

# CITY OF LOS ANGELES

CALIFORNIA

JUNE LAGMAY  
City Clerk

HOLLY L. WOLCOTT  
Executive Officer



ANTONIO R. VILLARAIGOSA  
MAYOR

Office of the  
CITY CLERK

Council and Public Services  
Room 395, City Hall  
Los Angeles, CA 90012  
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Fax: (213) 978-1040

[www.cityclerk.lacity.org](http://www.cityclerk.lacity.org)

May 4, 2010

To All Interested Parties:

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

City Clerk  
ei

TIME LIMIT FILES  
ORDINANCES

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

**FORTHWITH**

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

COUNCIL FILE NUMBER 09-0136 COUNCIL DISTRICT 9  
COUNCIL APPROVAL DATE APRIL 16, 2010 LAST DAY FOR MAYOR TO ACT APR 30 2010  
ORDINANCE TYPE: ☐ Ord of Intent ☐ Zoning ☐ Personnel ☐ General  
☐ Improvement ☐ LAMC ☒ LAAC ☐ CU or Var Appeals - CPC No. \_\_\_\_\_

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

PLANNING COMMISSION  
DIRECTOR OF PLANNING  
CITY ATTORNEY  
CITY ADMINISTRATIVE OFFICER  
OTHER

APPROVED

DISAPPROVED

\_\_\_\_\_  
\_\_\_\_\_  
X  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
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\_\_\_\_\_

BY \_\_\_\_\_  
DEPUTY

CITY CLERK

2010 APR 30 PM 2:21

RECEIVED  
CITY CLERK'S OFFICE

APR 30 2010

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

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

DATE RECEIVED FROM MAYOR APR 30 2010 ORDINANCE NO. 181156  
DATE PUBLISHED MAY - 5 2010 DATE POSTED \_\_\_\_\_ EFFECTIVE DATE JUN - 5 2010  
ORD OF INTENT: HEARING DATE \_\_\_\_\_ ASSESSMENT CONFIRMATION \_\_\_\_\_  
ORDINANCE FOR DISTRIBUTION: YES ☐ NO ☐

ORDINANCE NO. 181156

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

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

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

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

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

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

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

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

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

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

JUNE LAGMAY, City Clerk

By [Signature] Deputy

Approved \_\_\_\_\_

[Signature] APR 30 2010  
Mayor

Approved as to Form and Legality

CARMEN A. TRUTANICH, City Attorney

By [Signature]  
TERRY MARTIN-BROWN  
Assistant City Attorney

Date March 11, 2010

File No. 09-0136

178

COMMUNICATION

TO: LOS ANGELES CITY COUNCIL

File No. 09-0136

FROM: COUNCILMEMBER JANICE HAHN, CHAIR  
TRADE, COMMERCE AND TOURISM COMMITTEE

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

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

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

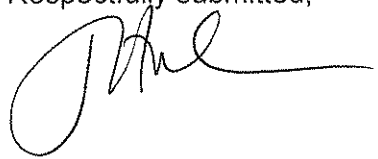
Fiscal Impact Statement: None submitted by the City Attorney. Neither the City Administrative Officer or the Chief Legislative Analyst have completed a financial analysis of this report.

Community Impact Statement: None submitted.

SUMMARY

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

Respectfully submitted,



JANICE HAHN, CHAIR  
TRADE, COMMERCE, AND TOURISM COMMITTEE

APR 13 2010 CONTINUED TO APR 16 2010

ORD.  
**ADOPTED**

APR 16 2010

LOS ANGELES CITY COUNCIL  
TO THE MAYOR FORTHWITH

MEMBER	VOTE
HAHN:	YES
ROSENDAHL:	ABSENT
LABONGE:	ABSENT

SG  
4/7/10  
CD 9  
#09/09-0136\_rpt\_lct\_4-7-10.doc

Not Official Until Council Acts

MAYOR WITH FILE

## CITY OF LOS ANGELES SPEAKER CARD

Date

4-16-10

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

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

09-01360  
78

I wish to speak before the

Name of City Agency, Department, Committee or Council

Do you wish to provide general public comment, or to speak for or against a proposal on the agenda? ( ) For proposal

( ) Against proposal

Name: ( ) General comments

Business or Organization Affiliation:

Address:

Street

City

State

Zip

Business phone:

Representing:

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

☐

Client Name:

Phone #:

Client Address:

Street

City

State

Zip

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

NOTE: THIS IS A PUBLIC DOCUMENT.