

ECONOMIC DEVELOPMENT COMMITTEE REPORT relative to proposed Supplemental Agreement to Contract No. C-126302 with Urban Place Consulting Group, Inc. (Urban Place Consulting) to extend the contract term in connection with the formation of the proposed Hollywood Western Business Improvement District (BID).

Recommendations for Council action:

1. FIND that the execution of the Supplemental Agreement to Contract No. C-126302 is necessary for the continuation of formation activities for the Hollywood Western BID.
2. AUTHORIZE and INSTRUCT the City Clerk to execute the Supplemental Agreement to Contract No. C-126302, attached to the Council file, with Urban Place Consulting, 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.

Fiscal Impact Statement: The City Clerk reports that there is no impact on the General Fund.

Community Impact Statement: None submitted.

Summary:

On February 27, 2018, your Committee considered a February 22, 2018 City Clerk report relative to proposed Supplemental Agreement to Contract No. C-126302 with Urban Place Consulting to extend the contract term in connection with the formation of the proposed Hollywood Western BID. According to the City Clerk, on April 21, 2015, Council authorized the expenditure of up to \$40,000 from Business Improvement District Trust Fund No. 659 (Council File No. 15-0435). 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). 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 BID.

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; Council File No. 15-0435-S1), the City Clerk was instructed and authorized to provide the necessary assistance, a Supplemental Agreement to contract C-126302 between the City and Urban Place Consulting, has been prepared. Also, the proponent group submitted a letter, dated January 31, 2018, to the City Clerk requesting the City extend the original contact and allow the consultant to complete the formation

process.

After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the recommendations contained in the February 22, 2018 City Clerk report and detailed in the above recommendations. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

ECONOMIC DEVELOPMENT COMMITTEE

A handwritten signature in black ink, appearing to be "Alvin D.", with a long horizontal flourish extending to the right.

MEMBER VOTE

PRINCE: YES

BUSCAINO: YES

HUIZAR: ABSENT

ARL

2/27/18

-NOT OFFICIAL UNTIL COUNCIL ACTS-