

MOTION

The Los Angeles Tourism & Convention Board, with assistance from the City Tourism Department, is coordinating a street banner program to celebrate U.S. Travel Association's IPW, which will be held May 3-7, 2024 at the LA Convention Center.

The U.S. Travel Association's IPW is the leading inbound travel trade show and unites the global travel industry by providing an in-person platform to conduct business. It connects U.S. travel exhibitors with travel buyers and media from all over the world to promote their products and destinations. Los Angeles is proud to be the host City of IPW 2024 and welcome the travel industry to the entertainment and creative capital of the world. As a host City, Los Angeles will play a role in growing inbound travel and strengthen the U.S. economy.

The street banner artwork for IPW is designed by famed Los Angeles artist, John Van Hamersveld. His work includes the iconic Endless Summer movie poster, more than 300 album covers, and a 360-foot mural for the 1984 Olympics.

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 April 10, 2024 – May 10, 2024.

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: _____

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JAN 26 2024

