

MOTION

TRADE, TRAVEL AND TOURISM

The Jobs and Economic Development Incentive (JEDI) Zone program provides economic development incentives within specific geographies of the City that aim to both promote and expand business in Los Angeles. Businesses located in these zones are eligible to obtain a variety of incentives, including case management of the City development permit process, permit fee reductions, business consulting, and facade improvements, among others.

Council took action on November 2, 2021 (C.F. 13-0934-S2) to authorize the Economic and Workforce Development Department (EWDD) to release a Request for Qualification (RFQ) for the JEDI Zone Facade Improvement Program (Program) to develop a pool of qualified contractors to participate in technical and construction services required for the program. The Program would assist commercial property owners and tenants in the designated JEDI Zones to improve building facades, signage, awnings, lighting, and other exterior architectural features. The RFQ was subsequently released, and EWDD established a pool of qualified contractors.

EWDD has noted that capacity challenges have caused difficulties in managing the specifics of the Program that could be better managed by an outside entity. Providing for a sub-recipient of the Program funds would allow EWDD to name an entity to manage the future implementation of the Program in the remaining JEDI Zones located throughout the City.

Funds are available, and have been previously approved by Council, in the form of Community Development Block Grants (CDBG), as well as those received as a result of the American Rescue Plan Act (ARPA), and approved General Fund dollars. The federal funding sources allow for the selection of a subrecipient to provide management services for the Program.

I THEREFORE MOVE that the Economic and Workforce Development Department be authorized to identify, negotiate, and execute a subrecipient agreement with a third-party services provider for an amount up to \$1,500,000 from the American Rescue Plan Act Fund (Fund 64N); for an amount up to \$1,000,000 from the General Fund (Fund 100); and, for an amount up to \$500,000 in Community Development Block Grant Funds (Fund 424), to provide management services associated with implementation of the JEDI Zone Facade Improvement Program across the City.

I FURTHER MOVE that the General Manager of the Economic and Workforce Development Department, or designee, be authorized to make any technical changes and/or prepare any Controller instructions to effectuate the intent of this action, and authorize the City Controller to implement said instructions.

PRESENTED BY:



TIM McOSKER

Councilmember, 15th District

SECONDED BY:



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JUN 12 2024

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