

CATEGORICAL EXEMPTION and TRADE, TRAVEL AND TOURISM COMMITTEE REPORT relative to the Sixth Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airport Inc. for development of indoor advertising, sponsorship, and emerging media opportunities at the Los Angeles International Airport (LAX).

Recommendations for Council action:

1. ADOPT the determination by the Board of Airport Commissioners (BOAC) that this action is exempt from the California Environmental Quality Act (CEQA) pursuant to Article III, Class 1 (18)(c) of the Los Angeles City CEQA Guidelines.
2. APPROVE 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 LAX.
3. CONCUR with said BOAC action on January 16, 2025, by BOAC Resolution 28089, authorizing the Chief Executive Officer, Los Angeles World Airports (LAWA), or designee, to execute said Sixth Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airport, Inc.

Fiscal Impact Statement: The City Administrative Officer (CAO) reports that approval of the proposed Sixth Amendment to Terminal Media Operator Concession Agreement (TMO Agreement) No. LAA-8796 for development of advertising, sponsorship, and emerging media opportunities with JCDecaux Airport Inc. will have no impact on the City's General Fund. Estimated revenues are estimated to be at least \$33 million each year during the term of the Agreement. The recommendations in this report comply with LAWA's adopted Financial Policies.

Community Impact Statement: None submitted

TIME LIMIT FILE – MARCH 21, 2025

(LAST DAY FOR COUNCIL ACTION – MARCH 21, 2025)

SUMMARY

At the meeting held on February 25, 2025 your Trade, Travel and Tourism Committee considered a BOAC report relative to the Sixth Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airport Inc. for development of indoor advertising, sponsorship, and emerging media opportunities at the Los Angeles International Airport (LAX).

After an opportunity for public comment, the Committee moved to approve the recommendations stated in the BOAC report, as detailed above. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

Trade, Travel and Tourism Committee

<u>Member</u>	<u>VOTE</u>
PARK:	YES
McOSKER:	YES
RODRIGUEZ:	YES