

MOTION

The Chinatown Business Improvement District, a non-profit organization, has produced a street banner campaign installed in Chinatown since 2001. The 2022 Street banners honoring the Year of the Tiger will be installed on the streets of Los Angeles Chinatown between North Figueroa and North Main Street and Cesar E. Chavez and the LA River. These banners will be used as community beautification and marketing tool to encourage Angelinos, visitors, and resident stakeholder to patronize Chinatown shops and restaurants in the Chinatown community.

I THEREFORE MOVE that the City Council, in accordance with the Los Angeles Municipal Code (LAMC) Section 62.132, approve the street banner program recognizing the Chinese New Year festivities as a City of Los Angeles Non-event Street Banner program.
for the period of February 1, 2022 to January 31, 2023.

I FURTHER MOVE that the City Council approve the content of the street banner design; as attached.



PRESENTED BY: _____
GILBERT CEDILLO



SECONDED BY: _____



JAN 1 1 2022



虎

CHINATOWN

YEAR OF THE TIGER

2022



華埠商業發展區

CHINATOWN

BUSINESS IMPROVEMENT DISTRICT