

REPORT OF GENERAL MANAGER

NO. 12-277

DATE October 3, 2012

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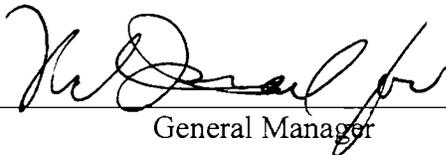
APPROVED
OCT 03 2012

BOARD OF RECREATION AND PARK COMMISSIONERS

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AND PARK COMMISSIONERS

SUBJECT: PERSHING SQUARE - DOWNTOWN ON ICE FIGURE SKATING AND OTHER EVENT PROGRAMMING WITH PRE-PRODUCTION AND PUBLIC RELATIONS DUTIES - AWARD OF PERSONAL SERVICE CONTRACT TO LISA CAREY DBA LISA CAREY PUBLIC RELATIONS.

R. Adams _____	K. Regan _____
H. Fujita _____	M. Shull _____
V. Israel _____	*N. Williams <u>NW</u>



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve a proposed Personal Services Contract between the City of Los Angeles Department of Recreation and Parks (Department) and Lisa Carey DBA Lisa Carey Public Relations, a sole proprietor, substantially in the form on file in the Board Office, for professional services relative to the Downtown on Ice (DOI) Program at Pershing Square, for a period of one (1) year, with total compensation not to exceed \$23,000, subject to the approval of the Mayor, City Council, and of the City Attorney as to form;
2. Find in accordance with Charter Section 371 (e)(1), that competitive bidding is not required for contracts valued at less than \$25,000;
3. Find in accordance with Charter Sections 371 (e)(2), 371 (e)(10), and 1022, that the services to be provided by CONSULTANT are professional services of a temporary and occasional character which can be performed more economically by an independent contractor, that which city employees currently lacking the expertise or specialty to perform such services, and for which competitive bidding is not practicable or advantageous and competitive bidding would be undesirable, because the total compensation to be provided to CONSULTANT is for a small amount not to exceed

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\$23,000, and the cost of soliciting bids would be unwarranted and wasteful in comparison to the amount of services required by CITY, and would result in an expenditure of CITY funds in excess of any benefit that could be gained by soliciting bids;

4. Direct the Board Secretary to transmit forthwith the proposed Personal Services Contract, concurrently to the Mayor in accordance with Executive Directive No. 3 and to the City Attorney for approval as to form; and,
5. Authorize the Board President and Secretary to execute the Personal Services Contract upon receipt of the necessary approvals.

SUMMARY:

The Department has provided the Pershing Square Downtown on Ice Skating Rink, to the public, for the past fourteen (14) years, during the eight (8) week winter holiday season. The Department has utilized the services of Lisa Carey DBA Lisa Carey Public Relations for the past several years of Downtown on Ice. The entertainment now provided, as well as the public relations requirements for all media, for this venue, has expanded through her efforts and contacts to include not only nationally recognized opening day entertainment, but weekly professional skater appearances as well as Winter Holiday Festival marketing. Ms. Carey is considered a sole source contractor as she is the only public relations firm to have handled Pershing Square Ice Rink publicity and all event coordination, and is the only public relations firm in the Los Angeles area that is a former world class figure skating medalist who has also worked as a public relations consultant and figure skater for ice skating performance companies, and for the 2008 World Figure Skating Championship held in the City of Los Angeles. Ms. Carey has the expertise to obtain and complete entertainment and media requirements for this venue and has experience with what has been popular at this park production. The scope of her services has increased as the events at the Downtown on Ice venue have expanded. The increased publicity this service provides results in a higher level of public participation and increased ticket sales and revenue for the seasonal ice skating rink operation.

FISCAL IMPACT STATEMENT:

Funding for this contract is provided in the Department's Municipal Recreation Program Fund 301, Department 88.

This report was prepared by Nancy Jeffers, Management Analyst II, Service Contracts Group, Finance Division.