

MOTION

FOR PLACEMENT ON NEXT
COUNCIL AGENDA TO BE POSTED

#53

Each year, thousands of qualified high school seniors do not apply to college because they fear their financial barriers are too great and lack the knowledge about available aid options. L.A. Cash for College works to tackle these issues by engaging students and families throughout the year in a series of integrated events and activities that are designed to help students pursue their college and career dreams.

L.A. Cash for College has become one of the region's largest financial aid awareness campaigns, helping over 238,000 students and families navigate the college admissions process and apply for financial aid programs. Serving more than 10,000 students and families each year, the Annual College & Career Convention features college life seminars, financial aid presentations, scholarship information, and an exhibit hall with college/university representatives from throughout the United States. Now entering its 14th year, Cash for College will be sponsoring the event at the Los Angeles Convention Center on October 28-29, 2015.


Council District 1 has received a request to waive room rental costs associated with the use of the Los Angeles Convention Center for the above event. Approval of this request will mean that an estimated \$5,000 in meeting room rental rates will be waived in accordance with the Convention Fee Subsidy Policy.

I THEREFORE MOVE that the City Council, subject to the approval of the Mayor:

1. Find that the "L.A. Cash for College" event, sponsored by the Los Angeles Area Chamber of Commerce Foundation, serves a public purpose in that it provides assistance to students and families in navigating the college admissions process and the application for financial aid programs, which serves over 10,000 students at this annual event;
2. Approve a fee waiver for the "L.A. Cash for College" in the amount of \$5,000 for Los Angeles Convention Center meeting room rentals, in accordance with the Convention Center Fee Subsidy Policy approved by the City Council (C.F. 08-0589);
3. Allocate/transfer/appropriate from the General City Purposes Fund No. 100-56, Account No. 0701 the amount of \$5,000, to reimburse the Los Angeles Convention Center for this purpose;
4. Instruct the City Clerk to prepare and process and execute the necessary document(s) or agreement(s) or payments to, with AEG Management LACC, LLC, for the above purpose, subject to the approval of the City Attorney as to form; and,
5. Authorize the City Clerk to make corrections, clarifications or revisions to the above funds transfer instructions, in order to effectuate the intent of this Motion.

PRESENTED BY:


GILBERT CEDILLO
Councilmember, 1st District


CURREN D. PRICE
Councilmember, 9th District

SECONDED BY:



ps



OCT 8 2015

ORIGINAL