

Meeting of the Governing Board of Directors of

The Los Angeles Development Fund and LADF Management, Inc.

September 14, 2017

MEETING of the GOVERNING BOARD OF DIRECTORS of

THE LOS ANGELES DEVELOPMENT FUND and LADF MANAGEMENT, INC. SEPTEMBER 14, 2017

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 - July 20, 2017 Joint Board Special Meeting
- 3 Materials regarding Discussion Item A:
 - LADF Pipeline Report
- **4** Materials regarding Action Item A:
 - BOARD MEMO regarding Approval to issue a Request for Proposal for a marketing consultant
 - DRAFT of the Request for Proposal for a marketing consultant to maintain LADF's website and social media accounts
- **5** Materials regarding <u>Action Item B</u>:
 - INVOICE for NMTC Coalition membership dues

Tab 1



AGENDA

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

CITY HALL, ROOM 1060 200 N. SPRING STREET, LOS ANGELES, CA Thursday, September 14, 2017 | 3:00pm – 4:30pm

		AGENDA ITEM	PRESENTER	TAB
	Wel	come and Call to Order	Rushmore Cervantes	
	Roll	Call	Rushmore Cervantes	
1	App	roval of Minutes for Board Meeting(s) on:	Rushmore Cervantes	Tab 2
	a.	April 21, 2017 – Joint Board Special Meeting		
	b.	May 19, 2017 – Joint Board Special Meeting		
	C.	July 20, 2017 – Joint Board Special Meeting		
2	Disc	cussion Items	Sandra Rahimi	
	a.	LADF Pipeline Update		Tab 3
	b.	Moving LADF's offices to EWDD		
	C.	Moving LADF's and LADF Management, Inc.'s bank accounts		
3	Acti	on Items	Sandra Rahimi	
	a.	Request for Approval of LADF staff to issue an RFP to identify a marketing consultant to maintain LADF's website and social media accounts		Tab 4
	b.	Request for Authorization to renew LADF's NMTC Coalition membership at an annual cost of \$750		Tab 5
4	Clos	sed Session Items	Rushmore Cervantes	
	a.	LADF Employee Compensation Review		
	Req	uest for Future Agenda Items	Rushmore Cervantes	
	Nex	t Meeting Date and Time of Governing Board	Rushmore Cervantes	
	•	Thursday, October 12, 2017		
	Pub	lic Comment	Rushmore Cervantes	
	Adj	purnment	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) 922-9694.

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

LOS ANGELES DEVELOPMENT FUND

MINUTES OF THE MEETING OF THE GOVERNING BOARD AND ADVISORY BOARD OF LADF AND LADF MANAGEMENT, INC. FRIDAY, APRIL 21, 2017

LADF STAFF PRESENT:

- Sandra Rahimi
- Chris Chorebanian
- WELCOME AND CALL TO ORDER Los Angeles Development Fund (LADF) Director Cervantes called the meeting to order at 11:16 am.

2. ROLL CALL

The following Governing Board directors were present at the meeting:

- Director Cervantes (Chairperson)
- Director Chavez
- Director Kalfayan
- Director Perry

There was a quorum of the Governing Board.

The following Advisory Board directors were present at the meeting:

- Director Albert
- Director Cade
- Director Wilson [arrived at 11:08 am]

There was not a quorum of the Advisory Board.

3. 1 - DISCUSSION ITEMS

- > DISCUSSION ITEM (A) LADF PIPELINE UPDATE
- LADF staff presented an update of the pipeline, including LA Football Club and Thai Town Marketplace.
- Staff also requested that Governing Board and Advisory Board members assist in expanding the pipeline for the upcoming 2017 application for NMTC.
- > DISCUSSION ITEM (B) LADF LEVERAGE LOAN
 - LADF staff led a discussion of the proposed LADF Leverage loan to Thai Town Marketplace. Advisory Board members present supported this innovative use of LADF profits.
- **▶** DISCUSSION ITEM (C) − 2017 NMTC APPLICATION
 - LADF staff provided an update on the expected date for issuance of the NOAA for the 2017 round of NMTC awards.

4. 2 - ACTION ITEMS

- ACTION ITEM (A) REQUEST FOR AUTHORIZATION OF LADF STAFF TO ENGAGE NOVOGRADAC, TO ACT AS A READER OF LADF'S 2017 NMTC APPLICATION. MAXIMUM ESTIMATED CONTRACT COST IS \$15,000.
- Moved by Director Perry. Seconded by Director Kalfayan.
- Roll Call: AYES: 4; NOS: 0; ABSENT: 1; ABSTAIN: 0; APPROVED.

- ACTION ITEM (B) REQUEST FOR AUTHORIZATION OF THE LADF PRESIDENT, OR DESIGNEE, TO ENTER INTO A PURCHASE ORDER CONTRACT WITH JOSIE DIAZ TO PROVIDE ACCOUNTING SERVICES FOR A 12-MONTH PERIOD BEGINNING ON JULY 1, 2017 AND ENDING ON JUNE 30, 2018.
- Moved by Director Perry. Seconded by Director Kalfayan.
- Roll Call: AYES: 4; NOS: 0; ABSENT: 1; ABSTAIN: 0; APPROVED.
- ACTION ITEM (C) REQUEST FOR AUTHORIZATION OF LADF PRESIDENT TO (1) SETUP AN ONLINE BANKING ACCOUNT WITH WELLS FARGO BANK FOR THE LADF AND LADF MANAGEMENT, INC. BANK ACCOUNTS AND (2) SETUP VIEW-ONLY ONLINE ACCOUNTS FOR LADF STAFF TO BE ABLE TO VIEW BANK STATEMENTS ONLINE.
- No vote. Action item postponed.

5. REQUEST FOR FUTURE AGENDA ITEMS

- Move LADF's and LADF Management, Inc.'s checking and savings accounts to another bank
- Presentation by potential website consultant

6. NEXT MEETING DATE AND TIME

• Thursday, May 11, 2017 - 3:00 PM to 4:30 PM [Regularly Scheduled]

7. PUBLIC COMMENT

None.

8. ADJOURNMENT

• Meeting was adjourned at 12:11 pm.

LOS ANGELES DEVELOPMENT FUND

MINUTES OF THE MEETING OF THE GOVERNING BOARD AND ADVISORY BOARD OF LADF AND LADF MANAGEMENT, INC. FRIDAY, MAY 19, 2017

LADF STAFF PRESENT:

- Sandra Rahimi
- WELCOME AND CALL TO ORDER Los Angeles Development Fund (LADF) Director Kalfayan called the meeting to order at 1:10 pm.

2. ROLL CALL

The following Governing Board directors were present at the meeting:

- Director Chavez
- Director Kalfayan (Acting Chairperson)
- Director Perry

A quorum of the Governing Board was present.

The following Advisory Board directors were present at the meeting:

- Director Williams (Chairperson) [arrived at 1:20 pm]
- Director Albert
- Director Cade
- Director Volpert

There was not a quorum of the Advisory Board.

3. 1 - DISCUSSION ITEMS

- DISCUSSION ITEM (A) 2017 NMTC APPLICATION
 - LADF Staff provided an update on the status of the 2017 NMTC application.
- DISCUSSION ITEM (B) LADF PIPELINE UPDATE
 - LADF Staff provided an update on LADF's pipeline of projects requesting allocation from LADF 2015 -16 award.

4. 2 - ACTION ITEMS

- > ACTION ITEM (A) REQUEST FOR APPROVAL OF \$10 MILLION SUB-ALLOCATION OF NEW MARKETS TAX CREDITS FOR THE ANITA MAY ROSENSTEIN CAMPUS PROJECT.
 - LADF's Advisory Board voiced its support of this suballocation.
 - Moved by Director Chavez. Seconded by Director Perry.
 - Roll Call: AYES: 3; NOS: 0; ABSENT: 2; ABSTAIN: 0; APPROVED.
- > ACTION ITEM (B) REQUEST FOR AUTHORIZATION OF LADF STAFF TO ISSUE A LETTER OF INTEREST TO THE THAI TOWN MARKETPLACE PROJECT FOR PROVIDING: 1) UP TO \$4.0 MILLION OF NEW MARKETS TAX CREDIT ALLOCATION AND 2) UP TO \$370,000 LOAN BUT NO MORE THAN THE SUM OF LADF'S PLACEMENT FEE, ASSET MANAGEMENT FEES, AND EXPENSE REIMBURSEMENTS FOR THE NMTC COMPLIANCE PERIOD TO SPONSOR TO-BE-USED AS A LEVERAGE LOAN SOURCE IN THE NMTC TRANSACTION. THE LADF LOAN TO SPONSOR IS TO BE FULLY AMORTIZING AND HAVE A TERM OF UP TO 8 YEARS. LADF WILL HAVE OPTION TO RESCIND THE LETTER OF INTEREST IF BY JUNE 30, 2017 A) THE PROJECT HAS NOT PROVIDED COMMITMENT

LETTERS FROM ALL OTHER FINANCING SOURCES AND B) PROJECT HAS NOT MADE SUBSTANTIAL PROGRESS ON ALL OTHER LADF READINESS CRITERIA.

- Moved by Director Perry. Seconded by Director Chavez.
- Roll Call: AYES: 3; NOS: 0; ABSENT: 2; ABSTAIN: 0; APPROVED.
- > ACTION ITEM (C) REQUEST FOR APPROVAL OF SANDRA RAHIMI TO ATTEND THE NMTC COALITION BOARD MEETING AND REPRESENT LADF AT THE NMTC COALITION POLICY CONFERENCE IN WASHINGTON D.C. ON JUNE 6 & 7, 2017.
 - Moved by Director Perry. Seconded by Director Chavez.
 - Roll Call: AYES: 3; NOS: 0; ABSENT: 2; ABSTAIN: 0; APPROVED.
- > ACTION ITEM (D) REQUEST FOR APPROVAL OF SANDRA RAHIMI TO REPRESENT LADF AT NOVOGRADAC'S NMTC CONFERENCE IN WASHINGTON D.C. ON JUNE 8 & 9, 2017.
 - Moved by Director Perry. Seconded by Director Chavez.
 - Roll Call: AYES: 3; NOS: 0; ABSENT: 2; ABSTAIN: 0; APPROVED.
- 5. REQUEST FOR FUTURE AGENDA ITEMS
 - None
- 6. NEXT MEETING DATE AND TIME
 - Thursday, June 8, 2017 3:00 PM to 4:30 PM [Regularly Scheduled]
- 7. PUBLIC COMMENT
 - None.
- 8. ADJOURNMENT
 - Meeting was adjourned at <u>1:57 pm</u>.

LOS ANGELES DEVELOPMENT FUND

MINUTES OF THE MEETING OF THE GOVERNING BOARD AND ADVISORY BOARD OF LADF AND LADF MANAGEMENT, INC. THURSDAY, JULY 20, 2017

LADF STAFF PRESENT:

- Sandra Rahimi
- Chris Chorebanian
- WELCOME AND CALL TO ORDER Los Angeles Development Fund (LADF) Director Cervantes called the meeting to order at 3:04 pm.

2. ROLL CALL

The following Governing Board directors were present at the meeting:

- Director Cervantes (Chairperson)
- Director Chavez [left at 3:56 pm]
- Director Esparza [arrived at 3:12 pm, left at 3:56 pm]
- Director Perry

There was a quorum of the Governing Board.

The following Advisory Board directors were present at the meeting:

- Director Cade
- Director Luna [left at 3:55 pm]
- Director Monge
- Director Thrash-Ntuk
- Director Volpert [arrived at 3:20 pm]

There was not a quorum of the Advisory Board.

3. 1 - APPROVAL OF MINUTES FOR BOARD MEETING(S) ON:

- > February 16, 2017 Governing Board Special Meeting
- March 14, 2017 Joint Board Special Meeting
- June 15, 2017 Joint Board Special Meeting
- Moved by Director Perry. Seconded by Director Chavez.
- Roll Call: AYES: 3; NOS: 0; ABSENT: 2; ABSTAIN: 0; APPROVED.

4. 2 - DISCUSSION ITEMS

- DISCUSSION ITEM (A) LADF WEBSITE AND SOCIAL MEDIA (PRESENTATION BY KAREN BROOKS)
 - Karen Brooks presented the new LADF website and other social media (Twitter, LinkedIn, and Facebook)
- DISCUSSION ITEM (B) LADF PIPELINE UPDATE
 - Sandra Rahimi and Christopher Chorebanian provided an update on the closing status of the projects for which LOIs have been issued.

5. 3 - ACTION ITEMS

- > ACTION ITEM (A) REQUEST FOR APPROVAL OF \$2.75 MILLION SUB-ALLOCATION OF NEW MARKETS TAX CREDITS FOR THE HEART OF LOS ANGELES ARTS, ENRICHMENT, AND RECREATION CENTER PROJECT.
 - All LADF Advisory Board members present voiced their support of the proposed investment in the HOLA project.

- Moved by Director Perry. Seconded by Director Chavez.
- Roll Call: AYES: 3; NOS: 0; ABSENT: 1; ABSTAIN: 1; APPROVED.
- ACTION ITEM (B) REQUEST FOR AUTHORIZATION OF LADF STAFF TO ISSUE A LETTER OF INTEREST TO THE JOSHUA HOUSE HEALTH CENTER PROJECT FOR PROVIDING UP TO \$3.5 MILLION OF NEW MARKETS TAX CREDIT ALLOCATION. LADF WILL HAVE OPTION TO RESCIND THE LETTER OF INTEREST IF BY AUGUST 31, 2017 A) THE PROJECT HAS NOT PROVIDED COMMITMENT LETTERS FROM ALL OTHER FINANCING SOURCES AND B) PROJECT HAS NOT MADE SUBSTANTIAL PROGRESS ON ALL OTHER LADF READINESS CRITERIA.
 - Moved by Director Chavez. Seconded by Director Perry.
 - Roll Call: AYES: 4; NOS: 0; ABSENT: 1; ABSTAIN: 0; APPROVED.
- > ACTION ITEM (C) REQUEST FOR AUTHORIZATION OF LADF STAFF TO RE-ISSUE A LETTER OF INTEREST TO THE JORDAN DOWNS RETAIL CENTER PROJECT FOR PROVIDING \$10.0 MILLION OF NEW MARKETS TAX CREDIT ALLOCATION. LADF WILL HAVE OPTION TO RESCIND THE LETTER OF INTEREST IF BY SEPTEMBER 29, 2017 A) THE PROJECT HAS NOT PROVIDED COMMITMENT LETTERS FROM ALL OTHER FINANCING SOURCES AND B) PROJECT HAS NOT MADE SUBSTANTIAL PROGRESS ON ALL OTHER LADF READINESS CRITERIA.
 - Moved by Director Perry. Seconded by Director Chavez.
 - Roll Call: AYES: 4; NOS: 0; ABSENT: 1; ABSTAIN: 0; APPROVED.

6. REQUEST FOR FUTURE AGENDA ITEMS

None.

7. NEXT MEETING DATE AND TIME

• Thursday, August 10, 2017 - 3:00 PM to 4:30 PM [Regularly Scheduled]

8. PUBLIC COMMENT

None.

9. ADJOURNMENT

• Meeting was adjourned at 4:07 pm.

Tab 3

LOS ANGELES DEVELOPMENT FUND

PIPELINE PROFILES

LADF Board Meeting September 14, 2017

HEART OF LOS ANGELES

Developer:	Heart of Los Angeles (HOLA)					
Project Type:	Community Facility, New Construction					
Description:	Project is a 25,000 SF arts, enrichment and recreation center, located in a City park, that will be used by HOLA for its academic, arts, music, and community engagement programs. NMTCs will also be used to provide working capital to HOLA for its operations. Heart of Los Angeles (HoLA) provides underserved youth with free, programs in academics, arts and athletics within a nurturing environment, empowering them to develop their potential, pursue their education and strengthen their communities. Of all the youth HoLA provides services to 97% live in poverty. HOLA has helped 95% of these youth finish high school and enter college.					
Location:	625 S. Lafayette Park Place, Los Angeles, CA 90057 (CD 10)					
Census Tract Eligibility (2010):	 ▶ 66.9% of Metro/State Median Income (less than 80% and 70%) ▶ Located in a State Enterprise Zone and Federal Promise Zone 					
Estimated TDC:	\$ 14,800,000					
Estimated NMTC Allocation:	Total QEI: \$ 14,550,000 LADF QEI: \$ 2,750,000					
Potential Sources of Funds:	Capital Campaign (rec'd): \$ 2,540,000 Lev. Loan Eligible Bridge Loan / Bridge Equity: \$ 7,270,000 Lev. Loan Eligible NMTC Equity (\$0.88 / NMTC): \$ 4,990,000					
Projected Closing:	September 2017					
Current Status:	 Ground lease expected to be finalized/approved by Sept. 2017 Received final GC bids within a week Substantially of the transactional documents are final 					
Community Benefits/Impact:	 ➤ Job Creation: 12 Permanent – 280 Construction ➤ Increase Sponsor's capacity from serving 500 students per day and 2,300 persons per year to 800 students per day and 4,000 persons per year 					





BUDOKAN OF LOS ANGELES

Developer:	Little Tokyo Service Center – nonprofit with a 35-year track record of providing affordable housing & social services for low-income HHs						
Project Type:	Community Facility, New Construction						
Description:	Project is a 61,000 SF multi-purpose community facility in the Little Tokyo neighborhood of Downtown LA. Project will provide critically needed recreational space for low-income youth, and a safe and accessible community gathering space for local residents, including: > 16,000 SF gymnasium that can accommodate two regulation size basketball courts, volleyball, martial arts and other activities > Community room, to be primarily used for LTSC-sponsored programs for low-income youth, families and seniors (such as teen leadership development, senior wellness programs, and tutoring) > Outdoor area with performance venue for community arts programs, children's play area and community garden space						
Location:	12 (CD 14)						
Census Tract Eligibility (2010):	> 31.0% Poverty Rate (greater than 30%)						
Estimated TDC/ NMTC Allocation:	TDC: \$ 30,100,000	Total QEI: LADF QEI:	\$ 29,700,000 \$ 10,000,000				
Potential Sources of	Capital Campaign:	\$ 20,000,000	Lev. Loan Eligible				
Funds:	NMTC Equity (\$0.87 / NMTC):	\$ 10,100,000	10,100,000				
Projected Closing:	October/November 2017						
Current Status:	 Sponsor controls site through a long-term lease with City of LA Undergoing value engineering based on GC bids received Cap. campaign 90% complete, to obtain bridge equity & loan 						
Community Benefits/Impact:	 Job Creation: 20 Permanent – 132 Construction Project will support 30,000 to 40,000 visitors annually 90% of the 18,000 individuals LTSC serves qualify as Low-Income Financing Minority-Controlled Business Sustainability: LEED Gold certification anticipated 						







THAI TOWN MARKETPLACE

Developer:	Thai Community Development Center						
Project Type:	Food & Retail Community Market, Rehabilitation						
Description:	Tenant improvement build-out for 4,500 SF interior & 2,700 SF exterior retail space for a new innovative community market. Project will incubate 18 food and retail small business vendors . The small businesses will receive entrepreneurship training through the API Small Business Program and ongoing technical assistance & shared office equipment . Sponsor will educate vendors on accepting WIC, food stamps, and other benefit programs. Project aims to create the first "Health and Wealth Zone" that links health outcomes with economic outcomes by helping low-income residents start their first business, creating jobs, and teaching financial & health literacy.						
Location:	5448 Hollywood Blvd., Los Ange	eles, CA 90027 (CI	D 13 - O'Farrell)				
Census Tract Eligibility (2010):	 41.5% of Metro/State Median Income (less than 60%) Located in a Federal Promise Zone 						
Estimated TDC/ NMTC Allocation:	\$ 4,700,000 (approximate)	Total QEI: LADF QEI:	\$ 3,850,000 \$ 3,850,000				
	Sponsor - fundraising, cash:	\$ 957,000	Lev. Loan Eligible				
	City: CDBG	\$ 892,000	Lev. Loan Eligible				
Potential Sources of	City: CD13 Excess Bond Funds	\$ 764,000	Lev. Loan Eligible				
Funds:	City: AB 1290 Funds	\$ 436,000	Lev. Loan Eligible				
	Proposed LADF Bridge Loan:	\$ 331,000	Lev. Loan Eligible				
	NMTC Equity (\$0.88 / NMTC):	\$ 1,320,000					
Projected Closing:	October/November 2017						
Current Status:	 NMTC structure being finalized in coordination with the City of LA and Landlord prior to kicking off closing calls Entitlements completed, construction is 30% complete 						
Community Benefits/Impact:	 Job Creation: 40 Permanent – 20 Construction Promote entrepreneurship & job opportunities for minorities, as well as ex-offenders and chronically underemployed individuals. 						



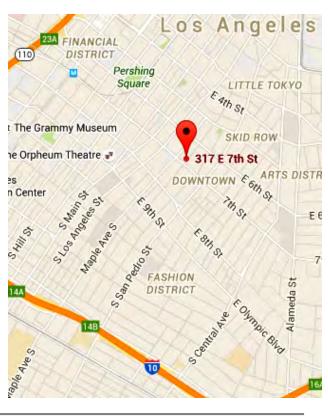


JOSHUA HOUSE

Developer:	Skid Row Housing Trust					
Project Type:	Federally Qualified Health Center, New Construction					
Description:	Project is a new 26,000 SF federally qualified health center (FQHC) to be co-located with 55 units of permanent supportive housing for the homeless in the Skid Row neighborhood of downtown Los Angeles. The FQHC will be operated by Los Angeles Christian Health Centers (LACHC), which provides medical services for homeless and low income individuals in LA's Skid Row. LACHC's current Joshua House clinic is a 105 year old converted SRO hotel. The new facility will replace the 8,200 SF structure, and will include 24 medical exam/consultation rooms, 8 dental chairs, 9 mental health exam rooms, and a health education/fitness area.					
Location:	317 E. 7 th St., Los Angeles, CA 90	0014 (CD 14)				
Census Tract Eligibility (2010):	 78.3% Poverty Rate (greater than 30%) 5.4x National Avg. Unemployment (greater than 1.5x) 					
Estimated TDC:	\$ 27,100,000					
Estimated NMTC Allocation:	Total QEI: \$ 25,500,000 LADF QEI: \$ 3,500,000					
Potential Sources of Funds:	Permanent Loan: Capital Campaign: Proposition HHH Funds: NMTC Equity (\$0.87 / NMTC):	\$ 11,000,000 \$ 3,700,000 \$ 3,700,000 \$ 8,700,000	Lev. Loan Eligible Lev. Loan Eligible Lev. Loan Eligible			
Projected Closing:	November 2017					
Current Status:	 LOIs received for \$25.5mm allocation and \$11mm permanent loan HHH Funds and \$0.8mm of capital campaign will be bridged by a consortium of CDFIs 					
Community Benefits/Impact:	 Job Creation: 36 Permanent – 80 Construction Increase Sponsor's capacity from serving 3,300 patients and 19,000 visits per year to 7,000 patients and 49,000 visits per year 					



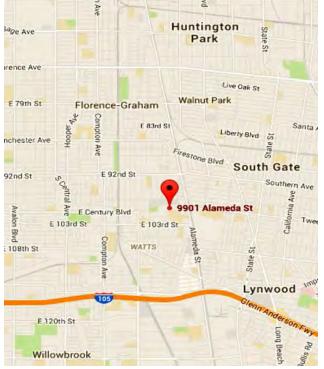




JORDAN DOWNS RETAIL CENTER

Developer:	Primestor Development, Inc.					
Project Type:	Retail Center w/ Grocery Store Anchor, New Construction					
Description:	Development of a 118,200 SF retail center with a grocery store anchor (45,000 SF) and two junior anchor (25,000 / 20,000 SF – pharmacy and soft goods retailers) tenants. Inline space (28,200 SF) will include tenants for daily needs such as an insurance shop, dentist, nail salon or quick service food. Project is part of redevelopment of Jordan Downs (a 700-unit public housing community) into a mixed-income, mixed-use environment with housing density up to 1,800 housing units. Over 14 acres of land designated for commercial uses such as retail/office/manufacturing.					
Location:	9901 South Alameda S	treet, Lo	os Angeles, CA s	90002 (CD 15)		
Census Tract Eligibility (2010):	 ▶ 42.6% of Metro/State Median Income (less than 60%) ▶ Located in a USDA-Designated Food Desert 					
Estimated TDC/ NMTC Allocation:	TDC: \$ 44,21	TDC: \$ 44,210,000		\$ 40,000,000 \$ 10,000,000		
	JV Partner Equity:		\$ 26,810,000	Lev. Loan Eligible		
Potential Sources of	NMTC Equity (\$0.87 / NMTC):		\$ 13,570,000			
Funds:	HACLA Loan for Offsite:		\$ 2,420,000	Non-NMTC		
	Primestor Equity:		\$ 1,410,000	Non-NMTC		
Projected Closing:	February/March 2018					
Current Status:	 Ground lease is completed and approved Project in plan check; lease negotiations ongoing & near final Century Blvd extension expected to complete by Jun . 2018 					
Community Benefits/Impact:	 ➤ Job Creation: 243 Permanent – 100 Construction ➤ Project to implement local hiring, training & job readiness program ➤ Provide needed neighborhood-serving retail ➤ Fresh foods to be provided by grocery store anchor in a USDA designated Food Desert 					





Tab 4

MEMORANDUM

TO: LADF Board of Directors

FROM: Sandra Rahimi, LADF Secretary

DATE: September 14, 2017

SUBJECT: RFP for Website and Social Media Maintenance Services

RECOMMENDATION

That the Los Angeles Development Fund ("LADF") Governing Board of Directors authorizes LADF staff to issue an RFP to identify a consultant to maintain LADF's website and social media.

SUMMARY AND BACKGROUND

At its January 18, 2017 board meeting, the LADF Governing Board awarded the contract to Karen Brooks to develop a new website and social media accounts for LADF.

On March 22, 2017, LADF executed a purchase order (P.O. 17-0001) with Ms. Brooks with a term from April 1, 2017 to August 1, 2017. With the expiration of the term of this purchase order, LADF will need to execute a new purchase order with a consultant to maintain the website and social media accounts for LADF.

Staff is currently requesting approval to issue an RFP for the required services.

PROPOSED RFP

Attached is the proposed RFP, outlining the service to be covered by the new purchase order contract. Staff expects to issue the RFP upon board approval and require responses by October 16. Staff recommendations would be presented to the board at the November board meeting.

The firm selected will enter into purchase order contract with the LADF. The term of the contract will be for two years and will include two 12-month extension options, which will cover LADF's needs through November 2021.

Section 5.2 of LADF's Procedures Manual requires that LADF solicit at minimum three firms for all RFQs/RFPs. The following is a list of the consultants that LADF staff will solicit in the RFP.

- Stephen Groner
 S. Groner & Associates
 sgroner@sga-inc.net
 www.sga-inc.net
 (562) 597-0205
- Karen Brooks

karenxbrooks@gmail.com landline 818.760.3356 mobile 818.517.4357

 Victor Abalos JVA Group 626-986-5300 O

818-321-5371 M www.jvagroup-la.com

• LALA CASTRO MEDIA

Social Media Marketing Consultant Facebook.com/lalacastromedia

Mobile: 213.807.3777 lala@lalacastro.com

https://www.linkedin.com/in/lalacastro/

RFP PROCEDURES

Timeline

September 15, 2017: Issue RFP October 16, 2017: Reponses Due

November 9, 2017: Staff recommendation to LADF Governing Board

Criteria for recommendation are outlined in the attached RFP.



Request for Proposal #005

September 15, 2017

INTRODUCTION/BACKGROUND

The Los Angeles Development Fund (LADF) is a California nonprofit corporation (Corporation) created by the City of Los Angeles to apply for and administer the City's New Markets Tax Credits (NMTC) program. The LADF is a certified Community Development Entity (CDE), which received a \$75 million NMTC allocation in the 2007 round, a \$50 million NMTC allocation in the 2011 round, and a \$50 million NMTC allocation in the 2015-16 round. The controlling entity of the LADF is the City of Los Angeles. The LADF uses its tax credit allocation to generate investment capital which is used to provide flexible financing to eligible borrowers to build economic development projects in low-income communities throughout the City of Los Angeles. The LADF's investment decisions are made by a five-member Governing Board after consultation with the LADF's 11-member Advisory Board. The LADF's Governing Board is composed of City officials who serve ex-officio.

In February 2009, the City Council authorized the Community Redevelopment Agency of the City of Los Angeles (CRA/LA) to act as the management agent for the LADF. In this capacity, the CRA/LA provided administrative and management services to the LADF and oversaw all aspects of the NMTC program until February 2013. Since the expiration of the management services agreement with CRA/LA in February 2013, LADF has moved its operations to the offices of the Housing and Community Investment Department (formerly the LA Housing Department) where LADF operates independently and self-manages its NMTC allocation.

The LADF Governing Board wishes to take a proactive and strategic approach to creating economic development opportunities with its NMTC investments. As a support entity for the City of Los Angeles, LADF is committed to supporting the City's goals of job creation, economic equality, and revenue generation by participating in City initiatives.

The LADF recently redesigned its website and launched its pages in Twitter, Facebook and LinkedIn. The LADF is soliciting the services of a qualified consultant to manage LADF's social media marketing program and to maintain LADF's website. These services are to be performed in accordance with the provisions contained in this RFP.

PROPOSAL REQUIREMENTS & INSTRUCTIONS

1. TECHNICAL REQUIREMENTS

1.1. Scope of Work

The scope of services required is described in detail in the Statement of Work, attached hereto as **Exhibit A**.

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1.2. Schedule of Performance

Services of the consultant(s) are expected to commence in **XX 2017** and continue through **XX 2019**.

2. PROPOSAL INSTRUCTIONS & CONTENT

2.1. Proposal Format

- 2.1.1. The LADF desires succinct proposals addressing the specific information requested herein. All proposals shall be in the format described herein. In order to ensure that each proposal is reviewed and evaluated properly, it is important that each proposal follows the format with care. The proposal shall address all requirements in this RFP.
- 2.1.2. Statements shall be organized in the order presented in **Section 2.5** and shall have tabs keyed to the requirements outlined in this section. Proposals shall be a straightforward delineation of the Respondent's capability to satisfy the intent and requirements of this RFP, and shall not contain redundancies and conflicting statements.
- 2.1.3. All proprietary information shall be identified as such by the respondent. (Refer to **Section 4.2**, Restriction on the Disclosure of Data)
- 2.1.4. Submittals. The LADF prefers that proposals be submitted by email to:

Attention: Sandra Rahimi Sandra.Rahimi@lacity.org

Hard copy submittals are not required, but may be delivered to:

Los Angeles Development Fund 1200 West 7th Street, 8th Floor Los Angeles, CA 90017 Attention: Sandra Rahimi

- 2.1.5. Electronic submittals acceptable up to a total of 25 MB total per submission. Hard copy submittals are not required, but shall be accepted 24 hours after the deadline so long as the electronic submittal is on time.
- 2.1.6. On-Time Delivery. It is the sole responsibility of the firm submitting the proposal to see that it is delivered on time. Any proposal submitted after **Friday**, **XX**, **2017**, **2:00 PM PST** may be rejected. The firm is entirely responsible for the means of delivering the proposal to the appropriate location on time.
- 2.1.7. Erasures. The proposal submitted must not contain erasures, interlineations, or other corrections unless each correction is authenticated by signing in the margin, immediately opposite the correction, by the person signing the proposal.
- 2.1.8. Signature. The proposal must be signed in the name of the firm and must bear the signature of the person authorized to sign proposals on behalf of the firm.

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2.2. Completion of Proposals

Proposals shall be completed in all respects as required by the instructions herein. A proposal may be rejected if it is conditional or incomplete, or if it contains alterations of form or other irregularities of any kind. A proposal will be rejected if, in the opinion of the LADF, the information contained therein was intended to erroneously and fallaciously mislead the LADF in the evaluation of the proposal.

2.3. Examination of Contract Documents

- 2.3.1. Firms shall thoroughly examine the contents of this RFP. The failure or omission of any firm to receive or examine any contract document, form, instrument, addendum, or other document shall in no way relieve the firm from obligations with respect to this RFP or to the contract to be awarded. The submission of a proposal shall be taken as prima facie evidence of compliance with this section.
- 2.3.2. If the firm discovers any ambiguity, conflict, discrepancy, omission or other errors on the RFP, the firm shall immediately notify the LADF of the error in writing and request modification or clarification of the document. Clarifications shall be given by written notice to all firms participating in the RFP, without divulging the source of the request for same. Modifications shall be made by addendum issued pursuant to **Section 4.1**.
- 2.3.3. If a firm fails to notify the LADF of an error in the RFP before the date scheduled for submission of proposals, or of an error, which reasonably should have been known to the firm, the firm shall submit the proposal at its own risk. If the contract is awarded to the firm, the firm shall not be entitled to additional compensation or time by reason of the error or its subsequent correction.

2.4. Questions, Inquiries and Clarifications

2.4.1. Contact Individuals. All requests for information or questions in connection with this RFP shall be addressed to the individual named below:

Sandra Rahimi Sandra.Rahimi@lacity.org (213) 808-8959

2.4.2. LADF Responses. All responses to questions, inquiries or clarifications will be issued in writing via email by the designated contact from LADF. Firms shall be solely responsible for checking their email for any and all responses to questions and/or inquiries. THE LADF WILL NOT MAIL ANY RESPONSES TO QUESTIONS, INQUIRIES OR CLARIFICATIONS. Oral statements regarding this RFP by any persons should be considered unverified information unless received in a written email format. To ensure a response, questions, inquiries or clarifications must be received in writing via email by **Thursday, XX, 2017, 2:00 PM PST**.

2.5. Proposal Content

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- 2.5.1. Technical Proposal. The Technical Proposal shall include the following:
- 2.5.1(a) Cover Letter. Two (2) single-spaced pages maximum, signed by a principal or authorized officer of the proposing firm, summarizing the major points contained in the proposal, and providing the name, address and telephone number of the key contact person.
- 2.5.1(**b**) Firm Description. A brief summary description of your firm, including its principal line of business, the year founded, form of organization (corporation, partnership, sole proprietorship, etc.), number and location of offices, and name, title, and telephone number of your firm's representative.
- 2.5.1(c) Identification of Principal and/or Project Team. Identify the principal firm and contact person responsible for performing services for this project. Also identify a list of the key personnel who will be providing the services required in this RFP, including job title/classification of each. Identify the role of each key personnel and include professional resumes of each. The minimum information to be included in the resumes shall include the person's education, showing related certificates, degrees, schools and dates; work experience, showing previous employers, job titles and functions by calendar date (month/year) and by duration in months and years; and other information as relevant to the specific assignment.
- 2.5.1(d) Subcontractors / Sub-consultants. Identify any sub-consultants your firm will employ on this project and describe the scope of services each will perform. Include the company name, address, contact person, telephone number and description of services to be provided by each company as well as professional resumes for key personnel at the subcontractor. The minimum information to be included in the resumes shall include the person's education, showing related certificates, degrees, schools and dates; work experience, showing previous employers, job titles and functions by calendar date (month/year) and by duration in months and years; and other information as relevant to the specific assignment.
- 2.5.1(e) Comparable Experience. Identify and describe other projects your firm has completed which are comparable to the services described in this RFP.
- 2.5.1(f) References. List at least three (3) references of companies or persons who have utilized your firm's services and who have direct knowledge of your firm's experience and work. References should include client name and address, description or nature of services provided, and a contact name with his or her email address and telephone number. It is preferable that the contact be an individual who has direct experience with your firm. Additionally, please include a list of any other public sector clients for whom your firm has provided similar services. The LADF, at its discretion, may contact these references for further inquiry in its assessment of your firm.
- 2.5.1(**g**) Process. Describe your firm's proposed methodology/approach in providing the services described herein.
- 2.5.1(h) Current Workload. Include a brief description of other public agencies or private sector clients with which your firm is currently involved in performing similar services required herein. Address the availability of your staff to provide services in a timely manner.
- 2.5.1(i) Particular/Unique Qualifications. Describe why your firm is particularly qualified to provide services required herein.

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- 2.5.1(j) Conflicts of Interest. Describe any existing or potential conflicts of interest or any other problems that exist or may arise in performing the services described in this RFP.
- 2.5.2. Cost Proposal. The Cost Proposal shall include the following:
- 2.5.2(a) A list of job classifications and fully burdened hourly rates (e.g., includes all indirect costs, overhead and profits) for the prime (lead) consultant and each sub-consultant or team member (if any).
- 2.5.2(**b**) Estimated cost per task including job classification and hours proposed per task.
- 2.5.2(c) Detailed reimbursable costs for the preparation or execution of the services described in this RFP, if any.
- 2.5.3. Appendix. The Appendix shall include responses to all Attachments listed in **Section 6**.

2.6. Standard Terms and Conditions

- 2.6.1. Compliance with LADF's Standard Terms and Conditions. The firm shall be required to comply with the LADF's Standard Terms and Conditions. LADF's Standard Terms and Conditions are attached as **Attachment 1**. All provisions of the LADF's Standard Terms and Conditions shall be incorporated into the final contract, which may result from this solicitation.
- 2.6.2 Affirmative Statement of Review of Standard Terms and Conditions. Please prepare and complete an Affirmative Statement of Review of Standard Terms and Conditions. Please include a statement in your response similar to the following:

"We			(enter t	the	nam	e of	you	r firm) have	revie	ewed 1	the L/	ADF's	Stan	dard	l Te	rms
and (Conditions	as	specified	ni k	this	LAD	ĎF –	RFP	#005,	and	accep	ot the	provi	sions	as	outli	ned
there	ein "	4	•								•		=				

Please provide a detailed explanation in your response for any and all exceptions and/or deviations to the LADF's Standard Terms and Conditions.

2.7. Period for Acceptance of Offer

In compliance with this RFP, the firm agrees to perform the services as required herein at the prices and costs offered if its offer (i.e. its Technical and Cost Proposals) is accepted by the LADF within 180 days from the due date of proposals.

3. EVALUATION AND SELECTION PROCESS

3.1. Qualifications Required

3.1.1. 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.

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- 3.1.2. Proven track record of maintaining and updating interactive websites.
- 3.1.3. Experience summarizing financial data, ideally related to real estate and/or economic development, for tweeting and posting on social media.
- 3.1.4. Experience working with government and nonprofit organizations as clients.
- 3.1.5. Familiarity with the City of Los Angeles, especially City departments and City initiatives, and the City's relationships with county, state and federal government.

3.2. LADF Evaluation Criteria.

- 3.2.1. The LADF will evaluate all proposals received in response to this RFP based on the following criteria:
- 3.2.1(a) Qualifications, skills, education, and experience of the firm and the personnel who would be assigned to perform the services required herein.
- 3.2.1(**b**) Documented past performance in terms of quality of services, product, timeliness, responsiveness, and completeness.
- 3.2.1(**c**) Proposed costs and fees, including overall financial feasibility of cost proposal.
- 3.2.1(**d**) Quality of the proposal, including thoroughness, logic, completeness, clarity, and methodology/approach, appropriate level of detail and overall responsiveness.

4. GENERAL NOTICES

4.1. Amendments to the RFP

- 4.1.1. Written Amendments. Any modifications to this solicitation shall be effected in writing and issued as an RFP Amendment Addendum by the LADF. If this solicitation is amended, then all terms and conditions that are not modified remain unchanged. Firms will have sole responsibility for checking their email or the LADF website for any RFP Amendment Addenda. THE LADF WILL NOT MAIL RFP AMENDMENT ADDENDA.
- 4.1.2. Acknowledgement of Receipt. All interested firms shall acknowledge receipt of any amendment to this solicitation by including a statement in its proposal that it has received the amendment and identifying the amendment number, if any.

4.2. Restriction on Disclosure of Data

Non-Disclosure Markings and Restrictive Legends. Prospective firms which include data or information in their proposals that they do not want disclosed to the public for any purpose or used by the LADF except for evaluation purposes, shall:

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- 4.2.1. Mark the title page with the following legend: "This proposal includes data that shall not be disclosed outside the LADF and shall not be duplicated, used, or disclosed in whole or part for any purpose other than to evaluate this proposal, subject to the California Public Records Act. If, however, a contract is awarded to this prospective firm as a result of, or in connection with, the submission of this data, the LADF shall have the right to duplicate, use or disclose the data to the extent provided in the resulting contract. This restriction does not limit the LADF's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction are contained in sheets (insert numbers or other identification of sheets)".
- 4.2.2. Mark each sheet of data it wishes to restrict with the following legend: "Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal."

4.3. Proposal Preparation Expenses

Liability for Expenses. The LADF will not, in any event, be liable for any pre-contractual and proposal preparation expenses incurred by the prospective firm. The prospective firm shall not include any such expenses as a part of the price proposed in response to this RFP.

4.4. Rejection of Proposals

Issuance of this RFP and receipt of proposals does not commit the LADF to enter into any contract. The LADF reserves the right to postpone opening of proposals for its own convenience, and to accept or reject any and all proposals received if such actions are in the LADF's interest.

4.5. Right to Negotiate

The LADF reserves the right to negotiate with firms other than the selected firm should negotiations with the selected firm be terminated. Moreover, the LADF reserves the right to negotiate the terms and conditions of the final contract with more than one firm simultaneously, or to cancel all or part of this solicitation, when it is in the LADF's interest to do so.

4.6. Evaluation

Proposals will be evaluated strictly on the content provided by the respondent. The Cost Proposal will impact the overall decision, but it will not be the only factor taken into consideration. The perceived quality and ability to deliver proposed services are also critical to the evaluation.

5. EXHIBITS

5.1. Statement of Work (**Exhibit A**)

6. ATTACHMENTS

The following documents and forms listed are to be provided in separate electronic files, and are incorporated as attachments to this RFP. Please review each document and provide responses to LADF

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as instructed below:

- 6.1. <u>LADF Standard Terms and Conditions</u> (**Attachment 1**) pursuant to **Section 2.6**, prepare and complete an Affirmative Statement of Review of Standard and Additional Terms and Conditions and include in the Appendix of the "Original" submission packet
- 6.2. <u>LADF Business Profile Form</u> (**Attachment 2**) complete for the prime (lead) consultant and for each proposed sub-consultant (*if applicable*) and include in the Appendix of the "Original" submission packet
- 6.3. <u>Responsibility Questionnaire</u> (**Attachment 3**) complete and include in the Appendix of the "Original" submission packet
- 6.4. <u>Equal Benefits Ordinance Compliance Form</u> (**Attachment 4**) complete and include in the Appendix of the "Original" submission packet
- 6.5. <u>Living Wage Ordinance Compliance Form</u> (**Attachment 5**) complete and include in the Appendix of the "Original" submission packet
- 6.6. <u>Non-Profit/One Person Contractor Exemption from Living Wage Form</u> (**Attachment 6**) complete, *if applicable*, and include in the Appendix of the "Original" submission packet
- 6.7. <u>LWO/SCWRO Subcontractor Compliance Form</u> (**Attachment 7**) complete for each subconsultant (*if applicable*) and include in the Appendix of the "Original" submission packet

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EXHIBIT A 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 be 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.

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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.

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Tab 5

NEW MARKETS TAX CREDIT COALITION II

1331 G STREET, N.W. 10TH FLOOR WASHINGTON, DC 20005 U.S.

Voice: 202-204-4500 Fax: 202-393-3034 INVOICE

Invoice Number: m412

Invoice Date: Sep 7, 2017

Page: 1

Bill To:

LOS ANGELES DEV FUND 1200 WEST 7TH ST., 8TH FLOOR LOS ANGELES, CA 90017 U.S.

Ship to:

NEW MARKETS TAX CREDIT COALITION II

1331 G STREET, N.W. 10TH FLOOR WASHINGTON, DC 20005 U.S.

	CustomerID	Customer PO	Payment Terms			
-	LOS ANGELES DEV FUND		Net 30 days			
		Shipping Method	Ship Date	Due Date		
				October 6, 2017		

Quantity Item	Description	Unit Price	Amount			
	MEMBERSHIP DUES		750.00			
	Membership dues cover the					
	period 9/1/17 - 8/31/18					
-	Please check here if you wish to sponsor the 2017 Annual Conference and include \$1,000 for payment. Conference sponsors' logo is included in the agenda, on posters, and displayed at the event. The Coalition president will also recognize sponsors during the plenary.					
	Subtotal		750.00			
	Sales Tax					
	Total Invoice Amount		750.00			
Make check payable to the New Mark	ets Payment/Credit Applied					
Tax Credit Coalition	TOTAL	TOTAL				