

MOTION

SM Entertainment, founded in 1995 by Mr. Soo Man Lee with the vision to promote Korean culture, is the largest entertainment company in South Korea and one of the most successful entertainment companies in Asia. SM Entertainment is widely considered to be the pioneer of the global K-pop phenomenon and is responsible for launching the careers of international stars such as BoA, TVXQ, Super Junior, Girls' Generation, SHINee, EXO, F(x), Red Velvet and NCT. Their artists have performed for more than 20,000,000 fans in over 20 different countries worldwide and have sold out large venues such as the Staples Center and Honda Center in Los Angeles and Madison Square Garden in New York. The company continues to make its mark in both the global and the US music scene with their newest artist, SuperM, becoming the first K-pop act to debut at number one on the US Billboard's Top 200 Chart.

In recent years, SM Entertainment has also expanded into the global lifestyle sector in areas such as food & beverage, resorts & wine, and travel to further their mission of promoting Korean culture. In the US, they are currently developing an 80-acre winery in Temecula and will soon be launching the F&B business, SMT LA, in the heart of Koreatown. Through SMT LA, located on the corner of Sixth Street and Oxford Avenue, SM Entertainment aims to bring the Seoul lifestyle to the US market. They hope to be a staple in this section of LA to further promote the neighborhood of Koreatown, bringing long-term investment and job opportunities to the area.

In celebration and recognition of the company's influence on the global music market and their commitment to spreading Korean culture in Koreatown, we believe it is fitting to name the intersection of Sixth Street and Oxford Avenue in honor of the company.

I THEREFORE MOVE that the intersection of Sixth Street and Oxford Avenue, in Koreatown, be named "SM Entertainment Square" and that the Department of Transportation be directed to erect permanent ceremonial signs to this effect at this location reading: "SM Entertainment Square. Pioneer of the Korean Wave and global K-phenomenon. In honor of Soo Man Lee".

PRESENTED BY: Herb J. Wesson Jr.

HERB J. WESSON Jr.
Councilmember, 10th District

SECONDED BY: [Signature]

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