

**APPROVED**  
SEP 05 2007

REPORT OF GENERAL MANAGER

NO. 07-201

DATE September 5, 2007

**BOARD OF RECREATION  
and PARK COMMISSIONERS**

C.D. 9

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AMENDMENT TO CONTRACT NO. 3205 WITH MOBILE ILLUMINATION, INC.  
EXTENDING THE TERM AND AMOUNT OF THE CONTRACT

R. Adams _____	J. Kolb _____
H. Fujita _____	F. Mok _____
S. Huntley _____	K. Regan _____
*V. Israel _____	M. Shull _____

*[Handwritten Signature]*  
 \_\_\_\_\_  
 General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board:

1. Approve the proposed Amendment to Contract No. 3205 between the City of Los Angeles and Mobile Illumination, Inc., substantially in the form on file in the Board Office, to exercise the two one-year renewal options, extending the expiration date of the contract from October 31, 2007, to October 31, 2009; increase the total maximum of the contract from \$99,000 to \$297,000; and modify Section 3-Fees/ Payments to allow the General Manager or designee, at their sole discretion, the option to rent décor to serve as backdrop for photo opportunities, subject to the approval of the Mayor and of the City Attorney as to form; and,
2. Direct the Board Secretary to transmit forthwith the proposed Amendment to the Mayor in accordance with Executive Directive No. 3, and concurrently to the City Attorney for review as to form; and,
3. Authorize the Board President and Secretary to execute the Amendment upon receipt of necessary approvals.

SUMMARY:

Pershing Square is an outdoor concert and event center located in the heart of downtown Los Angeles at 532 South Olive Street, Los Angeles, California 90013. Operated by the City of Los Angeles Department of Recreation and Parks, Pershing Square hosts an array of free programs for

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the downtown community. From mid-November to mid-January, Pershing Square is transformed into a winter wonderland and festive environment for the enjoyment of residents, businesses, and visitors. Illuminated winter-themed décor has been an integral part of creating an inviting environment at Pershing Square. The Winter Holiday Festival activities include an ice skating rink, live musical entertainment on weekday afternoons and Sundays; and, beginning Friday evenings through the weekend, the facility will provide free entertainment, arts and crafts, and various other activities.

On October 18, 2006, the Board of Recreation and Park Commissioners approved the award of Contract No. 3205 to Mobile Illuminations, Inc., to provide the design, rental, installation, maintenance, and removal of winter-themed exterior lighting décor for Pershing Square for the term of one year with two one-year renewal options (Board Report No. 06-305). Exercising the renewal options will ensure the Department will be allowed to continue providing the winter-themed exterior lighting at Pershing Square.

Due to the continuing need of winter-themed exterior lighting for Pershing Square, staff recommends exercising the two one-year renewal options to extend the expiration date of the contract from October 31, 2007, to October 31, 2009, subject to funding availability and earlier termination by the Department as provided in the Standard Provisions for City Contracts, attached as Exhibit A, Attachment 1 of the contract. Staff also recommends increasing the total compensation of the contract from \$99,000 to \$297,000 and at its sole discretion; allowing the General Manager or designee the option to rent décor to serve as a backdrop for photo opportunities in accordance with the Compensation Proposal, attached as Exhibit C of the contract.

### FISCAL IMPACT STATEMENT:

Funding is provided in the Pershing Square Youth Programming funds in Fund 301, Department 88, Account No. 012M. There is no additional impact to the General Fund.

This report was prepared by Russell Ewald, Management Analyst II, Griffith Region.