

LADF

LOS ANGELES DEVELOPMENT FUND

**Special Meeting *of the*
Governing Board of Directors *and*
Advisory Board of Directors *of***

**The Los Angeles Development Fund
and
LADF Management, Inc.**

March 16, 2018

SPECIAL MEETING *of the*
GOVERNING BOARD OF DIRECTORS *and* ADVISORY BOARD OF DIRECTORS *of*
THE LOS ANGELES DEVELOPMENT FUND *and* LADF MANAGEMENT, INC.

MARCH 16, 2018

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- MEMO regarding RFP #005
- DRAFT of Purchase Order #18-0001

3 Materials regarding Action Item D:

- Asset Management and Compliance Services Cost Proposals Summary Matrix

Tab 1

A G E N D A

**SPECIAL MEETING of the
GOVERNING BOARD OF DIRECTORS and ADVISORY BOARD OF DIRECTORS of
THE LOS ANGELES DEVELOPMENT FUND and LADF MANAGEMENT, INC.**

**CITY HALL, ROOM 1050
200 N. SPRING STREET, LOS ANGELES, CA
Friday, March 16, 2018 | 10:00am – 11:00am**

	AGENDA ITEM	PRESENTER	TAB
	Welcome and Call to Order	Rushmore Cervantes	
	Roll Call	Rushmore Cervantes	
1	Discussion Items	Sandra Rahimi	
	a. 2017 NMTC Allocation Award		
	b. Pipeline Update		
	c. Hiring Update for NMTC Associate Position		
2	Action Items	Sandra Rahimi	
	a. Request for Authorization of the President of LADF and LADF Management, Inc. to execute documents related to forming up to six (6) new Limited Liability Corporations in the State of California and applying for Community Development Entity certification for each of the entities with the Dept. of Treasury's CDFI Fund		
	b. Request for Authorization to enter into Purchase Order contract with Karen Brooks for Social Media and Website Consulting Services		Tab 2
	c. Request for Authorization to extend Purchase Order contract with Christopher Chorebanian for Asset Management and Compliance Services through June 2018		
	d. Request for Authorization to enter into Purchase Order contract with Ariel Ventures for Asset Management and Compliance Services		Tab 3
	Request for Future Agenda Items	Rushmore Cervantes	
	Next Meeting Date and Time of Governing Board	Rushmore Cervantes	
	• Thursday, April 12, 2018		
	Public Comment	Rushmore Cervantes	
	Adjournment	Rushmore Cervantes	

The LADF's Board Meetings are open to the public. Accommodations such as sign language interpretation and translation services can be provided upon 72 hours notice. Contact LADF @ (213) 808-8959.

PUBLIC COMMENT AT LADF BOARD MEETINGS – An opportunity for the public to address the Board will be provided at the conclusion of the agenda. Members of the public who wish to speak on any item are requested to identify themselves and indicate on which agenda item they wish to speak. The Board will provide an opportunity for the public to speak for a maximum of three (3) minutes, unless granted additional time at the discretion of the Board. Testimony shall be limited in content to matters which are listed on this Agenda and within the subject matter jurisdiction of the LADF. The Board may not take any action on matters discussed during the public testimony period that are not listed on the agenda.

Tab 2

MEMORANDUM

TO: LADF Board of Directors
FROM: Sandra Rahimi, LADF Secretary
DATE: November 9, 2017
SUBJECT: Social Media Contract Authority

RECOMMENDATION

That the Los Angeles Development Fund (LADF) Board of Directors authorize the President, or designee, to award a contract to Karen Brooks to provide social media consulting services for a two-year period and an amount not to exceed \$7,000 per month and \$168,000 for the two-year period.

SUMMARY

On October 16, 2017, the Los Angeles Development Fund received two (2) proposals in response to Request for Proposals (RFP #005): Social Media Consulting Services. Both firms were evaluated. The written statements were evaluated based on each firm's qualifications and experience with respect to Exhibit A – Qualifications Required & Evaluation Criteria. Areas evaluated included the firm's documented and demonstrated capabilities, including qualifications and experience with government and nonprofit organizations as clients; demonstrated ability to perform in accordance with the scope of services as enumerated in Exhibit B; and, proposed costs for services.

Based on a review of both quantitative and qualitative measures of the submitted proposals by each firm, staff recommends that LADF engage Karen Brooks as the contractor for this scope of services.

Cost and Budgeting

Work will be performed pursuant to a purchase order issued by LADF. The authorized total contract amount of \$168,000 should be sufficient to fund social media consulting services over the contract period. Additionally, Karen Brooks's hourly rate is \$100 per hour and the maximum monthly billing during the contract period will be \$7,000.

Sufficient funds will be budgeted by the LADF each year in its annual budget to cover anticipated social media consulting costs.

Firm Description

The firm is a sole proprietorship founded in 2007 and operates out of one office. The businesses focus is offering consulting services to businesses regarding marketing strategy, branding strategy, social medial marketing and tactics, social media platform management, website development and management, and content creation.

Project Team

The principal contact is Karen Brooks. Ms. Brooks developed and launched the social media platforms and strategy, and continues to serve as the social media and website strategy consultant and social platform content creator, for the City of Los Angeles Economic & Workforce Development Department. Ms. Brooks also developed the social media and current website strategy, visual appearance and content for the Los Angeles Development Fund.

The project team also includes sub-contractor Heidi Roberts. Ms. Roberts has 16 years of experience with the City of Los Angeles in website development and electronic media. She has expertise in

working with content compliance with City of Los Angeles legal requirements. She assisted in the build of the LADF website and is responsible for the City of Los Angeles Economic and Workforce Development Department website among others.

EXHIBITS

Exhibit A – Qualifications Required & Evaluation Criteria

Exhibit B – Statement of Work

EXHIBIT A

QUALIFICATIONS REQUIRED & EVALUATION CRITERIA

Qualifications Required

1. Proven track record of developing a successful social media campaign, including identifying a client's target market, building followers for a client, and developing a client's reputation as a thought leader in the field.
2. Proven track record of maintaining and updating interactive websites.
3. Experience summarizing financial data, ideally related to real estate and/or economic development, for tweeting and posting on social media.
4. Experience working with government and nonprofit organizations as clients.
5. Familiarity with the City of Los Angeles, especially City departments and City initiatives, and the City's relationships with county, state and federal government.

LADF Evaluation Criteria.

The LADF will evaluate all proposals received in response to this RFP based on the following criteria:

1. Qualifications, skills, education, and experience of the firm and the personnel who would be assigned to perform the services required herein.
2. Documented past performance in terms of quality of services, product, timeliness, responsiveness, and completeness.
3. Proposed costs and fees, including overall financial feasibility of cost proposal.
4. Quality of the proposal, including thoroughness, logic, completeness, clarity, and methodology/approach, appropriate level of detail and overall responsiveness.

EXHIBIT B
STATEMENT OF WORK
SOCIAL MEDIA CONSULTING SERVICES

SCOPE OF SERVICES

The proposal and the final products should include, but are not limited to, the services in the list below. Your firm should add appropriate items based on your experience and what you believe will provide the best direction and results for the LADF:

Social Media Services

Manage comprehensive social media strategy objectives to create interest and enthusiasm in the LADF.

- Goals include:
 - Greater recognition and understanding of the LADF and its work
 - Reach, educate, engage, recruit eligible businesses, partners, and media
 - Boost community connection and engagement
 - Build LADF brand awareness
 - Reputation management

Design, create and manage promotions and social ad campaigns. Provide finished graphic elements that include concept, design and complete execution.

Analyze social media, translate data into evolving plans for revising social and website approach; analyze and review effectiveness of the approach in an effort to maximize results.

- Social Media Activities:
 - Social Media campaigns
 - Content creation
 - Social Media monitoring
 - Social Media engagement
 - Social Media analytics

Facebook page - Weekly - Unique posts, value added content, custom images when required on LADF Page.

Facebook Ads - concept and copy, audience targeting

Twitter - Weekly - tweets are self-promotional or value added content, custom images when required.

Twitter Hashtags - follow trending topics for LADF use, identify influencers.

LinkedIn - Weekly - Post unique content and value added content, custom images when required on LADF Page

Website Management and Maintenance

Management of the website online environment, creative content, design creation, changes, support and maintenance.

Website management including:

- Overall site and content updates to insure that online environment meets objectives
- Slideshow development and refresh
- Graphics research and development
- Story, educational content, info-graphic, data research and development
- General updates, corrections and additions
- Board meeting updates

Website maintenance:

- Website backups
- Security monitoring
- Cleanup

Interim Reporting to the Board of Directors

From time to time, the LADF may request that the consultant attend one of the regularly scheduled meetings of LADF's Board of Directors to provide progress reports and updates.



LOS ANGELES DEVELOPMENT FUND

PURCHASE ORDER

Purchase Order No.:	LADF 18-0001			
Date of Issue:	March 16, 2018			
Start Date:	April 1, 2018			
Completion Date:	April 1, 2020			
Vendor Information	Company Name:	Karen Brooks	Bill To: Sandra Rahimi Los Angeles Development Fund 1200 W. 7 th Street 8 th Floor Los Angeles, CA 90017	
	Mailing Address:	11521 Canton Drive Studio City, CA 91604		
	Primary Contact:	Karen Brooks		
	Phone:	o: (818) 760-3356 m: (818) 517-4357	Contract No.:	N/A
	Email:	karenxbrooks@gmail.com	Project/RFP No.:	RFP #005
	Vendor No.:	LADF-20	Purchase Order Total:	\$ 168,000 (max.)
Fiscal Year(s):	FY 2018, FY 2019, FY 2020			
Payment Terms:	NET 30 after receipt of invoice			
For questions about this Purchase Order please contact:	Sandra Rahimi – (213) 808-8959 – Sandra.Rahimi@lacity.org			

SCOPE / DESCRIPTION OF SERVICES

As directed by Los Angeles Development Fund (LADF) Representative, Sandra Rahimi, or designee, Vendor shall provide social media and website consulting services for LADF's NMTC Program in accordance with the Scope of Services attached hereto as "Exhibit A".

TIME OF PERFORMANCE

Vendor shall provide services to LADF, as requested, upon execution of this purchase order starting April 1, 2018 through April 1, 2020, unless otherwise provided by written Purchase Order Change hereto.

COMPENSATION

Vendor shall be compensated in accordance with the following terms:

Hourly Rate: Vendor shall be compensated at the rate of \$100.00 per hour.
Mileage: Not applicable.



LOS ANGELES DEVELOPMENT FUND

PURCHASE ORDER

Other Expenses: Expenses not specifically set forth herein which are incurred by the Vendor may be reimbursed, provided that such expense(s) are documented and approved by the LADF Representative as being necessary, reasonable, and in proper conduct of LADF business.

Receipts: Receipts are required for all expenses.

Compensation Limits: Maximum compensation for satisfactory services performed, including allowable reimbursable expenses, shall not exceed \$7,000.00 per month and \$168,000.00 in the 24-month period.

METHOD OF PAYMENT

Vendor shall submit an electronic invoice to the LADF Representative which shall contain the following:

- A. General description of services performed including date(s) of performance.
- B. Purchase Order No. LADF 18-0001
- C. Total Amount Due
- D. Current Date

Terms/Conditions:

Vendor shall comply with the LADF Terms and Conditions attached hereto as "Exhibit B" and by this reference incorporated herein.

LADF President

Authorized Vendor Representative

This order, including the terms and conditions contains the complete agreement between LADF and Vendor for the goods and/or services specified by this order. This Order may be accepted only upon the terms and conditions specified on the attached exhibit unless otherwise stated on this order.

**EXHIBIT A
SCOPE OF SERVICES**

SOCIAL MEDIA CONSULTING SERVICES

SCOPE OF SERVICES

This purchase order contract includes, but is not limited to, the services in the list below:

SOCIAL MEDIA SERVICES

Manage comprehensive social media strategy objectives to create interest and enthusiasm in the LADF.

• Goals include:

- Greater recognition and understanding of the LADF and its work
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Analyze social media, translate data into evolving plans for revising social and website approach; analyze and review effectiveness of the approach in an effort to maximize results.

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PURCHASE ORDER

LinkedIn - Weekly - Post unique content and value added content, custom images when required on LADF Page

WEBSITE MANAGEMENT AND MAINTENANCE

Management of the website online environment, creative content, design creation, changes, support and maintenance.

Website management including:

- Overall site and content updates to insure that online environment meets objectives
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- Graphics research and development
- Story, educational content, info-graphic, data research and development
- General updates, corrections and additions
- Board meeting updates

Website maintenance:

- Website backups
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- Cleanup

INTERIM REPORTING TO THE LADF BOARD OF DIRECTORS

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Tab 3



LOS ANGELES DEVELOPMENT FUND

Back Office Services
Cost Proposals Summary Matrix

For the purposes of this summary, LADF staff made the following assumptions:

- LADF's 20 managed entities will need the following number of years of all services through their respective unwinds:

Table with 3 columns: Entity Name, Number of Entities, and Years of Service. Rows include LADF IV, LLC (1 entity, 1 year), LADF V through VIII, LLC (5 entities, 2 years), LADF IX, LLC (1 entity, 3 years), LADF X, LLC (1 entity, 4 years), LADF XI, XII, XIII, XVI, LLC (4 entities, 7 years), and LADF XIV, XV, XVII through XXII, LLC (8 entities, 8 years).

- LADF and LADF Management, Inc. will require 8 years of bookkeeping services
This calculation assumes that LADF will close 5 transactions with its 2017 round award of \$50 million in 2018. Delays in fully deploying the new award will increase the length of time LADF must remain operational but would not increase the cost per Sub-CDE.
The matrix below includes the sum of costs projected from January 1, 2018 through December 31, 2027. LADF's final unwinds will occur in 2026, and final audits and tax returns for 2026 will be completed by 2027.

Summary table with 5 columns: Category, Ariel Ventures, United Fund Advisors, Strategic Development Solutions, and Local Initiatives Support Corporation. Rows include TOTAL COST and AV. COST/ YR.