the design contest.

Design submissions will include a pad for a potential, on-site hotel and integrate the LACC into the Sports and Entertainment District, making it more pedestrian friendly. The chart (right) compares categories of programmable event space among existing conditions, Plan-A, and the Plan-B alternative. Site conditions in a Plan-B scenario permit more space to be added, allowing the LACC the ability to attract larger events and "stack" multiple events at the same time, increasing the LACC's ability to capture more business. Both plans (A and B), if started in early 2015, are estimated to be completed in late 2019.

Modernization of the LACC

In the meantime, the LACC is working hard to make short-term improvements to the building and surrounding area to increase client satisfaction and improve the livability of the neighborhood. At the end of the 2013-14 fiscal year, approximately 12,000 sq. ft. of cracked and damaged sidewalk surrounding the Convention Center was replaced,

SPACE COMPARISON OF EXPANSION PLANS (sq. ft.)

Type of Space	Existing Totals	Plan A: With Farmers Field	Plan B: Modernization & Expansion
Exhibit	720,000	846,000	1,000,000
Meeting Room	102,000	102,000	170,000
Ballroom	0	47,000	60,000
Multisue (Petree & Concourse Hall)	48,000	126,000	48,000
Grand Total	870,000	1,121,000	1,278,000

thus improving highly trafficked pedestrian walkways and increasing safety.

The Los Angeles City Council has approved \$10 million in short-term enhancements for the LACC, the largest sum of capital being reinvested into the building since the opening of South Hall in 1993. Beginning later this year, the work includes imperative aesthetic improvements and much needed mechanical upgrades to public areas and behind-the-scenes equipment. A new energy-efficient "cool roof" will be installed on South Hall and Concourse Hall to protect the building while reducing energy usage.

Developing Hotel Inventory



PHOTO ABOVE: The Courtyard & Residence Inn Los Angeles L.A. LIVE

Keeping LA Competitive

Los Angeles county hotels boasted a record breaking 78.2% occupancy rate for FY 2013-14, and the City of LA reported even higher success at 80.6%. While soaring occupancy rates and increased revenue per room are cause for celebration, these numbers also indicate a demand for increased hotel supply.

Furthermore, the Convention Center has a very real need for more hotels within walking distance. According to a 2014 report by CSL, the LACC ranked below average in number of hotel rooms within walking distance. In order to vie for high-impact conventions, CSL recommended an addition of at least 3,700 hotel rooms. The CTD is committed to increasing hotel

inventory to enable the LACC to compete with immediate neighbors in Anaheim, San Diego, and San Francisco as well as the expanded convention center market.

New Hotel Developments

In June of 2014, the Courtyard & Residence Inn Los Angeles L.A. LIVE opened (photo left), garnering 393 new hotel rooms just up the street from the Convention Center. L.A. Tourism has already taken advantage of these new assets while booking future citywide conventions.

The InterContinental Los Angeles Downtown has begun construction on its 900-room hotel tower (photo below), and the Metropolis Project off 9th Street has broken ground on the anticipated 350-room Hotel Indigo. There are a number of other potential sites in very promising locations, including directly on LACC property, that will further the CTD's goal toward 4,000 new hotel rooms by 2020.

Promoting Local Transportation

Cities such as New York and Chicago have limited hotel rooms within walking distance, but they supplement their supply with a widely-used public transportation system. Within the larger picture of creating a culture of transit-oriented tourism (see pp 12-13), the CTD Department hopes to increase the use of existing and future Metro lines to make hotels beyond walking distance more accessible to convention delegates. The Pico light rail station just across the street from the Convention Center can easily take travelers across the city, and the bus lines offer convenient routes with stops servicing many Downtown Los Angeles hotels.

HOTEL ROOMS WITHIN WALKING DISTANCE COMPETITIVE AND COMPERABLE FACILITIES

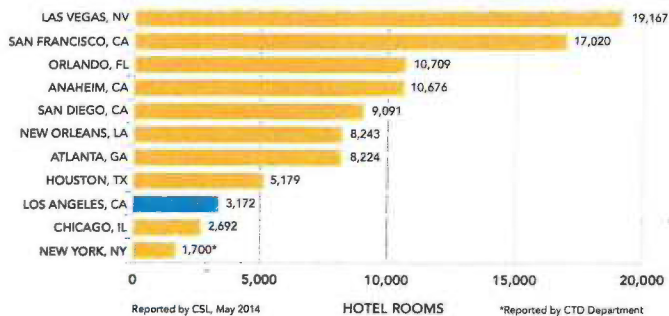


PHOTO ABOVE: The InterContinental Los Angeles Downtown

HOTELS WITHIN WALKING DISTANCE OF THE LACC

EXISTING AS OF JULY 1, 2013	# OF ROOMS
J.W. Marriott Los Angeles L.A. LIVE	878
Sheraton Los Angeles (The Bloc)	485
Figueroa Hotel	285
Stillwell Hotel	232
Mayfair Hotel	215
Luxe City Center Hotel	175
Ritz Milner Hotel	137
The Ritz-Carlton, Los Angeles	123
O Hotel	67
Subtotal	2,597
OPENED FISCAL YEAR 13-14	# OF ROOMS
Residence Inn Los Angeles L.A. LIVE	219
Ace Hotel	182
Courtyard Los Angeles L.A. LIVE	174
Subtotal	575
TOTAL EXISTING	3,172

UNDER CONSTRUCTION	# OF ROOMS
InterContinental Los Angeles Downtown	900
Hotel Indigo	350
Subtotal	1,250
UPCOMING	# OF ROOMS
Renaissance	450
Fig Central	183
Subtotal	633
POTENTIAL SITES	# OF ROOMS
LACC	1,000
Olympic West	600
9th Street Sites	400
Fig South	350
dtLA South Park	300
Case Hotel	151
Fig North	122
Subtotal	2,923
TOTAL FUTURE	4,806

GRAND TOTAL 7,978



Transit-Oriented Tourism

Downtown Los Angeles has witnessed a recent boom in development along Metro's transit corridors, ranging from retail to hotels to dining and shopping. The invaluable utility of Metro does not stop there; Metro lines reach far beyond the limits of DTLA, and several large projects are currently under way. It is imperative for visitors and locals alike to take advantage of this transportation system right outside their front door as new attractions are built and existing destinations expand.



Orange Line

Lake Balboa
NoHo Arts District
The Japanese Garden
Van Nuys Civic Center



Expo Line

California African American Museum
California Science Center
Exposition Park
LA Memorial Coliseum
Natural History Museum
Space Shuttle Endeavour



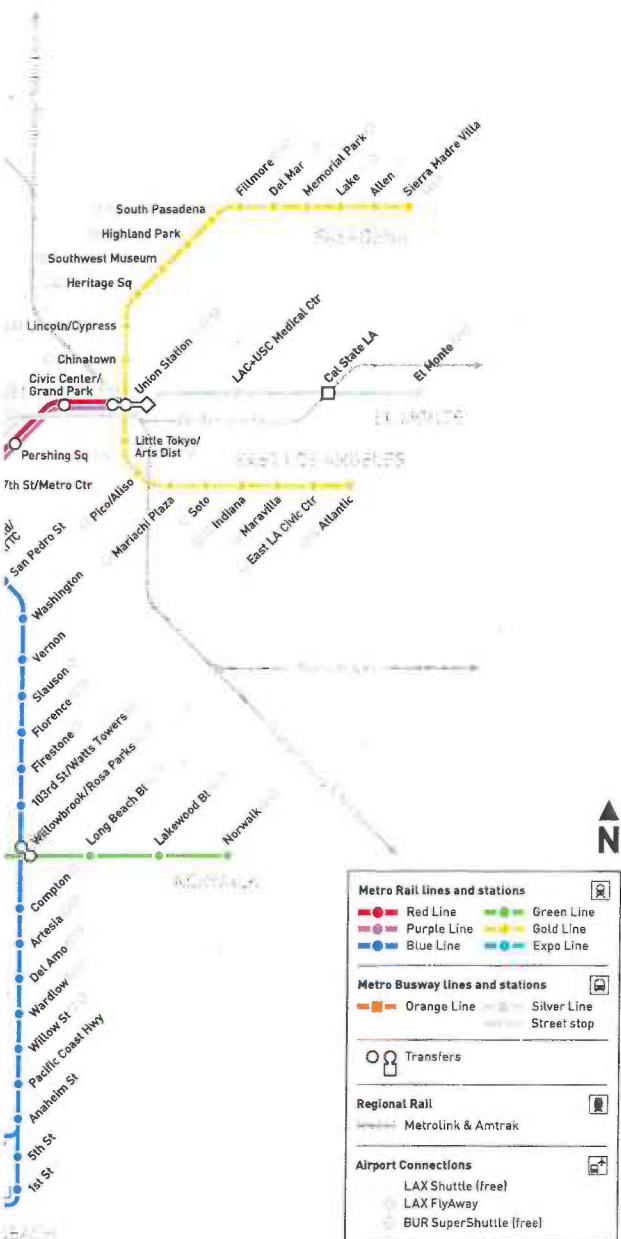
Green Line

Los Angeles International Airport (LAX)

Go Metro



metro.net



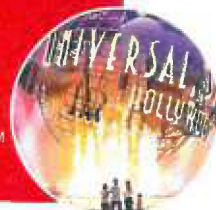
SEP 2014 Subject to Change

15-09230 ©2014 LACMTA



Red Line

Academy of TV Arts & Sciences
Grauman's Chinese Theater
Hollywood & Highland
Hollywood Bowl
Pantages Theater
Universal CityWalk®
Universal Studios HollywoodSM



Gold Line

Casa de Adobe
Chinatown
East West Players
The Geffen Contemporary at MoCA
Japanese American National Museum
LA Police Historical Museum
Mariachi Plaza



Blue Line

Los Angeles Convention Center
L.A. LIVE
STAPLES Center
Watts Towers
Museum of Latin American Art
Long Beach Aquarium of the Pacific



Purple Line

Ahmanson Theatre
Grand Central Market
Grand Park
Los Angeles City Hall
Museum of Contemporary Art
Music Center
Walt Disney Concert Hall
Wilmet Theater



Maximizing International Travel & Ground Transportation

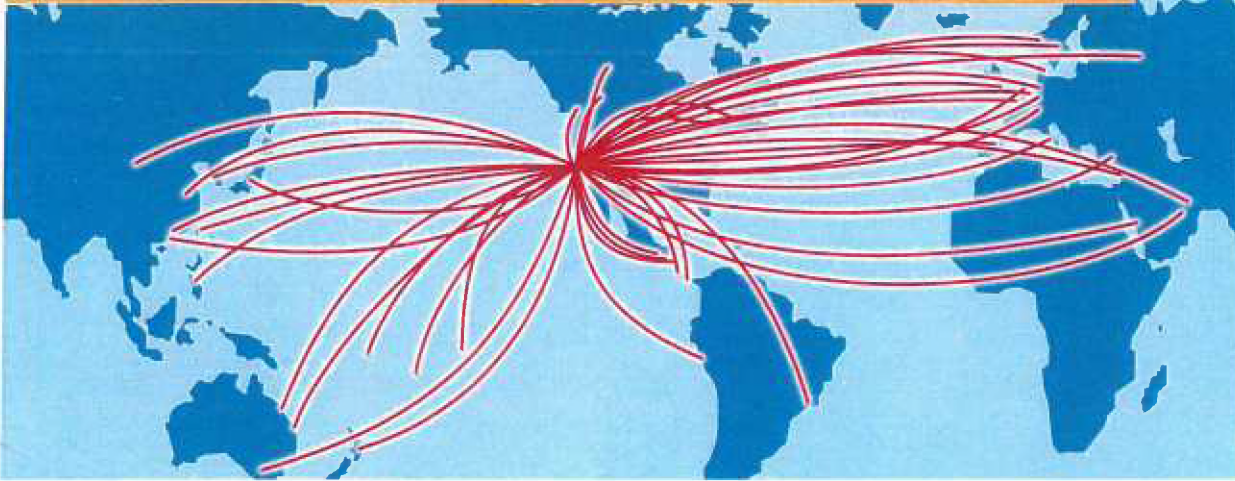


PHOTO ABOVE: Current international routes from Los Angeles International Airport (LAX)

Booming International Travel

Los Angeles has achieved dramatic growth in number of international visitors. Although visitors from other countries constituted only 15% of 2013's 42.2-million visitors to LA, they were responsible for nearly 34% of total visitor spending as they stay almost twice as long and spend almost twice as much as domestic visitors. International tourism was responsible for the biggest growth in visitation, particularly from Mexico, Canada, China, and Brazil, and the numbers are still on the rise. As indicated on the chart, China had the most growth over the past four years at 260.8%, and total international travel increased by 35.1%. Already in 2014, Los Angeles International Airport (LAX) has welcomed six new international routes, as well as eight upgrades of aircraft or expansions on existing routes.

International traffic through LAX was 18 million, a 4.1% increase over 2012, thanks in part to the opening of the Tom Bradley International Terminal (TBIT) in September 2013. This new \$1.9 billion terminal has 18 new boarding gates, half of which can accommodate larger, new-generation aircraft. World-class shopping is also available for travelers to embrace, presenting luxury designer brands with a distinctly Los Angeles flavor, making TBIT a destination in itself.

2009 v. 2013 International Visitation to Los Angeles

Origin Market	2009	2013	+/- Visitors	% Change
China	158,000	570,000	412,000	260.8%
Australia	232,000	393,000	161,000	69.4%
UK	273,000	319,000	46,000	16.8%
Japan	239,000	291,000	52,000	21.8%
France	183,000	264,000	81,000	44.3%
South Korea	175,000	236,000	61,000	34.9%
Germany	160,000	230,000	70,000	43.8%
Brazil	62,000	121,000	59,000	95.2%
Total Overseas	2,514,000	3,763,000	1,249,000	49.7%
Canada	495,000	708,000	213,000	43.3%
Mexico	1,557,000	1,701,000	1,606,000	35.2%
Total International	4,566,000	6,172,000	1,606,000	35.2%

Reported by Tourism Economics; L.A. Tourism

Groundbreaking improvements to LAX extends beyond TBIT, as the terminal was just the first phase of the over \$7 billion LAX Capital Improvements Program. Future plans include the construction of a new terminal with gates designed to accommodate the larger, next generation aircraft like the A380.

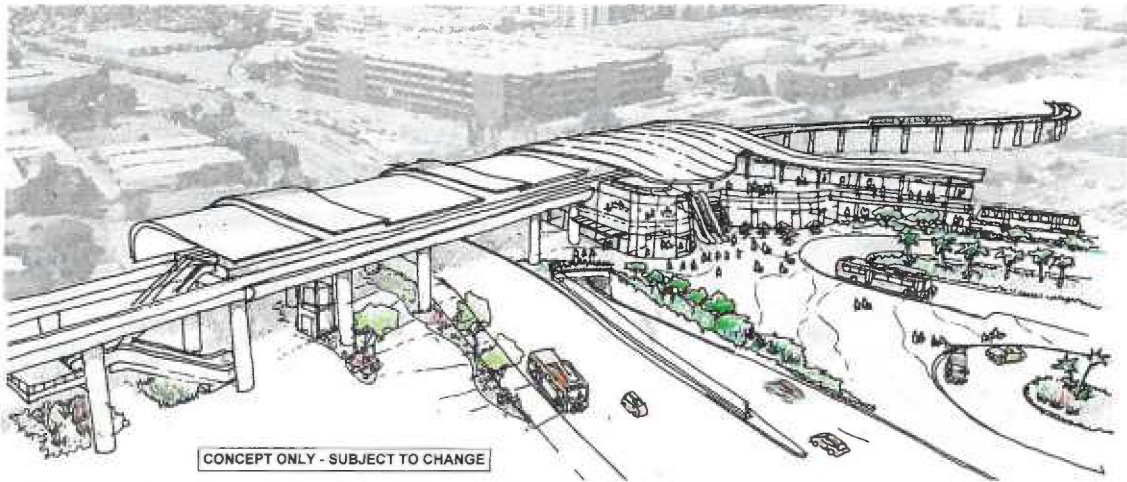


PHOTO ABOVE: Rendering of the future Metro station at 96th Street and Aviation Boulevard, courtesy of Metro

Ground Transportation

A big game changer is the recently approved train station that will finally bridge Metro's extensive transportation network to LAX. In June 2014, LA County transportation officials agreed to proceed with preparations for extending the Crenshaw Line to bring transit users within a mile and a half of the airport. Once arriving at the new station at 96th Street and Aviation Boulevard, an automated people mover system to be constructed by Los Angeles World Airport (LAWA) will bridge the gap, bringing travelers directly to LAX's terminals. This revolutionary work will radically change access to and from the airport for residents and visitors alike.

Metro is also moving mountains with its other projects: four Metro Rail lines are currently under construction, funded by Measure R. Work on the Gold, Expo, Green, and Purple Lines is expanding public transportation's utility in ways that Los Angeles has never seen before. The Regional Connector will connect the Gold Line to the Blue and Expo Lines, making a trip from Pasadena to the LACC a one-ticket ride. The Expo Line will be extended to Downtown Santa Monica, and the Purple Line will service neighborhoods from the Miracle Mile to Beverly Hills and Westwood/Century City.

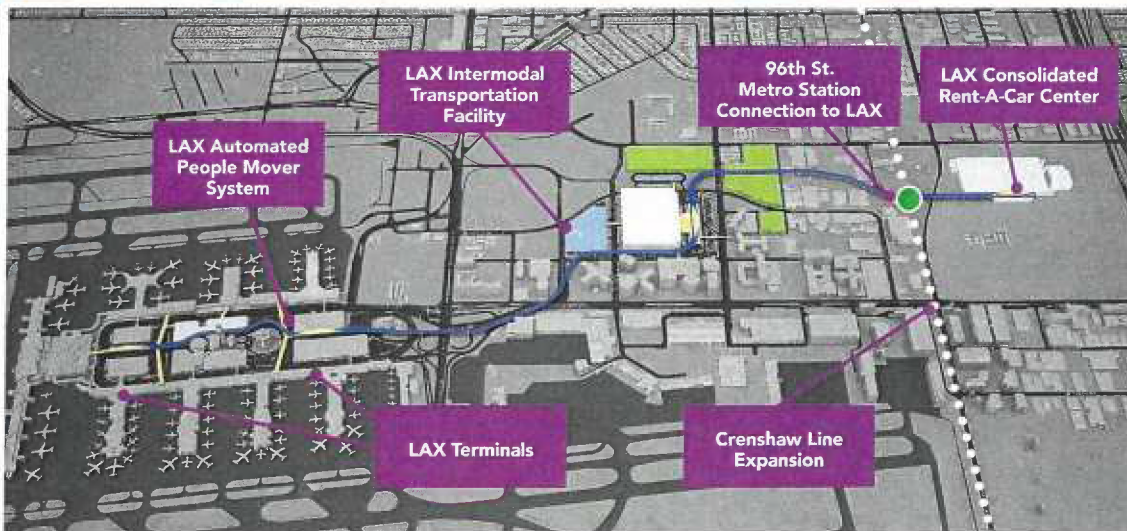


PHOTO ABOVE: Proposed automatic people mover connecting terminals to the Metro station, image courtesy of Los Angeles World Airports

Expanding Entertainment and Sports Venues

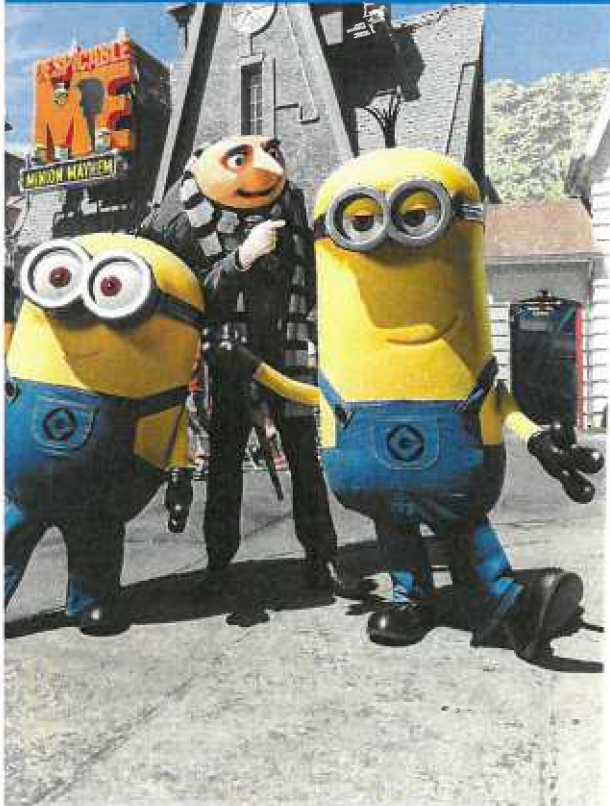


PHOTO ABOVE: Universal Studios Hollywood™ celebrates the opening of "Despicable Me Minion Mayhem" at The Entertainment Capital of L.A.

Record 2013 and Coming Attractions at Universal Studios HollywoodSM

According to a recent Los Angeles Tourism & Convention Board market study, the number one entertainment destination in L.A. is Universal Studios HollywoodSM. Under the leadership of its parent company, Comcast Corporation, Universal Studios HollywoodSM is making an unprecedented five-year investment in revolutionary new thrill rides and expansive themed environments that will radically alter the familiar landscape of The Entertainment Capital of L.A. as it continues to define itself as one of the most progressive and exciting theme park experiences worldwide.

2013 was a monumental time for the theme park, as it achieved record-breaking attendance for a third consecutive year. It also marked a pivotal phase for the

world-class destination as it continued to embark on an epic transformation with the introduction of the Universal Plaza, the park's new art deco-inspired focal point. In 2014, "Despicable Me Minion Mayhem" and "Super Silly Fun Land" opened with rave consumer and critical reviews.

Coinciding with the theme park's 50th anniversary in 2015 are several new attractions: "Springfield," an immersive land surrounding "The Simpsons Ride" will open in the spring, "Fast & Furious – Supercharged," based on the blockbuster film series, will debut in the summer as the grand finale to the celebrated Studio Tour, and a new "Nighttime Studio Tour."



The Wizarding World of Harry Potter™

The Wizarding World of Harry Potter™ will open in 2016 and is expected to transform the Southern California economy, positively impacting tourism and jobs for years to come. Its eagerly awaited arrival at Universal Orlando in 2010 led to a double digit attendance increase the first year after opening.

Accessibility

Conveniently located on the Metro Red Line, the park will also be readily accessible by mass transit from the San Fernando Valley, Hollywood, and even Downtown Los Angeles. The future is bright for Universal Studios HollywoodSM as the destination continues to build upon its extraordinary success and expand its vision for the future to entertain a world bewitched by the magic of Hollywood.

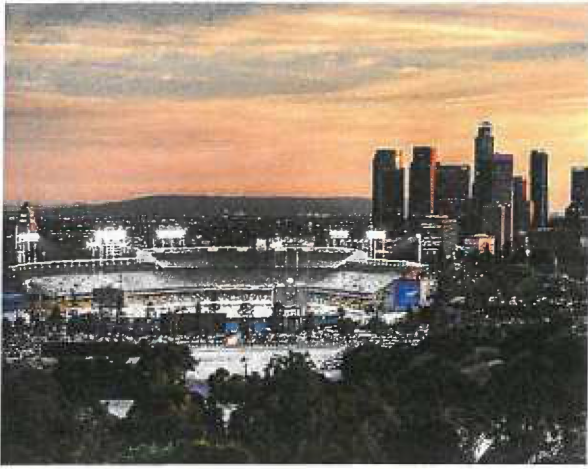


PHOTO ABOVE: Iconic Dodger Stadium with the skyline of Downtown LA in the background.
Photo courtesy of the Los Angeles Dodgers

Sports Venues

Dodger Stadium had a record-breaking year as it had the highest cumulative attendance in the Majors, with over 3.7 million fans attending home games this season. Dodger Stadium also played host to the NHL's first outdoor game in California in January 2014, where the LA Kings faced off against the Anaheim Ducks before a sold-out stadium of over 54,000 fans.

The Kings went on to win the Stanley Cup, their second victory in three years. Of course, the entire Sports and Entertainment District benefited from the increased business from the extended season – even during away games, fans flocked to Downtown to witness the playoffs with fellow enthusiasts at watch parties at L.A. LIVE.



PHOTO ABOVE: The STAPLES Center filled to the brim with enthusiastic Kings fans.

STAPLES Center saw great attendance numbers from the Kings as well as the NBA Clippers, who also made it into the playoffs, which surely contributed in boosting this venue to be the 6th Instagrammed location in the world during 2013. To top it all off, STAPLES Center reached a major milestone by hosting 53 concerts, breaking the previous record by almost 40%. Over half the shows were sold out, which added to the total of almost three million attendees to STAPLES Center for FY 2013-14.

New developments to look forward to include the possibility of the NFL returning to LA, the addition of a professional soccer team, and the continued successes that our existing sports franchises bring. As USC was given clearance to operate and restore the Los Angeles Memorial Coliseum on June 25, 2013, they will be introducing new enhancements designed to elevate the fan experience through much needed renovations and implementation of technology.

The LA Zoo And Botanical Gardens

The Los Angeles Zoo and Botanical Gardens is a unique destination for recreation, education, and conservation that attracts over 1.5 million visitors annually.

The immersive Rainforest of the Americas, which debuted in April 2014, is just the latest example of how the LA Zoo has made great strides in integrating new technology and creating naturalistic habitats. Guests can now observe over 20 species – many of them endangered – at home among flora native to their Latin American roots.

2014 also saw the opening of the Angela Collier World of Birds Theater, which showcases the unique behaviors of eagles, owls, parrots, and more in an all-new live show.



Cultivating Cultural Tourism



PHOTO ABOVE: Aerial construction image of The Broad museum's back façade.

There's Always Something New in LA

Southern California cultural tourism will have a lot to celebrate in the upcoming years. The Broad museum is scheduled to open in the fall of 2015, further boosting the appeal of Grand Avenue to visitors and residents alike. Once the 120,000 sq. ft. space is complete, visitors will be able to enjoy postwar and contemporary art from The Broad Art Foundation and the Broads' personal collections. A 24,000 sq. ft. public plaza next to the museum will add valuable programming space and will welcome pedestrians and transit users.

Museum Row on the Miracle Mile has exciting news on the horizon as well. The Petersen Automotive Museum is redesigning and enhancing galleries to provide an immersive, cutting-edge museum experience and restoring cars in their expansive collection; work is scheduled to begin later this year.

Los Angeles County Museum of Art (LACMA) has unveiled new plans for a redesigned renovation of a 400,000 sq. ft. exhibition hall. This \$650-million extension to the museum will safely skirt the neighboring La Brea Tar Pits, while creating a unique bridge over Wilshire Boulevard.



PHOTO ABOVE: Rendering of The Broad museum's third floor gallery and skylights



PHOTO ABOVE: The Central Garden at the Getty Center

LA: A Cultural Destination

As nearly half of all visitors to LA engage in some kind of cultural activity, tourists' perception of LA as a cultural destination compares well to other cities. LA received top marks (second only to NYC) for its entertainment and nightlife, cultural diversity, and for being a leader in the visual arts (Source: Hall & Partners; Cultural Perceptions of L.A., Feb 2014).

LOS ANGELES VISITORS



Reported by L.A. Tourism

LA's existing cultural assets are an integral part of brand messaging and tourism marketing efforts led by L.A. Tourism. Since cultural tourists spend 50% more than other visitors and stay an extra night (typically in a hotel), campaigns that raise awareness of the quality and diversity of LA museums and venues boost direct and indirect visitor spending.



One example of a program designed to increase hotel room night bookings and visitor attendance to LA museums is the Discover the Arts Program. Already in its 6th year, this program garnered nearly 58,000 hotel room nights in spring of 2014. L.A. Tourism partnered with more than 30 cultural organizations, and 13.4 million consumers were reached in key domestic feeder markets.

Marketing efforts to grow awareness, appreciation and demand for LA cultural destinations and programming are spread across many platforms and forms of media. The Discover L.A. website had 7.1 million visitors in 2013 alone, and new iterations of the award-winning site, geared to reach international markets such as China and Korea, are in development or have been launched. The Discover L.A.'s Facebook page was the first city page to reach 1 million fans.

Concentrating on Core Initiatives

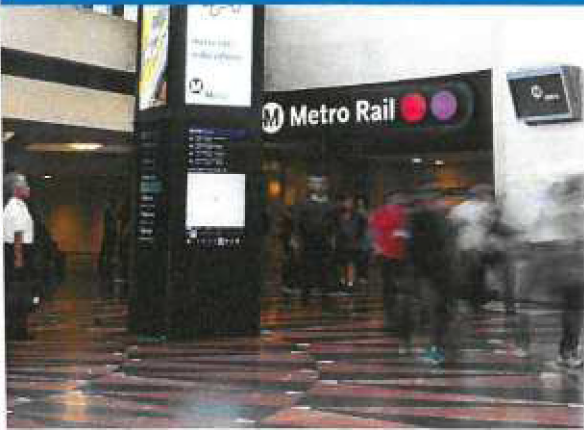


PHOTO ABOVE: New wayfinding kiosk installed in Union Station

Technology

Implementing new and efficient technology continues to be a priority for the LACC. Thanks to the L.A. Tourism team, meeting planners and convention attendees now can walk through the halls of the Convention Center from the comfort of their own homes. This intuitive virtual tour is embedded on the L.A. Tourism website, and has already been provided to convention delegates so they can familiarize themselves with the building before even setting foot in LA. The 360-degree experience continues onto the L.A. LIVE campus, allowing for exploration of the additional dining and entertainment options of the expanded campus.

L.A. Tourism has also worked with Google to overlay the LACC floor plan in the Google Maps app. Visitors to the building can navigate the exhibit halls and meeting rooms in real time using their smart phones or tablets.

Metro has made tremendous progress on its signage improvement and kiosk installation, setting a new standard for effective wayfinding practices. Signage now reflects a deeper understanding of the movement of traffic through Union Station, naming conventions have been standardized, and tourist and destination information will be more accessible. Metro is also planning to work with L.A. Tourism to integrate Discover Los Angeles programming highlighting local attractions into the kiosk content.



SCREENSHOT ABOVE: Virtual Tour of the LACC and L.A. LIVE



PHOTO ABOVE: Members of the LACC's security department

Security/Safety

Under AEG's supervision, LACC's security department (photo left) has undergone a complete transformation in terms of size, training, and customer service. The facility has experienced a 50%+ increase in both full and part-time security officers, allowing for comprehensive coverage throughout the building.

Additionally, through the AEG S.A.F.E. program, building safety standards have been raised as the security department strives to meet and exceed the U.S. Department of Homeland Security's standards. Along with all the other departments at the LACC, the security department has participated in AEG's Encore Training Program, which aligns with the facility's commitment to excellence by focusing on providing exceptional customer service to all LACC clients and guests.



PHOTO ABOVE: The LACC West Hall lobby transformed into an airport security checkpoint

Filming

Tourists worldwide flock to California to see the iconic images of Hollywood. While California offers strategic advantages (infrastructure, studios, distributors, and the largest concentration of entertainment talent in North America), increasing numbers of productions are lured away by out of state tax incentives. Mayor Eric Garcetti has made it a priority to keep the industry in Los Angeles,

to "Bring Hollywood Home" through increased funding of California's film and TV tax-credit program and motivate job-creating productions to stay in state.

For its part, the LACC developed a new sales initiative to facilitate its accessibility and desirability as a location for feature film, TV, and advertising shoots, realizing a 104% increase in filming revenue over the previous fiscal year.

Sustainability



Day planting project where employees planted 10 trees and 40 plants on the LACC campus (above).

Los Angeles is widely recognized as a leader for its sustainability and conservation programs. The LACC continues such efforts through its Green Team to promote a zero waste environment and to organize related events such as the LACC Earth

LACC's high levels of green standards have already attracted several conventions for future dates. In fact, a team consisting of members from the Mayor's Office, L.A. Tourism, AEG, and the CTD Department was able to secure the Greenbuild International Conference and Expo to book the LACC in October 2016!



More and more convention and meeting planners put a high priority on green facilities and environmentally-friendly practices. The Green Lodging Program is a partnership between the City and the hospitality and tourism industry. With the Mayor's renewed commitment to reducing the environmental impact in LA, L.A. Tourism re-invigorated LA's Green Lodging program. To date, seven of the largest LA hotels, representing 5,801 rooms, are participating as Green Seal certified properties.



We proudly boast that the LACC achieved LEED-EB Gold certification in 2010. This certification by the U.S. Green Building Council is becoming more common with new construction, though it remains a rare accomplishment for an existing building. Through on-going initiatives, the Green Team is leading the effort to seek LEED Gold re-certification in 2015.

FY 2013-14 Statement of Revenues, Expenses, and Change in Net Assets

PERIOD ENDED JUNE 30, 2014

PRELIMINARY UNAUDITED

Operating Revenue

Exhibit Hall and Meeting Room Rentals	10,421,560
Utility Services	8,193,748
Parking Fees	8,949,713
Food Concession	890,323
Miscellaneous	1,300,581
Gross Operating Revenue	29,755,925

Less: Deductions from Operating Income

L.A. Tourism & Convention Bureau Discounts	3,819,557
Operating Revenue	25,936,368

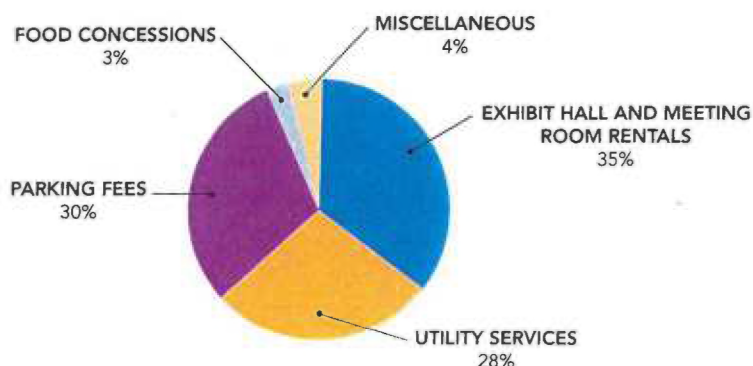
Operating Expenses

Salaries	10,850,979
Utilities	4,502,502
Contractual Services	4,034,434
Repairs, Materials, and Supplies	410,655
Office and Administration	124,302
Advertising and Other Promotion	72,059
Miscellaneous	55,653
Operating Expenses Before Depreciation	20,050,584
Depreciation	15,669,707
Total Operating Expenses	35,720,291
Operations Income (Loss)	(9,783,923)
Non Operating Revenues (Expenses)	34,701
Other Sources & Uses / Transfers Out	(3,679,304)
Change in Net Assets	(13,428,526)

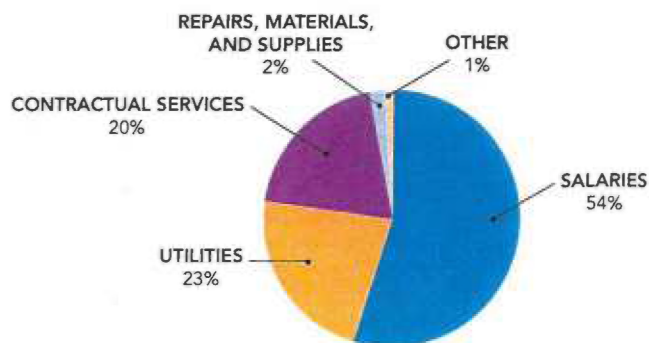
Net Assets, Beginning 7/01/2013	488,510,405
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Net Assets, Ending 6/30/2014	475,081,879
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GROSS OPERATING REVENUES



OPERATING EXPENSES BEFORE DEPRECIATION



FY 2013-14 Statement of Revenues, Expenses, and Change in Net Assets

PERIOD ENDED JUNE 30, 2014
PRELIMINARY UNAUDITED

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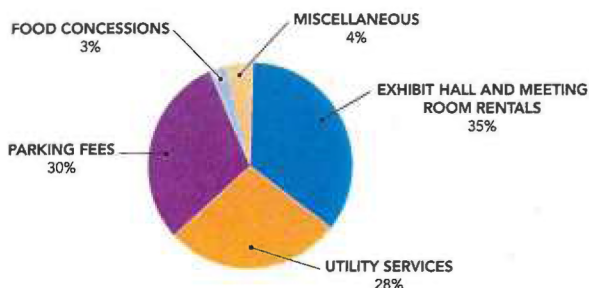
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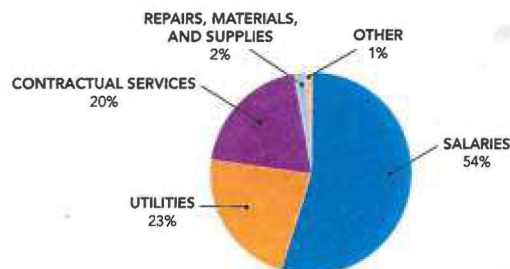
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GROSS OPERATING REVENUES



OPERATING EXPENSES BEFORE DEPRECIATION



Award-Winning & Record-Breaking in FY 2013-14

L.A. REGION RIDES BIG TOURISM WAVE

Sightseeing:

Record set in 2013,
and another banner
year is expected

By Gregory J. Wilcox
greg.wilcox@langnet.us.com
@dngregwilcox on Twitter

42.2M

The number of visitors to Los Angeles during 2013,
setting a record

\$792.4B

The Los Angeles metro area churned out the
amount of money in gross domestic product in
2013, in contrast with \$765.7B in 2012

Economy:

Innovation culture
adds fuel to region's
economic comeback

By Gregory J. Wilcox
greg.wilcox@langnet.us.com
@dngregwilcox on Twitter

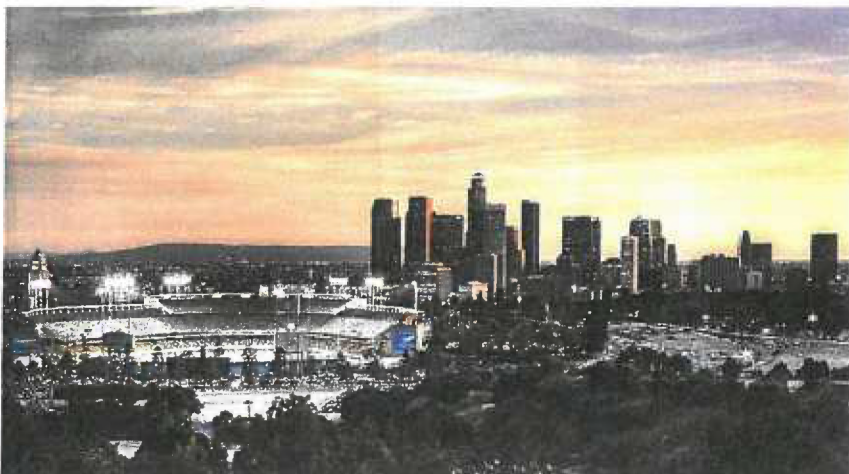
Los Angeles welcomed
42.2 Million Visitors in
2013, setting a new record
for visitation to the area.

Los Angeles was named the

#1 U.S. TOURISM DESTINATION

by Resonance brand consultants.

LA was chosen for its 3rd year of
record-breaking visitation and visitor
spending, trend-setting airport
design at LAX, and for offering the
top shopping experience in the
country.



Los Angeles was awarded

#1 WORLD'S MOST POWERFUL DESTINATION BRAND

in a survey conducted by Saffron
Brand Consultants.

LA has the highest combination of
media buzz and assets, and beat out
London, New York, & Paris.

Mayor

Eric Garcetti



City Councilmembers

District 1 – Gilbert Cedillo
District 2 – Paul Krekorian
District 3 – Bob Blumenfield
District 4 – Tom LaBonge
District 5 – Paul Koretz
District 6 – Nury Martinez
District 7 – Felipe Fuentes
District 8 – Bernard Parks

District 9 – Curren D. Price, Jr.
District 10 – Herb J. Wesson, Jr.
District 11 – Mike Bonin
District 12 – Mitchell Englander
District 13 – Mitch O'Farrell
District 14 – Jose Huizar
District 15 – Joe Buscaino

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Ray Bidenost, Vice President

Nicole Duckett Fricke
Otto Padron
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Los Angeles Convention and Exhibition Center Authority

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Jason L. Seward
Majib Siddiquee
Cheryl C. Turner

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Robert R. "Bud" Ovrom, Executive Director
Marla Bleavins, Assistant General Manager – Finance Administration
Thomas Fields, Assistant General Manager – Chief Operating Officer

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Donna Jean Irving – Editor
Dane Vaughn – Photography

William Kidston – Photography
Michael J. Locke – Photography

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for their support



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Reduce. Reuse. Recycle.
It's Our Responsibility.



Mission Statement

The mission of the Los Angeles Department of Convention and Tourism Development is to attract and host conventions at a world class facility with world class service and to drive economic development and job creation by marketing the city's unique cultural, sports, entertainment, and leisure attractions that make visiting the City of Angels an unparalleled experience.

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Credits	Inside Back Cover

