


Approved by:	Doug Webster Chief Operations & Maintenance Officer	
ITEM TYPE	<input type="checkbox"/> Award <input checked="" type="checkbox"/> Amendment <input type="checkbox"/> Appropriation <input type="checkbox"/> Policy/Program <input type="checkbox"/> Other	
SUBJECT	Request to adopt the following report and approve the First Amendment to Contract DA-5596 with the Los Angeles Tourism and Convention Board to increase the contract authority by \$1,500,000, for a new not-to-exceed amount of \$3,750,000, covering professional services related to air service marketing, trade missions, and promotional and development consulting services for Los Angeles World Airports,	

Item REQUIRES City Council Approval. Item is subject only to STANDARD REVIEW by the City Council.

DISCUSSION

1. Background and Necessity of Requested Action

11-06-2014	Resolution #25547 (DA-4952)	Award
Established a three-year contract with Los Angeles Tourism and Convention Board (LA Tourism) for air service marketing and promotional and development consulting services for a not-to-exceed amount of \$6.6 million.		
10-05-2017	Resolution #26358 (DA-5245)	Award
Established a three-year contract with LA Tourism for air service marketing and promotional and development consulting services for a not-to-exceed amount of \$6 million.		
11-05-2020	Resolution #26358 (DA-5245)	First Amendment
Approved a one-year extension to the contract with LA Tourism for professional and expert air service marketing and direct promotional and development consulting services for Los Angeles International Airport (LAX).		
11-11-2021	Resolution #26358 (DA-5245)	Second Amendment
Awarded a one-year extension to the contract with LA Tourism for professional and expert air service marketing and direct promotional and development consulting services for LAX.		

11-03-2022	Resolution #27621 (DA-5596)	Award
Established a three-year contract, with two one-year renewal options, with LA Tourism, covering professional services related to air service marketing, trade missions, and promotional and development consulting services for Los Angeles World Airports (LAWA), for a not-to-exceed amount of \$2.25 million. The contract expires on February 6, 2028.		

LA Tourism works closely with LAWA's Airline Services team to market and promote new and existing routes by generating publicity in print, social, and digital media; to coordinate media and travel trade familiarization tours; by attending trade shows and conferences; and in conducting in-market training sessions exclusively on LAX services and facilities for reservation staff of airlines, tour operators, and other travel trade offering direct service to LAX.

LA Tourism leverages domestic and international relationships (chambers of commerce, economic development organizations, foreign government offices) along with tourism partnerships at the regional (greater LA destination marketing organizations), state (Visit California) and national level (Brand USA), for expanded reach and efficiency. Their considerable efforts include a combination of paid, earned, owned and trade programming to ensure awareness and stimulate passenger demand.

The proposed contract amendment will allow LAWA to continue receiving expert, professional, and technical assistance from LA Tourism in the areas of air service marketing, education and outreach, promotional and development consulting services, and international trade missions and aviation industry events. The current contract requires additional authority to continue with LA Tourism services under the renewal options.

Presently, LAWA staff do not have the expertise, experience, or qualifications required to conduct the services requested in this scope of work. Without the proposed amendment, LAWA will be unable to market and promote LAX facilities and services effectively in the domestic and international aviation marketplace, impacting LAX's route network, air service market share, and revenue.

2. **Selection Process:** Competitive process. Other process. Not applicable.

The contract with LA Tourism was sole-sourced, as LA Tourism is the only U.S. destination marketing agency with full-time overseas offices and staff that provide a competitive advantage with a presence in 15 markets across four continents. The LA Tourism team provides LAWA with real-time international insights, sales and marketing expertise, and boots on the ground to forge important airport and airline connections to further route development efforts.

Request to find that Charter Sec. 1022 is applicable to this action.

3. **Fiscal Impact:** None. Revenue generation. Cost/cost recovery. Other.

Costs incurred under this contract will be recovered through fees and rates and charges.

4. **Alternative Actions:** Alternatives considered. No alternatives considered.

APPROPRIATIONS

Appropriation required. No appropriation required. Funding is available.

Funds for this contract are available in the Fiscal Year 2025-2026 Los Angeles World Airports Operating Budget in Cost Center 1160149 – Air Service & Business Development Commitment Item 520 – Contractual Services. Funding for subsequent years will be requested as part of the annual budget process.

INCLUSIVITY & IMPACT

Goals/requirements identified. No goals/requirements stipulated. N/A or other.

LA Tourism will continue to utilize the services of the Small Business Enterprise (SBE) firms, Local Business Enterprise (LBE) firms, and Local Small Business Enterprise (LSBE) firms as designated in its Proposal at the level designated in its current agreement. Specifically, this includes a ten percent SBE, a three percent LBE, and a two percent LSBE subcontractor level of participation.

PROVISIONS

The Chief Executive Officer has approved this item.

The Board of Airport Commissioners is hereby requested to adopt staff's determination that the requested action is exempt from the California Environmental Quality Act (CEQA) 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 First Amendment to Contract DA-5596 with the Los Angeles Tourism and Convention Board 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.