

RESOLUTION NO. 27134

WHEREAS, on recommendation of Management, there was presented for approval, First Amendment to Contract DA-5245 with the Los Angeles Tourism & Convention Board to extend the term by twelve (12) months, covering air service marketing, promotional and development consulting services at Los Angeles International Airport; and

LAX

Van Nuys

City of Los Angeles

Eric Garcetti
Mayor

Board of Airport
Commissioners

Sean O. Burton
President

Valeria C. Velasco
Vice President

Gabriel L. Eshaghian
Beatrice C. Hsu
Nicholas P. Roxborough
Dr. Cynthia A. Telles
Karim Webb

Justin Erbacci
Chief Executive Officer

WHEREAS, the impact of COVID-19 and the historic decline in passenger travel has created a renewed emphasis on providing marketing support for developing new international routes and for air service development for both new and returning routes. The next twelve (12) months will be vital to Los Angeles World Airports (LAWA) efforts to bring back air service and travelers, especially to and from international destinations; and

WHEREAS, the twelve (12)-month extension allows for continuation of air service development initiatives for Los Angeles International Airport (LAX), with no additional contract authority amount required. During the extension period, LAWA intends to develop internal capabilities to bring more of the work in-house and write a new Request for Proposals for a future, smaller contract; and

WHEREAS, the general scope of services under the contract remains the same. Task orders will be written as needed defining the tasks required from the contractor during the extension, with a large emphasis on air service recovery. Tasks will fall under the following elements:

- Marketing and Promoting LAX Air Service
Activities to develop and promote new passenger and cargo air service and maintain air service market share, with an emphasis on international air service to LAX.
- LAX Marketing and Promotional Services
Marketing and promotions of LAX facilities, services, and Capital Improvement Program to the international airline industry, international travel industry, international passengers, market research and analysis, and communications with travel industry leadership and stakeholders.
- International Trade Missions and Aviation Industry Events
Assist with LAWA's participation in aviation industry conferences, events and City of Los Angeles trade missions to directly promote its airport system.
- Marketing, Media Design and Development
Development, implementation and production of LAX marketing and collateral materials such as graphics, video and other communications tools and translation services; and

WHEREAS, funds for the contract are available in the Fiscal Year 2020-2021 LAWA Operating Budget in LAX Cost Center 52418. Funding for the following fiscal year will be requested through the annual budget process; and

WHEREAS, this item, as a continuing administrative, maintenance and personnel-related activity, is administratively exempt from California Environmental Quality Act (CEQA) requirements pursuant to Article II, Section 2.f. of the Los Angeles City CEQA Guidelines; and

WHEREAS, the Los Angeles Tourism & Convention Board will comply with the provisions of the Living Wage Ordinance; and



WHEREAS, Procurement Services Division has reviewed this action (File 8165) and set mandatory goals of 10% Small Business Enterprise (SBE), 3% Local Business Enterprise (LBE), and 2% Local Small Business Enterprise (LSBE) (as a subset to LBE goal). The Los Angeles Tourism & Convention Board committed to 13% SBE, 3% LBE, and 3% LSBE participation, and has achieved 7.89% SBE, 0% LBE, and 0% LSBE to date; and

WHEREAS, the Los Angeles Tourism & Convention Board will comply with the provisions of the Affirmative Action Program; and

WHEREAS, the Los Angeles Tourism & Convention Board has been assigned Business Tax Registration Certificate 00009010452-0001-5; and

WHEREAS, the Los Angeles Tourism & Convention Board will comply with the provisions of the Child Support Obligations Ordinance; and

WHEREAS, the Los Angeles Tourism & Convention Board has approved insurance documents, in the terms and amounts required, on file with LAWA; and

WHEREAS, pursuant to Charter Section 1022, staff determined that the work specified on the contract can be performed more feasibly or economically by an Independent Contractor than by City employees; and

WHEREAS, the Los Angeles Tourism & Convention Board has submitted the Contractor Responsibility Program Questionnaire and Pledge of Compliance, and will comply with the provisions of said program; and

WHEREAS, the Los Angeles Tourism & Convention Board has been determined by Public Works, Office of Contract Compliance to be in full compliance with the provisions of the Equal Benefits Ordinance; and

WHEREAS, the Los Angeles Tourism & Convention Board will comply with the provisions of the First Source Hiring Program for all non-trade LAX jobs; and

WHEREAS, the Los Angeles Tourism & Convention Board has submitted the Bidder Contributions CEC Form 55, and will comply with its provisions; and

WHEREAS, the Los Angeles Tourism & Convention Board will comply with the Iran Contracting Act of 2010; and

WHEREAS, 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;

NOW, THEREFORE, BE IT RESOLVED that the Board of Airport Commissioners adopted the Staff Report; determined that this action is administratively exempt from the California Environmental Quality Act (CEQA) pursuant to Article II, Section 2.f. of the Los Angeles City CEQA Guidelines; found that the work can be performed more economically or feasibly by an independent contractor than by City employees; further found that, pursuant to Charter Sections 371 and 372, obtaining competitive proposals for the work is not reasonably practicable and compatible with the City's interest due to the current COVID-19 local emergency and plan to transition responsibilities to airport staff; approved the First Amendment to Contract DA-5245 with the Los Angeles Tourism & Convention Board to extend the term by twelve (12) months, covering air service marketing, promotional and development consulting services at Los Angeles International Airport; and authorized the Chief Executive Officer to execute said First Amendment to Contract DA-5245 with

the Los Angeles Tourism & Convention Board after approval as to form by the City Attorney and approval by the Los Angeles City Council.

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I hereby certify that this Resolution No. 27134 is true and correct, as adopted by the Board of Airport Commissioners at its Special Meeting held on Thursday, November 19, 2020.



Grace Miguel – Secretary
BOARD OF AIRPORT COMMISSIONERS