

Appendix F

Convention and Event Center Project Activity Forecast



CONVENTION and EVENT CENTER PROJECT

ACTIVITY FORECAST

EXISTING CONDITIONS

LOS ANGELES CONVENTION CENTER

	Number of Events Per Year	Total Number of Days Per Year			Attendance	
		Event Days	Set-Up/ Tear Down	Total	Average Per Event	Total Annual
Conventions	24	98	120	218	33,748	812,616
Trade Shows	27	70	74	144	7,151	193,270
Consumer Shows	48	126	139	265	13,808	1,261,500
Meeting Room	189	335	136	471	386	73,030
Banquets	9	14	19	33	1,343	12,530
Assemblies/Other	66	86	104	190	5,433	359,394
TOTAL	363	729	592	1,321	2,053	2,712,340

FUTURE CONDITIONS

EVENT CENTER

	Number of Events Per Year	Total Number of Days Per Year			Attendance	
		Event Days	Set-Up/ Tear Down	Total	Average Per Event Day	Total Annual
SPECTATOR EVENTS						
Attendance Level 1 (65,000+)	37	37	74	111	72,230	2,672,500
Attendance Level 2 (45,000 - 64,999)	10	20	50	70	55,000	1,100,000
Attendance Level 3 (25,000 - 44,999)	5	10	25	35	35,000	350,000
TOTAL	52	67	149	216	61,530	4,122,500
EXHIBITION EVENTS						
Attendance Level 1 (65,000+)	0	0	0	0	0	0
Attendance Level 2 (45,000 - 64,999)	2	6	14	20	50,000	300,000
Attendance Level 3 (25,000 - 44,999)	12	36	48	84	40,000	1,440,000
TOTAL	14	42	62	104	41,429	1,740,000
MEETING ROOMS						
In Conjunction With Exhibit Floor Usage ^{a, b}						
Attendance Level 1 (65,000+) ^c	0	0	0	0	0	0
Attendance Level 2 (45,000 - 64,999)	2	6	0	6	0	0
Attendance Level 3 (25,000 - 44,999) ^d	12	36	0	36	0	0
TOTAL	14	42	0	42	0	0
Meeting Room Use Only ^{e, f, g}						
Meeting Level 1 (50,000+ sq. ft.) ^h	15	15	15	30	6,946	104,190
Meeting Level 2 (30,000 - 49,999 sq.ft.)	30	30	30	60	2,720	81,600
Meeting Level 3 (15,000 - 29,999 sq. ft.)	30	30	30	60	1,530	45,900
TOTAL	75	75	75	150	3,089	231,690
^a Assumes all meeting room attendees are included in the head count for the Exhibition Event.						
^b Assumes meeting rooms are used for an average of six hours per day.						
^c Assumes 100 percent usage of all 76,000 square feet of meeting room space.						
^d Assumes 50 percent usage of all 76,000 (or 38,000) square feet of meeting room space.						
^e Total number of days meeting rooms used calculated as 30 percent of the days the Event Center is not used for actual events (i.e., event days).						
^f Square footage of meeting room usage calculated as the midpoint of the usage level and an occupancy of 6.8 persons per 100 square (based on average across all meeting room usage at existing LACC).						
^g Distribution of meeting room usage is as follows: (a) Meeting Room Level 1 -- 20%; (b) Meeting Room Level 2 -- 40%, and (c) Meeting Room Level 3 -- 40%.						
^h Assumes upper end of range as all 102,150 square feet of meeting room space.						

SUMMARY OF EVENT CENTER ANNUAL EVENTS and ATTENDANCE

	Annual Event Days	Attendance	
		Per Event	Total All Events
Spectator Events	67	61,530	4,122,500
Exhibition Events & Meeting Rooms	42	41,429	1,740,000
Meeting Rooms ^a	75	3,089	231,690
TOTAL	184	33,121	6,094,190

^a Excludes meeting room usage in conjunction with exhibition events held at the Events Center.

LOS ANGELES CONVENTION CENTER

	Number of Events Per Year	Total Number of Days Per Year			Attendance	
		Event Days	Set-Up/ Tear Down	Total	Average Per Event	Total Annual
Conventions	38	155	190	345	43,423	1,650,074
Trade Shows	47	122	129	251	7,780	365,660
Consumer Shows	53	139	154	293	14,810	1,384,930
Meeting Room	207	366	149	515	396	81,972
Banquets	27	41	56	96	1,433	38,691
Assemblies/Other	84	109	133	242	5,948	499,632
TOTAL	456	932	811	1,742	4,314	4,020,959

PROJECT TOTAL ANNUAL EVENTS and ATTENDANCE

	Annual Event Days	Attendance	
		Per Event	Total All Events
Event Center	184	33,121	6,094,190
Convention Center	932	4,314	4,020,959
TOTAL	1,116	9,064	10,115,149

EVENT CENTER USAGE ANALYSIS BY DAY OF WEEK

	Total Event Days	
	Number	Percent
Monday - Thursday	5	10%
Friday	4	8%
Saturday	17	33%
Sunday	25	49%
Total	51	100%

	Number of Events Per Year	Total Event Days	Mon-Thurs	Friday	Sat	Sun	Total
Sporting Events							
NFL Games	26	26	4		4	18	26
Concerts/Music Festival	2	2			2		2
Pac- 12 Championship	1	1			1		1
College Bowl Game	1	1	1				1
High School Championship	1	1			1		1
ESPN X Games	1	3		1	1	1	3
International Soccer Matches	2	2			1	1	2
Chivas Friendlies	1	1			1		1
Galaxy Friendlies	1	1			1		1
Boxing	1	1			1		1
NFL Pro Bowl	1	1				1	1
Motor Sports (i.e. Monster Truck, Super Cross)	2	6		2	2	2	6
Rodeo/PBR	1	3		1	1	1	3
TOTAL	41	49	5	4	16	24	49

	Number of Events Per Year	Total Event Days	Mon-Thurs	Friday	Sat	Sun	Total
Mega Events	2	2			1	1	2
TOTAL SPORTING EVENTS + ANNUAL MEGA EVENTS	43	51	5	4	17	25	51

AEG EVENT CENTER -- FORECAST OF MEETING ROOM USAGE

Meeting Room Usage In Conjunction With Event Floor Usage

Exhibition Event Attendance	Number of Events	Event Days ^a	Meeting Room Square Footage Used	Percent of Meeting Rooms Used ^b	Attendance/ Event Day ^c	Total Attendance	Hours Used per Day
45-65k	2	6	76,000	100%	0	0	6
25-45k	12	36	38,000	50%	0	0	6
Total	14	42				0	

^a Based on an average of 3 event days per event.

^b AEG estimate of 80% at half use and 20% at full use adjusted to 85%/15% to correlate with the size and number of exhibition events.

^c Assumes all meeting room attendees are included in the head count for the Exhibition Event.

Meeting Rooms Used Without Event Floor Usage

Number of Non-Event Days at Event Center:			256		
Percent of Non-Event Days Used For Meetings:			30%		
Number of Days Meeting Rooms Used:			77		
Meeting Room Usage Blocks (Sq.Ft.)	Percent of Total Meetings	Number of Meeting Room Days	Attendance/ Meeting Room Day ^a	Total Annual Meeting Room Attendance	Hours Used per Day
15-30k	40%	30	1,530	45,900	6
30-50k	40%	30	2,720	81,600	6
50k+	20%	15	6,946	104,190	6
Total		75	3,089	231,690	

^a Calculated at the midpoint of the usage block and an occupancy of 6.8 persons per 100 square feet of floor area, which is the average across all LACC facilities.

LACC ACTIVITY FORECAST

EXISTING CONDITIONS

Type of Event	Number of Events	Per Event					Total All Events			
		Number of Days			Attendance		Number of Days			
		Event	Set Up/ Take Down	Total Event-Related	Per Event Day	Per Event	Event	Set Up/Take Down	Total Event-Related	Attendance
City wide events	24	4.07	5.00	9.07	8,292	33,748	98	120	218	812,616
Tradeshows	27	2.59	2.74	5.33	2,761	7,151	70	74	144	193,270
Consumer Shows ^a	48	2.63	2.90	5.53	5,250	13,808	126	139	265	1,261,500
Meeting Rooms	189	1.77	0.72	2.49	218	386	335	136	471	73,030
Banquets	9	1.50	2.07	3.57	895	1,343	14	19	33	12,530
Assemblies / Other	66	1.30	1.58	2.88	4,179	5,433	86	104	190	359,394
Total	363						729	592	1,321	2,712,340

^a Total Consumer Show attendance includes 600,000 attendees related to the L.A. Auto Show. Given the atypical and one-of-a-kind attendace characteristics of this individual event, it is excluded from the baseline for forecasting future event attendance.

FUTURE CONDITIONS

Type of Event	Number of Events			Per Event							Total All Events			
	Baseline (Existing)	Additional Due to Project	Total	Number of Days			Attendance				Number of Days			Attendance
							Existing (Baseline)		New Events Due to Project					
				Event	Set Up/ Take Down	Total Event- Related	Per Event Day	Per Event	Per Event Day	Per Event	Event	Set Up/Take Down	Total Event- Related	
City wide events	24	14	38	4.07	5.00	9.07	10,669	43,423	10,669	43,423	155	190	345	1,650,074
Tradeshows	27	20	47	2.59	2.74	5.33	3,004	7,780	3,004	7,780	122	129	251	365,660
Consumer shows	48	5	53	2.63	2.90	5.53	5,631	14,809	5,635	14,820	139	154	293	1,384,930
Meeting Rooms	189	18	207	1.77	0.72	2.49	224	396	224	396	366	149	515	81,972
Banquets	9	18	27	1.50	2.07	3.57	955	1,433	955	1,433	41	56	96	38,691
Assemblies / Other	66	18	84	1.30	1.58	2.88	4,575	5,948	4,575	5,948	109	133	242	499,632
Total	363	93	456								932	811	1742	4,020,959

^a Total Consumer Show attendance includes 600,000 attendees related to the L.A. Auto Show. Given the atypical and one-of-a-kind attendace characteristics of this individual event, it is excluded from the baseline for forecasting future event attendance.