



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

Dear Council President Wesson,

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

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