



Caring for Our Coast

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Gary Jones
Director

Kerry Silverstrom
Chief Deputy

Amy M. Caves
Deputy Director

November 9, 2020

TO: Each Supervisor

FROM: Gary Jones 
Director

SUBJECT: **NOTIFICATION OF INTENT TO EXECUTE A SOLE SOURCE
AMENDMENT TO EXTEND MARINA DEL REY CONVENTION AND
VISITORS BUREAU AGREEMENT**

In accordance with the Los Angeles County Board of Supervisors' Board Policy 5.100, this memorandum is to notify you that the Department of Beaches and Harbors (Department) intends to enter into a sole source amendment to extend the current Agreement with the Marina del Rey Convention and Visitors Bureau (MdR CVB) for continued marketing and promotion of Marina del Rey.

The Department will request that your Board approve a one-year extension, effective January 1, 2021, with an additional one-year extension option, and delegate authority to the Department Director to execute the extension and spend up to the maximum annual payment at his discretion.

As a result of the Coronavirus (COVID-19) health pandemic and subsequent related deterioration of the tourism industry, the Department does not believe now is the time to negotiate a new agreement with the MdR CVB. Accordingly, the sole source amendment requests delegated authority to the Director to execute a one-year extension amendment with an additional one-year extension option to allow sufficient time for tourism and the hospitality sector to revive and for us to be in a better position to assess and negotiate the appropriate work to be secured in a new, future Agreement with the MdR CVB.

In May 2000, your Board approved an action plan and a timeline for the formation of the MdR CVB and created an Executive Formation Committee to develop an implementation plan setting forth the steps and necessary documents to form the MdR CVB. Concurrent with your Board's approval in October 2000 of the implementation plan developed, County Counsel was authorized to assist the Executive Formation Committee in filing the MdR CVB's articles of incorporation with the California Secretary of State. The County has contracted with the MdR CVB for promotional services since December 2000.

The Department will pay the MdR CVB an annual payment of up to \$561,620 during the one-year extension option, and up to \$577,620 during the additional one-year extension option, if exercised, for a potential maximum amount of \$1,139,240 over the potential two-



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year term. These payments will also compensate the MdR CVB for providing seven-day-a-week staffing services at the Marina del Rey Visitors Center.

We apologize for submitting this notification one week late. Unless we hear otherwise, the Acting Chief Executive Officer, under her delegated authority, will approve the Department's request to extend the current Agreement by one year, with an additional one-year extension option.

If you have any questions or require additional information, I can be reached at 424-526-7771 or GJones@bh.lacounty.gov or staff is welcome to contact our Contracts Manager, Nicolette Taylor, at NTaylor@bh.lacounty.gov.

GJ:nt

c: Acting Chief Executive Officer
Acting County Counsel