



SACHI A. HAMAII  
Chief Executive Officer

## County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration  
500 West Temple Street, Room 713, Los Angeles, California 90012  
(213) 974-1101  
<http://ceo.lacounty.gov>

*"To Enrich Lives Through Effective And Caring Service"*

Board of Supervisors  
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June 18, 2019

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

Dear Supervisors:

# ADOPTED

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

20 June 18, 2019

CELIA ZAVALA  
EXECUTIVE OFFICER

### **AGREEMENT WITH THE INTERNATIONAL VISITORS COUNCIL OF LOS ANGELES (ALL SUPERVISORIAL DISTRICTS) (3 VOTES)**

#### **SUBJECT**

The recommended action is to approve an agreement with the International Visitors Council of Los Angeles (IVCLA) to provide a person-to-person diplomacy program.

#### **IT IS RECOMMENDED THAT THE BOARD:**

1. Approve the Social Program Agreement for the allocation of County funds to International Visitors Council of Los Angeles; and
2. Instruct the Chair to execute the Social Program Agreement with IVCLA in the amount of \$40,000 for a term from July 1, 2019 to June 30, 2020.

#### **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

The purpose of this agreement is to continue the work of IVCLA as the only organization in the County authorized to coordinate the International Visitor Leadership Program (IVLP) of the U.S. Department of State. Without the County's financial support to IVCLA, foreign leaders selected by U.S. Embassies, around the world, would not be able to visit Los Angeles County. The County of Los Angeles and the City of Los Angeles are vital supporters of IVCLA. This support is essential for IVCLA to continue its work bringing international influencers to the County.

### **Implementation of Strategic Plan Goals**

The International Visitors Council of Los Angeles' program addresses the County's Strategic Plan Goal II by fostering vibrant and resilient communities through this unique public private partnership which attracts future foreign leaders to the County to participate in person-to-person diplomacy programs.

Additionally, IVCLA addresses Strategy II.1 by enhancing opportunities for the business community. Foreign visitors participating in this program generate revenue for hotels, restaurants, transportation companies, cultural institutions, and other local businesses. It is estimated that in 2018, over \$1,468,000 was spent in the County by IVCLA participants, including an estimated \$119,000 in hotel bed tax.

### **FISCAL IMPACT/FINANCING**

Funding for this Agreement in the amount of \$40,000 will be available and appropriated in the Chief Executive Office's Fiscal Year 2019-20 Budget.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

Established in 1980, IVCLA is a private, non-profit 501(c)(3) that creates international understanding and cooperation between the County and the rest of the world.

The International Visitors Council of Los Angeles' goals are to:

1. Bring foreign opinion leaders to experience cultural and professional activities throughout the County of Los Angeles; and create tailored itineraries to meet the needs of the foreign delegations, including learning more about the County, its departments, and the services provided;
2. Identify and match foreign emerging leaders with County departments and other appropriate government and non-government agencies to create opportunities for learning and dialogue for the benefit of the County;
3. Maintain a network of IVCLA Citizen Diplomats, who are County residents, representing all supervisorial districts, and provide dinner and conversation for the foreign visitors in their homes, so the visitors may experience County hospitality firsthand; and
4. Provide opportunities for international influencers to engage in cultural and entertainment experiences throughout the County to encourage future foreign visitors and to let these participants know the County welcomes visitors from all around the world.

Since 1998, the County has contracted with IVCLA to promote its people, businesses, and organizations to the rest of the world, as well as promote County programs and accomplishments to foreign opinion leaders. In addition, the County has worked with IVCLA to stimulate the economy through the visitors' expenditures and educate the citizens of the County.

The following is a small sample of the subjects IVCLA programs address:

1. Building Community Resilience to Radicalization & Extremism
2. Immigration and Refugee Issues

3. New Media and Technology
4. Anti-Gang Efforts
5. Energy and Environmental Sustainability
6. Women Entrepreneurs
7. Port Security
8. Promoting Diversity and Tolerance; and Interfaith Dialogue

In 2019, IVCLA will place focus on the vital role our next generation of leaders play in citizen diplomacy, conveying the importance of sustainability and environmental issues, promoting religious dialogue, fostering women's issues, providing insights on immigration and refugee issues, and furthering discussions on LGBTQ rights.

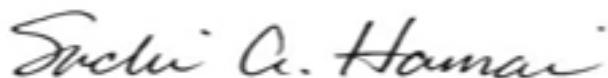
Pursuant to California Government Code Section 26227, the Board of Supervisors may expend money to fund non-County programs that are deemed necessary to meet the social needs of its residents. IVCLA meets the social needs of County residents by increasing the number of influential foreign visitors to the County and by encouraging visitors from their countries to travel to cities and attractions throughout the County. County residents will improve their understanding about the rest of the world by hearing first-hand information from people they would not otherwise meet.

**IMPACT ON CURRENT SERVICES (OR PROJECTS)**

The agreement allocation will be used for the direct support of IVCLA's continuing work to build international understanding and cooperation between the County and the rest of the world.

The IVCLA provides valuable benefits to the community by bringing IVLP participants to the County, as the only organization in the region authorized to coordinate this program.

Respectfully submitted,



SACHI A. HAMAI

Chief Executive Officer

SAH:JJ:SA

LS:ct

Enclosures

c: Executive Office, Board of Supervisors  
County Counsel  
Auditor-Controller

SOCIAL PROGRAM AGREEMENT

Fiscal Year 2019-2020

Name of Organization: International Visitors Council of Los Angeles
Address: 3450 Wilshire Boulevard, Suite 705, Los Angeles, CA 90010
Contractor's Project Director: Janet Elliott Telephone No.: (213) 388-1428
Status of Organization: Profit [ ] Non Profit [xx]

Description of Organization/Contractor: The International Visitors Council of Los Angeles (IVCLA) arranges one-on-one exchanges between local professionals and foreign opinion leaders to exchange ideas and learn more about government, business, education, culture, scientific institutions, media, entertainment industry, and more in the County of Los Angeles (County).

Name, Location, Description of Program/Project: Funds will be spent to support the person-to-person diplomacy program operated by the IVCLA to provide opportunities to increase the County's international visibility through education, marketing, and promotion of County programs and accomplishments with foreign leaders and visitors. The IVCLA diplomacy program also provides significant benefits for the County, its 88 cities and 138 unincorporated communities through the economic benefits of tourism and the promotion of increased tourism. The program also contributes to international understanding among a diverse group of visitors from different countries, customs, cultures and religions and different forms of government. The visitors benefit from briefing by County departments on the various responsibilities of the County government.

Proposed Social Need to be Satisfied: (i.e. Educational/recreational projects, local business and tourism promotional activities, arts and cultural programs, environmental awareness programs or projects, public safety programs, health and social service initiatives and programs, County programs and projects benefitting community and enhancing quality of life.): Local business and tourism promotional activities, County programs and projects benefitting community and enhancing quality of life.

Contract Period: July 1, 2019- June 30, 2020 Grant Amount: \$40,000

Total Proposed Expenditures:

1) Personnel Costs: \$35,000 2) Non-Personnel Costs: \$5,000

County Department: Chief Executive Office

County Contact Person: Lourdes Saab Telephone No: (213) 974-1307

Contractor's Project Director verifies that:

- I have the power to execute this contract.
I have read the attached Terms and Conditions and agree thereto.
Financial and program records will be maintained for 3 years.
A report on the results of this project and the expenditures will be made within 60 days of the termination of this Agreement.
These funds will be used for the program specified above and any unused funds will be returned at the end of the contract period.

Contractor Signature: [Signature] Title: President Date: 5-2-19

COUNTY OF LOS ANGELES

Pursuant to Government Code Sections 23005, and 26227, and an adopted Resolution by the Board of Supervisors:

By: [Signature] JANICE HAHN Chair of the Board

ATTEST: CELIA ZAVALA EXECUTIVE OFFICER CLERK OF THE BOARD OF SUPERVISORS

APPROVED AS TO FORM:

MARY C. WICKHAM County Counsel

By: [Signature] Deputy

JUN 18 2019

By: [Signature] DEPUTY



[Signature] CELIA ZAVALA Executive Officer Board of Supervisors

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**ADOPTED**

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

20

JUN 18 2019

*Celia Zavala*  
CELIA ZAVALA  
EXECUTIVE OFFICER



I hereby certify that pursuant to  
Section 25103 of the Government Code,  
delivery of this document has been made.

CELIA ZAVALA  
Executive Officer  
Clerk of the Board of Supervisors

By *Rachelle Smitherman*  
Deputy

JUN 18 2019