

RESOLUTION NO. 28089

WHEREAS, on recommendation of Management, there was presented for approval, Sixth Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airport Inc. to extend the term by one (1) year, with a one (1)-year extension option, covering advertising and sponsorship locations at Los Angeles International Airport; and

WHEREAS, in December 2013, the Board of Airport Commissioners approved said Terminal Media Operator (TMO) Agreement to develop and provide advertising and sponsorship locations throughout Los Angeles International Airport (LAX), maintain and create content for the Tom Bradley International Terminal (TBIT) Integrated Emerging Media System, and enhance the guest experience through passenger amenities associated with sponsorships. The original term of the TMO Agreement was seven (7) years, with a three (3)-year option to extend. The Agreement was amended in October 2020 to extend the term by twenty-four (24) months as part of the Concessions Relief Program. The TMO Agreement has generated over \$274 million to date and expires on December 31, 2025; and

LAX

Van Nuys

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Chief Executive Officer

WHEREAS, current and upcoming Los Angeles World Airports (LAWA) projects will have an impact on the available advertising and sponsorship opportunities inventory throughout the Central Terminal Area and along the Automated People Mover route, including LAX Economy Parking and the Consolidated Rent-A-Car Facility. Some of those projects include the TBIT refresh; the Landscaping Program; Wayfinding Design, Branding and Sense of Place; and an update to the current LAX Sign District; and

WHEREAS, the term extension will allow LAWA staff appropriate time to complete several critical planning projects that will impact the future inventory of advertising locations, which are needed to issue a new TMO Request for Proposals (RFP); and

WHEREAS, to issue a complete RFP for the new TMO, LAWA must identify an accurate inventory of available spaces. Said inventory is critical for potential respondents to fully evaluate and maximize all advertising opportunities and generate the most revenue for LAWA. Staff anticipate that the RFP for both in-terminal and landside advertising at LAX will take nine to twelve months to secure a new operator and fully execute the new agreement. The Amendment will allow for time to confirm the advertising inventory and complete the RFP process; and

WHEREAS, the Amendment will provide revenue of at least \$33 million to LAWA over the additional term; and

WHEREAS, actions taken on this item by the Board of Airport Commissioners will become final pursuant to the provisions of Los Angeles City Charter Section 606;

NOW, THEREFORE, BE IT RESOLVED that the Board of Airport Commissioners adopted the Staff Report; further adopted staff's determination that this item, involving issuance of permits, leases, agreements, or other entitlements granting use of existing facilities at a municipal airport involving negligible or no expansion of operations beyond that previously existing or permitted, is exempt from the requirements of the CEQA pursuant to Article III, Class 1 (18)(c) of the Los Angeles City CEQA Guidelines; approved the Sixth Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airport Inc. to extend the term by one (1) year, with a one (1)-year extension option, covering advertising and sponsorship locations at Los



Angeles International Airport; and further approved execution of said Sixth Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airport Inc. subject to approval as to form by the City Attorney.

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I hereby certify that this Resolution No. 28089 is true and correct, as adopted by the Board of Airport Commissioners at its Regular Meeting held on Thursday, January 16, 2025.



Grace Miguel – Secretary
BOARD OF AIRPORT COMMISSIONERS