

MOTION

The Los Angeles Tourism & Convention Board is coordinating a street banner program to welcome the American Society of Association Executives (ASAE)'s Annual Meeting, which will take place at the LA Convention Center from August 9, 2025 to August 12, 2025. The ASAE Annual Meeting is a four-day event that brings together thousands of association professionals who are the decision makers that select the locations of future meetings, conventions and events. The City of Los Angeles is excited to welcome the association industry which spends more than \$79 billion annually to hold meetings and to show the incredible assets LA has to offer.

I THEREFORE MOVE that the City Council, in accordance with Los Angeles Municipal Code (LAMC) Section 62.132, approve the Street Banner program being coordinated by the Los Angeles Tourism & Convention Board as a City of Los Angeles Non-Event Street Banner Program for the period of August 8-12, 2025.

I FURTHER MOVE that the City Council approve the content of the attached street banner designs.

PRESENTED BY:



TRACI PARK
Councilmember, 11th District

SECONDED BY:



ORIGINAL

JUL 01 2025 

FRONT

36"

Los Angeles

WELCOMES YOU

★ asae[®]
annual
meeting
& exposition

AUGUST 9-12, 2025
LOS ANGELES, CA

LOS ANGELES
CONVENTION CENTER

DISCOVERLA.COM

96"

FOR CITY CODE THIS SERVICE NUMBER MUST BE PRINTED ON ONE FACE OF EACH BANNER. SIZE OF TYPE IN THIS PROOF IS TO SCALE AND CITY REQUIREMENTS FOR VISIBILITY

BACK

36"

Los Angeles

WELCOMES YOU

★ asae[®]
annual
meeting
& exposition

AUGUST 9-12, 2025
LOS ANGELES, CA

LOS ANGELES
CONVENTION CENTER

DISCOVERLA.COM

96"

FOR CITY CODE THIS SERVICE NUMBER MUST BE PRINTED ON ONE FACE OF EACH BANNER. SIZE OF TYPE IN THIS PROOF IS TO SCALE AND CITY REQUIREMENTS FOR VISIBILITY