

APPROVED

AUG 14 2013

REPORT OF GENERAL MANAGER

NO. 13-216

DATE August 14, 2013

BOARD OF RECREATION
AND PARK COMMISSIONERS

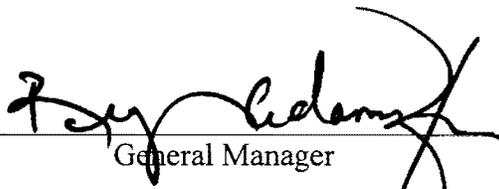
C.D. 14

BOARD OF RECREATION 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 _____
H. Fujita _____
V. Israel _____

K. Regan _____
M. Shull _____
*N. Williams *cf per new*



General Manager

Approved

Disapproved

Withdrawn

RECOMMENDATIONS:

That the Board:

1. Approve a proposed Personal Services Contract, substantially in the form on file in the Board Office, between the City of Los Angeles Department of Recreation and Parks (Department) and Lisa Carey DBA Lisa Carey Public Relations, a sole proprietor, for professional services relative to the Downtown on Ice (DOI) Program at Pershing Square, for a one year contract with two one year options to extend at the sole discretion of the General Manager, not-to-exceed 36 months, in an amount of twenty-four thousand dollars (\$24,000.00) per year, and not-to-exceed seventy-two thousand dollars (\$72,000.00) should the contract be extended, subject to the approval of the Mayor, and of the City Attorney as to form;
2. Find, in accordance with Charter Section 1022 (attached), that the Department does not have personnel available in its employ, with sufficient expertise to undertake these specialized professional tasks in a timely manner, and that these services can be performed more feasibly by a qualified independent contractor than by a City employee;
3. The Board, in its capacity as the contract awarding authority for the Department, finds pursuant to Charter Section 371 (e) (2) that the services to be provided are professional, expert, technical and special services of a temporary and occasional character for which

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competitive bidding is not practicable or advantageous and the Department does not currently have employees with the expertise to perform such services;

4. The Board, in its capacity as the contract awarding authority for the Department, finds pursuant to Charter Section 371(e) (10), that the use of competitive bidding would be undesirable, impractical or is otherwise excused by the common law and the Charter because the total compensation to be provided to contractor is for a small amount not to exceed \$24,000 per year, and the cost of soliciting bids would be unwarranted and wasteful in comparison to the amount of services required by the Department, and would result in an expenditure of funds in excess of any benefit that could be gained by soliciting bids;
5. 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,
6. Authorize the Board President and Secretary to execute forthwith 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 fifteen (15) years, during the eight (8) week winter holiday season, and has utilized the services of Lisa Carey DBA Lisa Carey Public Relations the entire time. The entertainment, as well as the public relations requirements for all media, for this venue, has expanded through Ms. Carey's 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 the only public relations firm to have handled the Pershing Square Ice Rink publicity and all event coordination. Ms. Carey is herself a former world class figure skating medalist, has 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 provide coordination of the figure skating program, obtain entertainment and fulfill 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.

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CHARTER SECTION 1022 DETERMINATION

On June 10, 2013, the Personnel Department completed a Charter Section 1022 review (Attachment A) and determined that there are no City employees that can perform the work proposed for the contract, and the Department confirms that none of its current staff possess the necessary expertise to perform the Downtown on Ice event coordination, public relations, marketing, and skating talent bookings.

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.

PERSONNEL DEPARTMENT CONTRACT REVIEW REPORT

1. Requesting Department: Recreation and Parks

2. Contacts:

Department: Nancy Jeffers Phone No. 213-202-4352 Fax No. 213-202-3213
CAO: Claudia Aguilar Phone No. 213-473-7579 Fax No. 213-473-7514

3. Work to be performed:

Recreation and Parks is seeking a new contract with Lisa Carey DBA Lisa Carey Public Relations to book performers and coordinate the figure skating program and media requirements for the 2013-14 Downtown on Ice program at Pershing Square Park, an 8-week event (mid-November to early January) organized and sponsored by the Department for the past 14 years. The contractor will utilize its contacts within the professional ice show field to obtain national ice skating performers such as Disney on Ice, Snoopy on Ice, various ice show performers, and Olympic medalists. The Department states that this firm is the only one that has provided these services in the past for this event. The duties to be performed by the contractor will be identical to those outlined in the 2012 Scope of Work.

Is this a contract renewal? Yes No

4. Proposed length of contract: One year, with the option of two 1-year renewals

Start Date: September 2013

6. Proposed cost of contract (if known): Not to exceed \$25,000 per year or a total of \$75,000

7. Name of proposed contractor: Lisa Carey DBA Lisa Carey Public Relations

8. Unique or special qualifications required to perform the work:

The contractor must have the ability to book (at no charge to the Department) and coordinate ice rink performers at holiday events; write and broadcast all marketing copy to publications, social media, radio, and television; and obtain and coordinate at least three popular morning local news television shows at the site.

9. Are there City employees that can perform the work being proposed for contracting?

Yes No

If yes,

- a. Which class(es) and Department(s):
- b. Is there sufficient Department staff available to perform the work? Yes No
- c. Is there a current eligible list for the class(es)? Yes No Expiration Date
- d. Estimated time to fill position(s) through CSC process?
- e. Can the requesting department continue to employ staff hired for the project after project completion? Yes No
- f. Are there City employees currently performing the work? Yes No

10. Findings

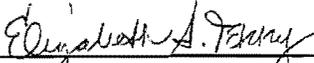
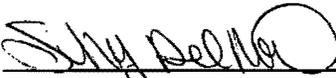
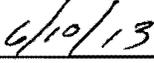
- City employees DO NOT have the expertise to perform the work
- City employees DO have the expertise to perform work. (Please see summary below.)

Check if applicable (explanation attached) and send to CAO for further analysis

- Project of limited duration would have to layoff staff at end of project
- Time constraints require immediate staffing of project
- Work assignment exceeds staffing availability

SUMMARY:

The Department of Recreation and Parks seeks another contract with Lisa Carey Public Relations to handle bookings and publicity for entertainment events at the annual Downtown on Ice at Pershing Square. The Department states that in addition to the firm having the required experience, it is also the only one in the Los Angeles area that includes a world-class figure skating medalist who has also worked as a public relations consultant and figure skater for ice skating performance companies. The Department indicated that it does not have the capability or contacts to obtain national ice skating performers such as Disney on Ice, Snoopy on Ice, various ice show performers, and Olympic medalists. In addition, the Department states that maintaining the continuity of services provided by Ms. Carey's firm is important as it has expertise on how the Downtown on Ice venue works, as well as several years of experience with various entertainment events provided at the ice rink. A 1022 review was not done for the previous contract because it was for less than \$25,000 and therefore did not meet the 1022 review threshold.

			
Submitted by	Reviewed by	Approved by	Date
Elizabeth A. Terry	Shelly Del Rosario	Raul Lemus	
Sr. Personnel Analyst I	Sr. Personnel Analyst II	Chief Personnel Analyst	