



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 Advertising Coalition (LAAC). 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 LAAC 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 LAAC.

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