



John Boal
Managing Director, Western Region

February 18, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson:

As the Managing Director in the West for the nonprofit Ad Council — the nation's largest producer of Public Service Announcements or PSAs --- I've been privileged to fulfill this position for the last 14 years.

Now in our 72nd year, the Ad Council provides all Southern California media with high-quality content — Spots for TV & Radio; PDFs for Newspapers & Magazines; Eco-Posters, Digital Jpegs, Bulletins & Bus Shelter copy for Outdoor and Banners for Websites — free of charge that they arbitrarily self-select and air or post at their discretion. There is no money transacted between us and the media.

For the Outdoor industry in Southern California, we are truly fortunate as Los Angeles is the #1 DMA in the nation for running Ad Council PSAs. Collectively for all Outdoor companies in Los Angeles in 2009, this donation of space for English and Spanish PSAs totaled \$30.4 million.

Recent years since have shown similar amounts of donated space improving the quality of life for all Angelenos. These is just a brief list of issues that have been addressed:

- * Buzzed Driving Prevention (Ran 24/7 on 50 Digital Boards last week of year in 2011 & 2012)
- * Childhood Obesity Prevention
- * Community Engagement (For United Way of Greater Los Angeles)
- * Emergency Preparedness (Digital board was localized to www.ReadyLA.org)
- * High School Dropout Prev. (These posters were localized to Los Angeles)
- * Hunger Prevention
- * Veteran Support
- * Wildfire Preparedness
- * Wildfire Prevention (With Smokey Bear)

The Advertising Council
150 S. Glenoaks Blvd.
Burbank, CA 91502

818.848.237E
jboal@adccouncil.org
www.adccouncil.org

In addition, both Clear Channel Outdoor and CBS Outdoor in Los Angeles have earned the Ad Council's coveted "Silver Bell" Award as the nation's best local outdoor company for supporting our public service messages. No other city in the nation has had two "Silver Bell" Awards.

Other national recognition for extraordinary support of community messages has been sent to Clear Channel Outdoor by the following organizations:

- * Department of the Army For support of its High School Dropout campaign
- * Iraq & Afghanistan Veterans of America For Veterans Support campaign
- * National Highway Traffic & Safety Administration ... For Buzzed Driving is Drunk Driving

With outdoor companies, there is no federal or state regulation to run any PSAs at all, nor does the outdoor medium receive any kind of tax deduction for posting public service announcements.

All outdoor companies post our community messages at no charge for the space, or for the labor costs of putting up and taking down the Bus Poster, Eco-poster or Vinyl. These are very high costs to absorb, but the Outdoor industry has a strong tradition of incurring these costs as they believe it's the right thing to do for Los Angeles. (Not all outdoor companies are so generous as many across the nation will charge a posting fee.)

In Los Angeles, the Outdoor industry is a primary medium for keeping our community well-informed by helping Southern California veterans with resources to reduce the chances of post-traumatic stress disorder; for offering digital literacy by directing residents to a Los Angeles Library for free Internet training classes; for inspiring residents to donate food to the Los Angeles Regional Food Bank; for being prepared for an earthquake through ReadyLA.gov; for encouraging the public to adopt a pet from a Los Angeles shelter; for inspiring youth to graduate from a Los Angeles Unified High School and for having Smokey Bear remind the public that 9 out of 10 Southern California wildfires are started by fellow residents.

The Outdoor industry in our community is baseline essential to helping improve the health, safety, education and quality of life for all citizens within the City of Los Angeles.

Sincerely,





January 28, 2014

The Honorable Herb Wesson, Jr.
Los Angeles City Council
200 N. Spring Street, Room 470
Los Angeles, CA 90012

SUBJECT: Support for Legislative Solution Regarding Digital Signage

Dear Council President Wesson,

The Valley Industry and Commerce Association strongly supports the efforts of the Los Angeles Outdoor Advertising Coalition (LAOAC) to work with the City Council toward reasonable regulation of billboards.

Outdoor advertising is a vital part of our community and an affordable marketing resource for our members. Many of these companies are small businesses that are struggling to expand and survive in a competitive and over-regulated city.

The ultimate goal of this sign ordinance must be to develop a policy that addresses unlawful and potentially hazardous signs through proper enforcement mechanisms, while promoting our city as a modern metropolis and entertainment capital of the world. We believe that there is middle ground where the needs of all can be met.

Reasonable regulation of the digital sign industry will maximize the public benefit by embracing the latest technology. Proposed legislation should include a variety of community benefit options and define appropriate combinations of sign removal and alternative public benefits that can respond appropriately to specific community needs throughout the city. We ask that you seriously consider digital billboards as a resource to fill the gaps left by the challenging economy, budget cutbacks and the loss of Community Reinvestment and Redevelopment funding.

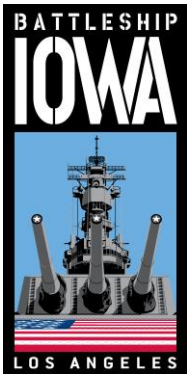
It is important that the City of Los Angeles find a legislative solution that will allow the digital sign industry to thrive under a comprehensive sign ordinance that covers all aspects of outdoor advertising opportunities. We urge you to work with the business community in resolving this situation and allowing our city to move forward in helping our business community grow and thrive.

Sincerely,

Coby King
Chair

Stuart Waldman
President

CC: Honorable Members of the Los Angeles City Council



February 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

HONORARY BOARD CHAIR
PRESIDENT GEORGE H.W. BUSH

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JONATHAN WILLIAMS (Pres./COO)

As a new nonprofit organization that has seen the benefit of billboard advertising in the successful rededication of the Battleship Iowa, I am writing to support the Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal of common sense regulation of billboards and digital signage. It is important to establish reasonable standards that embrace traditional and technologically advanced outdoor advertising that will benefit our neighborhoods and its nonprofit organizations.

The billboard companies involved in LAOAC have been strong supporters of our mission of celebrating the American spirit daily by bringing the Battleship Iowa alive for our guests. As we depend on admissions, memberships and donations, we appreciate the contributions made by the outdoor advertising industry. In Los Angeles, the billboard industry donates \$6 million in public service announcements every year and we are proud to be one of those helped by their generosity.

Billboards do more than provide visual advertising for businesses and charities; national and regional law enforcement agencies have used digital signage with great success, delivering time-sensitive alerts and emergency notifications, including Amber Alerts and wanted fugitive bulletins as well as victim services and support groups. Overall, billboard companies have proven that they are good neighbors who make contributions to their neighborhoods while providing an essential business service.

I encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Doing so will result in a better working environment for charities, businesses and public safety overall.

Sincerely,

Jonathan Williams
Pacific Battleship Center- Battleship Iowa





United Firefighters of Los Angeles City

Local 112, International Association of Fire Fighters

June 23, 2014

Honorable Herb Wesson, Jr.
President, Los Angeles City Council
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

On behalf of the 3,000 Firefighters, Paramedics, Dispatchers, Inspectors, and Pilots of the United Firefighters of Los Angeles City (UFLAC) who I am honored to represent, I'm writing to support a simplified ordinance regulating the billboard industry in Los Angeles. A common sense ordinance that provides a reasonable balance for both traditional and digital displays, such as the one supported by the Los Angeles Outdoor Advertising Coalition (LAOAC), will provide public safety benefits and still respect the concerns of the residents that we serve.

For a long time now, national and regional law enforcement agencies have successfully used digital signage. Whether the signs are used in a natural or manmade disaster, they provide firefighters and police an effective, immediate way to communicate with the general public to provide urgent, emergency information at a time of need. The fact that messages can be immediately changed remotely contributes greatly to the City's disaster preparedness and survival. This is especially important for Los Angeles City Firefighters given the regular Red Flag Warnings that we experience and the critical need that we have to communicate with the public about fire related concerns.

A sensible outdoor signage policy will provide desperately needed new revenue to the City that can alleviate budget shortfalls, allowing departments like the LAFD to continue to provide the service and protection our residents have come to expect.

This is an issue where the greater benefit to the community must be given more weight than a small, vocal opposition. Swift action on this issue would ensure reasonable regulation of digital off-site signs, while reducing the number of traditional signs and providing a benefit through enhanced public safety. It's a win-win compromise for everyone involved. We support the LAOAC's effort to bring this to the Council and hope your vote will help our City join other communities using technology to work for the betterment of all.

Thank you for your careful consideration of this critical issue.

Sincerely,

Frank Lima
President
United Firefighters of Los Angeles City

FL/mr
opeiu #537 / afl-cio-clc

CC: Honorable Jose Huizar, Chairman PLUM Committee
Honorable Mitch Englander, PLUM Committee
Honorable Gil Cedillo, PLUM Committee
Honorable Paul Krekorian, Chairman Budget & Finance Committee

1571 Beverly Blvd., Suite 201 • Los Angeles, California 90026-5704 • telephone 800-252-8352 • facsimile 213-250-5678

Affiliated with: California Professional Firefighters • California Labor Federation • Los Angeles County Federation of Labor • IAFF • AFL-CIO-CLC



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Db a Students Run LA
5252 Crebs Avenue
Tarzana, California 91356
P (818) 654-3360
F (818) 654-3307
www.srla.org

June 20, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

We are writing in support of common sense regulation of billboards and digital signage as championed by the Los Angeles Outdoor Advertising Coalition (LAOAC). It is important to establish reasonable standards that embrace traditional and technologically advanced outdoor advertising that will benefit and not detract from our neighborhoods.

In the past, Billboards have supported our nonprofit organization, Students Run LA, fulfill its mission to help at-risk secondary students experience the benefits of goal-setting, character development, adult mentoring and improved health. In Los Angeles, the billboard industry donates \$6 million in public service announcements every year and we are proud to be one of those helped by their generosity.

Billboards do more than provide visual advertising for businesses and charities; national and regional law enforcement agencies have used digital signage with great success, delivering time-sensitive alerts and emergency notifications, including Amber Alerts and wanted fugitive bulletins as well as victim services and support groups. Overall, billboard companies have proven that they are good neighbors who make contributions to their neighborhoods while providing an essential business service.

I encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Doing so will result in a better working environment for charities, businesses and public safety overall.

Sincerely,

Marsha Charney
Executive Director



Leading the way in education, advocacy,
and public policy for children and adults
with developmental disabilities.

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4401 CRENSHAW BOULEVARD

SUITE 215

LOS ANGELES, CA 90043

OFFICE 323.291.7100

FAX 323.291.7104

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

I am writing to express my support of the Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal of common sense regulation of billboards and digital signage. As the founder of the Special Needs Network, I have first-hand experience with the positive results billboards have provided when we reached out to our community in the South Los Angeles – Crenshaw area. With the industry's support, we have been able to promote our mission of social justice, equality and dignity for all children with disabilities.

The billboard companies involved in LAOAC have been strong supporters of many local charities for several years, and allow us to provide essential services, such as raising awareness and promote education and resources for parents. In Los Angeles, the billboard industry donates \$6 million in public service announcements every year. Billboards not only encourage donations, but also advise potential clients of available services, playing a critical part in the health and welfare of our neighborhoods.

Many of our clients have responded to information posted on billboards – taking that resource away could have serious consequences. We realize the value of billboard promotions for our programs and those of other charities to impact public policy and provide support to our populations. Billboard companies have proven that they are good neighbors who make contributions to their neighborhoods while providing an essential business service.

You can make a difference in our city's health and welfare by taking immediate action to implement reasonable regulation of both traditional and digital off-site signs. Our belief is that doing so will result in a better working environment for charities, businesses and public safety overall.

Sincerely,

Areva Martin
President and Founder
Special Needs Network, Inc.

Mayor Eric Garcetti
Honorable LA City Councilmembers
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Mayor Garcetti and Honorable Councilmembers,

My family had three digital billboards on their private property that were all forced to go dark by a recent city ruling. The loss of income from these boards has created a hardship for my family and I am asking for your help in resolving this issue. I have become aware of some reasonable regulations being proposed by the Los Angeles Outdoor Advertising Coalition that would provide a good resolution for all involved and I am writing to ask you to support them.

Digital billboards are the future of outdoor advertising and as income generators, are important to advertisers, small businesses, charities and families like mine. I feel that the ordinance with changes supported by the LAOAC that protects single-family homes and drivers on our area roads would be the best solution.

Turning the billboards back on is easy and can be done by imposing simple restrictions on brightness and message frequency that respect neighborhoods and traffic. Along with restoring my family's income, billboards can help fund public benefits such as neighborhood improvements or supporting public safety services.

Signs can alert people about disasters, broadcast Amber Alerts and wanted fugitive bulletins and advise drivers when traffic is impacted in a certain area. Surely this new ordinance will have reasonable regulations that will help the industry stay in line while helping the communities they serve.

Please act now and provide a win-win situation by enacting common sense regulation of the billboard industry in Los Angeles. Billboards help small businesses, and nonprofit groups who provide services in my neighborhood. I hope you will bring sign regulations up to date, allowing for traditional and digital billboards. I appreciate your support and attention to this matter.

Sincerely,



Jeffrey Serber

REGIONAL BLACK CHAMBER OF COMMERCE SFV



February 3, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As advocates for hundreds of businesses in the Los Angeles area, the Regional Black Chamber of Commerce of the San Fernando Valley is critically aware of the importance of advertising and marketing and the part that billboards play in our urban landscape. The Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal for common sense regulation of billboards and digital signage is one we support completely. It is important to establish reasonable standards that embrace traditional and technologically advanced resources that will benefit neighborhoods and business communities.

Part of the proposed ordinance includes the community benefits that can be used to fund improvements in the neighborhood of the signs, such as planting trees, fixing sidewalks, undergrounding utilities and increasing police and fire protection. In today's challenging economy, this could provide funding when budget cuts have eliminated such programs. Such improvements will also draw visitors, who will feel safe and welcome, willing to invest in our local economy.

This issue is one where the greater good of the community must be considered over a small, but vocal opposition. An overwhelming majority of city residents accept both traditional and digital billboards as a part of the landscape. In addition, billboards allow small businesses to advertise their products, drive customers to their locations and grow their companies, creating jobs and stimulating the local economy. For these companies, billboards offer a better return on investment than any other advertising medium available and without them, sales would most likely decrease by nearly twenty percent.

We encourage the Council to take immediate action to implement the reasonable regulations proposed by LAOAC. Doing so will put us on par with 450 other cities across the nation who have embraced the positive effects of digital signage.

Sincerely,
Madame MC Townsend-President/CEO
President/cbcc's COUNCIL OF CHAMBERS-SACRAMENTO
The Regional Black Chamber of Commerce of San Fernando Valley

16133 Ventura Blvd Ste # 700 - Encino, California 91436 - 818 464 3484
www.regionalblackchambersfv.info



May 20, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As business owners in our growing, competitive city, we would like to express our support for a reasonable, common sense approach to billboard regulation, as proposed by the Los Angeles Outdoor Advertising Coalition (LAOAC). Pink's Hot Dogs, a Hollywood legend, has been serving Angelenos since 1939. Many of our satisfied customers have come to our doors guided by our billboard on La Brea Avenue and we count ourselves among the many fortunate businesses in Los Angeles have been able to grow and thrive using these valuable resources.

The majority of small business owners depend on billboards to drive customers to their doors, which in turn helps their companies create jobs and support the local economy. According to the Outdoor Advertising Association of America, at least seven out of 10 billboard messages promote local advertisers and the typical business relying on billboard advertising employs 35 workers. Billboards have unique advantages that can't be found in other advertising media and remain an affordable way to promote a business – it's technology that fits even a limited budget.

The regulations proposed by LAOAC will bring Los Angeles in line with more than 450 communities in 43 states that have embraced billboards and their evolution as technology advances. Billboards can also result in public benefits that will provide funding for improvements and services negatively impacted by budget cuts.

An overwhelming majority of local residents accept both traditional and digital billboards as a part of the landscape. This issue is one where the benefit of the greater good must be given more weight than a small, vocal minority. We encourage the Council to consider taking immediate action to implement the reasonable regulations proposed by LAOAC.

Sincerely,

Richard Pink
Co-Owner, Pink's Hot Dogs

PINK'S FAMOUS HOT DOGS
709 N. La Brea, Los Angeles, CA 90038
Visit us on the world-wide-web at: www.pinkshollywood.com



June 16, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

Thank you for exploring regulation of electronic (digital) billboards. As you consider this important matter, I am writing to offer two key points. First, this new technology has earned regulatory acceptance nationwide. Second, please call upon us for additional information about regulatory norms as the City of Los Angeles proceeds toward regulation.

Nearly all states with billboards, along with hundreds of localities, have taken steps to regulate digital billboards. Typical display times are six or eight seconds, in conformance with federal guidance issued in 2007.

Federal research based on analysis of drivers' eye glances shows that digital billboards are not distracting (the Federal Highway Administration's report was released December 30, 2013). A broad range of government entities -- federal, state, and local -- use digital billboards to communicate with the public, including emergency messaging.

For advertisers, digital billboards are a valued new communications tool, featuring flexibility and speed. Interestingly, one of the biggest customers of digital billboards is other media.

In sum, the out of home advertising industry supports regulation of digital billboards, in line with longstanding federal guidance to assure reasonable spacing of signs, reasonable display time of static images, and to adjust lighting levels to avoid glare.

We look forward to serving as a resource to you, your colleagues, and staff.

Sincerely,

Nancy Fletcher
President & CEO

officers

February 14, 2014

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Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

directors

Dear Council President Wesson,

Fred Aboody
David Adelman
Glenn Baker
Mary Ann Cummins-Prager
Colin Donahue
Mitchell Englander
Mary K. Fischer
Judy Fisher
David Lillington
Burt Margulis
Dana K. Martin
Erica Nord
Kurt Peter
Sister Colleen Settles
Gene Siciliano
Joel Simon
Mark Studner
Christine Ward
Gary Washburn

On behalf of New Horizons, we are writing to express our support for common sense regulation of billboards and digital signage as supported by the LA Outdoor Advertising Coalition.

New Horizons is a nonprofit organization that empowers individuals with special needs to fulfill their dreams. Working with our community to educate and advocate for our clients, we are able to create an atmosphere where our clients are accepted as active participants in our community. Getting that message out is critical and billboards have helped us accomplish that.

The billboard companies involved in LAOAC have been strong supporters of our organization since its inception and allow us to continue to produce our messages of hope and encouragement. It is my understanding that in Los Angeles, the billboard industry donates \$6 million in public service announcements every year. Billboards not only encourage donations to charitable groups, but also advise potential clients of available services, playing a critical part in the health and welfare of our neighborhoods.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better working environment for businesses, residents and neighborhoods across the city.

Sincerely,



Cynthia Sewell, President/CEO
New Horizons-San Fernando Valley

**honorary
directors**

Paula Boland
Peggy Carr
Julie Kavner
John Lithgow
Jonathan Murray
Julie Newmar
Charlotte Rae
William Schallert
Michael Tilson Thomas



National Organization of Parents Of Murdered Children, Inc.

For the families and friends of those who have died by violence.

National Office:

4960 Ridge Avenue, Suite 2 • Cincinnati, OH 45209 • (513) 721-5683
Fax: (513) 345-4489 • www.pomc.org • Email: natlpomc@pomc.org

Satellite Office:

Dan Levey, Executive Director • P.O. Box 625 • Phoenix, AZ 85001
Phone: (602) 492-9205 • Email: dlevey@pomc.org

April 22, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

When a loved one is murdered, surviving family and friends so often feel alone in their grief and outrage. The National Organization of Parents of Murdered Children (POMC) makes a difference through on-going emotional support, education, prevention, advocacy, and awareness. If a murderer is at large, any resource to help law enforcement find the guilty parties, including billboards, is essential.

It is in this spirit that POMC offers its support to a common sense digital and static billboard ordinance, with reasonable regulations such as those proposed by the Los Angeles Outdoor Advertising Coalition (LAOAC).

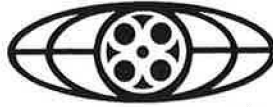
Billboards – especially quick-changing digitals - offer immediate information that can result in an arrest or warn people when there is a threat in their neighborhood. Sometimes the eyes and ears of the community are just what's needed to quickly apprehend a criminal. Your support of a simplified, streamlined ordinance for billboards that brings digital displays back to life will return a critical resource to the community. National and regional law enforcement agencies have long used digital signage with great success. They have been critical in delivering time-sensitive alerts and emergency notifications, including Amber Alerts and wanted fugitive bulletins.

POMC was founded in 1978, in Cincinnati, Ohio and currently has over 60 chapters and 100 contact people throughout the United States providing services to family and friends of those killed by violence. POMC's vision is to provide support and assistance to all survivors of homicide victims while working to create a world free of murder is enhanced.

POMC supports the LAOAC's effort to bring this to the Council and hope your vote will help Los Angeles join other communities using technology to work for the betterment of all residents.

Sincerely,

Dan Levey
Executive Director



®

MOTION PICTURE ASSOCIATION OF AMERICA, INC.

15301 VENTURA BOULEVARD, BUILDING E

SHERMAN OAKS, CA 91403

Main: (818) 995-6600

MELISSA PATAACK

Vice President & Senior Counsel

State Government Affairs

818.935.5838 – direct

818.292.2784 – cell

Melissa_Pataack@mpaa.org

The Honorable Herb Wesson
President, Los Angeles City Council
City of Los Angeles
200 N. Spring St., Room 430
Los Angeles, CA 90012

Dear Council President Wesson:

On behalf of the Motion Picture Association of America, Inc. and our member companies*, I am writing to encourage the Council to take action to implement reasonable regulation of both traditional and digital off-site signs in the City of Los Angeles.

Digital billboards present an efficient and attractive opportunity for our member companies to advertise their motion pictures and television shows. This technology provides a convenient way to keep advertisements current and up-to-date. For example, following major awards or a highly successful opening weekend, a motion picture company can modify an advertisement on a digital billboard to reflect and incorporate an achievement of a particular film.

We support an ordinance that will establish reasonable time, place, and manner restrictions for off-site digital signage, and that will allow our member companies to take advantage of a technology that successfully improves the advertising of movies and television programs.

* The Motion Picture Association of America, Inc. includes: The Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal Studios LLC; and Warner Bros. Entertainment Inc.

Council President Wesson
Page 2

As you so well appreciate, the motion picture and television business represents a major industry for Los Angeles, providing much needed jobs and revenues to the City. Our member companies value the flexibility to advertise their product creatively with the newest available technology, in an effort to maximize revenue and sustain and create jobs.

Thank you for your consideration. I am available to discuss this, should you have any questions.

Sincerely,

A handwritten signature in cursive script, appearing to read "Melissa Patrole". The signature is written in black ink and is positioned below the word "Sincerely,".



February 28, 2014

Re: Digital Sign Ordinance, City of Los Angeles

Council President Herb J. Wesson Jr.
Los Angeles City Council
200 North Spring Street, Room 430
Los Angeles, California 90012

Dear Council President Wesson:

On behalf of the members of Los Angeles County Federation of Labor, AFL-CIO, I ask for your support of an ordinance that provides reasonable regulation for digital signage in the City of Los Angeles.

We support such an ordinance for several reasons. First of all, we join the United Firefighters of LA City and the Police Protective League in supporting an ordinance that would allow them to utilize digital signs during public emergencies. These signs play important roles in the management of a natural disaster or at times when public safety is in jeopardy, such as during an Amber alert. Secondly, we support a digital sign ordinance because it will create jobs for the hardworking members of the building trades who have project labor agreements with several of the large sign companies.

We encourage the Council to take action to implement digital sign regulations and join hundreds of other cities across the nation that have embraced the positive effects of digital signage. Your support will help put many Angelenos back to work.

Sincerely,

Maria Elena Durazo
Executive Secretary Treasurer

Cc: Ron Miller
Frank Lima
Tyler Izen



COMPRISED OF
THE POLICE OFFICERS
OF THE CITY
OF LOS ANGELES

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A PROFESSIONAL POLICE UNION

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April 22, 2013

Mayor Antonio Villaraigosa
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Mayor Villaraigosa:

On behalf of the Police Protective League and the 9,900 dedicated and professional sworn members of the Los Angeles Police Department, we urge you to develop a legislative solution for digital signs that could positively impact this year's budget, keep police and fire personnel on the street, save civilian jobs in the Department and maintain the level of public safety worthy of the City of Los Angeles.

Public Safety in the City of Los Angeles has suffered from far-reaching cuts in recent years as a result of budget shortages. Cuts to fire, police and 911 services cannot continue if we want to maintain the current level of protection for our neighborhoods and families.

The only way we can avoid these cuts and negative impacts to our public safety is by bringing new revenues into the City and a legislative solution for digital signs can bring that much needed revenue. This solution is long overdue and should be resolved in this budget cycle.

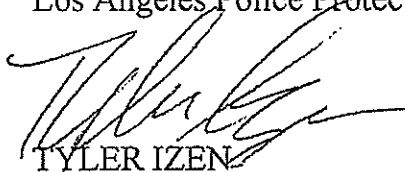
Currently, more than 43 states and 450 localities have already adopted policies that allow for and regulate digital signs, providing significant economic benefits and revenue generation opportunities. Our City can no longer afford to delay adopting a common sense digital sign policy that protects public safety jobs and pensions through added revenues.

You can ensure law enforcement remains a priority in our city through the adoption of reasonable digital sign policy that brings much needed revenue, promotes public safety and protects the jobs of our police officers and department personnel.

If you have any questions please feel free to contact the League's City Hall representative, Peter Repovich at 213-792-1086 or peterrepovich@lappl.org.

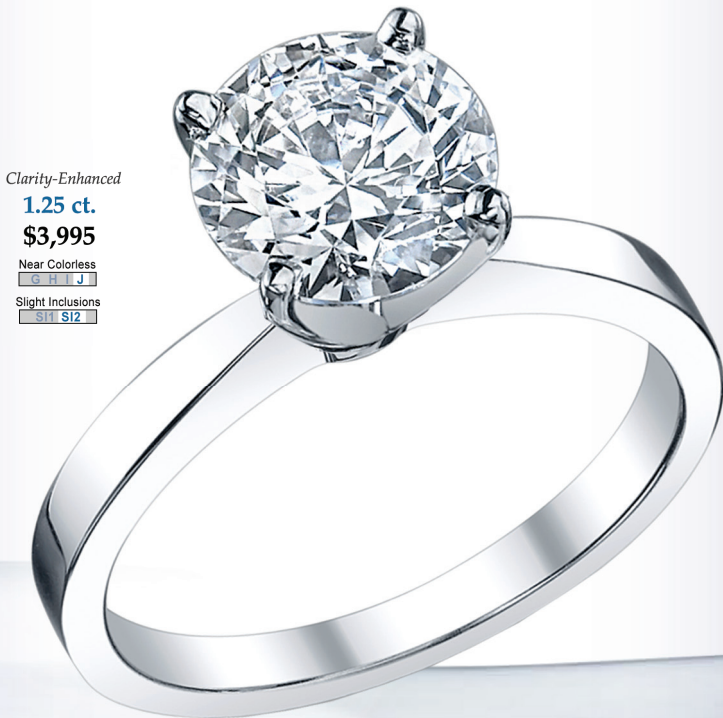
Sincerely,

BOARD OF DIRECTORS
Los Angeles Police Protective League



TYLER IZEN
President

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**Enough Is
 Enough!**



Police Officer PETER REPOVICH, Director

It's no secret that the City of Los Angeles desperately needs to find revenues to fill its \$200 million budget gap, especially after the failure of Measure A in March. The City needs to find these funds to prevent an attempt to cut general city services, including police, fire and 911 emergency services. We all can agree on the urgency and importance of fixing our budget crisis, which is why I don't understand why our city leaders have failed to act on a common-sense proposal that would bring significant revenues to the City while also providing important public safety benefits.

The proposal I am referring to is the straightforward idea that the City of Los Angeles needs to develop a sensible and fair ordinance for digital signs. A legislative solution allowing for the regulated and reasonable location and use of digital signs in Los Angeles is long overdue, and it's time the City embraces digital signs and all the great opportunities they afford the community.

More than 43 states and 450 localities have already adopted policies that allow for and regulate digital signs, providing significant economic and community benefits, revenue generation opportunities and traditional sign takedowns. If so many other municipalities have been able to overcome challenges to creating public policy, I don't see any reason why our great City shouldn't be able to do the same.

We are at an absolutely critical point — the City cannot afford to delay any longer in adopting a common-sense digital sign policy that will bring desperately needed revenues to the City, protecting public safety jobs and pensions.

Revenue from digital signs will support public safety

Cuts to fire, police and paramedic services are not an option if we want to maintain the current level of protection for our neighborhoods and families. To help prevent or avoid any negative impacts to our public safety, we need to bring new revenues into the City.

Crafting a comprehensive solution to address digital signs provides a unique revenue-generating opportunity for the City in a time of fiscal constraint. Permit fees and other forms of revenues, in exchange for allowing digital sign companies to put up a limited number of digital signs in reasonable locations, could result in millions of dollars in direct revenues to the general fund.

Those are revenues that can then be used to help maintain or increase the level of fire and police service and to pay overtime for additional coverage.

By taking action to protect and preserve digital signs in the city, not only will city leaders generate needed revenue, but they will also ensure that our City takes full advantage of the significant public safety benefits digital signs provide.

Digital signs provide a unique resource to public safety agencies and law enforcement organizations like the Department, FBI, U.S. Marshals, and the National Center for Missing & Exploited Children. The signs deliver critical, time-sensitive alerts

and emergency notifications that help keep the public and our officers safe.

One such recent example is the alerts that ran on the network of digital signs across the region during the manhunt for Christopher Dorner. The alerts were updated in real time to reflect new information as we had it. The FBI regularly uses digital signs to post wanted ads, with more than 50 fugitives being apprehended due directly to tips from someone seeing a digital sign.

Without a reasonable digital signage policy, the City hurts the efforts of the agencies charged with protecting public safety by removing modern technology used to deliver critical messages. When resources are already strained, we cannot afford to lose one more tool in our fight to keep our city safe.

It is also worth noting that certain sign companies have committed to using local union labor in the construction, demolition and maintenance of traditional and digital signs, thus leading the way to a skilled union billboard workforce.

All the City needs to do to take advantage of these economic, community and public safety benefits is support a digital sign ordinance that preserves existing digital signs and provides for new ones in the near future.

City leaders need to act now on digital signs

Knowing that so many other cities have been able to craft digital sign policies and recognizing the *significant public safety and economic benefits of digital signs*, I cannot understand why this issue has dragged on for so long and our city leaders have not yet acted.

Billboards and digital signs are not something to be afraid of. They have been in our city for over 100 years, and as a city of entertainment and progress, we should embrace new technologies that help us remain a destination city for residents and visitors alike.

While there may be a few vocal community activists, this minority should not be allowed to determine what is in the best interest of the entire city. Spending energy to try to appease a few when the vast majority of the public supports digital signs is a waste of taxpayer time and money. Do we really need 37 public hearings to decide an issue like this? There are far more critical issues for our City to focus on.

It's time for the City Council to make decisions about digital signs that are in the best interest of all Angelenos, including public safety personnel. City leaders can ensure that law enforcement remains a priority and our City retains the benefits digital signs provide, and I will continue to work with them on your behalf to make sure they take action.

We believe that the economic benefit after years of cost-benefit analysis is in favor of a quick, comprehensive action to stimulate and generate more revenue for the City.

You can contact me at (213) 792-1082 or at PeterRepovich@lappl.org. ❖



February 28, 2014

Re: Digital Sign Ordinance, City of Los Angeles

Council President Herb J. Wesson Jr.
Los Angeles City Council
200 North Spring Street, Room 430
Los Angeles, California 90012

Dear Council President Wesson:

On behalf of the members of Los Angeles County Federation of Labor, AFL-CIO, I ask for your support of an ordinance that provides reasonable regulation for digital signage in the City of Los Angeles.

We support such an ordinance for several reasons. First of all, we join the United Firefighters of LA City and the Police Protective League in supporting an ordinance that would allow them to utilize digital signs during public emergencies. These signs play important roles in the management of a natural disaster or at times when public safety is in jeopardy, such as during an Amber alert. Secondly, we support a digital sign ordinance because it will create jobs for the hardworking members of the building trades who have project labor agreements with several of the large sign companies.

We encourage the Council to take action to implement digital sign regulations and join hundreds of other cities across the nation that have embraced the positive effects of digital signage. Your support will help put many Angelenos back to work.

Sincerely,

Maria Elena Durazo
Executive Secretary Treasurer

Cc: Ron Miller
Frank Lima
Tyler Izen

A mile a minute....
that is how fast your child can disappear

■ KLAASKIDS FOUNDATION
P.O. Box 925, SAUSALITO, CA 94966
PHONE: (415) 331-6867 ■ FAX: (415) 331-5633
E-MAIL: info@klaaskids.org
WEBSITE: www.klaaskids.org

January 20, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

The mission of the KlaasKids Foundation is to stop crime against children. One objective is to provide communities with pro-active steps for creating safer neighborhoods. With many children found or helped when information has been included on a digital billboard, we feel the digital advertising industry has been a critical partner in protecting our children.

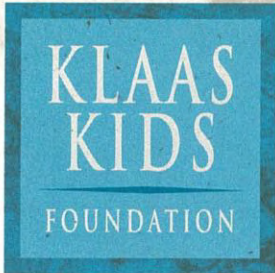
For a long time now, national and regional law enforcement agencies have used digital signage with great success. They have been critical in delivering time-sensitive alerts and emergency notifications, including Amber Alerts and wanted fugitive bulletins; disaster or weather advisories and traffic information. More than 50 criminals have been arrested as a result of tips received from postings on digital boards. The fact that messages can be immediately changed remotely contributes greatly to the city's disaster preparedness and survival.

As the father of a child who was kidnapped and murdered by a violent recidivist offender I understand the need to do whatever is possible to protect America's children. Please keep their safety in mind when you consider this critical issue. The KlaasKids Foundation supports the LAOAC's effort and hope your vote will help our city join other communities using technology to work for the betterment of all.

Sincerely,



Marc Klaas
President, KlaasKids Foundation





January 17, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring St., Room 430
Los Angeles, CA 90012

Dear Honorable Council President Wesson,

As advocates for crime victims and their families, educating the public is one of Crime Survivors biggest responsibilities. We work in communities to make victims' rights a top priority, facilitating communication and cooperation across various public service, government and nonprofit organizations to ensure rights are understood and services delivered.

The digital billboard industry has been a critical partner in spreading our message and has helped us reach out to thousands of victims of crime. For a long time now, national and regional law enforcement agencies have used digital signage with great success. They have been critical in delivering time-sensitive alerts and emergency notifications, including Amber Alerts and wanted fugitive bulletins; disaster or weather advisories and traffic information. More than 50 criminals have been arrested as a result of tips received from postings on digital boards. The fact that messages can be immediately changed remotely contributes significantly to their effectiveness in public safety.

Please keep the rights of all crime victims in mind when you consider this critical issue. With digital billboards carrying our critical message that all victims of crime have the right and responsibility to survive, we can help so many people.

Sincerely,

Handwritten signature of Patricia Wenskunas.

Patricia Wenskunas
Founder, CEO
Crime Survivors, Inc.

Crime Survivors, Inc.

P.O. Box 54552 • Irvine, CA 92619-4552
Office: (949) 872-7895 • Fax: (775) 245-4798
Email: crimesurvivors@aol.com • www.crimesurvivors.com



January 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring St., Room 430
Los Angeles, CA 90012

Dear Honorable Council President Wesson,

My name is Kim Goldman and I am advocate for crime victim's rights. I have assumed this role, not by choice, but rather as a result of the horrific events that surrounded the murder of my brother, Ron Goldman and Nicole Brown, almost 20 years ago.

While tremendous progress has been made at the federal and state levels in securing some protections for victims of crime, there is much more work that remains to be done at the local level, to ensure just and adequate support for crime victims and for those who will invariably follow in our footsteps.

The outdoor advertising industry has done a tremendous amount in support of victims of crime, alerting those involved to programs and services to help them. I am writing in support of common sense regulations supported by the Los Angeles Outdoor Advertising Coalition (LAOAC), which could result in reasonable regulation of both traditional and digital billboards.

The public safety benefits that electronic billboards can, and do, provide result in substantial community benefits to individuals, families and communities who have, are, or will face insurmountable situations

Digital billboards allow real-time emergency information to be delivered directly to the community from federal, state and local law enforcement and other public agencies free of charge. Think about Amber Alerts - a father's plea to return his abducted daughter, or the family targeted for 'elimination' from a mad man or a father seeking justice for the murder of his eldest child - those people are 'community benefits' worthy of electronic billboards.

This is not only about how much revenue a business can earn, but also about the emotional revenue, generated by human life and restoring our faith in humanity. This is about allowing us to be good neighbors, good humans and good protectors of each other. I'm asking you to please support these suggested changes and vote to support the continued safety of our neighborhoods.

Sincerely,

Kim Goldman



Ironworkers Local 433

International Association of Bridge, Structural &
Ornamental Iron Workers A.F.L.-C.I.O.

17495 HURLEY STREET EAST

CITY OF INDUSTRY, CALIFORNIA 91744

PHONE: (626) 964-2500

FAX: (626) 964-1754

piedmont@ironworkers433.org

March 3, 2014

PIEDMONT BROWN

President

Business Agent

The Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

On behalf of the hardworking members of Ironworkers Local 433 I ask that you support the development of a comprehensive digital billboard ordinance for the City of LA as it could help put to work many of my local members. With double digit unemployment in Los Angeles, a common-sense legislative solution for digital signage has the potential of putting many skilled trades people back to work.

The Building Trades have a county-wide project labor agreement with Lamar Outdoor Advertising as well as Clear Channel-two of the largest sign companies in Los Angeles. As such, upon enactment of a comprehensive digital sign ordinance, union Ironworkers will get the opportunity to both erect new digital signs and demo existing static signs.

We encourage the Council to take immediate action to implement reasonable regulations and join hundreds of other cities across the nation that has embraced the positive effects of digital signage. Your support will make a positive difference in our city's future.

Sincerely,

Piedmont Brown

President

Ironworkers Local 433



January 28, 2014

The Honorable Herb Wesson, Jr.
Los Angeles City Council
200 N. Spring Street, Room 470
Los Angeles, CA 90012

SUBJECT: Support for Legislative Solution Regarding Digital Signage

Dear Council President Wesson,

The Valley Industry and Commerce Association strongly supports the efforts of the Los Angeles Outdoor Advertising Coalition (LAOAC) to work with the City Council toward reasonable regulation of billboards.

Outdoor advertising is a vital part of our community and an affordable marketing resource for our members. Many of these companies are small businesses that are struggling to expand and survive in a competitive and over-regulated city.

The ultimate goal of this sign ordinance must be to develop a policy that addresses unlawful and potentially hazardous signs through proper enforcement mechanisms, while promoting our city as a modern metropolis and entertainment capital of the world. We believe that there is middle ground where the needs of all can be met.

Reasonable regulation of the digital sign industry will maximize the public benefit by embracing the latest technology. Proposed legislation should include a variety of community benefit options and define appropriate combinations of sign removal and alternative public benefits that can respond appropriately to specific community needs throughout the city. We ask that you seriously consider digital billboards as a resource to fill the gaps left by the challenging economy, budget cutbacks and the loss of Community Reinvestment and Redevelopment funding.

It is important that the City of Los Angeles find a legislative solution that will allow the digital sign industry to thrive under a comprehensive sign ordinance that covers all aspects of outdoor advertising opportunities. We urge you to work with the business community in resolving this situation and allowing our city to move forward in helping our business community grow and thrive.

Sincerely,

Coby King
Chair

Stuart Waldman
President

CC: Honorable Members of the Los Angeles City Council



January 27, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street, Room 430
Los Angeles, CA 90012

Dear Council President Wesson:

On any given day, a friend of the Children's Bureau will let us know with excitement that they saw one of our billboards...on the streets of Los Angeles, or a bus shelter, in a shopping mall or while driving on a local freeway. For those who don't know us, it inspires them to visit our website to learn more. That's how Lori, a single career woman, found Children's Bureau and pursued her dream of becoming a parent through our adoptions program. Lori recently finalized the adoption of teenager Samantha.

Several Los Angeles outdoor companies, including Lamar, CBS, Clear Channel, VanWagner and Regency have generously sponsored Children's Bureau's outdoor advertising campaign for many years with millions of dollars worth of pro bono space. These outdoor ads allow us to promote Children's Bureau in a far-reaching manner to potential donors, supporters and friends. We could not achieve this on our own and deeply appreciate their partnership in furthering our mission.

With 92 percent of our families living at or below the poverty level, it is vital that Children's Bureau continue its innovative work to prevent and treat child abuse. We greatly appreciate and applaud the ongoing support of the outdoor companies in helping us to reach so many families in need and to work on strengthening vulnerable communities.

Sincerely,

Alex Morales
President & CEO
Children's Bureau
1910 Magnolia Avenue
Los Angeles, CA 90007



Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As a business owner in Los Angeles, I am critically aware of the importance of advertising and marketing and the part that billboards play in our urban landscape. The Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal for common sense regulation of billboards and digital signage is one I support wholeheartedly.

Our company, Arons Manufacturing, opened its doors in Los Angeles in 1908. We create leather goods for the apparel and gift industry and have provided leather goods for the Los Angeles Police and Fire Departments for nearly a century. Approving digital billboards will mean I can hire more employees, offer better benefits and increased wages and improve my facilities – in other words, we stand waiting to invest in the local economy with your support of reasonable standards such as those proposed by the coalition.

Part of the proposed ordinance includes the community benefits that can be used to fund improvements in the neighborhood of the signs, such as planting trees, fixing sidewalks, undergrounding utilities and increasing police and fire protection. With the possibility of billboards filling in the funding gap that forced program closures, we hope you will make the right decision that will not only help business, but will welcome visitors and improve our communities and neighborhoods.

I encourage the Council to take immediate action to implement the reasonable regulations proposed by LAOAC. Doing so will put us on par with 450 other cities across the nation who have embraced the positive effects of digital signage and allow me to grow my 106-year old business.

Sincerely,

Arnold Arons
Arons Manufacturing

REGIONAL BLACK CHAMBER OF COMMERCE SFV



February 3, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As advocates for hundreds of businesses in the Los Angeles area, the Regional Black Chamber of Commerce of the San Fernando Valley is critically aware of the importance of advertising and marketing and the part that billboards play in our urban landscape. The Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal for common sense regulation of billboards and digital signage is one we support completely. It is important to establish reasonable standards that embrace traditional and technologically advanced resources that will benefit neighborhoods and business communities.

Part of the proposed ordinance includes the community benefits that can be used to fund improvements in the neighborhood of the signs, such as planting trees, fixing sidewalks, undergrounding utilities and increasing police and fire protection. In today's challenging economy, this could provide funding when budget cuts have eliminated such programs. Such improvements will also draw visitors, who will feel safe and welcome, willing to invest in our local economy.

This issue is one where the greater good of the community must be considered over a small, but vocal opposition. An overwhelming majority of city residents accept both traditional and digital billboards as a part of the landscape. In addition, billboards allow small businesses to advertise their products, drive customers to their locations and grow their companies, creating jobs and stimulating the local economy. For these companies, billboards offer a better return on investment than any other advertising medium available and without them, sales would most likely decrease by nearly twenty percent.

We encourage the Council to take immediate action to implement the reasonable regulations proposed by LAOAC. Doing so will put us on par with 450 other cities across the nation who have embraced the positive effects of digital signage.

Sincerely,
Madame MC Townsend-President/CEO
President/cbcc's COUNCIL OF CHAMBERS-SACRAMENTO
The Regional Black Chamber of Commerce of San Fernando Valley

16133 Ventura Blvd Ste # 700 - Encino, California 91436 - 818 464 3484
www.regionalblackchambersfv.info



January 31, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring St., Room 430
Los Angeles, CA 90012

Dear Honorable Council President Wesson,

I am writing to encourage you to support common sense regulation of billboards and digital signage and express my support of the Los Angeles Outdoor Advertising Coalition (LAOAC).

The San Fernando Valley Rescue Mission serves thousands of homeless and hungry people with our shelter and outreach programs. As a charitable organization that is supported completely by private donations, grants and proceeds from three thrift stores, we depend on the generosity of companies such as those in the LAOAC.

The outdoor advertising industry has provided us critical space on billboards, helping spread the word about services and hope. Billboards not only encourage donations, but also advise potential clients of available services, playing a critical part in the health and welfare of our neighborhoods.

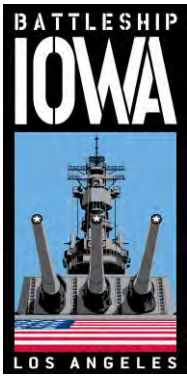
Many of our clients have responded to information posted on billboards and taking that resource away could have dire consequences. Because so many of our clients may not have access to other media – newspapers, radio, television or computers – billboards may be the only way they find out about the services we provide.

I encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better working environment for charities, businesses and public safety overall.

Sincerely,

A handwritten signature in black ink, appearing to read "Wade Trimmer".

Wade Trimmer
Executive Director



February 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

HONORARY BOARD CHAIR
PRESIDENT GEORGE H.W. BUSH

NATIONAL ADVISORY BOARD
ADM JEROME L. JOHNSON, USN (Ret.)
RADM STUART F. PLATT, USN (Ret.)
RADM GERALD GNECKOW, USN (Ret.)
RADM MICHAEL GIORGIONE, USN (Ret.)
RADM MICHAEL SEWARD, USCG (Ret.)
CAPT WILLIAM HAYES III, LAPD
CAPT RICHARD MCKENNA, USN (Ret.)
KATHRYN NIELSEN
DR. WILLIAM L. STEARMAN
HONORABLE RUDY SVORINICH
JAYME WILSON

BOARD OF DIRECTORS
JEFF LAMBERTI (Chair)
BECKY BEACH (Secretary)
VANESSA LEWIS
TOM EPPERSON
RADM G.E. GNECKOW, USN (Ret.)
DOUGLAS HERMAN
CRAIG JOHNSON
NATE JONES
PATRICK KOHLER
JONATHAN WILLIAMS (Pres./COO)

As a new nonprofit organization that has seen the benefit of billboard advertising in the successful rededication of the Battleship Iowa, I am writing to support the Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal of common sense regulation of billboards and digital signage. It is important to establish reasonable standards that embrace traditional and technologically advanced outdoor advertising that will benefit our neighborhoods and its nonprofit organizations.

The billboard companies involved in LAOAC have been strong supporters of our mission of celebrating the American spirit daily by bringing the Battleship Iowa alive for our guests. As we depend on admissions, memberships and donations, we appreciate the contributions made by the outdoor advertising industry. In Los Angeles, the billboard industry donates \$6 million in public service announcements every year and we are proud to be one of those helped by their generosity.

Billboards do more than provide visual advertising for businesses and charities; national and regional law enforcement agencies have used digital signage with great success, delivering time-sensitive alerts and emergency notifications, including Amber Alerts and wanted fugitive bulletins as well as victim services and support groups. Overall, billboard companies have proven that they are good neighbors who make contributions to their neighborhoods while providing an essential business service.

I encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Doing so will result in a better working environment for charities, businesses and public safety overall.

Sincerely,

Jonathan Williams
Pacific Battleship Center- Battleship Iowa





RON MILLER
Executive Secretary

Los Angeles / Orange Counties Building and Construction Trades Council

Affiliated with the Building & Construction Trades Dept., AFL-CIO

1626 Beverly Boulevard
Los Angeles, CA 90026-5784
Phone (213) 483-4222
(714) 827-6791
Fax (213) 483-4419

The Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street, Room 430
Los Angeles, CA 90012

Dear Council President Wesson,

The issue of a revised and reasonable billboard ordinance and digital billboard solution is critical to many of the 140,000 working men and women living in Los Angeles, many of them members of the 52 unions that make up the Los Angeles/Orange Counties Building & Construction Trades Council (AFL-CIO). With hundreds of people currently unemployed and the potential of putting skilled tradespeople back to work to construct, maintain or remove billboards, we are asking that you support the approval of an ordinance that offers reasonable regulation for the industry.

Nearly 70 percent of local businesses depend on billboards to drive customers to their doors. Billboard advertising remains affordable, allowing small businesses to grow, create jobs and expand services. The boards themselves are iconic symbols of Los Angeles, known worldwide. The Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal for common sense regulation of billboards and digital signage is one I support wholeheartedly.

In addition, digital signboards provide information critical to public safety, such as time-sensitive alerts and emergency notifications, Amber Alerts and "wanted" bulletins, disaster information and traffic updates. Polls indicate that 70 percent of the local residents accept both traditional and digital billboards as a part of the landscape.

There are so many benefits in the proposed changes that you must consider the greater good of the community over a small, vocal opposition. Your support and approval of this measure will make a positive difference in our city's future.

As a member of the 20/20 Commission to which you appointed me, I think this is one of the benefits to the City that in the scheme of things will make the City a better place to live, and the ordinance could be fashioned in a way which could help reduced the City's budget deficit.

We encourage the Council to take immediate action to implement reasonable regulations and join hundreds of other cities across the nation that have embraced the positive effects of digital signage. Your support will help put many Angelenos back to work.

Sincerely,

Ron Miller
Executive Secretary, Los Angeles/Orange Counties Building and Construction Trades Council

BillboardConnection[®]

Your Source for Successful Advertising

January 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,


As specialists in a variety of out-of-home outdoor advertising venues, Billboard Connection is supporting the Los Angeles Outdoor Advertising Coalition (LAOAC) desire for a common sense approach to billboard regulations. Many advertisers doing business in Los Angeles depend on billboards to grow and create jobs and the proposed changes will help them continue to make economic progress.

As our name suggests, most of our clients use billboards – both traditional and cutting-edge digital signs – to get their messages across to consumers. Recent studies have proven that new technology draws attention, providing a high profile approach to delivering an advertising message at an affordable cost even for small businesses. A recent study by the U.S. Department of Transportation's Federal Highway Agency shows that digital billboards do not distract drivers, as opponents may claim, nor do they create a traffic hazard. The study also points out that a digital billboard attracts more attention than a traditional one, but in a safe way, underlining their importance in a changing media landscape.

In addition, digital billboards have proven effective in helping cities fight crime, alert neighbors of hazardous conditions and communicated with drivers when traffic becomes a challenge. Common sense regulations will bring Los Angeles in line with hundreds of other communities that have embraced billboards and their evolution as technology advances. We also ask that you also approve the public benefit component of LAOAC's proposal, which could fund improvements and services negatively impacted by budget cuts.

This issue is one where the benefit of the greater good must be given more weight than a small, vocal minority. An overwhelming majority of local residents accept both traditional and digital billboards as a part of the landscape. We encourage the Council to take immediate action to implement the reasonable regulations proposed by LAOAC.

Sincerely,


John Rodriguez-Franchise Owner
Billboard Connection Northridge

2828 Cochran St, #491 · Simi Valley, CA 93065
(818) 572-9405 · Fax (818) 396-8544 · www.BuyBillboardAds.com



February 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

The Greater San Fernando Valley Chamber of Commerce would like to express our support for a reasonable, common sense approach to billboard regulation, as proposed by the Los Angeles Outdoor Advertising Coalition (LAOAC). We strongly believe that many businesses in Los Angeles have been able to grow and thrive using these valuable resources.

The majority of small business owners depend on billboards to drive customers to their doors, which in turn helps their companies create jobs and support the local economy. Billboards have unique advantages that can't be found in other advertising media and remain an affordable way to promote a business – its technology that fits even a limited budget.

The proposed regulations will bring Los Angeles in line with hundreds of other communities across the country that has embraced billboards and their evolution as technology advances. Billboards can also result in public benefits that will provide funding for improvements and services negatively impacted by budget cuts.

We encourage the Council to consider taking immediate action to implement the reasonable regulations proposed by LAOAC.

Sincerely,

Nancy Hoffman Vanyek
Chief Executive Officer

officers February 14, 2014

John D. Bunzel
Chairman

Sue Weickamp
Vice Chair

Stuart L. Jaffe
Treasurer

Ken Miles
Secretary

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

directors Dear Council President Wesson,

Fred Aboody
David Adelman
Glenn Baker
Mary Ann Cummins-Prager
Colin Donahue
Mitchell Englander
Mary K. Fischer
Judy Fisher
David Lillington
Burt Margulis
Dana K. Martin
Erica Nord
Kurt Peter
Sister Colleen Settles
Gene Siciliano
Joel Simon
Mark Studner
Christine Ward
Gary Washburn

On behalf of New Horizons, we are writing to express our support for common sense regulation of billboards and digital signage as supported by the LA Outdoor Advertising Coalition.

New Horizons is a nonprofit organization that empowers individuals with special needs to fulfill their dreams. Working with our community to educate and advocate for our clients, we are able to create an atmosphere where our clients are accepted as active participants in our community. Getting that message out is critical and billboards have helped us accomplish that.

The billboard companies involved in LAOAC have been strong supporters of our organization since its inception and allow us to continue to produce our messages of hope and encouragement. It is my understanding that in Los Angeles, the billboard industry donates \$6 million in public service announcements every year. Billboards not only encourage donations to charitable groups, but also advise potential clients of available services, playing a critical part in the health and welfare of our neighborhoods.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better working environment for businesses, residents and neighborhoods across the city.

Sincerely,



Cynthia Sewell, President/CEO
New Horizons-San Fernando Valley

honorary directors

Paula Boland
Peggy Carr
Julie Kavner
John Lithgow
Jonathan Murray
Julie Newmar
Charlotte Rae
William Schallert
Michael Tilson Thomas



NATIONAL OFFICERS

February 18, 2014

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Moxie Pictures
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Epoch Films
Vice Chairman

Rich Carter
GARTNER
Immediate Past Chairman

Matthew Miller
AICP
President & CEO

Mark Andrew
STORY
Treasurer

Robert L. Sacks
Kane Kessler, P.C.
Secretary & Legal Counsel

The Honorable Herb Wesson, Jr.
President, Los Angeles City Council
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

The Association of Independent Commercial Producers joins a growing list of concerned stakeholders regarding the regulation of both traditional and digital billboards placed within the City of Los Angeles. This issue not only affects our partners in the advertising industry, it affects local business and public safety in Los Angeles.

PAST CHAIRMEN

Rich Carter
GARTNER
Immediate Past Chairman

Bob Fisher
Celsius Films

Mark Andrew
STORY

Frank Scherma
@radical.media

Nick Wolfner
Link Entertainment/1919 LLC

Jon Kamen
@radical.media

We are writing in support of the Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal for common sense guidelines. The promotion of ads utilizing both traditional and digital billboards is not only a tradition in Los Angeles, it's a necessity in our competitive regional climate.

As a collective voice for the \$5 billion commercial production industry since 1972, the AICP sees these proposed regulations as good for all parties involved. Using billboards to promote the sale of goods and services will contribute to the continued employment of more than half a million jobs in LA, which result in more than \$6 billion in state and local taxes. We view digital signage as an important outlet in the future of media consumption and an important vehicle for the creative product that our members produce for marketers of products and services.

LEGAL COUNSEL

Howard Fabrick
Barnes & Thornburg, LLP

Robert L. Sacks
Kane Kessler, P.C.

Stephen Steinbrecher
Kane Kessler, P.C.

In addition, we ask that the council consider the public benefit of billboards and digital displays, both in disseminating information immediately in cases of disaster and crime prevention, as well as the public benefit available to the city in funding police, fire or other community services. The Council has the power to enact an ordinance that will establish reasonable restrictions on message illumination, duration and change rate; make provisions for public benefits and ensure that there are opportunities for all outdoor companies to secure digital signs.

AICP CHAPTERS

DIGITAL

EAST
New York

FLORIDA
Miami

HAWAII
Honolulu

MIDWEST
Chicago

MINNESOTA
Minneapolis

SOUTHEAST
Atlanta

SOUTHWEST
Dallas

WEST
Los Angeles

Los Angeles has long been known as the entertainment capital of the world. By implementing reasonable regulation of both traditional and digital off-site signs, you will secure the future success of our industry and our City.

Sincerely,

Matt Miller
President & CEO

NATIONAL OFFICE/HQ

3 West 18th Street
5th Floor
New York, NY 10011
(212) 929-3000
(212) 929-3359 Fax

NATIONAL OFFICE/LA



John Boal
Managing Director, Western Region

February 18, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson:

As the Managing Director in the West for the nonprofit Ad Council — the nation's largest producer of Public Service Announcements or PSAs --- I've been privileged to fulfill this position for the last 14 years.

Now in our 72nd year, the Ad Council provides all Southern California media with high-quality content — Spots for TV & Radio; PDFs for Newspapers & Magazines; Eco-Posters, Digital Jpegs, Bulletins & Bus Shelter copy for Outdoor and Banners for Websites — free of charge that they arbitrarily self-select and air or post at their discretion. There is no money transacted between us and the media.

For the Outdoor industry in Southern California, we are truly fortunate as Los Angeles is the #1 DMA in the nation for running Ad Council PSAs. Collectively for all Outdoor companies in Los Angeles in 2009, this donation of space for English and Spanish PSAs totaled \$30.4 million.

Recent years since have shown similar amounts of donated space improving the quality of life for all Angelenos. These is just a brief list of issues that have been addressed:

- * Buzzed Driving Prevention (Ran 24/7 on 50 Digital Boards last week of year in 2011 & 2012)
- * Childhood Obesity Prevention
- * Community Engagement (For United Way of Greater Los Angeles)
- * Emergency Preparedness (Digital board was localized to www.ReadyLA.org)
- * High School Dropout Prev. (These posters were localized to Los Angeles)
- * Hunger Prevention
- * Veteran Support
- * Wildfire Preparedness
- * Wildfire Prevention (With Smokey Bear)

The Advertising Council
150 S. Glenoaks Blvd.
Burbank, CA 91502

818.848.2376
jboal@adccouncil.org
www.adccouncil.org

In addition, both Clear Channel Outdoor and CBS Outdoor in Los Angeles have earned the Ad Council's coveted "Silver Bell" Award as the nation's best local outdoor company for supporting our public service messages. No other city in the nation has had two "Silver Bell" Awards.

Other national recognition for extraordinary support of community messages has been sent to Clear Channel Outdoor by the following organizations:

- * Department of the Army For support of its High School Dropout campaign
- * Iraq & Afghanistan Veterans of America For Veterans Support campaign
- * National Highway Traffic & Safety Administration ... For Buzzed Driving is Drunk Driving

With outdoor companies, there is no federal or state regulation to run any PSAs at all, nor does the outdoor medium receive any kind of tax deduction for posting public service announcements.

All outdoor companies post our community messages at no charge for the space, or for the labor costs of putting up and taking down the Bus Poster, Eco-poster or Vinyl. These are very high costs to absorb, but the Outdoor industry has a strong tradition of incurring these costs as they believe it's the right thing to do for Los Angeles. (Not all outdoor companies are so generous as many across the nation will charge a posting fee.)

In Los Angeles, the Outdoor industry is a primary medium for keeping our community well-informed by helping Southern California veterans with resources to reduce the chances of post-traumatic stress disorder; for offering digital literacy by directing residents to a Los Angeles Library for free Internet training classes; for inspiring residents to donate food to the Los Angeles Regional Food Bank; for being prepared for an earthquake through ReadyLA.gov; for encouraging the public to adopt a pet from a Los Angeles shelter; for inspiring youth to graduate from a Los Angeles Unified High School and for having Smokey Bear remind the public that 9 out of 10 Southern California wildfires are started by fellow residents.

The Outdoor industry in our community is baseline essential to helping improve the health, safety, education and quality of life for all citizens within the City of Los Angeles.

Sincerely,





GMCLA
GAY MEN'S CHORUS OF LOS ANGELES

February 10, 2014

The Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street, Room 430
Los Angeles, CA 90012

Dear Mr. Council President,

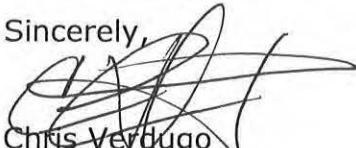
Our performing arts group, the Gay Men's Chorus of Los Angeles, would like to ask for your support of reasonable regulation of the billboard industry, as requested by the Los Angeles Outdoor Advertising Coalition (LAOAC). The Chorus uses outdoor advertising to promote our concerts and programs and would like to see digital boards returned to the landscape.

The billboard companies involved with LAOAC have been strong supporters of the Gay Men's Chorus of Los Angeles for several years. Billboards have helped us achieve our mission of creating musical experiences that strengthen our role as leaders among the LGBT and performing arts organizations, as well as enrich our member-artists, support LGBT youth, challenge homophobia and expose new communities to our message of equality.

Billboards play a critical part in the health and welfare of our neighborhoods as well. We can honestly say that without billboards, participation in our events would be compromised and we would be challenged to fulfill our mission.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better environment for charities, businesses and public safety overall.

Sincerely,



Chris Verdugo
Executive Director
Gay Men's Chorus of Los Angeles





February 20, 2014

Stacy Miller
Executive Director
Los Angeles Outdoor Advertising Coalition (LAOAC)
Sent via email

Dear Ms. Miller:

FilmL.A., Inc. would like to express our thanks on behalf of our clients, the County and City of Los Angeles, for the continued support of the Los Angeles Outdoor Advertising Coalition (LAOAC) and its members, Clear Channel Outdoor, CBS Outdoor and Lamar Advertising.

LAOAC's past and present support has been crucial to Film Works™, a major initiative of FilmL.A., Inc. creating awareness of the need of keeping production jobs in our state and regional economy. Film Works' effectiveness is greatly enhanced through the use of traditional and digital billboards in Los Angeles. The philanthropic contributions of the LAOAC to provide visibility to our campaign will help educate the public as we enter a very crucial year in the drive to keep production jobs in Los Angeles.

Los Angeles has long been considered the entertainment capital of the world and FilmL.A. is proud to be part of the production team. As a public benefit agency that coordinates and processes film permits for on-location movie, television and commercial shoots, we know the importance of the industry to Los Angeles County's financial success.

According to a 2012 report from the Los Angeles Economic Development Corporation, the entertainment industry provides more than 586,000 jobs, or \$43 billion in labor income, as well as \$6 billion annually in state and local taxes.

We look forward to seeing Film Works' messages displayed on both traditional and digital off-site signs in our region. With your help we hope to help preserve LA's title as "the Entertainment Capital of the World".

Sincerely,

A handwritten signature in blue ink, appearing to read "Paul Audley", is written over the typed name and title.

Paul Audley
President

FILM INDEPENDENT

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Michael Donaldson

March 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

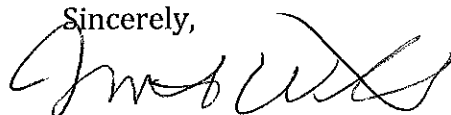
Film Independent, a nonprofit organization that helps new filmmakers develop their craft, is concerned about an issue that affects our industry, local businesses and public safety in Los Angeles, and that is the regulation of billboards, both traditional and digital. As billboards are important elements of our marketing, we hope that the Council adopts common sense guidelines that make them a resource available to all.

The outdoor advertising industry has long been a supporter of entertainment, donating more than \$6 million in public service announcement space to help along groups such as ours. With our mission of helping filmmakers make their movies, build audiences and work to diversify the film industry, their contributions are much appreciated. Our hope is that this great corporate citizenship can continue, as well as help maintain the thousands of projects and jobs provided by the entertainment industry.

We produce the city's largest film event, the Los Angeles Film Festival, held each June downtown. Outdoor billboards play a critical role in attracting the more than 75,000 people who attend the Festival. Film Independent supports any Council action that will result in reasonable restrictions on message illumination, duration and change rate; make provisions for public benefits and ensure that there are opportunities for all outdoor companies to secure digital signs.

Los Angeles has long been known as the entertainment capital of the world. By implementing reasonable regulation of both traditional and digital off-site signs in the city, we will secure the future success of our industry and our city.

Sincerely,



Michael Winchester
Managing Director, Film Independent



®

MOTION PICTURE ASSOCIATION OF AMERICA, INC.

15301 VENTURA BOULEVARD, BUILDING E

SHERMAN OAKS, CA 91403

Main: (818) 995-6600

MELISSA PATAACK

Vice President & Senior Counsel

State Government Affairs

818.935.5838 – direct

818.292.2784 – cell

Melissa_Pataack@mpaa.org

February 20, 2013

The Honorable Herb Wesson
President, Los Angeles City Council
City of Los Angeles
200 N. Spring St., Room 430
Los Angeles, CA 90012

Dear Council President Wesson:

On behalf of the Motion Picture Association of America, Inc. and our member companies*, I am writing to encourage the Council to take action to implement reasonable regulation of both traditional and digital off-site signs in the City of Los Angeles.

Digital billboards present an efficient and attractive opportunity for our member companies to advertise their motion pictures and television shows. This technology provides a convenient way to keep advertisements current and up-to-date. For example, following major awards or a highly successful opening weekend, a motion picture company can modify an advertisement on a digital billboard to reflect and incorporate an achievement of a particular film.

We support an ordinance that will establish reasonable time, place, and manner restrictions for off-site digital signage, and that will allow our member companies to take advantage of a technology that successfully improves the advertising of movies and television programs.

* The Motion Picture Association of America, Inc. includes: The Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal Studios LLC; and Warner Bros. Entertainment Inc.

Council President Wesson

February 20, 2014

Page 2

As you so well appreciate, the motion picture and television business represents a major industry for Los Angeles, providing much needed jobs and revenues to the City. Our member companies value the flexibility to advertise their product creatively with the newest available technology, in an effort to maximize revenue and sustain and create jobs.

Thank you for your consideration. I am available to discuss this, should you have any questions.

Sincerely,

A handwritten signature in blue ink that reads "Melissa Fatah". The signature is written in a cursive style with a long horizontal flourish at the end.



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THE POLICE OFFICERS
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DIRECTOR

April 22, 2013

Mayor Antonio Villaraigosa
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Mayor Villaraigosa:

On behalf of the Police Protective League and the 9,900 dedicated and professional sworn members of the Los Angeles Police Department, we urge you to develop a legislative solution for digital signs that could positively impact this year's budget, keep police and fire personnel on the street, save civilian jobs in the Department and maintain the level of public safety worthy of the City of Los Angeles.

Public Safety in the City of Los Angeles has suffered from far-reaching cuts in recent years as a result of budget shortages. Cuts to fire, police and 911 services cannot continue if we want to maintain the current level of protection for our neighborhoods and families.

The only way we can avoid these cuts and negative impacts to our public safety is by bringing new revenues into the City and a legislative solution for digital signs can bring that much needed revenue. This solution is long overdue and should be resolved in this budget cycle.

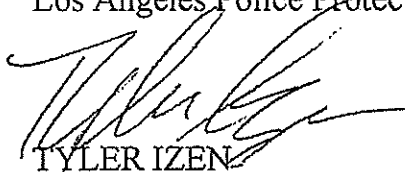
Currently, more than 43 states and 450 localities have already adopted policies that allow for and regulate digital signs, providing significant economic benefits and revenue generation opportunities. Our City can no longer afford to delay adopting a common sense digital sign policy that protects public safety jobs and pensions through added revenues.

You can ensure law enforcement remains a priority in our city through the adoption of reasonable digital sign policy that brings much needed revenue, promotes public safety and protects the jobs of our police officers and department personnel.

If you have any questions please feel free to contact the League's City Hall representative, Peter Repovich at 213-792-1086 or peterrepovich@lappl.org.

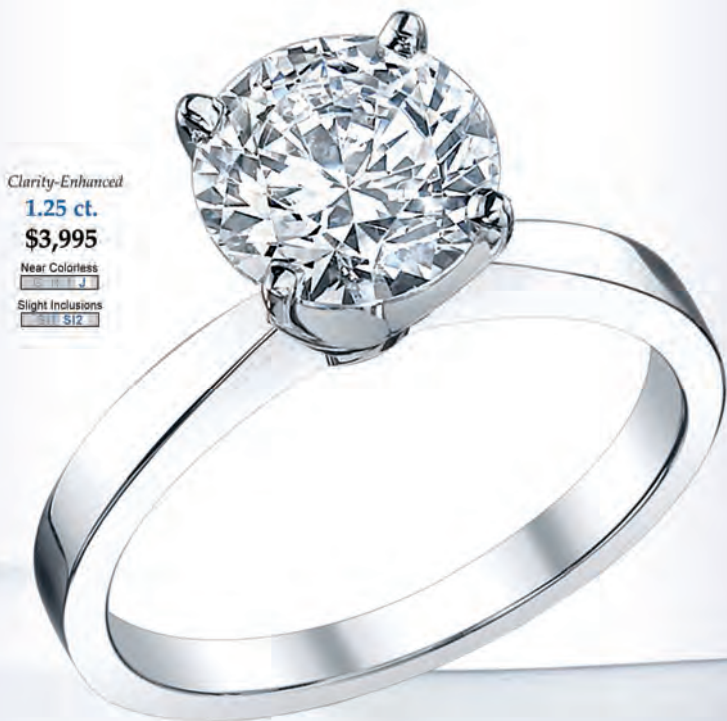
Sincerely,

BOARD OF DIRECTORS
Los Angeles Police Protective League

A handwritten signature in black ink, appearing to read 'Tyler Izen', written over the printed name.

TYLER IZEN
President

Give Her a
**30% Bigger,
 Brighter Diamond**
 with a Yehuda
 Clarity-Enhanced Diamond*

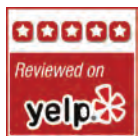


* When compared to a Non-Enhanced .95 ct. diamond, JSI₂ for \$3,995.

What is a Clarity-Enhanced Diamond?

Yehuda Clarity Enhancement is a revolutionary technology that takes a **natural diamond** with visible imperfections and makes them **invisible to the naked eye.**

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Enough Is Enough!



Police Officer PETER REPOVICH, Director

It's no secret that the City of Los Angeles desperately needs to find revenues to fill its \$200 million budget gap, especially after the failure of Measure A in March. The City needs to find these funds to prevent an attempt to cut general city services, including police, fire and 911 emergency services. We all can agree on the urgency and importance of fixing our budget crisis, which is why I don't understand why our city leaders have failed to act on a common-sense proposal that would bring significant revenues to the City while also providing important public safety benefits.

The proposal I am referring to is the straightforward idea that the City of Los Angeles needs to develop a sensible and fair ordinance for digital signs. A legislative solution allowing for the regulated and reasonable location and use of digital signs in Los Angeles is long overdue, and it's time the City embraces digital signs and all the great opportunities they afford the community.

More than 43 states and 450 localities have already adopted policies that allow for and regulate digital signs, providing significant economic and community benefits, revenue generation opportunities and traditional sign takedowns. If so many other municipalities have been able to overcome challenges to creating public policy, I don't see any reason why our great City shouldn't be able to do the same.

We are at an absolutely critical point — the City cannot afford to delay any longer in adopting a common-sense digital sign policy that will bring desperately needed revenues to the City, protecting public safety jobs and pensions.

Revenue from digital signs will support public safety

Cuts to fire, police and paramedic services are not an option if we want to maintain the current level of protection for our neighborhoods and families. To help prevent or avoid any negative impacts to our public safety, we need to bring new revenues into the City.

Crafting a comprehensive solution to address digital signs provides a unique revenue-generating opportunity for the City in a time of fiscal constraint. Permit fees and other forms of revenues, in exchange for allowing digital sign companies to put up a limited number of digital signs in reasonable locations, could result in millions of dollars in direct revenues to the general fund.

Those are revenues that can then be used to help maintain or increase the level of fire and police service and to pay overtime for additional coverage.

By taking action to protect and preserve digital signs in the city, not only will city leaders generate needed revenue, but they will also ensure that our City takes full advantage of the significant public safety benefits digital signs provide.

Digital signs provide a unique resource to public safety agencies and law enforcement organizations like the Department, FBI, U.S. Marshals, and the National Center for Missing & Exploited Children. The signs deliver critical, time-sensitive alerts

and emergency notifications that help keep the public and our officers safe.

One such recent example is the alerts that ran on the network of digital signs across the region during the manhunt for Christopher Dorner. The alerts were updated in real time to reflect new information as we had it. The FBI regularly uses digital signs to post wanted ads, with more than 50 fugitives being apprehended due directly to tips from someone seeing a digital sign.

Without a reasonable digital signage policy, the City hurts the efforts of the agencies charged with protecting public safety by removing modern technology used to deliver critical messages. When resources are already strained, we cannot afford to lose one more tool in our fight to keep our city safe.

It is also worth noting that certain sign companies have committed to using local union labor in the construction, demolition and maintenance of traditional and digital signs, thus leading the way to a skilled union billboard workforce.

All the City needs to do to take advantage of these economic, community and public safety benefits is support a digital sign ordinance that preserves existing digital signs and provides for new ones in the near future.

City leaders need to act now on digital signs

Knowing that so many other cities have been able to craft digital sign policies and recognizing the *significant public safety and economic benefits of digital signs*, I cannot understand why this issue has dragged on for so long and our city leaders have not yet acted.

Billboards and digital signs are not something to be afraid of. They have been in our city for over 100 years, and as a city of entertainment and progress, we should embrace new technologies that help us remain a destination city for residents and visitors alike.

While there may be a few vocal community activists, this minority should not be allowed to determine what is in the best interest of the entire city. Spending energy to try to appease a few when the vast majority of the public supports digital signs is a waste of taxpayer time and money. Do we really need 37 public hearings to decide an issue like this? There are far more critical issues for our City to focus on.

It's time for the City Council to make decisions about digital signs that are in the best interest of all Angelenos, including public safety personnel. City leaders can ensure that law enforcement remains a priority and our City retains the benefits digital signs provide, and I will continue to work with them on your behalf to make sure they take action.

We believe that the economic benefit after years of cost-benefit analysis is in favor of a quick, comprehensive action to stimulate and generate more revenue for the City.

You can contact me at (213) 792-1082 or at PeterRepovich@lappl.org. ❖



The Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As President/Festival Director for the Burbank International Film Festival and filmmaker whose industry depends on outdoor advertising, I am writing to express my support of digital and traditional sign regulations as supported by the Los Angeles Outdoor Advertising Coalition (LAOAC). It is vital to establish reasonable standards that embrace traditional and technologically advanced outdoor advertising that will benefit local non-profit organizations like our festival.

The Burbank International Film Festival's mission is to promote up and coming filmmakers, providing not only an audience for their films, but also distribution and industry seminars to help them achieve greater exposure and possible investment in their projects. We do this using every media source available, including both traditional and digital billboards to attract sponsors and participants, all for the benefit of our creative artists. and whose industry depends on outdoor advertising,

The billboard companies involved in LAOAC have been strong supporters of our organization as well as many other local charities for several years, which allow us to provide essential services. Billboard companies have proven that they are good neighbors who make contributions to their neighborhoods while providing an essential business service.

I encourage the City to take action to implement reasonable regulation of both traditional and digital off-site signs. Your support of balanced, common sense regulations will help us continue our support of new filmmakers and the growth of an industry critical to Los Angeles' future.

Sincerely,

Jeff Rector
President/Festival Director
Burbank International Film Festival
www.BurbankFilmFest.org

January 22, 2014

Honorable Herb Wesson, Jr.
President, Los Angeles City Council
200 N. Spring Street, Room 470
Los Angeles, CA 90012

Honorable Council President Wesson:

As Los Angeles' largest performing arts festival and a nonprofit arts group that depends on publicity to survive, we are writing in support of the Los Angeles Outdoor Advertising Coalition (LAOAC)'s request for common sense regulation of billboards and digital signage. Outdoor advertising is a critical part of the landscape in LA, and our arts community depends on them. We are asking that the council establish reasonable standards that embrace traditional and technologically advanced outdoor advertising that will benefit our neighborhoods and its nonprofit organizations.

The Hollywood Fringe Festival is an annual, open-access, community-derived event celebrating freedom of expression and collaboration in the performing arts. During the festival, theaters, parks, clubs, churches, restaurants and other spaces host hundreds of productions by local, national and international arts companies as well as independent performers. The financial draw to Los Angeles during the festival is sizeable and we have found outdoor advertising to be an effective way to direct patrons to get involved.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Doing so will create a better working environment for the arts, business and public services for the betterment of all.

Sincerely,

A handwritten signature in black ink, appearing to read "Ben Hill". The signature is stylized and cursive, with the first name "Ben" written in a larger, more prominent script than the last name "Hill".

Ben Hill
Festival Director
Hollywood Fringe Festival



January 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012


Dear Council President Wesson,

As specialists in out-of-home and nontraditional advertising, Macdonald Media would like to express our support of the common sense approach to billboard regulations as proposed by the Los Angeles Outdoor Advertising Coalition (LAOAC). Many advertisers doing business in Los Angeles depend on billboards to grow and create jobs and the proposed changes will help them continue to make economic progress.

Macdonald Media is dedicated to connecting consumers to our clients' brands in a relevant and meaningful way and digital billboards are one of the resources we use frequently. A recent study by the U.S. Department of Transportation's Federal Highway Agency shows that digital billboards do not distract drivers, as opponents may claim, nor do they create a traffic hazard. The study also points out that a digital billboard attracts more attention than a traditional one, but in a safe way, underlining their importance in a changing media landscape.

Billboards have unique advantages that can't be found in other advertising media and remain an affordable way to promote a business – it's technology that fits even a limited budget. Common sense regulations will bring Los Angeles in line with hundreds of other communities that have embraced billboards and their evolution as technology advances. We also ask that you also approve the public benefit component of LAOAC's proposal, which could fund improvements and services negatively impacted by budget cuts.

An overwhelming majority of local residents accept both traditional and digital billboards as a part of the landscape. This issue is one where the benefit of the greater good must be given more weight than a small, vocal minority. We encourage the Council to take immediate action to implement the reasonable regulations proposed by LAOAC.

Sincerely,

Rick Robinson
Managing Director · West Coast

FILM INDEPENDENT

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GENERAL COUNSEL

Michael Donaldson

March 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

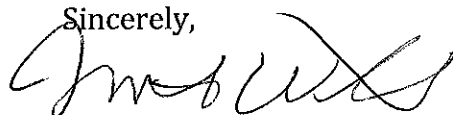
Film Independent, a nonprofit organization that helps new filmmakers develop their craft, is concerned about an issue that affects our industry, local businesses and public safety in Los Angeles, and that is the regulation of billboards, both traditional and digital. As billboards are important elements of our marketing, we hope that the Council adopts common sense guidelines that make them a resource available to all.

The outdoor advertising industry has long been a supporter of entertainment, donating more than \$6 million in public service announcement space to help along groups such as ours. With our mission of helping filmmakers make their movies, build audiences and work to diversify the film industry, their contributions are much appreciated. Our hope is that this great corporate citizenship can continue, as well as help maintain the thousands of projects and jobs provided by the entertainment industry.

We produce the city's largest film event, the Los Angeles Film Festival, held each June downtown. Outdoor billboards play a critical role in attracting the more than 75,000 people who attend the Festival. Film Independent supports any Council action that will result in reasonable restrictions on message illumination, duration and change rate; make provisions for public benefits and ensure that there are opportunities for all outdoor companies to secure digital signs.

Los Angeles has long been known as the entertainment capital of the world. By implementing reasonable regulation of both traditional and digital off-site signs in the city, we will secure the future success of our industry and our city.

Sincerely,



Michael Winchester
Managing Director, Film Independent



April 9, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As the 2012 Roastee, you know that the American Diabetes Association's (ADA) mission to find a cure for diabetes and provide a wide variety of programs and outreach to those afflicted with this devastating disease. Like other health related non-profit organizations, the ADA is always searching for effective ways to deliver our services.

The outdoor advertising industry, by providing free public service messages, has been a vital partner in carrying our message of how to prevent diabetes and how to seek help if one has the first symptoms of diabetes.

We have found that digital billboards have been very effective tools for these public service messages which include health fair announcements, where to get glucose testing, etc.

On behalf of the American Diabetes Association, I am writing to express support for common sense regulation of billboards and digital signage as supported by the Los Angeles Outdoor Advertising Coalition (LAOAC).

We encourage the City Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better working environment for nonprofit organizations, businesses, residents and neighborhoods across the city.

With appreciation for your efforts,

A handwritten signature in black ink, appearing to read 'T. Hutson Morris-Irvin', with a long horizontal line extending to the right.

T. Hutson Morris-Irvin
Director of Marketing & Communication
American Diabetes Association
tmorrisirvin@diabetes.org
323-966-2890 ex 7502

Los Angeles Office
611 Wilshire Blvd. Suite 900
Los Angeles, CA 90017
Tel: 323-966-2890

Diabetes Information
1-800-DIABETES (1-800-342-2383)
www.diabetes.org
The Association gratefully accepts gifts through your will.

The Mission of the American
Diabetes Association is to prevent and
cure diabetes and to improve the lives
of all people affected by diabetes.



The David Geffen Center
Vance North Necessities of Life Program
in nine locations
APLA Health & Wellness Center
The S. Mark Taper Foundation Center
APLA Dental Services and Mobile Services
AIDS Walk Los Angeles
TEAM TO END AIDS (T2)

The Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street, Room 430
Los Angeles, CA 90012

Dear Council President Wesson,

In times of crisis, billboards have been able to convey a message with immediacy to audiences that may not have access to other media. Right now, the billboard industry in Los Angeles, which is one of our strong supporters, needs your help and action to implement reasonable, common sense regulation for both traditional and digital signage.

AIDS Project Los Angeles has been at the forefront of bringing awareness and education about HIV/AIDS care and prevention for more than 30 years and now serves more than 11,000 individuals through first-rate care and prevention programs.

Most recently, the outdoor advertisers involved with LAOAC have helped us attract significant support for our most recent AIDS Walk Los Angeles, an event that raised millions for our programs. In addition, they have helped to broadcast our prevention messages at no cost and, as an industry, contribute more than \$6 million annually to nonprofit organizations like ours.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better working environment for charities, businesses and public safety overall.

Sincerely,


Craig E. Thompson
Executive Director

APLA TRUSTEES

Ron Burkle
The Yucaipa Companies
Jeffrey Katzenberg
DreamWorks SKG

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Gilead Sciences

Wilbert C. Jordan, M.D., MPH
Medical Director
OASIS Clinic

Shawn Khorrami
Partner
Khorrami Boucher Summer Sanguinetti, LLP

Lee Klosinski
Senior Associate Director
UCLA Nathanson Family Resilience Center

Lefky Mansi
Senior Vice President, Regional President
Los Angeles Community Bank, Wells Fargo & Co.

J.R. McGinnis
Senior Vice President, U.S. Business Affairs
Sony Pictures Television

Kenneth D. McLean
Managing Director, Southern California
Deloitte Consulting LLP

C. Martin Meekins
General Counsel and Chief Compliance Officer
Empyrean Capital Partners, LP

George Padilla
Vice President, Business Client Advisor
Union Bank

Peter Perkowski
Partner
Winston & Strawn, LLP

Kevin Salatino
Hannah and Russel Kully
Director of Art Collections
The Huntington Library, Art Collections,
and Botanical Gardens

Paul Santello
Executive Vice President, Managing Partner
Horizon Media

Steven J. Shoptaw, Ph.D.
Vice Chair for Academic Affairs,
Department of Family Medicine;
Executive Director, Safe House
David Geffen School of Medicine at UCLA

Tom Whitman
Senior Vice President, Director of Film
Radanworks

EXECUTIVE DIRECTOR

Craig E. Thompson
AIDS Project Los Angeles



*Leading the way in education, advocacy,
and public policy for children and adults
with developmental disabilities.*

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Seth Weisbord, Esq.

4401 CRENSHAW BOULEVARD

SUITE 215

LOS ANGELES, CA 90043

OFFICE 323.291.7100

FAX 323.291.7104

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

I am writing to express my support of the Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal of common sense regulation of billboards and digital signage. As the founder of the Special Needs Network, I have first-hand experience with the positive results billboards have provided when we reached out to our community in the South Los Angeles – Crenshaw area. With the industry's support, we have been able to promote our mission of social justice, equality and dignity for all children with disabilities.

The billboard companies involved in LAOAC have been strong supporters of many local charities for several years, and allow us to provide essential services, such as raising awareness and promote education and resources for parents. In Los Angeles, the billboard industry donates \$6 million in public service announcements every year. Billboards not only encourage donations, but also advise potential clients of available services, playing a critical part in the health and welfare of our neighborhoods.

Many of our clients have responded to information posted on billboards – taking that resource away could have serious consequences. We realize the value of billboard promotions for our programs and those of other charities to impact public policy and provide support to our populations. Billboard companies have proven that they are good neighbors who make contributions to their neighborhoods while providing an essential business service.

You can make a difference in our city's health and welfare by taking immediate action to implement reasonable regulation of both traditional and digital off-site signs. Our belief is that doing so will result in a better working environment for charities, businesses and public safety overall.

Sincerely,

Areva Martin
President and Founder
Special Needs Network, Inc.



National Organization of Parents Of Murdered Children, Inc.

For the families and friends of those who have died by violence.

National Office:

4960 Ridge Avenue, Suite 2 • Cincinnati, OH 45209 • (513) 721-5683
Fax: (513) 345-4489 • www.pomc.org • Email: natlpomc@pomc.org

Satellite Office:

Dan Levey, Executive Director • P.O. Box 625 • Phoenix, AZ 85001
Phone: (602) 492-9205 • Email: dlevey@pomc.org

April 22, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

When a loved one is murdered, surviving family and friends so often feel alone in their grief and outrage. The National Organization of Parents of Murdered Children (POMC) makes a difference through on-going emotional support, education, prevention, advocacy, and awareness. If a murderer is at large, any resource to help law enforcement find the guilty parties, including billboards, is essential.

It is in this spirit that POMC offers its support to a common sense digital and static billboard ordinance, with reasonable regulations such as those proposed by the Los Angeles Outdoor Advertising Coalition (LAOAC).

Billboards – especially quick-changing digitals - offer immediate information that can result in an arrest or warn people when there is a threat in their neighborhood. Sometimes the eyes and ears of the community are just what's needed to quickly apprehend a criminal. Your support of a simplified, streamlined ordinance for billboards that brings digital displays back to life will return a critical resource to the community. National and regional law enforcement agencies have long used digital signage with great success. They have been critical in delivering time-sensitive alerts and emergency notifications, including Amber Alerts and wanted fugitive bulletins.

POMC was founded in 1978, in Cincinnati, Ohio and currently has over 60 chapters and 100 contact people throughout the United States providing services to family and friends of those killed by violence. POMC's vision is to provide support and assistance to all survivors of homicide victims while working to create a world free of murder is enhanced.

POMC supports the LAOAC's effort to bring this to the Council and hope your vote will help Los Angeles join other communities using technology to work for the betterment of all residents.

Sincerely,

Dan Levey
Executive Director



January 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles, Room 403
200 N. Spring Street
Los Angeles, CA 90012

Dear Honorable Council President Wesson,

Los Angeles has long been a haven for artists, from the solo painter to the street corner musician, all the way up to the movie stars that grace the billboards of our town. For many years, artists have been supported by those companies that put up those billboards and now, Art Share LA would like to return that favor. We support the efforts of the Los Angeles Outdoor Advertising Coalition (LAOAC) to work with the City Council toward reasonable regulation of billboards, both traditional and digital.

Art Share LA is a sanctuary for the arts in downtown LA, offering lofts, studios, community programs, exhibits and events centered around the city's artistic roots. Our classes, galleries and performance spaces are community based and depend on a variety of media outlets to get the word out. As a nonprofit organization, we also depend on the support of the outdoor advertising industry to get out our message of free expression.

The billboard companies involved in LAOAC have been strong supporters of many local charities for several years, donating \$6 million in public service announcements every year. Community benefits proposed by LAOAC could go a long way in providing funding for much-needed neighborhood improvements and support of programs that bring artists to our area. Billboards not only encourage donations, but also advise potential clients of available services and cultural opportunities, playing a critical part in the health and welfare of our neighborhoods.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Doing so will create a better working environment for the arts, business and public services for the betterment of all.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Rick Robinson', with a large flourish extending to the right.

Board President

Rick Robinson

www.artsharela.org



May 20, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As business owners in our growing, competitive city, we would like to express our support for a reasonable, common sense approach to billboard regulation, as proposed by the Los Angeles Outdoor Advertising Coalition (LAOAC). Pink's Hot Dogs, a Hollywood legend, has been serving Angelenos since 1939. Many of our satisfied customers have come to our doors guided by our billboard on La Brea Avenue and we count ourselves among the many fortunate businesses in Los Angeles have been able to grow and thrive using these valuable resources.

The majority of small business owners depend on billboards to drive customers to their doors, which in turn helps their companies create jobs and support the local economy. According to the Outdoor Advertising Association of America, at least seven out of 10 billboard messages promote local advertisers and the typical business relying on billboard advertising employs 35 workers. Billboards have unique advantages that can't be found in other advertising media and remain an affordable way to promote a business – it's technology that fits even a limited budget.

The regulations proposed by LAOAC will bring Los Angeles in line with more than 450 communities in 43 states that have embraced billboards and their evolution as technology advances. Billboards can also result in public benefits that will provide funding for improvements and services negatively impacted by budget cuts.

An overwhelming majority of local residents accept both traditional and digital billboards as a part of the landscape. This issue is one where the benefit of the greater good must be given more weight than a small, vocal minority. We encourage the Council to consider taking immediate action to implement the reasonable regulations proposed by LAOAC.

Sincerely,

Richard Pink
Co-Owner, Pink's Hot Dogs

PINK'S FAMOUS HOT DOGS
709 N. La Brea, Los Angeles, CA 90038
Visit us on the world-wide-web at: www.pinkshollywood.com



Los Angeles Downtown Arts District Space

March 19, 2014

The Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street, Room 403
Los Angeles, CA 90012

Dear Council President Wesson,

The Los Angeles Downtown Arts District Space (LADADSpace) is a critical part of the rebirth of the historic and cultural center of our city. With the involvement of many visual, performing and musical artists, the area is turning the tide on what once was an abandoned neighborhood. Part of that heritage and equally important to its renewal, are billboards – both traditional and digital. Outdoor advertising is an art form of its own and we are writing to express our support of the Los Angeles Outdoor Advertising Coalition (LAOAC)'s request for common sense regulation of billboards and digital signage.

The billboard companies involved in LAOAC have been strong supporters of many local charities for several years, donating \$6 million in public service announcements every year. Community benefits proposed by LAOAC could go a long way in providing funding for much-needed neighborhood improvements and support of programs that bring artists to our area. Billboards not only encourage donations, but also advise potential clients of available services and cultural opportunities, playing a critical part in the health and welfare of our neighborhoods.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Doing so will create a better working environment for the arts, business and public services for the betterment of all.

Sincerely,

A handwritten signature in blue ink, appearing to read 'J. Jerald', is written in a cursive style.

Jonathan Jerald
Secretary, Founding Board Member
Los Angeles Downtown Arts District Space

Chambers of Commerce
Agoura-Oak Park-Conejo Valley-Calabasas
Alhambra
Arcadia
Armenian American
Bell Gardens
Beverly Hills
Burbank
Century City
Chinese Chamber LA
Claremont
Culver City
El Monte
Filipino American
Filipino American South East Corridor
Glendale
Greater Lakewood
Greater Los Angeles African American
Harbor City / Harbor Gateway
Hollywood
Irwindale
Korean American
Los Angeles Area
LAX Coastal Area
La Canada Flintridge
Long Beach Area
Los Angeles Metropolitan Hispanic
Malibu
Manhattan Beach
Montebello
Pacific Palisades
Pasadena
Pomona
Redondo Beach
Regional Black
Regional Hispanic
Regional San Gabriel Valley
Rosemead
San Pedro Peninsula
Santa Clarita Valley
Santa Monica
South Bay Association
Toluca Lake
Torrance Area
United Chambers San Fernando Valley
Universal City North Hollywood
Vernon
Vietnamese American
West Hollywood
West Los Angeles
Westside Council
Wilmington
Woodland Hills-Tarzana
Trade Associations and Minority Business Groups
AIA Los Angeles
American Beverage Association
Antelope Valley Board of Trade
Apartment Association, CA Southern Cities
Apartment Association of Greater Los Angeles
Arcadia Association of Realtors
Asian American Business Women Association
Asian Business Association
Associated Builders and Contractors - LA/Ventura
Beverly Hills / Greater LA Association of Realtors
British American Business Council
Building Industry Association, LA / Ventura
Building Owners & Managers Association, LA
Burbank Association of Realtors
California Apartment Association, LA
California Contract Cities Association
California Grocers Association
California Independent Bankers
California Metals Coalition
California Small Business Alliance
Carson Dominguez Employers Alliance
Central City Association
Citrus Valley Association of Realtors
Construction Industry Air Quality Coalition
Construction Industry Coalition for Water Quality
Employers Group
Entrepreneurs' Organization LA
Fixing Angelenos Stuck In Traffic (FAST)
FuturePorts
Gateway to LA
Glendale Association of Realtors
Greater Asian Business Federation
Greater LA New Car Dealers Association
Harbor Association of Industry & Commerce
Harbor Trucking Association
Hospital Association of Southern CA
Hotel Association of Los Angeles
Industry Manufacturers Council
International Warehouse Logistics Association
LA SHARES
League of California Cities
Los Angeles County Economic Development Corp.
Los Angeles County Waste Management Association
Motion Picture Association of America
NAIOP Southern California
National Association of Women Business Owners, LA
National Latina Business Women Association
New Majority Los Angeles
Overseas Chinese Business Exchange
Pasadena-Foothills Association of Realtors
Recording Industry Association of America
San Gabriel Valley Economic Partnership
Santa Clarita Valley Economic Development
So Cal Minority Supplier Development Council
South Asian Business Alliance Network
South Bay Association of Realtors
South Park Stakeholders Group
Southern California Grantmakers
Southland Regional Association of Realtors
Tri-Counties Association of Realtors
Valley Economic Alliance
Valley Economic Development Center
Valley Industry Association of Santa Clarita
Valley Industry & Commerce Association
Valley International Trade Association
West San Gabriel Valley Association of Realtors
Western States Petroleum Association

October 18, 2013

Council of the City of Los Angeles
Planning and Land Use Management (PLUM) Committee
200 North Spring Street
Los Angeles, CA 90012

RE: Opposition to Current Proposed Signs Ordinance

Honorable Members of the Planning and Land Use Management (PLUM) Committee; Councilmembers Jose Huizar, Gil Cedillo, and Mitchell Englander:

On behalf of the Los Angeles County Business Federation (BizFed), representing more than 110 business organizations with more than 268,000 businesses across our region, including more than 80,000 businesses in the City of Los Angeles, we are writing to share our concerns about the Revised Sign Ordinance governing outdoor advertising, which was released Sept. 13.

For businesses, community organizations, and public agencies in neighborhoods across the City, outdoor signs can be important tools for advertising, marketing, public communication, and community engagement. However, while many of our members embrace these benefits, we also recognize that growth has resulted in many outdoor signs in locations that are undesirable for both residents and outdoor advertisers and signage companies. Therefore, we believe there is a need for comprehensive, clear, fair, easily understood rules, and we commend the Department of City Planning and the Planning and Land Use Management Committee (PLUM) for assembling various stakeholders to tackle this issue. As part of that process, on March 18, 2013, our BizFed working group on the subject submitted a letter outlining key principles we hope to see in any ordinance, a copy of which is attached for your reference.

We all agree enhancing the beauty of Los Angeles is tantamount to our economic development as a city, and that beautiful cities attract people and businesses. Therefore, all of our points below are established within the context that we're working together to ensure a more beautiful and attractive city and we seek to overcome the blight we've suffered through the past few decades, while surrounding cities are thriving with much higher quality urban design and more livable built environments.

While we appreciate the Department of City Planning's efforts on this matter, **we have the following serious concerns about the most recent version of the ordinance:**

1. Inadequate Community Benefits Provisions: The Revised Sign Ordinance still includes a formula that requires some takedown of existing inventory in addition to community benefits alternatives. Not all communities are the same, and there may not be relevant sign inventory that can be removed. The City's ordinance should include a clear menu of acceptable community benefit options as a stand-alone alternative to be considered in exchange for sign benefits. Examples of community benefits include sidewalk repair, landscaping amenities, the planting of street trees, parks and open

space, facade improvements, street furniture, and similar measures designed to enhance affected neighborhoods. Council offices should have the flexibility to work with the neighborhoods they represent to use the community benefits menu to address the unique and specific needs of their respective communities in ways that are fair and equitable to outdoor advertisers and signage companies.

Failure to include such community benefit provisions undermines the ability of Council offices, community stakeholders, and outdoor advertisers to work collaboratively on mutually beneficial solutions to protect and enhance the character of City neighborhoods. Moreover, with redevelopment funds no longer available and the City budget otherwise constrained, these kinds of community benefit provisions may be the only source of funding for improvements in many neighborhoods.

2. 90 Percent of the City is Off-Limits. The Revised Sign Ordinance includes zoning provisions that make 90 percent of the City off-limits to outdoor advertising. This denies the economic, public safety, and community benefits of a thoughtful outdoor advertising policy to nearly every neighborhood in the City. Considering that neighborhoods no longer have the benefit of Community Reinvestment Areas and other critical, targeted economic development tools, we believe this is a shortsighted public policy. A comprehensive new ordinance governing signs should be used as an economic development tool throughout the city, giving businesses and neighborhoods access to private sector resources where public dollars are no longer forthcoming.

3. Onerous Penalty Provisions: The City's Revised Sign Ordinance proposes a new regulatory system that would give the Los Angeles Department of Building and Safety the authority to impose onerous administrative civil penalties for potential violations of the City's sign regulations.

Penalties would begin to accrue 16 days after issuance of a compliance order, long before a responsible party could possibly obtain judicial review, thereby creating an undue burden for the sign owner. The prohibitive daily penalties, which range from \$2,500 to \$12,000 per day for the first alleged violation, and up to \$8,000 to \$48,000 per day for subsequent violations, are vastly higher than the \$250/\$1000 daily fines the Department may impose under other sections of the Municipal Code.

For example, in the case of a single large sign (and assuming the best-case 125-day time frame to complete administrative review), the responsible party would have to risk nearly \$6,000,000 in penalties just to test the compliance order to the point of a final administrative determination. Penalties would accrue to even more catastrophic levels if the responsible party exercised its constitutional right to seek review in the courts. If judicial proceedings took even a year, penalties would rise by an additional \$17,520,000 to a total of over \$23,000,000. It bears repeating that these are penalties for a single sign.

To avoid such issues, and to ensure that a responsible party has reasonable legal grounds to challenge a compliance order and seek judicial review (per the Constitution), the Revised Sign Ordinance should provide that civil penalties should not accrue during an appeal, order to comply or assessment of civil penalties period (i.e. Tolling). This would only apply to legitimate appeals and thus would not benefit rogue operators.

4. Removal of Sign Variance and Adjustments Process: The version of the ordinance previously considered by PLUM also a provision allowing the granting of adjustments for either existing on-site or off-site signs. According to the report from the City attorney that accompanies the report on the Revised Sign Ordinance, ***"After PLUM recommended approval of the ordinance, however, the Planning Department reconsidered the benefits and the detriments of allowing adjustments for off-site signs."***

It goes on to state "One of the key benefits is allowing sign companies to update their existing off-site signs and legalize aspects of an existing off-site sign that do not conform to its permit. One of the key detriments concerns the potential environmental impacts of such adjustments for off-site signs. In the course of its final environmental analysis, staff determined that the potential environmental impacts of allowing larger or relocated off-site signs would be difficult to predict and justify. This difficulty complicates the CEQA review process."

As such, "the Planning Department has determined that, on balance, the detriments of this provision outweigh its benefits, and has asked the City Attorney to remove this provision from the draft ordinance..." **Effectively superseding and overriding the ruling of the members of the PLUM committee.**

While various individual businesses may have additional concerns, we find there is broad agreement among diverse stakeholders in the business community that the items we have listed must be addressed. **Because of these concerns, we oppose the proposed ordinance as it is currently written, and we urge you to do the same.**

We look forward to continue engaging all of the relevant stakeholders to ensure a fair and comprehensive solution.

Sincerely,



LaDonna DiCamillo
BizFed Chair
Long Beach Area Chamber



David Fleming
BizFed Founding Chair
Latham & Watkins LLP



Tracy Rafter
BizFed CEO
IMPOWER, Inc.

CC:

Michael LoGrande, Director, City of Los Angeles Department of City Planning

ATTACHMENT:

BizFed Comment Letter on Billboards and Signage, March 18, 2013

Chambers of Commerce
Agoura-Oak Park-Conejo Valley-Calabasas
Alhambra
Arcadia
Armenian American
Beverly Hills
Burbank
Century City
Chinese Chamber LA
Claremont
Culver City
El Monte
Filipino American
Glendale
Greater Lakewood
Greater Los Angeles African American
Harbor City / Harbor Gateway
Hollywood
Irwindale
Korean American
Los Angeles Area
LAX Coastal Area
La Canada Flintridge
Long Beach Area
Los Angeles Metropolitan Hispanic
Malibu
Manhattan Beach
Montebello
Pacific Palisades
Pasadena
Pomona
Redondo Beach
Regional Black
Regional Hispanic
Regional San Gabriel Valley
Rosemead
San Pedro Peninsula
Santa Clarita Valley
Santa Monica
South Bay Association
Toluca Lake
Torrance Area
United Chambers San Fernando Valley
Universal City North Hollywood
Vernon
Vietnamese American
West Hollywood
West Los Angeles
Westside Council
Wilmington
Woodland Hills-Tarzana
Trade Associations and Minority Business Groups
AIA Los Angeles
American Beverage Association
Antelope Valley Board of Trade
Apartment Association, CA Southern Cities
Apartment Association of Greater Los Angeles
Asian American Business Women Association
Asian Business Association
Associated Builders and Contractors - LA/Ventura
Beverly Hills / Greater LA Association of Realtors
British American Business Council
Building Industry Association, LA / Ventura
Building Owners & Managers Association, LA
California Apartment Association, LA
California Contract Cities Association
California Independent Bankers
California Metals Coalition
California Restaurant Association, LA
Carson Dominguez Employers Alliance
Central City Association
Center for International Trade Development
Citrus Valley Association of Realtors
Construction Industry Air Quality Coalition
Construction Industry Coalition for Water Quality
Employers Group
Entrepreneurs' Organization LA
Fixing Angelenos Stuck In Traffic (FAST)
FuturePorts
Gateway to LA
Glendale Association of Realtors
Greater Asian Business Federation
Greater LA New Car Dealers Association
Harbor Association of Industry & Commerce
Harbor Trucking Association
Hospital Association of Southern CA
Hotel Association of Los Angeles
Industry Manufacturers Council
LA SHARES
League of California Cities
Los Angeles County Economic Development Corp.
Los Angeles County Waste Management Association
Motion Picture Association of America
National Association of Women Business Owners, LA
National Latina Business Women Association
New Majority Los Angeles
Overseas Chinese Business Exchange
Pasadena-Foothills Association of Realtors
Recording Industry Association of America
San Gabriel Valley Economic Partnership
So Cal Minority Supplier Development Council
South Asian Business Alliance Network
South Bay Association of Realtors
South Park Stakeholders Group
Southland Regional Association of Realtors
Tri-Counties Association of Realtors
Valley Economic Alliance
Valley Economic Development Center
Valley Industry Association of Santa Clarita
Valley Industry & Commerce Association
Valley International Trade Association
West San Gabriel Valley Association of Realtors
Western States Petroleum Association

March 18, 2013

Michael LoGrande
Director
City of Los Angeles Department of City Planning
201 N Figueroa St
Los Angeles, CA 90012

RE: Comments on Outdoor Advertising and Signage Effort

Dear Director LoGrande,

On behalf of the Los Angeles County Business Federation (BizFed), representing more than 100 business organizations with more than 250,000 businesses across our region, including more than 80,000 businesses in the City of Los Angeles, we are writing to offer comments for your consideration as the City works to address the issue of billboards and digital signs.

For businesses, community organizations, and public agencies in neighborhoods across the City, billboards and digital signs can be important tools for advertising, marketing, public communication, and community engagement. However, while many of our members embrace these benefits, we also recognize that growth has resulted in many billboards and digital signs in locations that are undesirable for both residents and outdoor advertisers and signage companies. Therefore, we believe there is a need for comprehensive, clear, fair, easily understood rules, and we commend the Department of City Planning and the Planning and Land Use Management Committee (PLUM) for assembling various stakeholders to engage in a Visioning Group to begin tackling this issue.

As work on this issue continues, we offer the following thoughts, which we hope can inform the process of developing a comprehensive approach to govern outdoor advertising and signage in the City:

- Given the potential benefits of digital billboards and signs to businesses, community organizations, and public agencies, the City should explore establishing a policy that would reduce overall billboards by allowing the judicious and strategic conversion of static billboards to be replaced by digital billboards and signs.
- A strategic reduction and conversion policy should allow community benefits as an alternative if sign reduction is not feasible. Examples of community benefits include sidewalk repair, landscaping amenities, the planting of street trees, parks and open space, facade improvements, street furniture, and similar measures designed to enhance affected neighborhoods. Council offices should have the flexibility to work with the neighborhoods they represent to address the unique and specific needs of their respective communities in ways that are fair and equitable to outdoor advertisers and signage companies.
- For such a strategy to be effective at reducing overall billboards, it will be important to ensure that there is enough opportunity and

flexibility to convert static billboards to digital billboards and signs. If there are too few areas in which digital billboards and signs are allowed, there will be insufficient incentive for outdoor advertisers and signage companies to participate.

- The City must take care to ensure a level playing field among all outdoor advertising and signage companies without picking winners and losers among these businesses. Past efforts to regulate digital billboards and signs have failed neighborhoods and the outdoor advertising and signage industry as a whole by creating a monopoly in which only two companies possess 100 percent of digital billboards in the City.

Additionally, if the Visioning Group, or some successor entity, is to continue, we suggest bringing additional voices to the discussion, including BizFed, which was not a formal member (although several of our members participated in other capacities.) The formal group was made up largely of billboard companies and their lawyers, and neighborhood council representatives from established single-family neighborhoods. We recommend ensuring participation from representatives from both new emerging neighborhoods and neighborhoods that are seeking revitalization. In both cases, high-density, high-rise, mixed-use streetscapes attract very different residents seeking a very different neighborhood character from established single-family neighborhoods. Additionally, the group should include owners on whose property billboards are located, as they will be directly affected by any new policies.

Again, we appreciate work of the Visioning Group thus far and the PLUM Committee's efforts to address an issue that so directly affects the character and economy of the City of Los Angeles. We look forward to continue engaging all of the relevant stakeholders to ensure a fair and comprehensive solution.

Sincerely,



Will Wright
Co-Vice Chair, BizFed Land Use/
Development/Construction &
Housing Committee
American Institute of Architects – LA



Carlene Matchniff
Co-Vice Chair, BizFed Land Use/
Development/Construction &
Housing Committee
Centennial Founders



Tracy Rafter
BizFed CEO
IMPOWER, Inc.

CC:
Planning and Land Use Management Committee. Los Angeles City Council



LOS ANGELES AREA
CHAMBER OF COMMERCE
125th anniversary

August 1, 2013

Honorable Herb Wesson, Jr.
President
Los Angeles City Council
200 N. Spring Street, Room 470
Los Angeles, CA 90012

Re: The Value of Digital Signs in Los Angeles and Support for a Legislative Solution

Dear Honorable Council President Wesson:

On behalf of the Los Angeles Area Chamber of Commerce and our 1,600 member organizations employing 700,000 individuals throughout our region, I write to express support for the outdoor advertising industry's efforts to work with the City to find a legislative solution regarding digital signs in the City of Los Angeles. With the existing digital signs being forced to go dark, businesses, nonprofit groups and public safety agencies that rely on these signs are feeling the impact and we urge the City Council to take action to restore the use of digital signs.

Critical to ensuring a long-term legislative solution can be achieved is the rejection of the motion by Summit Media requesting the demolition of pre-existing sign structures. We urge the City Council to oppose demolition of the signs. Demolition would greatly diminish the City's opportunity to bring revenues to the City and provide public benefits, and could potentially result in the permanent loss of digital signage in the City.

Outdoor advertising plays a unique and invaluable role for many businesses seeking to market their events, services and products. In the LA media market, billboard advertising costs 86% less than TV, and 66% less than newspapers. Eighty percent of our members are small businesses, and we encourage you to help them expand, add jobs, and fuel economic growth through the development of clear and consistent guidelines for the use of digital billboards.

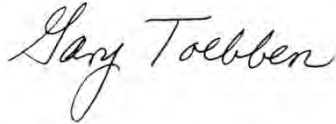
Whether it is the use of digital signs in notifying the community in emergency-situations, supporting outreach efforts for local nonprofits or helping Los Angeles area businesses grow and create jobs, outdoor advertising companies are community partners that provide a tremendous value and service to Angelenos.

It is imperative that the City of Los Angeles find a legislative solution that will allow for the permitting of existing digital signs, as well as establish a comprehensive sign ordinance that allows for the fair and reasonable use of modern digital technology. By establishing a reasonable ordinance - similar to the policies that exist in more than 450 localities in 43 states - the City can take advantage of the significant economic, community and public safety benefits digital signs provide.

We encourage the City Council and city staff to work with the industry to restore the use of digital signs and craft a policy for the fair and reasonable use of digital signs, and in a timely manner. By

doing so, the City Council will ensure that valued community partners are able to continue supporting the Los Angeles civic and business community.

Sincerely,

A handwritten signature in black ink that reads "Gary Toebben". The signature is written in a cursive, flowing style.

Gary Toebben
President & CEO

CC: Honorable Members of the Los Angeles City Council

BOLD IN **BUSINESS**



January 31, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring St., Room 430
Los Angeles, CA 90012

Dear Honorable Council President Wesson,

I am writing to encourage you to support common sense regulation of billboards and digital signage and express my support of the Los Angeles Outdoor Advertising Coalition (LAOAC).

The San Fernando Valley Rescue Mission serves thousands of homeless and hungry people with our shelter and outreach programs. As a charitable organization that is supported completely by private donations, grants and proceeds from three thrift stores, we depend on the generosity of companies such as those in the LAOAC.

The outdoor advertising industry has provided us critical space on billboards, helping spread the word about services and hope. Billboards not only encourage donations, but also advise potential clients of available services, playing a critical part in the health and welfare of our neighborhoods.

Many of our clients have responded to information posted on billboards and taking that resource away could have dire consequences. Because so many of our clients may not have access to other media – newspapers, radio, television or computers – billboards may be the only way they find out about the services we provide.

I encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better working environment for charities, businesses and public safety overall.

Sincerely,

A handwritten signature in black ink, appearing to read "Wade Trimmer".

Wade Trimmer
Executive Director



January 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012


Dear Council President Wesson,

As specialists in out-of-home and nontraditional advertising, Macdonald Media would like to express our support of the common sense approach to billboard regulations as proposed by the Los Angeles Outdoor Advertising Coalition (LAOAC). Many advertisers doing business in Los Angeles depend on billboards to grow and create jobs and the proposed changes will help them continue to make economic progress.

Macdonald Media is dedicated to connecting consumers to our clients' brands in a relevant and meaningful way and digital billboards are one of the resources we use frequently. A recent study by the U.S. Department of Transportation's Federal Highway Agency shows that digital billboards do not distract drivers, as opponents may claim, nor do they create a traffic hazard. The study also points out that a digital billboard attracts more attention than a traditional one, but in a safe way, underlining their importance in a changing media landscape.

Billboards have unique advantages that can't be found in other advertising media and remain an affordable way to promote a business – it's technology that fits even a limited budget. Common sense regulations will bring Los Angeles in line with hundreds of other communities that have embraced billboards and their evolution as technology advances. We also ask that you also approve the public benefit component of LAOAC's proposal, which could fund improvements and services negatively impacted by budget cuts.

An overwhelming majority of local residents accept both traditional and digital billboards as a part of the landscape. This issue is one where the benefit of the greater good must be given more weight than a small, vocal minority. We encourage the Council to take immediate action to implement the reasonable regulations proposed by LAOAC.

Sincerely,

Rick Robinson
Managing Director - West Coast



January 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles, Room 403
200 N. Spring Street
Los Angeles, CA 90012

Dear Honorable Council President Wesson,

Los Angeles has long been a haven for artists, from the solo painter to the street corner musician, all the way up to the movie stars that grace the billboards of our town. For many years, artists have been supported by those companies that put up those billboards and now, Art Share LA would like to return that favor. We support the efforts of the Los Angeles Outdoor Advertising Coalition (LAOAC) to work with the City Council toward reasonable regulation of billboards, both traditional and digital.

Art Share LA is a sanctuary for the arts in downtown LA, offering lofts, studios, community programs, exhibits and events centered around the city's artistic roots. Our classes, galleries and performance spaces are community based and depend on a variety of media outlets to get the word out. As a nonprofit organization, we also depend on the support of the outdoor advertising industry to get out our message of free expression.

The billboard companies involved in LAOAC have been strong supporters of many local charities for several years, donating \$6 million in public service announcements every year. Community benefits proposed by LAOAC could go a long way in providing funding for much-needed neighborhood improvements and support of programs that bring artists to our area. Billboards not only encourage donations, but also advise potential clients of available services and cultural opportunities, playing a critical part in the health and welfare of our neighborhoods.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Doing so will create a better working environment for the arts, business and public services for the betterment of all.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Rick Robinson', with a large flourish extending to the right.

Board President
Rick Robinson

www.artsharela.org



Los Angeles Downtown Arts District Space

March 19, 2014

The Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street, Room 403
Los Angeles, CA 90012

Dear Council President Wesson,

The Los Angeles Downtown Arts District Space (LADADSpace) is a critical part of the rebirth of the historic and cultural center of our city. With the involvement of many visual, performing and musical artists, the area is turning the tide on what once was an abandoned neighborhood. Part of that heritage and equally important to its renewal, are billboards – both traditional and digital. Outdoor advertising is an art form of its own and we are writing to express our support of the Los Angeles Outdoor Advertising Coalition (LAOAC)'s request for common sense regulation of billboards and digital signage.

The billboard companies involved in LAOAC have been strong supporters of many local charities for several years, donating \$6 million in public service announcements every year. Community benefits proposed by LAOAC could go a long way in providing funding for much-needed neighborhood improvements and support of programs that bring artists to our area. Billboards not only encourage donations, but also advise potential clients of available services and cultural opportunities, playing a critical part in the health and welfare of our neighborhoods.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Doing so will create a better working environment for the arts, business and public services for the betterment of all.

Sincerely,

A handwritten signature in blue ink, appearing to read 'J. Jerald', is written in a cursive style.

Jonathan Jerald
Secretary, Founding Board Member
Los Angeles Downtown Arts District Space



LOS ANGELES AREA
CHAMBER OF COMMERCE
125th anniversary

August 1, 2013

Honorable Herb Wesson, Jr.
President
Los Angeles City Council
200 N. Spring Street, Room 470
Los Angeles, CA 90012

Re: The Value of Digital Signs in Los Angeles and Support for a Legislative Solution

Dear Honorable Council President Wesson:

On behalf of the Los Angeles Area Chamber of Commerce and our 1,600 member organizations employing 700,000 individuals throughout our region, I write to express support for the outdoor advertising industry's efforts to work with the City to find a legislative solution regarding digital signs in the City of Los Angeles. With the existing digital signs being forced to go dark, businesses, nonprofit groups and public safety agencies that rely on these signs are feeling the impact and we urge the City Council to take action to restore the use of digital signs.

Critical to ensuring a long-term legislative solution can be achieved is the rejection of the motion by Summit Media requesting the demolition of pre-existing sign structures. We urge the City Council to oppose demolition of the signs. Demolition would greatly diminish the City's opportunity to bring revenues to the City and provide public benefits, and could potentially result in the permanent loss of digital signage in the City.

Outdoor advertising plays a unique and invaluable role for many businesses seeking to market their events, services and products. In the LA media market, billboard advertising costs 86% less than TV, and 66% less than newspapers. Eighty percent of our members are small businesses, and we encourage you to help them expand, add jobs, and fuel economic growth through the development of clear and consistent guidelines for the use of digital billboards.

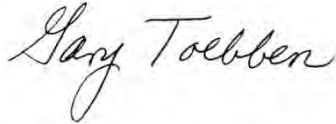
Whether it is the use of digital signs in notifying the community in emergency-situations, supporting outreach efforts for local nonprofits or helping Los Angeles area businesses grow and create jobs, outdoor advertising companies are community partners that provide a tremendous value and service to Angelenos.

It is imperative that the City of Los Angeles find a legislative solution that will allow for the permitting of existing digital signs, as well as establish a comprehensive sign ordinance that allows for the fair and reasonable use of modern digital technology. By establishing a reasonable ordinance - similar to the policies that exist in more than 450 localities in 43 states - the City can take advantage of the significant economic, community and public safety benefits digital signs provide.

We encourage the City Council and city staff to work with the industry to restore the use of digital signs and craft a policy for the fair and reasonable use of digital signs, and in a timely manner. By

doing so, the City Council will ensure that valued community partners are able to continue supporting the Los Angeles civic and business community.

Sincerely,

A handwritten signature in black ink that reads "Gary Toebben". The signature is written in a cursive, flowing style.

Gary Toebben
President & CEO

CC: Honorable Members of the Los Angeles City Council

BOLD IN **BUSINESS**

A mile a minute....
that is how fast your child can disappear

■ KLAASKIDS FOUNDATION
P.O. BOX 925, SAUSALITO, CA 94966
PHONE: (415) 331-6867 ■ FAX: (415) 331-5633
E-MAIL: info@klaaskids.org
WEBSITE: www.klaaskids.org

January 20, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

The mission of the KlaasKids Foundation is to stop crime against children. One objective is to provide communities with pro-active steps for creating safer neighborhoods. With many children found or helped when information has been included on a digital billboard, we feel the digital advertising industry has been a critical partner in protecting our children.

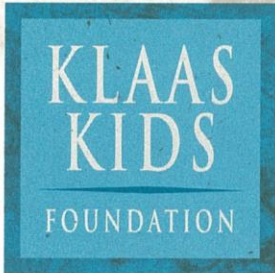
For a long time now, national and regional law enforcement agencies have used digital signage with great success. They have been critical in delivering time-sensitive alerts and emergency notifications, including Amber Alerts and wanted fugitive bulletins; disaster or weather advisories and traffic information. More than 50 criminals have been arrested as a result of tips received from postings on digital boards. The fact that messages can be immediately changed remotely contributes greatly to the city's disaster preparedness and survival.

As the father of a child who was kidnapped and murdered by a violent recidivist offender I understand the need to do whatever is possible to protect America's children. Please keep their safety in mind when you consider this critical issue. The KlaasKids Foundation supports the LAOAC's effort and hope your vote will help our city join other communities using technology to work for the betterment of all.

Sincerely,



Marc Klaas
President, KlaasKids Foundation





**Justice For
Murdered
Children**

Berth 77, P-7B
San Pedro, CA 90731

310.547.JFMC (5362)

April 22, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

When a person is the victim of violence, sometimes the eyes and ears of the community are needed to quickly apprehend the criminal. The community has come together in cases such as the Grim Sleeper and Christopher Dorner manhunt and provided information that brought justice to grieving families. Central to those successful public safety efforts are digital billboards, which provide immediate information in case of a threat. On behalf of Justice for Murdered Children, I am writing to ask that you support a simplified, streamlined ordinance for billboards that brings digital displays back to life and returns a critical resource to our community.

An ordinance that stresses common sense for both traditional and digital displays, such as the one supported by the Los Angeles Outdoor Advertising Coalition (LAOAC) is one that we can get behind, especially when the surrounding communities can receive benefits like additional funding for police and first responders from the billboards or other neighborhood improvements.

National and regional law enforcement agencies have long used digital signage with great success. They have been critical in delivering time-sensitive alerts and emergency notifications, including Amber Alerts and wanted fugitive bulletins. More than 50 criminals have been arrested as a result of tips received from postings on digital boards. The fact that messages can be immediately changed remotely contributes greatly to the city's disaster preparedness and survival.

Our organization is dedicated to educating people about the importance of awareness. Billboard companies in Los Angeles have donated more than \$6 million in public service announcements to nonprofit groups like ours and their support is essential to our success. This is an issue where the greater benefit to the community must be given more weight than a small, vocal opposition.

We support the LAOAC's effort to bring this to the Council and hope your vote will help our city join other communities using technology to work for the betterment of all of our residents.

Sincerely,

LaWanda Hawkins

LaWanda Hawkins

Founder

Justice for Murdered Children



Ironworkers Local 433

International Association of Bridge, Structural &
Ornamental Iron Workers A.F.L.-C.I.O.

17495 HURLEY STREET EAST

CITY OF INDUSTRY, CALIFORNIA 91744

PHONE: (626) 964-2500

FAX: (626) 964-1754

piedmont@ironworkers433.org

March 3, 2014

PIEDMONT BROWN

President

Business Agent

The Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

On behalf of the hardworking members of Ironworkers Local 433 I ask that you support the development of a comprehensive digital billboard ordinance for the City of LA as it could help put to work many of my local members. With double digit unemployment in Los Angeles, a common-sense legislative solution for digital signage has the potential of putting many skilled trades people back to work.

The Building Trades have a county-wide project labor agreement with Lamar Outdoor Advertising as well as Clear Channel-two of the largest sign companies in Los Angeles. As such, upon enactment of a comprehensive digital sign ordinance, union Ironworkers will get the opportunity to both erect new digital signs and demo existing static signs.

We encourage the Council to take immediate action to implement reasonable regulations and join hundreds of other cities across the nation that has embraced the positive effects of digital signage. Your support will make a positive difference in our city's future.

Sincerely,

Piedmont Brown

President

Ironworkers Local 433

January 22, 2014

Honorable Herb Wesson, Jr.
President, Los Angeles City Council
200 N. Spring Street, Room 470
Los Angeles, CA 90012

Honorable Council President Wesson:

As Los Angeles' largest performing arts festival and a nonprofit arts group that depends on publicity to survive, we are writing in support of the Los Angeles Outdoor Advertising Coalition (LAOAC)'s request for common sense regulation of billboards and digital signage. Outdoor advertising is a critical part of the landscape in LA, and our arts community depends on them. We are asking that the council establish reasonable standards that embrace traditional and technologically advanced outdoor advertising that will benefit our neighborhoods and its nonprofit organizations.

The Hollywood Fringe Festival is an annual, open-access, community-derived event celebrating freedom of expression and collaboration in the performing arts. During the festival, theaters, parks, clubs, churches, restaurants and other spaces host hundreds of productions by local, national and international arts companies as well as independent performers. The financial draw to Los Angeles during the festival is sizeable and we have found outdoor advertising to be an effective way to direct patrons to get involved.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Doing so will create a better working environment for the arts, business and public services for the betterment of all.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ben Hill', written in a cursive style.

Ben Hill
Festival Director
Hollywood Fringe Festival



February 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

The Greater San Fernando Valley Chamber of Commerce would like to express our support for a reasonable, common sense approach to billboard regulation, as proposed by the Los Angeles Outdoor Advertising Coalition (LAOAC). We strongly believe that many businesses in Los Angeles have been able to grow and thrive using these valuable resources.

The majority of small business owners depend on billboards to drive customers to their doors, which in turn helps their companies create jobs and support the local economy. Billboards have unique advantages that can't be found in other advertising media and remain an affordable way to promote a business – its technology that fits even a limited budget.

The proposed regulations will bring Los Angeles in line with hundreds of other communities across the country that has embraced billboards and their evolution as technology advances. Billboards can also result in public benefits that will provide funding for improvements and services negatively impacted by budget cuts.

We encourage the Council to consider taking immediate action to implement the reasonable regulations proposed by LAOAC.

Sincerely,

Nancy Hoffman Vanyek
Chief Executive Officer



January 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring St., Room 430
Los Angeles, CA 90012

Dear Honorable Council President Wesson,

My name is Kim Goldman and I am advocate for crime victim's rights. I have assumed this role, not by choice, but rather as a result of the horrific events that surrounded the murder of my brother, Ron Goldman and Nicole Brown, almost 20 years ago.

While tremendous progress has been made at the federal and state levels in securing some protections for victims of crime, there is much more work that remains to be done at the local level, to ensure just and adequate support for crime victims and for those who will invariably follow in our footsteps.

The outdoor advertising industry has done a tremendous amount in support of victims of crime, alerting those involved to programs and services to help them. I am writing in support of common sense regulations supported by the Los Angeles Outdoor Advertising Coalition (LAOAC), which could result in reasonable regulation of both traditional and digital billboards.

The public safety benefits that electronic billboards can, and do, provide result in substantial community benefits to individuals, families and communities who have, are, or will face insurmountable situations

Digital billboards allow real-time emergency information to be delivered directly to the community from federal, state and local law enforcement and other public agencies free of charge. Think about Amber Alerts - a father's plea to return his abducted daughter, or the family targeted for 'elimination' from a mad man or a father seeking justice for the murder of his eldest child - those people are 'community benefits' worthy of electronic billboards.

This is not only about how much revenue a business can earn, but also about the emotional revenue, generated by human life and restoring our faith in humanity. This is about allowing us to be good neighbors, good humans and good protectors of each other. I'm asking you to please support these suggested changes and vote to support the continued safety of our neighborhoods.

Sincerely,

Kim Goldman



GMCLA
GAY MEN'S CHORUS OF LOS ANGELES

February 10, 2014

The Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street, Room 430
Los Angeles, CA 90012

Dear Mr. Council President,

Our performing arts group, the Gay Men's Chorus of Los Angeles, would like to ask for your support of reasonable regulation of the billboard industry, as requested by the Los Angeles Outdoor Advertising Coalition (LAOAC). The Chorus uses outdoor advertising to promote our concerts and programs and would like to see digital boards returned to the landscape.

The billboard companies involved with LAOAC have been strong supporters of the Gay Men's Chorus of Los Angeles for several years. Billboards have helped us achieve our mission of creating musical experiences that strengthen our role as leaders among the LGBT and performing arts organizations, as well as enrich our member-artists, support LGBT youth, challenge homophobia and expose new communities to our message of equality.

Billboards play a critical part in the health and welfare of our neighborhoods as well. We can honestly say that without billboards, participation in our events would be compromised and we would be challenged to fulfill our mission.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better environment for charities, businesses and public safety overall.

Sincerely,



Chris Verdugo
Executive Director
Gay Men's Chorus of Los Angeles





Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

On behalf of The Foundation for a Better Life, we are writing to express our support for common sense regulation of billboards and digital signage as supported by the LA Outdoor Advertising Coalition.

Getting a positive message out to the public is very important to our organization, The Foundation for a Better Life. Our “Pass It On” campaign, which highlights positive values practiced by heroes of our time, has been used since 2001 in schools and communities to promote good and has been praised by the Outdoor Advertising Association of America as “one of the most successful public service programs in the history of outdoor advertising.” While our messages are also broadcast on television and online, as well as in print, their presentation on billboards deserves much credit for the campaign’s effectiveness.

It is my understanding that in Los Angeles, the billboard industry donates \$6 million in public service announcements every year. We are pleased that the billboard companies involved in LAOAC have been strong supporters of our organization since its inception and allow us to continue to produce our messages of encouragement. It is our hope that these billboards will be inspiring and add to the already rich culture of Los Angeles.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better working environment for businesses, residents and neighborhoods across the city.

Sincerely,

Gary Dixon
The Foundation for a Better Life
www.values.com



February 20, 2014

Stacy Miller
Executive Director
Los Angeles Outdoor Advertising Coalition (LAOAC)
Sent via email

Dear Ms. Miller:

FilmL.A., Inc. would like to express our thanks on behalf of our clients, the County and City of Los Angeles, for the continued support of the Los Angeles Outdoor Advertising Coalition (LAOAC) and its members, Clear Channel Outdoor, CBS Outdoor and Lamar Advertising.

LAOAC's past and present support has been crucial to Film Works™, a major initiative of FilmL.A., Inc. creating awareness of the need of keeping production jobs in our state and regional economy. Film Works' effectiveness is greatly enhanced through the use of traditional and digital billboards in Los Angeles. The philanthropic contributions of the LAOAC to provide visibility to our campaign will help educate the public as we enter a very crucial year in the drive to keep production jobs in Los Angeles.

Los Angeles has long been considered the entertainment capital of the world and FilmL.A. is proud to be part of the production team. As a public benefit agency that coordinates and processes film permits for on-location movie, television and commercial shoots, we know the importance of the industry to Los Angeles County's financial success.

According to a 2012 report from the Los Angeles Economic Development Corporation, the entertainment industry provides more than 586,000 jobs, or \$43 billion in labor income, as well as \$6 billion annually in state and local taxes.

We look forward to seeing Film Works' messages displayed on both traditional and digital off-site signs in our region. With your help we hope to help preserve LA's title as "the Entertainment Capital of the World".

Sincerely,

A handwritten signature in blue ink, appearing to read "Paul Audley", is written over the typed name and title.

Paul Audley
President

FILM INDEPENDENT

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Chair of the Board

Rodrigo Garcia
Vice Chair

Alan Poul
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Josh Welsh

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Michael Donaldson

March 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

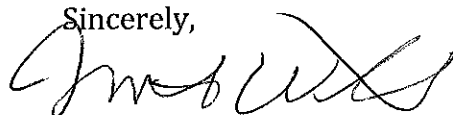
Film Independent, a nonprofit organization that helps new filmmakers develop their craft, is concerned about an issue that affects our industry, local businesses and public safety in Los Angeles, and that is the regulation of billboards, both traditional and digital. As billboards are important elements of our marketing, we hope that the Council adopts common sense guidelines that make them a resource available to all.

The outdoor advertising industry has long been a supporter of entertainment, donating more than \$6 million in public service announcement space to help along groups such as ours. With our mission of helping filmmakers make their movies, build audiences and work to diversify the film industry, their contributions are much appreciated. Our hope is that this great corporate citizenship can continue, as well as help maintain the thousands of projects and jobs provided by the entertainment industry.

We produce the city's largest film event, the Los Angeles Film Festival, held each June downtown. Outdoor billboards play a critical role in attracting the more than 75,000 people who attend the Festival. Film Independent supports any Council action that will result in reasonable restrictions on message illumination, duration and change rate; make provisions for public benefits and ensure that there are opportunities for all outdoor companies to secure digital signs.

Los Angeles has long been known as the entertainment capital of the world. By implementing reasonable regulation of both traditional and digital off-site signs in the city, we will secure the future success of our industry and our city.

Sincerely,



Michael Winchester
Managing Director, Film Independent



January 17, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring St., Room 430
Los Angeles, CA 90012

Dear Honorable Council President Wesson,

As advocates for crime victims and their families, educating the public is one of Crime Survivors biggest responsibilities. We work in communities to make victims' rights a top priority, facilitating communication and cooperation across various public service, government and nonprofit organizations to ensure rights are understood and services delivered.

The digital billboard industry has been a critical partner in spreading our message and has helped us reach out to thousands of victims of crime. For a long time now, national and regional law enforcement agencies have used digital signage with great success. They have been critical in delivering time-sensitive alerts and emergency notifications, including Amber Alerts and wanted fugitive bulletins; disaster or weather advisories and traffic information. More than 50 criminals have been arrested as a result of tips received from postings on digital boards. The fact that messages can be immediately changed remotely contributes significantly to their effectiveness in public safety.

Please keep the rights of all crime victims in mind when you consider this critical issue. With digital billboards carrying our critical message that all victims of crime have the right and responsibility to survive, we can help so many people.

Sincerely,

A handwritten signature in black ink, appearing to read "Patricia Wenskunas".

Patricia Wenskunas
Founder, CEO
Crime Survivors, Inc.

Crime Survivors, Inc.

P.O. Box 54552 • Irvine, CA 92619-4552
Office: (949) 872-7895 • Fax: (775) 245-4798
Email: crimesurvivors@aol.com • www.crimesurvivors.com



children'sbureau

January 27, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street, Room 430
Los Angeles, CA 90012

Dear Council President Wesson:

On any given day, a friend of the Children's Bureau will let us know with excitement that they saw one of our billboards...on the streets of Los Angeles, or a bus shelter, in a shopping mall or while driving on a local freeway. For those who don't know us, it inspires them to visit our website to learn more. That's how Lori, a single career woman, found Children's Bureau and pursued her dream of becoming a parent through our adoptions program. Lori recently finalized the adoption of teenager Samantha.

Several Los Angeles outdoor companies, including Lamar, CBS, Clear Channel, VanWagner and Regency have generously sponsored Children's Bureau's outdoor advertising campaign for many years with millions of dollars worth of pro bono space. These outdoor ads allow us to promote Children's Bureau in a far-reaching manner to potential donors, supporters and friends. We could not achieve this on our own and deeply appreciate their partnership in furthering our mission.

With 92 percent of our families living at or below the poverty level, it is vital that Children's Bureau continue its innovative work to prevent and treat child abuse. We greatly appreciate and applaud the ongoing support of the outdoor companies in helping us to reach so many families in need and to work on strengthening vulnerable communities.

Sincerely,

Alex Morales
President & CEO
Children's Bureau
1910 Magnolia Avenue
Los Angeles, CA 90007



The Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As President/Festival Director for the Burbank International Film Festival and filmmaker whose industry depends on outdoor advertising, I am writing to express my support of digital and traditional sign regulations as supported by the Los Angeles Outdoor Advertising Coalition (LAOAC). It is vital to establish reasonable standards that embrace traditional and technologically advanced outdoor advertising that will benefit local non-profit organizations like our festival.

The Burbank International Film Festival's mission is to promote up and coming filmmakers, providing not only an audience for their films, but also distribution and industry seminars to help them achieve greater exposure and possible investment in their projects. We do this using every media source available, including both traditional and digital billboards to attract sponsors and participants, all for the benefit of our creative artists. and whose industry depends on outdoor advertising,

The billboard companies involved in LAOAC have been strong supporters of our organization as well as many other local charities for several years, which allow us to provide essential services. Billboard companies have proven that they are good neighbors who make contributions to their neighborhoods while providing an essential business service.

I encourage the City to take action to implement reasonable regulation of both traditional and digital off-site signs. Your support of balanced, common sense regulations will help us continue our support of new filmmakers and the growth of an industry critical to Los Angeles' future.

Sincerely,

Jeff Rector
President/Festival Director
Burbank International Film Festival
www.BurbankFilmFest.org



RON MILLER
Executive Secretary

Los Angeles / Orange Counties Building and Construction Trades Council

Affiliated with the Building & Construction Trades Dept., AFL-CIO

1626 Beverly Boulevard
Los Angeles, CA 90026-5784
Phone (213) 483-4222
(714) 827-6791
Fax (213) 483-4419

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The Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street, Room 430
Los Angeles, CA 90012

Dear Council President Wesson,

The issue of a revised and reasonable billboard ordinance and digital billboard solution is critical to many of the 140,000 working men and women living in Los Angeles, many of them members of the 52 unions that make up the Los Angeles/Orange Counties Building & Construction Trades Council (AFL-CIO). With hundreds of people currently unemployed and the potential of putting skilled tradespeople back to work to construct, maintain or remove billboards, we are asking that you support the approval of an ordinance that offers reasonable regulation for the industry.

Nearly 70 percent of local businesses depend on billboards to drive customers to their doors. Billboard advertising remains affordable, allowing small businesses to grow, create jobs and expand services. The boards themselves are iconic symbols of Los Angeles, known worldwide. The Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal for common sense regulation of billboards and digital signage is one I support wholeheartedly.

In addition, digital signboards provide information critical to public safety, such as time-sensitive alerts and emergency notifications, Amber Alerts and "wanted" bulletins, disaster information and traffic updates. Polls indicate that 70 percent of the local residents accept both traditional and digital billboards as a part of the landscape.

There are so many benefits in the proposed changes that you must consider the greater good of the community over a small, vocal opposition. Your support and approval of this measure will make a positive difference in our city's future.

As a member of the 20/20 Commission to which you appointed me, I think this is one of the benefits to the City that in the scheme of things will make the City a better place to live, and the ordinance could be fashioned in a way which could help reduced the City's budget deficit.

We encourage the Council to take immediate action to implement reasonable regulations and join hundreds of other cities across the nation that have embraced the positive effects of digital signage. Your support will help put many Angelenos back to work.

Sincerely,

Ron Miller
Executive Secretary, Los Angeles/Orange Counties Building and Construction Trades Council

Chambers of Commerce
Agoura-Oak Park-Conejo Valley-Calabasas
Alhambra
Arcadia
Armenian American
Bell Gardens
Beverly Hills
Burbank
Century City
Chinese Chamber LA
Claremont
Culver City
El Monte
Filipino American
Filipino American South East Corridor
Glendale
Greater Lakewood
Greater Los Angeles African American
Harbor City / Harbor Gateway
Hollywood
Irwindale
Korean American
Los Angeles Area
LAX Coastal Area
La Canada Flintridge
Long Beach Area
Los Angeles Metropolitan Hispanic
Malibu
Manhattan Beach
Montebello
Pacific Palisades
Pasadena
Pomona
Redondo Beach
Regional Black
Regional Hispanic
Regional San Gabriel Valley
Rosemead
San Pedro Peninsula
Santa Clarita Valley
Santa Monica
South Bay Association
Toluca Lake
Torrance Area
United Chambers San Fernando Valley
Universal City North Hollywood
Vernon
Vietnamese American
West Hollywood
West Los Angeles
Westside Council
Wilmington
Woodland Hills-Tarzana
Trade Associations and Minority Business Groups
AIA Los Angeles
American Beverage Association
Antelope Valley Board of Trade
Apartment Association, CA Southern Cities
Apartment Association of Greater Los Angeles
Arcadia Association of Realtors
Asian American Business Women Association
Asian Business Association
Associated Builders and Contractors - LA/Ventura
Beverly Hills / Greater LA Association of Realtors
British American Business Council
Building Industry Association, LA / Ventura
Building Owners & Managers Association, LA
Burbank Association of Realtors
California Apartment Association, LA
California Contract Cities Association
California Grocers Association
California Independent Bankers
California Metals Coalition
California Small Business Alliance
Carson Dominguez Employers Alliance
Central City Association
Citrus Valley Association of Realtors
Construction Industry Air Quality Coalition
Construction Industry Coalition for Water Quality
Employers Group
Entrepreneurs' Organization LA
Fixing Angelenos Stuck In Traffic (FAST)
FuturePorts
Gateway to LA
Glendale Association of Realtors
Greater Asian Business Federation
Greater LA New Car Dealers Association
Harbor Association of Industry & Commerce
Harbor Trucking Association
Hospital Association of Southern CA
Hotel Association of Los Angeles
Industry Manufacturers Council
International Warehouse Logistics Association
LA SHARES
League of California Cities
Los Angeles County Economic Development Corp.
Los Angeles County Waste Management Association
Motion Picture Association of America
NAIOP Southern California
National Association of Women Business Owners, LA
National Latina Business Women Association
New Majority Los Angeles
Overseas Chinese Business Exchange
Pasadena-Foothills Association of Realtors
Recording Industry Association of America
San Gabriel Valley Economic Partnership
Santa Clarita Valley Economic Development
So Cal Minority Supplier Development Council
South Asian Business Alliance Network
South Bay Association of Realtors
South Park Stakeholders Group
Southern California Grantmakers
Southland Regional Association of Realtors
Tri-Counties Association of Realtors
Valley Economic Alliance
Valley Economic Development Center
Valley Industry Association of Santa Clarita
Valley Industry & Commerce Association
Valley International Trade Association
West San Gabriel Valley Association of Realtors
Western States Petroleum Association

October 18, 2013

Council of the City of Los Angeles
Planning and Land Use Management (PLUM) Committee
200 North Spring Street
Los Angeles, CA 90012

RE: Opposition to Current Proposed Signs Ordinance

Honorable Members of the Planning and Land Use Management (PLUM) Committee; Councilmembers Jose Huizar, Gil Cedillo, and Mitchell Englander:

On behalf of the Los Angeles County Business Federation (BizFed), representing more than 110 business organizations with more than 268,000 businesses across our region, including more than 80,000 businesses in the City of Los Angeles, we are writing to share our concerns about the Revised Sign Ordinance governing outdoor advertising, which was released Sept. 13.

For businesses, community organizations, and public agencies in neighborhoods across the City, outdoor signs can be important tools for advertising, marketing, public communication, and community engagement. However, while many of our members embrace these benefits, we also recognize that growth has resulted in many outdoor signs in locations that are undesirable for both residents and outdoor advertisers and signage companies. Therefore, we believe there is a need for comprehensive, clear, fair, easily understood rules, and we commend the Department of City Planning and the Planning and Land Use Management Committee (PLUM) for assembling various stakeholders to tackle this issue. As part of that process, on March 18, 2013, our BizFed working group on the subject submitted a letter outlining key principles we hope to see in any ordinance, a copy of which is attached for your reference.

We all agree enhancing the beauty of Los Angeles is tantamount to our economic development as a city, and that beautiful cities attract people and businesses. Therefore, all of our points below are established within the context that we're working together to ensure a more beautiful and attractive city and we seek to overcome the blight we've suffered through the past few decades, while surrounding cities are thriving with much higher quality urban design and more livable built environments.

While we appreciate the Department of City Planning's efforts on this matter, **we have the following serious concerns about the most recent version of the ordinance:**

1. Inadequate Community Benefits Provisions: The Revised Sign Ordinance still includes a formula that requires some takedown of existing inventory in addition to community benefits alternatives. Not all communities are the same, and there may not be relevant sign inventory that can be removed. The City's ordinance should include a clear menu of acceptable community benefit options as a stand-alone alternative to be considered in exchange for sign benefits. Examples of community benefits include sidewalk repair, landscaping amenities, the planting of street trees, parks and open

space, facade improvements, street furniture, and similar measures designed to enhance affected neighborhoods. Council offices should have the flexibility to work with the neighborhoods they represent to use the community benefits menu to address the unique and specific needs of their respective communities in ways that are fair and equitable to outdoor advertisers and signage companies.

Failure to include such community benefit provisions undermines the ability of Council offices, community stakeholders, and outdoor advertisers to work collaboratively on mutually beneficial solutions to protect and enhance the character of City neighborhoods. Moreover, with redevelopment funds no longer available and the City budget otherwise constrained, these kinds of community benefit provisions may be the only source of funding for improvements in many neighborhoods.

2. 90 Percent of the City is Off-Limits. The Revised Sign Ordinance includes zoning provisions that make 90 percent of the City off-limits to outdoor advertising. This denies the economic, public safety, and community benefits of a thoughtful outdoor advertising policy to nearly every neighborhood in the City. Considering that neighborhoods no longer have the benefit of Community Reinvestment Areas and other critical, targeted economic development tools, we believe this is a shortsighted public policy. A comprehensive new ordinance governing signs should be used as an economic development tool throughout the city, giving businesses and neighborhoods access to private sector resources where public dollars are no longer forthcoming.

3. Onerous Penalty Provisions: The City's Revised Sign Ordinance proposes a new regulatory system that would give the Los Angeles Department of Building and Safety the authority to impose onerous administrative civil penalties for potential violations of the City's sign regulations.

Penalties would begin to accrue 16 days after issuance of a compliance order, long before a responsible party could possibly obtain judicial review, thereby creating an undue burden for the sign owner. The prohibitive daily penalties, which range from \$2,500 to \$12,000 per day for the first alleged violation, and up to \$8,000 to \$48,000 per day for subsequent violations, are vastly higher than the \$250/\$1000 daily fines the Department may impose under other sections of the Municipal Code.

For example, in the case of a single large sign (and assuming the best-case 125-day time frame to complete administrative review), the responsible party would have to risk nearly \$6,000,000 in penalties just to test the compliance order to the point of a final administrative determination. Penalties would accrue to even more catastrophic levels if the responsible party exercised its constitutional right to seek review in the courts. If judicial proceedings took even a year, penalties would rise by an additional \$17,520,000 to a total of over \$23,000,000. It bears repeating that these are penalties for a single sign.

To avoid such issues, and to ensure that a responsible party has reasonable legal grounds to challenge a compliance order and seek judicial review (per the Constitution), the Revised Sign Ordinance should provide that civil penalties should not accrue during an appeal, order to comply or assessment of civil penalties period (i.e. Tolling). This would only apply to legitimate appeals and thus would not benefit rogue operators.

4. Removal of Sign Variance and Adjustments Process: The version of the ordinance previously considered by PLUM also a provision allowing the granting of adjustments for either existing on-site or off-site signs. According to the report from the City attorney that accompanies the report on the Revised Sign Ordinance, ***"After PLUM recommended approval of the ordinance, however, the Planning Department reconsidered the benefits and the detriments of allowing adjustments for off-site signs."***

It goes on to state "One of the key benefits is allowing sign companies to update their existing off-site signs and legalize aspects of an existing off-site sign that do not conform to its permit. One of the key detriments concerns the potential environmental impacts of such adjustments for off-site signs. In the course of its final environmental analysis, staff determined that the potential environmental impacts of allowing larger or relocated off-site signs would be difficult to predict and justify. This difficulty complicates the CEQA review process."

As such, "the Planning Department has determined that, on balance, the detriments of this provision outweigh its benefits, and has asked the City Attorney to remove this provision from the draft ordinance..." **Effectively superseding and overriding the ruling of the members of the PLUM committee.**

While various individual businesses may have additional concerns, we find there is broad agreement among diverse stakeholders in the business community that the items we have listed must be addressed. **Because of these concerns, we oppose the proposed ordinance as it is currently written, and we urge you to do the same.**

We look forward to continue engaging all of the relevant stakeholders to ensure a fair and comprehensive solution.

Sincerely,



LaDonna DiCamillo
BizFed Chair
Long Beach Area Chamber



David Fleming
BizFed Founding Chair
Latham & Watkins LLP



Tracy Rafter
BizFed CEO
IMPOWER, Inc.

CC:

Michael LoGrande, Director, City of Los Angeles Department of City Planning

ATTACHMENT:

BizFed Comment Letter on Billboards and Signage, March 18, 2013

Chambers of Commerce
Agoura-Oak Park-Conejo Valley-Calabasas
Alhambra
Arcadia
Armenian American
Beverly Hills
Burbank
Century City
Chinese Chamber LA
Claremont
Culver City
El Monte
Filipino American
Glendale
Greater Lakewood
Greater Los Angeles African American
Harbor City / Harbor Gateway
Hollywood
Irwindale
Korean American
Los Angeles Area
LAX Coastal Area
La Canada Flintridge
Long Beach Area
Los Angeles Metropolitan Hispanic
Malibu
Manhattan Beach
Montebello
Pacific Palisades
Pasadena
Pomona
Redondo Beach
Regional Black
Regional Hispanic
Regional San Gabriel Valley
Rosemead
San Pedro Peninsula
Santa Clarita Valley
Santa Monica
South Bay Association
Toluca Lake
Torrance Area
United Chambers San Fernando Valley
Universal City North Hollywood
Vernon
Vietnamese American
West Hollywood
West Los Angeles
Westside Council
Wilmington
Woodland Hills-Tarzana
Trade Associations and Minority Business Groups
AIA Los Angeles
American Beverage Association
Antelope Valley Board of Trade
Apartment Association, CA Southern Cities
Apartment Association of Greater Los Angeles
Asian American Business Women Association
Asian Business Association
Associated Builders and Contractors - LA/Ventura
Beverly Hills / Greater LA Association of Realtors
British American Business Council
Building Industry Association, LA / Ventura
Building Owners & Managers Association, LA
California Apartment Association, LA
California Contract Cities Association
California Independent Bankers
California Metals Coalition
California Restaurant Association, LA
Carson Dominguez Employers Alliance
Central City Association
Center for International Trade Development
Citrus Valley Association of Realtors
Construction Industry Air Quality Coalition
Construction Industry Coalition for Water Quality
Employers Group
Entrepreneurs' Organization LA
Fixing Angelenos Stuck In Traffic (FAST)
FuturePorts
Gateway to LA
Glendale Association of Realtors
Greater Asian Business Federation
Greater LA New Car Dealers Association
Harbor Association of Industry & Commerce
Harbor Trucking Association
Hospital Association of Southern CA
Hotel Association of Los Angeles
Industry Manufacturers Council
LA SHARES
League of California Cities
Los Angeles County Economic Development Corp.
Los Angeles County Waste Management Association
Motion Picture Association of America
National Association of Women Business Owners, LA
National Latina Business Women Association
New Majority Los Angeles
Overseas Chinese Business Exchange
Pasadena-Foothills Association of Realtors
Recording Industry Association of America
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Valley Economic Alliance
Valley Economic Development Center
Valley Industry Association of Santa Clarita
Valley Industry & Commerce Association
Valley International Trade Association
West San Gabriel Valley Association of Realtors
Western States Petroleum Association

March 18, 2013

Michael LoGrande
Director
City of Los Angeles Department of City Planning
201 N Figueroa St
Los Angeles, CA 90012

RE: Comments on Outdoor Advertising and Signage Effort

Dear Director LoGrande,

On behalf of the Los Angeles County Business Federation (BizFed), representing more than 100 business organizations with more than 250,000 businesses across our region, including more than 80,000 businesses in the City of Los Angeles, we are writing to offer comments for your consideration as the City works to address the issue of billboards and digital signs.

For businesses, community organizations, and public agencies in neighborhoods across the City, billboards and digital signs can be important tools for advertising, marketing, public communication, and community engagement. However, while many of our members embrace these benefits, we also recognize that growth has resulted in many billboards and digital signs in locations that are undesirable for both residents and outdoor advertisers and signage companies. Therefore, we believe there is a need for comprehensive, clear, fair, easily understood rules, and we commend the Department of City Planning and the Planning and Land Use Management Committee (PLUM) for assembling various stakeholders to engage in a Visioning Group to begin tackling this issue.

As work on this issue continues, we offer the following thoughts, which we hope can inform the process of developing a comprehensive approach to govern outdoor advertising and signage in the City:

- Given the potential benefits of digital billboards and signs to businesses, community organizations, and public agencies, the City should explore establishing a policy that would reduce overall billboards by allowing the judicious and strategic conversion of static billboards to be replaced by digital billboards and signs.
- A strategic reduction and conversion policy should allow community benefits as an alternative if sign reduction is not feasible. Examples of community benefits include sidewalk repair, landscaping amenities, the planting of street trees, parks and open space, facade improvements, street furniture, and similar measures designed to enhance affected neighborhoods. Council offices should have the flexibility to work with the neighborhoods they represent to address the unique and specific needs of their respective communities in ways that are fair and equitable to outdoor advertisers and signage companies.
- For such a strategy to be effective at reducing overall billboards, it will be important to ensure that there is enough opportunity and

flexibility to convert static billboards to digital billboards and signs. If there are too few areas in which digital billboards and signs are allowed, there will be insufficient incentive for outdoor advertisers and signage companies to participate.

- The City must take care to ensure a level playing field among all outdoor advertising and signage companies without picking winners and losers among these businesses. Past efforts to regulate digital billboards and signs have failed neighborhoods and the outdoor advertising and signage industry as a whole by creating a monopoly in which only two companies possess 100 percent of digital billboards in the City.

Additionally, if the Visioning Group, or some successor entity, is to continue, we suggest bringing additional voices to the discussion, including BizFed, which was not a formal member (although several of our members participated in other capacities.) The formal group was made up largely of billboard companies and their lawyers, and neighborhood council representatives from established single-family neighborhoods. We recommend ensuring participation from representatives from both new emerging neighborhoods and neighborhoods that are seeking revitalization. In both cases, high-density, high-rise, mixed-use streetscapes attract very different residents seeking a very different neighborhood character from established single-family neighborhoods. Additionally, the group should include owners on whose property billboards are located, as they will be directly affected by any new policies.

Again, we appreciate work of the Visioning Group thus far and the PLUM Committee's efforts to address an issue that so directly affects the character and economy of the City of Los Angeles. We look forward to continue engaging all of the relevant stakeholders to ensure a fair and comprehensive solution.

Sincerely,



Will Wright
Co-Vice Chair, BizFed Land Use/
Development/Construction &
Housing Committee
American Institute of Architects – LA



Carlene Matchniff
Co-Vice Chair, BizFed Land Use/
Development/Construction &
Housing Committee
Centennial Founders



Tracy Rafter
BizFed CEO
IMPOWER, Inc.

CC:
Planning and Land Use Management Committee. Los Angeles City Council

BillboardConnection[®]

Your Source for Successful Advertising

January 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As specialists in a variety of out-of-home outdoor advertising venues, Billboard Connection is supporting the Los Angeles Outdoor Advertising Coalition (LAOAC) desire for a common sense approach to billboard regulations. Many advertisers doing business in Los Angeles depend on billboards to grow and create jobs and the proposed changes will help them continue to make economic progress.

As our name suggests, most of our clients use billboards – both traditional and cutting-edge digital signs – to get their messages across to consumers. Recent studies have proven that new technology draws attention, providing a high profile approach to delivering an advertising message at an affordable cost even for small businesses. A recent study by the U.S. Department of Transportation's Federal Highway Agency shows that digital billboards do not distract drivers, as opponents may claim, nor do they create a traffic hazard. The study also points out that a digital billboard attracts more attention than a traditional one, but in a safe way, underlining their importance in a changing media landscape.

In addition, digital billboards have proven effective in helping cities fight crime, alert neighbors of hazardous conditions and communicated with drivers when traffic becomes a challenge. Common sense regulations will bring Los Angeles in line with hundreds of other communities that have embraced billboards and their evolution as technology advances. We also ask that you also approve the public benefit component of LAOAC's proposal, which could fund improvements and services negatively impacted by budget cuts.

This issue is one where the benefit of the greater good must be given more weight than a small, vocal minority. An overwhelming majority of local residents accept both traditional and digital billboards as a part of the landscape. We encourage the Council to take immediate action to implement the reasonable regulations proposed by LAOAC.

Sincerely,


John Rodriguez-Franchise Owner
Billboard Connection Northridge

2828 Cochran St, #491 · Simi Valley, CA 93065
(818) 572-9405 · Fax (818) 396-8544 · www.BuyBillboardAds.com



Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As a business owner in Los Angeles, I am critically aware of the importance of advertising and marketing and the part that billboards play in our urban landscape. The Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal for common sense regulation of billboards and digital signage is one I support wholeheartedly.

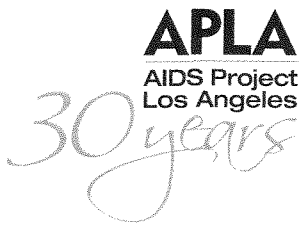
Our company, Arons Manufacturing, opened its doors in Los Angeles in 1908. We create leather goods for the apparel and gift industry and have provided leather goods for the Los Angeles Police and Fire Departments for nearly a century. Approving digital billboards will mean I can hire more employees, offer better benefits and increased wages and improve my facilities – in other words, we stand waiting to invest in the local economy with your support of reasonable standards such as those proposed by the coalition.

Part of the proposed ordinance includes the community benefits that can be used to fund improvements in the neighborhood of the signs, such as planting trees, fixing sidewalks, undergrounding utilities and increasing police and fire protection. With the possibility of billboards filling in the funding gap that forced program closures, we hope you will make the right decision that will not only help business, but will welcome visitors and improve our communities and neighborhoods.

I encourage the Council to take immediate action to implement the reasonable regulations proposed by LAOAC. Doing so will put us on par with 450 other cities across the nation who have embraced the positive effects of digital signage and allow me to grow my 106-year old business.

Sincerely,

Arnold Arons
Arons Manufacturing



The David Geffen Center
Vance North Necessities of Life Program
in nine locations
APLA Health & Wellness Center
The S. Mark Taper Foundation Center
APLA Dental Services and Mobile Services
AIDS Walk Los Angeles
TEAM TO END AIDS (T2)

The Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street, Room 430
Los Angeles, CA 90012

Dear Council President Wesson,

In times of crisis, billboards have been able to convey a message with immediacy to audiences that may not have access to other media. Right now, the billboard industry in Los Angeles, which is one of our strong supporters, needs your help and action to implement reasonable, common sense regulation for both traditional and digital signage.

AIDS Project Los Angeles has been at the forefront of bringing awareness and education about HIV/AIDS care and prevention for more than 30 years and now serves more than 11,000 individuals through first-rate care and prevention programs.

Most recently, the outdoor advertisers involved with LAOAC have helped us attract significant support for our most recent AIDS Walk Los Angeles, an event that raised millions for our programs. In addition, they have helped to broadcast our prevention messages at no cost and, as an industry, contribute more than \$6 million annually to nonprofit organizations like ours.

We encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better working environment for charities, businesses and public safety overall.

Sincerely,


Craig E. Thompson
Executive Director

APLA TRUSTEES

Ron Burkle
The Yucaipa Companies
Jeffrey Katzenberg
DreamWorks SKG

BOARD OF DIRECTORS

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Rodney Gould
Attorney at Law

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Chief, Division of Infectious Diseases
David Geffen School of Medicine, UCLA

Cameron Fox
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Kacy Hutchison
Senior Director, Government Affairs
Gilead Sciences

Wilbert C. Jordan, M.D., MPH
Medical Director
OASIS Clinic

Shawn Khorrami
Partner
Khorrami Boucher Summer Sanguinetti, LLP

Lee Klosinski
Senior Associate Director
UCLA Nathanson Family Resilience Center

Lefky Mansi
Senior Vice President, Regional President
Los Angeles Community Bank, Wells Fargo & Co.

J.R. McGinnis
Senior Vice President, U.S. Business Affairs
Sony Pictures Television

Kenneth D. McLean
Managing Director, Southern California
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C. Martin Meekins
General Counsel and Chief Compliance Officer
Empyrean Capital Partners, LP

George Padilla
Vice President, Business Client Advisor
Union Bank

Peter Perkowski
Partner
Winston & Strawn, LLP

Kevin Salatino
Hannah and Russel Kully
Director of Art Collections
The Huntington Library, Art Collections,
and Botanical Gardens

Paul Santello
Executive Vice President, Managing Partner
Horizon Media

Steven J. Shoptaw, Ph.D.
Vice Chair for Academic Affairs,
Department of Family Medicine;
Executive Director, Safe House
David Geffen School of Medicine at UCLA

Tom Whitman
Senior Vice President, Director of Film
Radanworks

EXECUTIVE DIRECTOR

Craig E. Thompson
AIDS Project Los Angeles



April 9, 2014

Honorable Council President Herb Wesson, Jr.
City of Los Angeles
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

As the 2012 Roastee, you know that the American Diabetes Association's (ADA) mission to find a cure for diabetes and provide a wide variety of programs and outreach to those afflicted with this devastating disease. Like other health related non-profit organizations, the ADA is always searching for effective ways to deliver our services.

The outdoor advertising industry, by providing free public service messages, has been a vital partner in carrying our message of how to prevent diabetes and how to seek help if one has the first symptoms of diabetes.

We have found that digital billboards have been very effective tools for these public service messages which include health fair announcements, where to get glucose testing, etc.

On behalf of the American Diabetes Association, I am writing to express support for common sense regulation of billboards and digital signage as supported by the Los Angeles Outdoor Advertising Coalition (LAOAC).

We encourage the City Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Our belief is that doing so will result in a better working environment for nonprofit organizations, businesses, residents and neighborhoods across the city.

With appreciation for your efforts,

A handwritten signature in black ink, appearing to read 'T. Hutson Morris-Irvin', with a long horizontal line extending to the right.

T. Hutson Morris-Irvin
Director of Marketing & Communication
American Diabetes Association
tmorrisirvin@diabetes.org
323-966-2890 ex 7502

Los Angeles Office
611 Wilshire Blvd. Suite 900
Los Angeles, CA 90017
Tel: 323-966-2890

Diabetes Information
1-800-DIABETES (1-800-342-2383)
www.diabetes.org
The Association gratefully accepts gifts through your will.

The Mission of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.



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February 18, 2014

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NATIONAL OFFICE/HQ

3 West 18th Street
5th Floor
New York, NY 10011
(212) 929-3000
(212) 929-3359 Fax

The Honorable Herb Wesson, Jr.
President, Los Angeles City Council
200 N. Spring Street
Los Angeles, CA 90012

Dear Council President Wesson,

The Association of Independent Commercial Producers joins a growing list of concerned stakeholders regarding the regulation of both traditional and digital billboards placed within the City of Los Angeles. This issue not only affects our partners in the advertising industry, it affects local business and public safety in Los Angeles.

We are writing in support of the Los Angeles Outdoor Advertising Coalition (LAOAC)'s proposal for common sense guidelines. The promotion of ads utilizing both traditional and digital billboards is not only a tradition in Los Angeles, it's a necessity in our competitive regional climate.

As a collective voice for the \$5 billion commercial production industry since 1972, the AICP sees these proposed regulations as good for all parties involved. Using billboards to promote the sale of goods and services will contribute to the continued employment of more than half a million jobs in LA, which result in more than \$6 billion in state and local taxes. We view digital signage as an important outlet in the future of media consumption and an important vehicle for the creative product that our members produce for marketers of products and services.

In addition, we ask that the council consider the public benefit of billboards and digital displays, both in disseminating information immediately in cases of disaster and crime prevention, as well as the public benefit available to the city in funding police, fire or other community services. The Council has the power to enact an ordinance that will establish reasonable restrictions on message illumination, duration and change rate; make provisions for public benefits and ensure that there are opportunities for all outdoor companies to secure digital signs.

Los Angeles has long been known as the entertainment capital of the world. By implementing reasonable regulation of both traditional and digital off-site signs, you will secure the future success of our industry and our City.

Sincerely,

Matt Miller
President & CEO