



LOS ANGELES AREA  
CHAMBER OF COMMERCE  
125th anniversary

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.

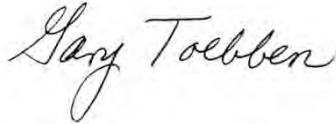
Whether it is the use of digital signs in notifying the community in emergency-situations, supporting outreach efforts for local nonprofits or helping Los Angeles area businesses grow and create jobs, outdoor advertising companies are community partners that provide a tremendous value and service to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