



Item Number
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Report to the BOARD OF AIRPORT COMMISSIONERS

Approver: Courtney Moore
Courtney Moore (Mar 3, 2025 17:25 PST)
Courtney Moore, Deputy Executive Director,
Strategy, Innovation & Experience

Reviewer: Hector Huezo for
Hector Huezo for (Mar 3, 2025 18:11 PST)
Brian C. Ostler, City Attorney

John Ackerman
John Ackerman, Chief Executive Officer

Meeting Date

3/13/2025

Needs Council Approval: ☒ Y

Reviewed for/by	Date	Approval Status	By
Finance	2/20/2025	<input checked="" type="checkbox"/> Y <input type="checkbox"/> NA	JS
CEQA	2/11/2025	<input checked="" type="checkbox"/> Y	VW
Procurement	2/20/2025	<input type="checkbox"/> Y <input checked="" type="checkbox"/> Cond	LK
Guest Experience	2/11/2025	<input checked="" type="checkbox"/> Y	TB
Strategic Planning	2/13/2025	<input checked="" type="checkbox"/> Y	BNZ

SUBJECT

Request to adopt the following report and approve Second Amendments to both Contract DA-5421 with Rum & Humble, Inc. and Contract DA-5422 with Future Roots Inc. dba DUBLAB to (i) extend the terms by 12 months for continued development and implementation of a Musical Arts and Cultural Production Program at Los Angeles International Airport, (ii) add \$215,000 to contract DA-5421 with Rum & Humble, Inc. and \$190,000 to contract DA-5422 with Future Roots, Inc. dba DUBLAB, and (iii) revise both contract Consultant's cost proposals, equipment rental, cartage and miscellaneous expense maximums.

DISCUSSION

1. Purpose

The proposed amendments will allow Rum & Humble, Inc. (Rum & Humble) and Future Roots Inc., dba DUBLAB (DUBLAB) to continue presenting live music and cultural performances at LAX as part of Los Angeles World Airports' (LAWA) Musical Arts and Cultural Program (LAX Presents).

2. Prior Related Actions/History of Board Actions

- February 6, 2020 – Resolution No. 26936 (DA-5421 and DA-5422)

The Board of Airport Commissioners (Board) awarded two three-year contracts to Rum & Humble and DUBLAB for a cost not to exceed \$570,000 for each contract.

- **February 15, 2024 - Resolution No. 27908 (DA-5421A and DA-5422A)**

The Board approved First Amendments to both contracts with Rum & Humble and DUBLAB to increase each contract authority by \$380,000, and to extend the terms by 12 months, with the provision for a potential extension for an additional year (with additional funds) within each contract.

3. Background

Rum & Humble and DUBLAB were hired to plan, curate, program, manage, and produce diverse live music, dance, theatrical performances, and special events to elevate the atmosphere of the airport and to enhance the guest experience at LAX. Performances are staged across the terminals, strategically easing moments of stress for travelers and ensuring a consistently innovative, exciting, and welcoming airport environment that reflects and celebrates the local culture and talent of Los Angeles.

During the current contracts, both companies have presented a wide range of musical and cultural performances and programs.

Rum & Humble

- Presented over 45 musical and performance groups showcasing local talent.
- Produced a special performance with the Fernando Pullman Community Arts Center Band to highlight the youth musical talent that represents the community of South-Central Los Angeles.
- Featured international artists with origins ranging from South Africa (Nduduzo Makhathini) to Brazil, Colombia and Venezuela (LADAMA) who are touring throughout the United States and can add a special performance while touring in Los Angeles.

DUBLAB

- Presented over 20 musical and performance groups showcasing local talent.
- Celebrated its 25th anniversary as an LA-based, community-supported internet radio station by hosting a livestream performance in Terminal 7 featuring DUBLAB DJs who presented diverse styles and sounds from their own music sampling collections.
- Presented a holiday-themed puppet show in Terminal 7 with the help of the Bob Baker Marionette Theater, a nonprofit organization that aims to preserve, educate, and innovate at the intersection of puppetry and the allied arts.
- Produced a site-specific sound installation titled *The Orchestrina* for the tunnel at the West Gates at Tom Bradley International Terminal featuring 30 local musicians and sound artists.

The original term of both contracts was three years, with two one-year options to extend. This request to extend is the second option of the two one-year options, and this will be the final year for both contracts. Rum and Humble's contract will expire on July 20, 2025, and DUBLAB's contract will expire on April 22, 2025.

4. Current Action/Rationale

The proposed amendments would ensure LAWA continues to enhance the guest experience at LAX through live music and cultural performances. Staff anticipate that a new Request for Proposals (RFP) for LAX Presents will take 9-12 months to secure new companies and fully execute new agreements. The proposed amendment will allow for time to complete the RFP process.

The previous amendments acknowledged that \$190,000 in funds would be added if the contracts were extended for an additional year. This amendment adds the additional year. and adds an additional \$25,000 to Contract DA-5421 with Rum & Humble for additional as-needed graphic design services.

Both Rum & Humble and DUBLAB have demonstrated in-depth experience and expertise in delivering a range of music and cultural programming options in unique environments, which allows the LAX Art Program flexibility and the ability to be responsive to LAWA's programming needs. Both firms have connections with a broad range of different artists and performers, thereby increasing the diversity and variety of performances and special events LAWA can provide for its guests.

5. Fiscal Impact

Costs incurred under these two contracts are factored into the LAX Art Program's annual music and performance budget and will be funded by Special Fund 70A-LAX Art Program.

6. Alternatives Considered

- **Utilize City Staff**

This alternative is not recommended. Although developing and implementing this program internally was considered, it was determined that LAWA did not have staff with the appropriate expertise or experience to successfully implement and manage LAX Presents.

APPROPRIATIONS

No appropriation of funds is required for this action.

STANDARD PROVISIONS

The Board is hereby requested to adopt staff determination that this item, as a continuing administrative, maintenance and personnel-related activity, is exempt from California Environmental Quality Act (CEQA) requirements pursuant to Article II, Section 2.f of the Los Angeles City CEQA Guidelines.

The Board is hereby further requested to authorize the Chief Executive Officer, or designee, to execute said Second Amendments to both Contract DA-5421 with Rum & Humble, Inc. and Contract DA-5422 with Future Roots Inc. dba DUBLAB subject to approval by the Los Angeles City Council and approval as to form by the City Attorney.

Actions taken on this item by the Board of Airport Commissioners will become final pursuant to the provisions of Los Angeles City Charter Section 373.