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February 22, 2018

Honorable Members of the City Council  
City Hall, Room 395  
200 North Spring Street  
Los Angeles, CA 90012

Council District 13

RE: PROPOSED HOLLYWOOD WESTERN BUSINESS IMPROVEMENT DISTRICT (C.F. 15-0435-S1)

Honorable Members:

The Office of the City Clerk is instructed, per Council Motion O'Farrell/Ryu (C.F. 15-0435-S1), to provide the necessary assistance and amend Consultant contract C-126302, to continue services and activities for the formation of the proposed Hollywood Western Business Improvement District ("District").

BACKGROUND

On April 21, 2015, the City Council authorized the expenditure of up to \$40,000 from Business Improvement District Trust Fund No. 659. It further accepted \$40,000 in matching funds from the Hollywood Western Business Improvement District Steering Committee, for activities related to the establishment of the Hollywood Western Business Improvement District, in Council District 13 (see Council File No. 15-0435-S1). The City Council further authorized the City Clerk to prepare, execute, and administer a contract between the City and a consulting firm chosen through a request for proposal process to provide services and activities for the formation of the Hollywood Western Business Improvement District.

The selected consultant awarded the contract for the formation of the business improvement district has subsequently delivered three of seven tasks to form a business improvement district. However, the contract expired in May 2017. The proponent group and consultant continue to collect petition forms in support of the District, which currently comprise 37.67 percent of the total weighted assessment.

Pursuant to Council Motion O'Farrell/Ryu (C.F. 15-0435-S1) instructing and authorizing the City Clerk to provide the necessary assistance, a Supplemental Agreement to contract C-126302 between the City and Urban Place Consulting Group, Inc., has been prepared. In addition, the proponent group submitted a letter, dated January 31, 2018, to the City Clerk requesting the City extend the original contract and allow the consultant to complete the formation process.

## SCOPE OF WORK

The Supplemental Agreement to the original proposed Hollywood Western Business Improvement District formation contract will enable the formation effort to continue by utilizing the work previously performed. The Supplemental Agreement extends the contract term to May 1, 2019, incorporates the revised Standard Provisions, includes a Ratification Clause to cover services performed in accordance with the terms and conditions of the contract during the period not covered by the original agreement and the execution of the supplemental agreement, and it updates the deliverables and Performance Schedule.

The draft Supplemental Agreement to contract number C-126302 includes the amended sections. There are no additional funds for the Supplemental Agreement, only the disbursement of the remaining \$57,900 allocated in the original contract.

## SUMMARY

The City Clerk believes it is in the interest of the City and the best use of the funds already expended on the formation of the proposed Hollywood Western Business Improvement District, to approve the Supplemental Agreement to the original contract with the deliverables as outlined in the letter from proponents of the formation of the business improvement district. The deliverables are in line with the original agreement and make the best use of the funding available for the formation of this business improvement district. The City Clerk believes that the formation of a business improvement district will result from the amended Supplemental Agreement as proposed.

## FISCAL IMPACT

There is no impact on the General Fund.

## RECOMMENDATIONS

1. FIND that the execution of the Supplemental Agreement to contract C-126302 is necessary for the continuation of formation activities for the business improvement district.
2. AUTHORIZE and INSTRUCT the City Clerk to execute a Supplemental Agreement to contract C-126302 with Urban Place Consulting Group, Inc., which amends the original contract, subject to the approval of the City Attorney as to form and legality.
3. AUTHORIZE the City Clerk to make any clarification or technical corrections to effectuate the intent of this Council action.

Sincerely,



Holly L. Wolcott  
City Clerk

HLW:SDH:rm

Attachments: Hollywood Western Business Improvement District Proponent Group Letter  
Draft Supplemental Agreement to Contract Number C-126302 between the City of Los Angeles and Urban Place Consulting Group, Inc.