

RESOLUTION

RULES, ELECTIONS, INTERGOVERNMENTAL RELATIONS

WHEREAS, any official position of the City of Los Angeles with respect to legislation, rules, regulations, or policies proposed to or pending before a local, state, or federal government body or agency must first have been adopted in the form of a Resolution by the City Council; and

WHEREAS, the Los Angeles Convention Center (LACC), located in Downtown Los Angeles, is one of the largest convention centers in the United States and serves as a vital civic asset, hosting trade shows, conventions, exhibitions, and concerts that contribute significantly to the city's economy and cultural life; and

WHEREAS, the LACC is slated to host at least five Olympic sporting events during the 2028 Olympic and Paralympic Games; and

WHEREAS, the City is currently considering a transformative expansion and modernization project at the LACC that includes approximately 340,000 square feet of new exhibit hall, meeting room, and multi-purpose space, along with upgraded public amenities and new exterior digital signage; and

WHEREAS, the project is expected to create approximately 8,700 temporary jobs and 2,200 permanent jobs, attract an estimated 500,000 additional visitors annually, and generate more than \$550 million in economic impact for the City over the next 30 years; and

WHEREAS, a portion of the project's funding is expected to come from operational revenues, including advertising from digital signage, but existing state regulations under the Outdoor Advertising Act (OAA) currently prevent the City from establishing a sign district at the Convention Center; and

WHEREAS, on February 3, 2025, the California Department of Transportation denied the City's request to certify a sign district at the LACC, hindering the City's ability to generate necessary project revenues; and

WHEREAS, AB 770 (Mark González) would create a targeted exemption in the OAA to authorize the City of Los Angeles to establish a sign district at the LACC; and

WHEREAS, AB 770 will empower the City to pursue essential revenue opportunities that support public infrastructure, create family-sustaining jobs, and revitalize the local economy while maintaining appropriate safeguards and accountability.

NOW, THEREFORE, BE IT RESOLVED, that by the adoption of this Resolution, the City of Los Angeles hereby includes in its 2025–2026 State Legislative Program SUPPORT for AB 770 (Mark González).

PRESENTED BY:



SECONDED BY:



AUG 20 2025

ORIGINAL