

CITY OF LOS ANGELES
CALIFORNIA

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When making inquiries relative to
this matter, please refer to the
Council File No.

December 13, 2013

To All Interested Parties:

The City Council adopted the action(s), as attached, under Council File No. 13-1619,
at its meeting held December 11, 2013.

A handwritten signature in black ink, appearing to read 'Holly L. Wolcott'.

City Clerk
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CATEGORICAL EXEMPTION and COMMUNICATION FROM CHAIR, TRADE, COMMERCE, AND TOURISM COMMITTEE relative to the proposed Terminal Media Operator Concession Agreement with JCDecaux/Airport Sponsorships/Time Warner for development of indoor advertising, sponsorship, and emerging media opportunities at Los Angeles International Airport (LAX).

Recommendations for Council action:

1. ADOPT the determination by the Board of Airport Commissioners (Board) that the proposed action is exempt under the California Environmental Quality Act (CEQA) as provided in Article III Class 1(18)(c) of the Los Angeles City CEQA Guidelines.
2. APPROVE the Terminal Media Operator Concession Agreement with JCDecaux/Airport Sponsorships/Time Warner.
3. CONCUR with the Board's action of December 2, 2013 by Resolution No. 25283 authorizing the Executive Director to execute the Terminal Media Operator Concession Agreement with JCDecaux/Airport Sponsorships/Time Warner for development of indoor advertising, sponsorship, and emerging media opportunities at LAX.

Fiscal Impact Statement: The Board reports that there is no impact on the General Fund.

Community Impact Statement: None submitted.

TIME LIMIT FILE - JANUARY 3, 2014

(LAST DAY FOR COUNCIL ACTION – DECEMBER 18, 2013)

SUMMARY

At a regular meeting held on December 10, 2013, your Trade, Commerce and Tourism Committee Chair considered a Los Angeles World Airports (LAWA) transmittal relative to the proposed Terminal Media Operator Concession Agreement with JCDecaux/Airport Sponsorships/Time Warner, for development of indoor advertising, sponsorship, and emerging media opportunities, at LAX, having a term through December 31, 2020 with a potential three-year extension if exercised pursuant to the terms of the agreement. Over the term of the agreement, guaranteed revenues will exceed \$180 million.

An opportunity for public comment was held. After a brief discussion, the Committee Chair moved to approve the recommendations contained in the transmittal. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

COUNCILMEMBER TOM LABONGE, CHAIR
TRADE, COMMERCE, AND TOURISM COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
LABONGE:	YES
BUSCAINO:	ABSENT
BONIN:	ABSENT

-NOT OFFICIAL UNTIL COUNCIL ACTS-

ADOPTED
DEC 11 2013
LOS ANGELES CITY COUNCIL