

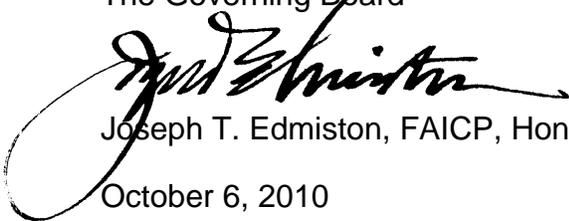


MOUNTAINS RECREATION & CONSERVATION AUTHORITY

Los Angeles River Center & Gardens
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Phone (323) 221-9944

MEMORANDUM

TO: The Governing Board

FROM:  Joseph T. Edmiston, FAICP, Hon. ASLA, Executive Officer

DATE: October 6, 2010

SUBJECT: **Agenda Item V(g): Consideration of resolution authorizing a professional services contract with The Community Land Use and Economics Group, LLC for a marketing analysis and marketing plan for the Arroyo Seco Parkway National Scenic Byway.**

Staff Recommendation: That the Governing Board adopt the attached resolution authorizing a professional services contract with The Community Land Use and Economics Group, LLC for a marketing analysis and marketing plan for the Arroyo Seco Parkway National Scenic Byway in an amount not to exceed \$48,016.

Background: On August 3, 2005, the Board authorized a Cooperative Agreement with the California Department of Transportation (Caltrans) for the purpose of planning and implementing recommendations defined in the Draft Arroyo Seco Parkway National Scenic Byway Corridor Management Plan (CMP). The Cooperative Agreement granted funds to the MRCA to develop a comprehensive visitor interpretation and marketing plan for the parkway, based on the recommendations contained in the CMP.

The scope of work for the Community Land Use and Economics Group, LLC (CLUE Group) will include market research, analysis, and an implementation plan. CLUE Group will conduct visitor and customer surveys, perform demographic research, conduct interviews, analyze data and create three market-based strategies to effectively market the Scenic Byway.

Community Land Use and Economics Group, LLC is a small, specialized consulting firm that provides a broad range of economic development, retail market analysis, and business development planning services. The amount of the professional services contract with CLUE Group will not exceed \$48,016.