

RESOLUTION NO. 27348

WHEREAS, on recommendation of Management, there was presented for approval, Second 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 for Los Angeles International Airport; and

WHEREAS, the contract with the Los Angeles Tourism & Convention Board, which expires on November 11, 2021, provides for services that are critical as Los Angeles World Airports (LAWA) works to emerge from the COVID-19 pandemic and adjusts its air service marketing and development strategy to the current and future realities of international air travel; and

LAX

Van Nuys

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Chief Executive Officer

WHEREAS, LAWA intended to put out a Request for Proposals (RFP) in early 2020 to solicit similar services for another three (3)-year period, but with revised scopes of work and smaller contract amounts, LAWA began to bring more of the work in-house for staff to manage internally. The impact of COVID-19 required the RFP process to be placed on hold, thereby requiring the first twelve (12)-month extension in 2020. LAWA had again intended to issue a new RFP but with recovery from the pandemic taking longer than initially anticipated, it was determined that another twelve (12)-month extension would provide the best opportunity to issue a revised RFP for the services next year; and

WHEREAS, under the Second Amendment, the general scope of services will remain 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 Los Angeles International Airport (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/from LAX.
- LAX Marketing and Promotional Services
Marketing and promotions of LAX facilities, services, and the 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.
- Marketing, Media Design, and Development
Development, implementation, and production for LAX marketing and collateral materials such as graphics, video, and other communications tools and translation services.
- International Trade Missions and Aviation Industry Events
Assistance with LAWA's participation in aviation industry conferences, events, and City of Los Angeles trade missions to promote its airport system directly; and

WHEREAS, funds for the contract are available in the Fiscal Year 2021-2022 LAWA Operating Budget in Cost Center 1220002 – Chief External Affairs, Commitment Item 524 – Advertising. Funding for subsequent years will be requested as part of the annual budget process; and

WHEREAS, 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; and



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

WHEREAS, Procurement Services 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; it has achieved 15.41% SBE, 0% LBE, and 0% LSBE; 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 is assigned Business Tax Registration Certificate 0000901452-0001-5; 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 will have approved insurance documents, in the terms and amounts required, on file with LAWA prior to issuance of a Notice to Proceed; 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, 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 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 ongoing COVID-19 global pandemic, as well as with Los Angeles World Airports' plan to transition some of the responsibilities to Los Angeles World Airports staff over the next twelve (12) months; approved the Second 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 for Los Angeles International Airport; and authorized the Chief Executive Officer, or designee, to execute said Second 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. 27348 is true and correct, as adopted by the Board of Airport Commissioners at its Regular Meeting held on Thursday, October 7, 2021.



Grace Miguel – Secretary
BOARD OF AIRPORT COMMISSIONERS