

MOTION

KCON is an annual conference to showcase the vibrant celebration of Korean culture and music held at locations throughout the world. Los Angeles hosted the 2023 conference at the LA Convention Center and Crypto Arena and attracted over 140,000 attendees over the 3-day event for an unforgettable experience for global fans of K-pop. This year, KCON will take place at the same venues in Los Angeles from July 26-28, 2024.

CJ ENM, a company based in Los Angeles that operates KCON, wishes to contribute an in-kind donation to the LA Civil Rights Department valued at \$9,500, to be used for promotion of the LA is for Everyone campaign through the following:

1. Host an informational booth for the duration of the 3-day conference in order to inform constituents of the department's resources.
2. Host a conference room to host workshops and/or panel discussions with themes around diversity, equity, including and belonging. The audience will be KCON attendees.
3. Distribute LA is for Everyone promotional materials (e.g., posters, stickers, etc.) throughout the 3-day conference.

Action is needed to accept this in-kind donation.

I THEREFORE MOVE that the City Council accept the in-kind donation of \$9,500 contributed by CJ ENM.

I FURTHER MOVE that the LA Civil Rights Department be authorized to make any corrections, clarifications or revisions to the above in-kind donation action, including any new instructions, in order to effectuate the intent of this motion.

PRESENTED BY

JOHN S. LEE

Councilmember, 12th District

SECONDED BY

ORIGINAL

JUN 11 2024

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