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August 21, 2026

CF25-1064

Los Angeles City Council
Attention: Economic Development and Jobs Committee
200 North Main Street
Los Angeles, CA 90012

**Pre-Certification Process to Support Small and Local Businesses for Major Event
Contracting Opportunities CF25-1064**

Honorable Councilmembers:

The City Council instructed the Bureau of Contract Administration (BCA) to report with recommendations on a pre-certification process to assist small, local, and underrepresented businesses in preparing to bid on contracting opportunities related to major events hosted in Los Angeles. This report responds with recommendations to assist these businesses with general readiness for a wide variety of opportunities.

RECOMMENDATION:

That the City Council:

1. INSTRUCT the Bureau of Contract Administration and Information Technology Agency, in consultation with the Bureau of Contract Administration, to request quotes for the digitization of certification applications.
2. INSTRUCT the City Administrative Officer to identify funding of up to \$500,000 to be included in an upcoming Financial Status Report for this purpose.

Non-Olympic Major Events

Major events such as the Super Bowl are expected to generate an increase in procurement activity across sectors including construction, professional services, logistics, hospitality support, and event operations. However, unlike the 2028 Olympic and Paralympic Games (LA28), these events are independently produced, with each organizer maintaining its own procurement model, supplier registration process, and contracting requirements. In many cases, event organizers rely on established vendor networks or existing standing contracts, limiting the City's ability to implement a standardized business qualification or pre-certification process across all events.



As a result, BCA’s role is primarily to prepare and position local businesses to compete effectively within these varying procurement systems, in coordination with the Office of Procurement (OOP). While both OOP and BCA can continue directing businesses to the Regional Alliance Marketplace for Procurement (RAMPLA), as appropriate, to identify and monitor contracting opportunities associated with these major events, it is important to recognize that procurement for large-scale sporting and entertainment events is generally buyer-driven, with organizers often relying on pre-qualified vendors or long-standing contractual relationships, regardless of the event location.

To expand opportunities for local businesses, the City would need to engage directly with individual event organizers to better understand their procurement requirements and encourage commitments to recognize and prioritize businesses that the City has identified as local and qualified. Expanding the City’s role beyond business readiness and outreach would require additional staffing and resources. Supporting procurement opportunities for independently produced major events on an ongoing basis would require staffing to build and maintain relationships with multiple event organizers; coordinate outreach efforts; identify contracting opportunities; and facilitate connections between buyers and qualified local businesses.

That said, some event organizers have already established supplier readiness initiatives to cultivate local participation. For example, through its partnership with the Los Angeles Sports and Entertainment Commission (LASEC), the National Football League (NFL) administers “NFL Source” (previously “Business Direct”) to help local businesses compete for contracting opportunities associated with NFL events nationwide. As part of this initiative, the NFL already recognizes and promotes the following certifications through its supplier engagement efforts, providing City-certified businesses with an additional pathway to procurement opportunities.

ADDITIONAL LOCAL CERTIFICATIONS RECOGNIZED BY SUPER BOWL LXI	
California Department of Transportation (CalTrans) - Airport Concession Disadvantaged Business Enterprise (ACDBE) - Disadvantaged Business Enterprise (DBE) - Disabled-Veteran Business Enterprise (DVBE) - Small Business Enterprise (SBE) - Small Minority Business Enterprise (SMBE) - Small Women Business Enterprise (SWBE)	County of Los Angeles - Community Business Enterprise (CBE) - Disabled-Veteran Business Enterprise (DVBE) - Local Small Business Enterprise (LSBE) - Social Enterprise (SE)
City of Los Angeles - Airport Concession Disadvantaged Business Enterprise (ACDBE) - Disadvantaged Business Enterprise (DBE) - Emerging Business Enterprise (EBE) - Local Business Enterprise (LBE) - Local Small Business (LSB) - Local Transitional Employer (LTE) - Minority Business Enterprise (MBE) - Small Business Enterprise (SBE) - Women’s Business Enterprise (WBE)	Los Angeles County Metropolitan Transportation Authority (Metro) - Disadvantaged Business Enterprise (DBE) - Local Small Business Enterprise (LSBE) - Small Business Enterprise (SBE)
	Los Angeles World Airports (LAWA) - Airport Concession Disadvantaged Business Enterprise (ACDBE) - Disabled-Veteran Business Enterprise (DVBE) - Disadvantaged Business Enterprise (DBE)
	State of California, Department of General Services (DGS) - Disabled Veteran Business Enterprise (DVBE) - Small Business (SB) - Small Business for the Purpose of Public Works (SB-PW)



2028 Olympic Games

The LA28 Procurement Plan outlines how Games-related procurement expenditures will be deployed in alignment with the LA28 Impact & Sustainability Plan (I&S Plan), which emphasizes maximizing economic opportunities for local and small businesses. As part of this commitment, LA28 has established procurement targets, including directing 75% of addressable spend to businesses located within Greater Los Angeles and 25% of addressable spend to small businesses. These goals are intended to promote economic growth and ensure that the benefits of hosting the games are broadly shared across the various communities.

For purposes of the Procurement Plan, the following business classifications apply:

- Local Business – A business headquartered or maintaining a principal office within Los Angeles, Orange, Riverside, San Bernardino or Ventura County. Note: BCA is responsible for administering City business certification programs and recognizing eligible business certifications for firms located throughout Los Angeles County.
- Hyper-Local Business – A business headquartered or maintaining a principal office within the City of Los Angeles. BCA has discussed the use of the City’s Local City Business Enterprise (LBE-CBE) Certification to identify “hyper-local businesses.”
- Small Business – A supplier that meets the size standards established by the U.S. Small Business Administration (SBA) for its respective industry.
- Micro Business – A supplier with 10 or fewer employees (or 25 or fewer employees for manufacturing industries).

While LA28’s procurement goals encompass multiple business classifications, this report focuses on Los Angeles’s Local Business Enterprise–Certified Business Enterprise (LBE-CBE) because it is a City-administered program that provides a direct opportunity to streamline identification and certification efforts. Unlike classifications such as Small Business, where eligibility is determined through external standards and processed by multiple agencies, BCA has direct oversight of the LBE-CBE certification process and can implement improvements to better prepare and connect City-based businesses with contracting opportunities. This focus does not diminish the importance of other business classifications identified by LA28; rather, it establishes a targeted opportunity for the City to enhance the existing process by leveraging rather straightforward technology improvements to improve application processing timelines.

To better understand opportunities for improvement, it is important to first examine the current LBE-CBE certification framework, including the eligibility requirements and administrative steps.

Opportunities for Streamlining

A business may qualify for LBE-CBE certification through one of three (3) pathways:

- Employee-Based Qualification – Option A: At least 50 of the applicant firm’s total full-time employees perform work within the City, with at least 60% of those employees’ total annual regular work hours performed within those same boundaries.



- Employee-Based Qualification – Option B: At least half (50%) of the applicant firm’s total full-time employees perform work within the City, and at least 60% of the firm’s total annual regular work hours are performed within those same boundaries.
- Headquarters-Based Qualification – Option C: The business must demonstrate that it is headquartered within the City of Los Angeles. For purposes of this certification, “headquarters” means the business physically conducts and manages all of its operations within the City of Los Angeles.

Each qualification pathway requires businesses to submit documentation demonstrating that they meet the applicable eligibility requirements. The type and amount of documentation varies depending on the pathway. Regardless, the current LBE-CBE application process is strictly manual. The application is available as a PDF on the Regional Alliance Marketplace for Procurement (RAMPLA), the City’s online procurement portal for contracting opportunities.

Applicants must download the application; complete and sign the form; and upload the completed application and supporting documentation through their RAMPLA account. Once submitted, the application enters BCA’s review process. The average processing time from analyst assignment to completion is 18.5 days; however, the current backlog has resulted in applications remaining unassigned for more than five (5) months. A significant contributing factor to this delay is that approximately 75% of applications received require additional follow-up due to basic submission deficiencies, including: missing or incorrect attachments, or missing signatures. These administrative issues require additional staff review and follow-up.

BCA has discussed with OOP and the Information Technology Agency (ITA) the possibility of transitioning from a PDF-based application to a digital platform. A digitized application system that would allow required information and attestations to be incorporated directly into the application workflow, reducing incomplete applications and improving processing efficiency. However, given the significant budget reductions OOP has sustained, coupled with ITA’s competing technology priorities and resource demands, these efforts have not yet advanced to implementation.

Proposed Enhancements

To improve efficiency and minimize errors, BCA recommends developing a digitized LBE-CBE certification application within RAMPLA for LA City businesses that are using Option C (above) to qualify. They would be able to fill out a truncated, digitized application and attach their tenancy documents at the time of submission to expedite the review process.

Non-City based businesses, those using Options A or B, and those applying for LSB and/or LTE certification would need to use the existing application process because these application types require more documentation (tax returns for applicant and affiliate businesses, payroll records, etc.).

Implementation would require dedicated funding, with a preliminary estimate of \$500,000 for the necessary RAMPLA enhancements. With the support of OOP and ITA and their commitment to advancing the project within existing resources, BCA would spearhead the effort and coordinate with both departments to move the project forward.



Under this approach:

- ITA would develop a digitized LBE-CBE certification application within RAMPLA that applicants would complete and submit electronically, including required tenancy documentation and other supporting materials.
- The application would include required fields, attestations, and document uploads, ensuring applicants provide all necessary information and documentation before submitting the application for review.
- ITA would create a new certification option, “LA28 LBE-CBE,” within the existing certification menu in the applicant’s RAMPLA account, allowing businesses to select and apply for the appropriate certification directly through the platform.
- The digital workflow would reduce incomplete submissions and processing delays by identifying missing information or documentation before an application is submitted for staff review.

The enhanced system would improve the applicant experience while increasing administrative efficiency, allowing staff to focus their time on substantive review rather than follow-up requests for missing information.

Sincerely,



JOHN L. REAMER, JR., Director
Bureau of Contract Administration

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