

RESOLUTION NO. 27621

WHEREAS, on recommendation of Management, there was presented for approval, three (3)-year Contract with the Los Angeles Tourism and Convention Board, with two (2) one-year renewal options, covering professional services related to air service marketing, trade missions, and promotional and development consulting services for Los Angeles World Airports, for cost not to exceed \$2,250,000; and

WHEREAS, the Los Angeles Tourism and Convention Board (LATCB) has a unique and specialized knowledge base and is recognized as the official City of Los Angeles (City) tourism marketing organization. Los Angeles World Airports (LAWA) has had a contract with LATCB since 2011 and has had service agreements with the firm dating back 16 years to 2006. LATCB's contract will expire on November 11, 2022; and

LAX

Van Nuys

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Chief Executive Officer

WHEREAS, over the years, LATCB has successfully coordinated LAWA's participation in countless trade and sales missions around the globe. Most recently, LATCB coordinated LAWA's participation in the City's trade mission to Indonesia, Japan, and Mexico. LATCB also coordinated LAWA's participation in the 2022 World Routes Conference, a conference and exhibition dedicated to route strategy development and planning in the aviation industry; and

WHEREAS, LATCB, a non-profit organization, markets and promotes Los Angeles as the premier destination for leisure travel, meetings, and conventions. It has an in-house marketing team consisting of Public Relations/Communications, Brand and Digital/Social, and Insights and Global Tourism Development (travel trade). Those functions are integral to the LAWA contract, and continuation of the existing professional services is critical for LAWA as it continues to emerge from the COVID-19 pandemic and adjust its air services marketing and promotional development strategies to the current and future realities of domestic and international air travel; and

WHEREAS, LATCB has established offices and experienced staff in key markets, including London (UK/Europe/Middle East), Mumbai, Sydney (Asia Pacific), and throughout China, as well as having assigned staff to both the Canadian and Mexican markets. The international teams function as an extension of LATCB (and therefore LAWA), and the boots-on-the-ground approach provides LAWA with a team of people with close ties to the airline and travel trade industry right in the country of origin. Another key element of the contract is the organization and management of trade and sales missions to international destinations. Those trade missions require a delicate understanding of City protocols, administration, and deliverables. The work performed by LATCB for air services marketing, education, outreach, promotion of new routes and international trade missions, and aviation industry events requires a unique skillset and an understanding of and connections with a specialty market niche to be successful; and

WHEREAS, conducting a full Request for Proposals for the services would be impractical as the costs for another firm to re-create the services already offered by LATCB would be exorbitant. Any new firm hired to perform the services for LAWA would be required to replicate its international network and work with LATCB to insert LAWA and its facilities and marketing goals and objectives into the trade missions and aviation-related events; this would translate into duplicative work and potentially higher costs for LAWA. LATCB is the only organization with the required skillset needed to perform the services in LAWA's best interest; and



WHEREAS, the general scope of services for the Contract includes the following three (3) elements:

> Element I: Air Services Marketing, Education, and Outreach Services

Promote Los Angeles International Airport (LAX) as a leading airport destination across the globe to enhance its reputation, educate both the travel industry and passengers on new advances and capital improvement projects, and encourage the growth of both flights and passengers. Market and promote LAX facilities, services, and Capital Improvement Program as follows:

- Work with LAWA team to grow and build relationships and promote LAX to the International Airline Industry and Travel Trade Industry
- Work closely with LAWA's Air Service Development team to create and implement a yearly marketing strategy that includes: Securing advertorial value in international aviation and travel trade publications to promote LAWA's current and future modernization projects at LAX; promoting and educating the airline industry on Capital Improvement Projects by circulating materials in key international aviation markets; coordinating familiarization tours to promote specified new or existing air routes or new LAX facilities; and 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
- Assist LAWA staff with the fulfillment of marketing or advertising needs as requested by LAWA management and within the contracted scope of work
- Generate publicity in print, social, and digital media about LAX modernization projects, existing LAX facilities, and services in key international markets
- Translate relevant information from LAWA into Chinese, Japanese, Korean, Spanish, and other appropriate languages, and ensure distribution to the correct international markets
- Write and distribute in-language, in-market stories about LAX
- Plan and assist in developing gate or experiential events

> Element II: Air Service Marketing and Promotion of New Routes

Support activities required to grow, increase, or support international routes and develop relationships with international carriers to meet the objectives of LAWA's air service strategy, including, but not limited to:

- Working closely with LAWA team to develop and implement comprehensive marketing strategies around key new markets and airlines to promote trips on emerging flights to international destinations
- Providing experienced personnel for international media/social media planning and placement, and assisting and contributing to the production of marketing materials such as video and audio content appropriate for out-of-market promotional use
- Utilizing established LATCB communication channels and other California contracts, and assisting with announcement of new routes and airlines to the Los Angeles and California markets
- Coordinating with the LAWA Air Service Development team on marketing and promotional efforts

> Element III: International Trade Missions and Aviation Industry Events

Work closely with the LAWA Air Service Development team to identify the most productive aviation industry conferences; plan and assist team, as needed, with reservations and marketing material; and identifying promotional, media, and speaking opportunities at those

meetings. Coordinate with the City on trade missions to promote its airport system. The tasks to be performed by the consultant include, but are not limited to, the following:

- Organize and manage LAWA's participation at aviation industry conferences to promote LAX
- Identify and organize speaking opportunities for LAWA officials at domestic and international aviation industry events
- Organize LAWA's participation in and host trade missions to promote LAX
- Collaborate with and/or represent LAWA at aviation industry trade shows promoting LAX's modernization projects and encouraging new routes and airlines
- Work with Manage Design and develop digital, trade show, or printed presentations and other materials for marketing LAX to prospective air carriers; and

WHEREAS, funds for the Contract are available in the Fiscal Year 2022-2023 LAWA Operating Budget in Cost Center 1220002 – Chief External Affairs, Commitment Item 524 – Advertising. Funding for subsequent years will be requested as part of the annual budget process; and

WHEREAS, this item, as a continuing administrative, maintenance and personnel-related activity, is exempt from California Environmental Quality Act (CEQA) requirements pursuant to Article II, Section 2.f of the Los Angeles City CEQA Guidelines; and

WHEREAS, LATCB will comply with the provisions of the Living Wage Ordinance, the Affirmative Action Program, and the Child Support Obligations Ordinance; and

WHEREAS, LATCB is assigned Business Tax Registration Certificate 0000901452-0001-5; and

WHEREAS, LATCB has approved insurance documents, in the terms and amounts required, on file with LAWA; and

WHEREAS, pursuant to Charter Section 1022, staff determined that the work specified on the Contract can be performed more feasibly or economically by an Independent Contractor than by City employees; and

WHEREAS, LATCB must submit the Contractor Responsibility Program Questionnaire and Pledge of Compliance and comply with the provisions of said program; and

WHEREAS, LATCB must be determined by Public Works, Office of Contract Compliance, to be in compliance with the provisions of the Equal Benefits Ordinance prior to contract execution; and

WHEREAS, LATCB will be required to comply with the provisions of the First Source Hiring Program for all non-trade LAX jobs; and

WHEREAS, LATCB must submit the Bidders Contribution CEC Form 55 and comply with its provisions; and

WHEREAS, LATCB must submit the MLO CEC Form 50 and comply with its provisions; and

WHEREAS, LATCB must comply with the Iran Contracting Act provisions; 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; determined that this action is exempt from the California Environmental Quality Act

(CEQA) pursuant to Article II, Section 2.f of the Los Angeles City CEQA Guidelines; found that the work can be performed more economically or feasibly by an independent contractor than by City employees; further found that, pursuant to Charter Section 371 (e)(10), the vendor has the qualifications, experience, and expertise required to perform the required professional, expert, technical and special services, and that it is not practicable or advantageous to obtain competitive proposals; approved the three (3)-year Contract with the Los Angeles Tourism and Convention Board, with two (2) one-year renewal options, covering professional services related to air service marketing, trade missions, and promotional and development consulting services for Los Angeles World Airports, for cost not to exceed \$2,250,000; and authorized the Chief Executive Officer, or designee, to execute said Contract with the Los Angeles Tourism and Convention Board after approval as to form by the City Attorney and approval by the Los Angeles City Council.

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I hereby certify that this Resolution No. 27621 is true and correct, as adopted by the Board of Airport Commissioners at its Regular Meeting held on Thursday, November 3, 2022.



Grace Miguel – Secretary  
BOARD OF AIRPORT COMMISSIONERS