



Metro

Los Angeles County
Metropolitan Transportation Authority

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April 13, 2016

TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON *PAW*
CHIEF EXECUTIVE OFFICER

FROM: PAULETTA TONILAS *P.T.*
CHIEF COMMUNICATIONS OFFICER

SUBJECT: LOS ANGELES WORLD'S FAIR

ISSUE

A motion by Directors **Antonovich, Ridley-Thomas, Knabe, Kuehl and Solis** directed the CEO to work with the World's Fair to develop a relationship between the Los Angeles World's Fair, FPC and the MTA and to bring requests to the Board as they arise to further a cooperative effort to bring the World's Fair to Los Angeles County in 2022.

BACKGROUND

In early March, staff met with members of the Los Angeles World's Fair organization. An overview of the World's Fair vision, goals and Metro's involvement was discussed in the first meeting. Early discussions of Metro's involvement includes sponsorship and possible partnership with Real Estate, TAP, and Communications for joint marketing opportunities. After follow-up conversations with the World's Fair organization, it was determined that other departments from the agency should be included in the next phase of discussions.

NEXT STEPS

An internal, multi-departmental committee will be assembled to further discuss how Metro will coordinate our involvement with World's Fair. The next meeting with the Los Angeles World's Fair organization will take place in late May. We anticipate providing quarterly updates, with the next update in June.