

RESOLUTION NO. 28285

WHEREAS, on recommendation of Management, there was presented for approval, First Amendment to Contract DA-5596 with the Los Angeles Tourism and Convention Board to increase the contract authority by \$1,500,000, for new total not to exceed \$3,750,000, covering professional services related to air service marketing, trade missions, and promotional and development consulting services for Los Angeles World Airports; and

WHEREAS, the Los Angeles Tourism and Convention Board (LA Tourism) works closely with the Los Angeles World Airports (LAWA) 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 Los Angeles International Airport (LAX) services and facilities for reservation staff of airlines, tour operators, and other travel trade offering direct service to LAX; and

LAX

Van Nuys

City of Los Angeles

Karen Bass
Mayor

Board of Airport
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Vice President

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John Ackerman
Chief Executive Officer

WHEREAS, 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. LA Tourism's considerable efforts include a combination of paid, earned, owned and trade programming to ensure awareness and stimulate passenger demand; and

WHEREAS, the 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 contract requires additional authority to continue with LA Tourism services under the renewal options; and

WHEREAS, presently, LAWA staff do not have the expertise, experience, or qualifications required to conduct the services requested in the scope of work. Without the 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; and

WHEREAS, funds for the contract are available in the Fiscal Year 2025-2026 LAWA 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; and

WHEREAS, 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 contract. Specifically, this includes 10% SBE, 3% LBE, and 2% LSBE subcontractor level of participation; 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; further adopted 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; approved 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 new total not to exceed \$3,750,000, covering professional services related to air service marketing, trade missions, and promotional and development consulting services for Los Angeles World Airports; and authorized 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.

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I hereby certify that this Resolution No. 28285 is true and correct, as adopted by the Board of Airport Commissioners at its Regular Meeting held on Thursday, December 18, 2025.



Grace Miguel – Secretary
BOARD OF AIRPORT COMMISSIONERS