

# ONTARIO INTERNATIONAL AIRPORT AUTHORITY

## COMMISSION AGENDA – REGULAR MEETING



**January 23, 2025, at 2:00 P.M.**

Ontario International Airport Authority Administration Offices  
1923 East Avion Street, Room 100, Ontario, CA 91761

Live YouTube Streaming for Listening Only: <https://www.youtube.com/@flyont/streams>

**ALAN D. WAPNER**  
President

**CURT HAGMAN**  
Vice President

**RONALD O. LOVERIDGE**  
Treasurer

**JIM W. BOWMAN**  
Secretary

**JULIA GOUW**  
Commissioner

**ATIF ELKADI**  
Chief Executive Officer

**LORI D. BALLANCE**  
General Counsel

**ADRIANNE FERNANDEZ**  
Deputy Commission Clerk

### WELCOME TO A MEETING OF THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY

- All documents for public review are on file at the Ontario International Airport Administration Offices located at 1923 E. Avion Street, Ontario, CA 91761.
- This meeting is streamed live from our YouTube channel at <https://www.youtube.com/@flyont/streams>. Streaming will be for listening only and not participation. Public Comments will be taken by email or in-person only. This is a pilot stream, so errors and bugs may occur. If you have any issues, feel free to email [clerk@flyontario.com](mailto:clerk@flyontario.com) for resolution after the meeting.
- Anyone wishing to speak during public comment, or on an agenda item, will be required to fill out a Request to Address Card (blue slip). Blue slips must be turned in prior to public comment beginning or before an agenda item is taken up. The Deputy Commission Clerk will not accept blue slips after that time.
- You may submit public comments by e-mail to [publiccomment@flyontario.com](mailto:publiccomment@flyontario.com) no later than 4:00 p.m. the day before the meeting. Please identify the Agenda item you wish to address in your comments. All e-mail comments will be included in the meeting record.
- Comments will be limited to 3 minutes. Speakers will be alerted when their time is up and no further comments will be permitted. Speakers are then to return to their seats.
- In accordance with State Law, remarks during public comment are to be limited to subjects within the Authority's jurisdiction. Remarks on other agenda items will be limited to those items.
- Remarks from those seated or standing in the back of the Commission Meeting Room will not be permitted. All those wishing to speak, including Commissioners and Staff, need to be recognized by the Authority President before speaking.
- Sign language interpreters, communication access real-time transcription, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting you wish to attend. Due to difficulties in securing Sign Language Interpreters, five or more business days' notice is strongly recommended. Any members of the public who require special assistance or a reasonable accommodation to participate may contact the Deputy Commission Clerk at (909) 544- 5307 or [clerk@flyontario.com](mailto:clerk@flyontario.com).

**CALL TO ORDER (OPEN SESSION)**

**ROLL CALL**

**PLEDGE OF ALLEGIANCE**

**AGENDA REVIEW/ANNOUNCEMENTS**

The Chief Executive Officer will go over all updated materials and correspondence received after the Agenda was distributed to ensure Commissioners have received them.

**1. INFORMATION RELATIVE TO POSSIBLE CONFLICT OF INTEREST**

Agenda item contractors, subcontractors and agents may require member abstentions due to conflict of interests and financial interests. Commission Member abstentions shall be stated under this item for recordation on the appropriate item.

**PUBLIC COMMENTS**

The Public Comment portion of the Commission meeting is limited to a maximum of 3 minutes for each Public Comment. Under provisions of the Brown Act, the Commission is prohibited from taking action on oral requests.

**CLOSED SESSION**

**PUBLIC COMMENT ON CLOSED SESSION**

**CLOSED SESSION**

- GC § 54956.8: CONFERENCE WITH REAL PROPERTY NEGOTIATORS  
Property: ONT  
Property Agency Negotiator: OIAA General Counsel’s Office

**REPORT ON CLOSED SESSION**

General Legal Counsel

## CONSENT CALENDAR

All matters listed under CONSENT CALENDAR will be enacted by one motion in the form listed below. There will be no separate discussion on these items prior to the time Commission votes on them, unless a member of the Commission requests a specific item be removed from the Consent Calendar for a separate vote. Members of the public wishing to address the Commission on items listed on the Consent Calendar will be given a total of 3 minutes each to address the items collectively.

### 2. APPROVAL OF MINUTES

Approve minutes for the OIAA Commissioner Meeting on December 17, 2024.

### 3. CASH DISBURSEMENT REPORT (BILLS/PAYROLL)

Receive and file the Cash Disbursement Report (Bills/Payroll) for the month ended December 31, 2024.

### 4. COMMISSIONER'S STIPENDS AS REQUIRED BY AUTHORITY BYLAWS

Approve additional stipends per Article IV, Section 6 of the Authority's Bylaws for President Alan Wapner for the month of December, 2024.

### 5. AGREEMENT WITH PG EXECUTIVE PROGRAM MANAGEMENT, LLC, FOR EXECUTIVE PROGRAM MANAGEMENT AND ADVISORY PROFESSIONAL SERVICES

Authorize the Chief Executive Officer (CEO) to execute an agreement with PG Executive Program Management, LLC, for Executive Program Management and Advisory (EPM&A) consulting services, for three years in an amount not to exceed \$6,254,269.00, with two one-year contract extension options for the Agreement at additional compensation to be determined in a possible amendment to the Agreement.

### 6. AGREEMENT WITH HOUNDER LLC, FOR STRATEGIC SOCIAL MEDIA CONTENT AND MODERATION

Authorize the Chief Executive Officer (CEO) to execute an agreement with Hounder LLC, Strategic Social Media Content and moderation services, for one year, with three possible one-year contract extensions, not to exceed \$285,000 annually, with a possible total contract amount (with discretionary contract extensions) of \$1,140,000.00.

### 7. LOS ANGELES FOOTBALL CLUB AGREEMENT RENEWAL

Authorize the Chief Executive Officer (CEO) to execute an amendment to the existing sponsorship agreement (SCONT-00639) between Ontario International Airport (ONT) and Los Angeles Football Club (LAFC) for a term of two years, with option to extend into an additional investment in possible post-season sponsorship assets and media, increasing the total additional spend authority by a not to exceed amount of \$380,000.

**CEO REPORT**

**CHIEF EXECUTIVE OFFICER UPDATES**

**COMMISSION MATTERS**

- PRESIDENT WAPNER**
- VICE PRESIDENT HAGMAN**
- TREASURER LOVERIDGE**
- SECRETARY BOWMAN**
- COMMISSIONER GOUW**

**ADJOURNMENT**

**AFFIDAVIT OF POSTING**

I, Adrienne Fernandez, Deputy Commission Clerk of the Ontario International Airport Authority (OIAA), do hereby declare under penalty of perjury that the foregoing agenda has been posted at the administrative office and on the OIAA website in compliance to the

Date Posted: January 20, 2025      Posted Prior To: 2:00 P.M.

Signature: *Adrienne Fernandez*  
Adrienne Fernandez, Deputy Commission Clerk  
Ontario International Airport Authority Commission Clerk

# ONTARIO INTERNATIONAL AIRPORT AUTHORITY



**MEETING DATE:** JANUARY 23, 2025

**SUBJECT:** RELATIVE POTENTIAL CONFLICT OF INTEREST

**RELEVANT STRATEGIC OBJECTIVE:**  Invest in ONT  Master the Basics  Plan for the Future

**RECOMMENDED ACTION(S):** Declare Conflict of Interest pertaining to agenda items and contractors and/or subcontractors, which may require member abstentions due to possible conflicts of interest.

**FISCAL IMPACT SUMMARY:** N/A

**BACKGROUND:** In accordance with California Government Code 84308, members of the Ontario International Airport Authority Commission may not participate in any action concerning a contract where they have received a campaign contribution of more than \$250 in the prior twelve (12) months in 2024, or \$500 in 2025, and from an entity or individual if the member knows or has reason to know that the participant has a financial interest, except for the initial award of a competitively bid public works contract. This agenda contains recommendations for action relative to the following contractors:

Item No	Principals & Agents	Subcontractors
04	PG Executive Program Management, LLC	<ul style="list-style-type: none"><li>Pradeep Consulting Services, Inc.</li><li>ACTIV</li></ul>
05	Hounder, LLC	<ul style="list-style-type: none"><li>None</li></ul>
07	Los Angeles Football Club	<ul style="list-style-type: none"><li>None</li></ul>

**PROCUREMENT:** N/A

**CEQA COMPLIANCE AND LAND USE APPROVALS:** N/A

**STAFFING IMPACT (# OF POSITIONS):** N/A

**IMPACT ON OPERATIONS:** N/A

**SCHEDULE:** N/A

**ATTACHMENTS:** N/A

**STAFF REVIEW AND APPROVAL:**

Originator:	<u>Adrienne Fernandez, Deputy Commission Clerk</u>
Originating Dept.:	<u>Executive Office</u>
Director Review:	<u>N/A</u>
Chief Review:	<u><i>Atif Elkadi</i></u>
CFO Review:	<u>N/A</u>
CEO Approval:	<u><i>Atif Elkadi</i></u>

This Agenda Report has been reviewed by OIAA General Counsel.

The Agenda Report references the terms and conditions of the recommended actions and request for approval. Any document(s) referred to herein, which are not attached or posted online, may be reviewed prior to or following scheduled Commission meetings in the Office of the Clerk of the Commission. Hours to review are between 8:30 a.m. and 4:30 p.m., Monday through Friday, although these hours and review procedures may be modified. In that case, the documents may be requested by email at [clerk@flyontario.com](mailto:clerk@flyontario.com).



**MEETING DATE:** JANUARY 23, 2025

**SUBJECT:** APPROVAL OF MINUTES

**RELEVANT STRATEGIC OBJECTIVE:**  Invest in ONT  Master the Basics  Plan for the Future

**RECOMMENDED ACTION(S):** Approve minutes for the OIAA Commissioners meeting on December 17, 2024.

**FISCAL IMPACT SUMMARY:** N/A

**BACKGROUND:** The OIAA Commission held a public meeting and minutes were recorded in text. In accordance with OIAA's Records Retention Schedule, the OIAA must preserve these historical records in hard copy form for permanent retention.

**PROCUREMENT:** N/A

**CEQA COMPLIANCE AND LAND USE APPROVALS:** N/A

**STAFFING IMPACT (# OF POSITIONS):** N/A

**IMPACT ON OPERATIONS:** N/A

**SCHEDULE:** N/A

**ATTACHMENTS:**

1. Minutes

**STAFF REVIEW AND APPROVAL:**

Originator:	<u>Adrienne Fernandez, Deputy Commission Clerk</u>
Originating Dept.:	<u>Executive Office</u>
Director Review:	<u>N/A</u>
Chief Review:	<u><i>Atif Elkadi</i></u>
CFO Review:	<u>N/A</u>
CEO Approval:	<u><i>Atif Elkadi</i></u>

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**ONTARIO INTERNATIONAL AIRPORT AUTHORITY  
COMMISSION MEETING  
MINUTES  
DECEMBER 17, 2024**

**CALL TO ORDER**

President Wapner called the Ontario International Airport Authority Commission meeting to order at 2:00 p.m.

**ROLL CALL**

**COMMISSIONERS:**

**PRESENT:**

Alan D. Wapner, President  
Ronald D. Loveridge, Treasurer  
Julia Gouw, Commissioner

Curt Hagman, Vice President  
Jim W. Bowman, Secretary

A quorum of the OIAA Commissioners was present.

**STAFF:**

Chief Executive Officer Atif Elkadi  
Deputy Commission Clerk Adrienne Fernandez

Assistant Legal Counsel Kevin P. Sullivan

**PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was performed.

**AGENDA REVIEW/ANNOUNCEMENTS**

**1. INFORMATION RELATIVE TO POSSIBLE CONFLICT OF INTEREST**

No conflicts of interests were declared.

**PUBLIC COMMENT**

President Wapner called for public comment. Seeing no one come forward, President Wapner closed public comment.

**CONSENT CALENDAR**

**2. APPROVAL OF MINUTES**

Approved minutes for the OIAA Commissioners meeting on November 19, 2024.

**3. CASH DISBURSEMENT REPORT (BILLS/PAYROLL)**

Received and filed the Cash Disbursement Report (Bills/Payroll) for the month ended November 30, 2024.

**4. AGREEMENT WITH BENVIEW STRATEGIES, LLC, FOR ON-CALL FINANCIAL ADVISORY AND PROFESSIONAL CONSULTING SERVICES**

Authorized the Chief Executive Officer to execute an agreement with BenView Strategies, LLC, for financial advisory, professional, and consulting services, for three years, with two one-year options, not to exceed \$529,000.

**5. AGREEMENT WITH RAMBOLL AMERICAS ENGINEERING SOLUTIONS, INC FOR ON-CALL ENVIRONMENTAL COMPLIANCE CONSULTING SERVICES**

Authorized the Chief Executive Officer to execute an agreement with Ramboll Americas Engineering Solutions, Inc for on-call environmental compliance oversight consulting services, for three years with two 1-year options, not to exceed \$4,500,000.00.

**6. AGREEMENT WITH SIGN INDUSTRIES, INC., FOR THE ONTARIO INTERNATIONAL AIRPORT MONUMENT SIGN PROJECT**

Authorized the Chief Executive Officer to execute an agreement with Sign Industries, Inc., for the Ontario Monument Sign Design and Build Project in the amount of \$399,810.00, and approve a construction contingency, up to 15% of the overall contract value.

**7. AGREEMENT AMENDMENT WITH AIRPORT AND AVIATION PROFESSIONALS, INC., FOR FINANCIAL AND TECHNICAL ADVISORY SERVICES**

Authorized the Chief Executive Officer to execute an agreement amendment to Agreement No. SCONT-000321 with Airport and Aviation Professions, Inc. (AvAirPros) for financial and technical advisory services, not to exceed \$150,000 for a total contract amount of \$650,000.

**8. RESOLUTION IMPLEMENTING A NEW AIR CARRIER INCENTIVE PROGRAM (ACIP C) COVERING MEXICO AND CANADA**

Adopted a resolution to approve a new Air Carrier Incentive Program C (ACIP C), offering qualifying Air Carriers various incentives to promote the entry of new entrant carriers, as well as new nonstop service to unserved destinations in Mexico and Canada.

RESOLUTION 2024-12

A RESOLUTION OF THE ONTARIO INTERNATIONAL AIRPORT AUTHORITY APPROVING A NEW AIR CARRIER INCENTIVE PROGRAM C (ACIP C) COVERING NEW ENTRANT CARRIERS AND DESTINATIONS IN MEXICO AND CANADA

**MOTION:** Moved by Vice President Hagman, seconded by Commissioner Gouw, to approve the Consent Calendar, including Resolution No. 2024-12. Motion carried by a 5 Yes/0 No vote.

## ADMINISTRATIVE REPORTS/DISCUSSION/ACTION

### 9. AUDITED FINANCIAL STATEMENTS FOR FISCAL YEAR ENDED JUNE 30, 2024

Received and filed the audited financial statements for the fiscal year ended June 30, 2024.

**MOTION:** Moved by Secretary Bowman, seconded by Vice President Hagman, to receive and file the audited statements for the FYE June 30, 2024. Motion carried by a 5 Yes/0 No vote.

## CEO REPORT

### CHIEF EXECUTIVE OFFICER UPDATES

Chief Executive Officer Elkadi provided updates on passenger traffic numbers, changes to flights, and general airport matters. Mr. Elkadi fielded inquiries from the Commissioners.

## COMMISSIONER MATTERS

There were no Commissioner matters to report.

## ADJOURNMENT

President Wapner adjourned the Ontario International Airport Authority Commissioners Meeting at 2:27 p.m.

RESPECTFULLY SUBMITTED:

APPROVED:

\_\_\_\_\_  
ADRIANNE FERNANDEZ,  
DEPUTY COMMISSION CLERK

\_\_\_\_\_  
ALAN D. WAPNER, PRESIDENT

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**MEETING DATE:** JANUARY 23, 2025

**SUBJECT:** CASH DISBURSEMENT REPORT (BILLS/PAYROLL)

**RELEVANT STRATEGIC OBJECTIVE:**  Invest in ONT  Master the Basics  Plan for the Future

**RECOMMENDED ACTION(S):** Receive and file the Cash Disbursement Report (Bills/Payroll) for the month ended December 31, 2024.

**FISCAL IMPACT SUMMARY:** The funding is approved in the Fiscal Year 2024-2025 budget.

**BACKGROUND:** In June 2024, the OIAA Board of Commissioners adopted an operating budget that is driven by strong aviation activity and financial performance realized by OIAA in FY2024. The operating budget was developed from OIAA goals and objectives and includes significant increases in resources to meet current and expected near term growth.

**PROCUREMENT:** N/A

**CEQA COMPLIANCE AND LAND USE APPROVALS:** N/A

**STAFFING IMPACT (# OF POSITIONS):** N/A

**IMPACT ON OPERATIONS:** N/A

**SCHEDULE:** N/A

**ATTACHMENTS:**

1. Cash Disbursement Report (Bills/Payroll) for the month ended December 31, 2024.

**STAFF REVIEW AND APPROVAL:**

Originator:	<u>Celeste Heinonen, Chief Financial Officer</u>
Originating Dept.:	<u>Financial Accounting and Reporting</u>
Director Review:	<u>N/A</u>
Chief Review:	<u><i>Celeste Heinonen</i></u>
CFO Review:	<u><i>Celeste Heinonen</i></u>
CEO Approval:	<u><i>Atif Okadi</i></u>

This Agenda Report has been reviewed by OIAA General Counsel.

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**MEETING DATE:** JANUARY 25, 2025

**AGENDA SECTION:** CONSENT CALENDAR

**SUBJECT:** COMMISSIONER'S STIPENDS AS REQUIRED BY AUTHORITY BYLAWS

**RELEVANT STRATEGIC OBJECTIVE:**  Invest in ONT  Master the Basics  Plan for the Future

**RECOMMENDED ACTION(S):** Approve additional stipends per Article IV, Section 6 of the Authority's Bylaws for President Wapner for the month of December, 2024.

**FISCAL IMPACT SUMMARY:** OIAA operating revenue.

**BACKGROUND:** Article IV, Section 6 of the Authority's Bylaws states as follows:

"No Salary; Reimbursement for Expenses; Stipends. The members of the Commission shall receive no salary but shall be reimbursed for necessary expenses (including mileage in accordance with standard IRS mileage reimbursement rates) incurred in the performance of their duties. Additionally, Commissioners will receive a monthly stipend for each month of a calendar year in the amount of one thousand dollars (\$1,000.00), which amount will be deemed to address Commissioner participation for six (6) Authority-related business functions or events, such as attendance at each monthly Commission meeting, any standing committee meeting, any ad hoc committee meeting, briefings, and any other Authority-related business function or event. If a Commissioner participates in or attends a collective total of more than six (6) Commission meetings, any standing committee meetings, any ad hoc committee meeting, briefings, or any other Authority-related business function or event in a calendar month, then the Commissioner shall receive an additional stipend of one hundred fifty dollars (\$150.00) for each such additional matter, with the majority approval by the Commission."

During the month of December 2024, President Wapner attended twelve (12) additional Authority-related business functions. Majority Commission approval is needed to approve payment of these additional stipends.

**PROCUREMENT:** N/A

**CEQA COMPLIANCE AND LAND USE APPROVALS:** N/A

**STAFFING IMPACT (# OF POSITIONS):** N/A

**IMPACT ON OPERATIONS:** N/A

**SCHEDULE:** N/A

**ATTACHMENTS:** N/A

**STAFF REVIEW AND APPROVAL:**

Originator:	<u>Adrienne Fernandez, Deputy Board Clerk</u>
Originating Dept.:	<u>Executive Office</u>
Director Review:	<u>N/A</u>
Chief Review:	<u><i>Atif Okadi</i></u>
CFO Review:	<u><i>Celeste Heinonen</i></u>
CEO Approval:	<u><i>Atif Okadi</i></u>

This Agenda Report has been reviewed by OIAA General Counsel.

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**MEETING DATE:** January 23, 2025

**SUBJECT:** AGREEMENT WITH PG EXECUTIVE PROGRAM MANAGEMENT, LLC, FOR EXECUTIVE PROGRAM MANAGEMENT AND ADVISORY (EPM&A) PROFESSIONAL SERVICES

**RELEVANT STRATEGIC OBJECTIVE:**  Invest in ONT  Master the Basics  Plan for the Future

**RECOMMENDED ACTION(S):** Authorize the Chief Executive Officer (CEO) to execute an agreement with PG Executive Program Management, LLC, for Executive Program Management and Advisory (EPM&A) consulting services, for three years in an amount not to exceed \$6,254,269.00., with two one-year contract extension options for the Agreement at additional compensation to be determined in a possible amendment to the Agreement.

**FISCAL IMPACT SUMMARY:** Funds for this contract are available in the FY 2025 Budget. Funding for subsequent years will be requested through the annual budget process.

**BACKGROUND:** The Capital Development Division is responsible for the Planning and Delivery of OIAA's Capital Improvement Program (CIP) and the capital needs inventory of projects. The EPM&A consulting services will provide a small team with airport-specific and specialty technical expertise to fully integrate within the Capital Development Division to expand the OIAA's bandwidth and assist in strategic planning and implementation. The EPM&A staff will provide guidance and input on the overall structure, management of the Division, and assist in identifying the resources and policies and procedures that are needed to ensure the successful delivery of OIAA's CIP and Capital Program.

**PROCUREMENT:** The RFP was released on November 15, 2024. A non-mandatory pre-proposal meeting was held virtually on Monday November 25, 2024, at 11:00 a.m. and was attended by over 40 individuals, representing more than twenty (20) firms. A presentation provided supplemental information related to the RFP and all questions were answered via the Authority's e-procurement system, OpenGov.

OIAA received two (2) proposals on December 11, 2024. Each member of the evaluation panel individually reviewed and scored the proposals, utilizing scoring sheets based on the established criteria. The evaluation panel completed evaluations on the written proposals and determined that no further information was needed or required from any of the teams, and therefore interviews were not required in accordance with the provisions of the RFP.

PG Executive Program Management, LLC, was found to be the highest rated firm based on the scoring of the evaluation panel. PG Executive Program Management, LLC, will bring a wealth of experience and a strong approach to the work involved with the services to be provided.

**CEQA COMPLIANCE AND LAND USE APPROVALS:** The proposed professional services agreement with the Consultant is not a “project” within the meaning of Section 15378 of the CEQA guidelines because there is no potential for the Consultant’s consulting work to result in a direct or indirect physical change in the environment. As a result, the activity is not subject to CEQA.

**STAFFING IMPACT (# OF POSITIONS):** The proposed action will not create any permanent positions in the OIAA.

**IMPACT ON OPERATIONS:** N/A

**SCHEDULE:** N/A

**ATTACHMENTS:** N/A

**STAFF REVIEW AND APPROVAL:**

Originator:	Marissa Sanchez, Chief Capital Development Officer
Originating Dept.:	Capital Development
Director Review:	N/A
Chief Review:	<i>Marissa Sanchez</i>
CFO Review:	<i>Celeste Heinonen</i>
CEO Approval:	<i>Atif Okadi</i>

This Agenda Report has been reviewed by OIAA General Counsel.

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**MEETING DATE:** JANUARY 23, 2025

**SUBJECT:** AGREEMENT WITH HOUNDER LLC, FOR STRATEGIC SOCIAL MEDIA CONTENT AND MODERATION

**RELEVANT STRATEGIC OBJECTIVE:**  Invest in ONT  Master the Basics  Plan for the Future

**RECOMMENDED ACTION(S):** Authorize the Chief Executive Officer (CEO) to execute an agreement with Hounder LLC, Strategic Social Media Content and moderation services, for one year, with three possible one-year contract extensions, not to exceed \$285,000 annually, with a possible total contract amount (with discretionary contract extensions) of \$1,140,000.00.

**FISCAL IMPACT SUMMARY:** Funds for this contract are available in the FY 2025 Budget. Possible funding for subsequent years will be requested through the annual budget process.

**BACKGROUND:** Ontario International Airport (ONT) operates in a highly competitive market, serving as a vital gateway for travelers in Southern California and beyond. Social media is a cornerstone of ONT's communication strategy, functioning as a critical first point of contact where consumers seek trusted information about flights, services, and travel updates. It also plays a pivotal role during emergencies or operational disruptions, providing timely and accurate updates to maintain customer trust. Beyond informational needs, ONT's social media channels shape brand perception and reputation, fostering positive engagement, addressing customer inquiries, and setting ONT apart in a dynamic travel landscape. Through consistent moderation, ONT ensures a welcoming, informative, and professional online presence, enhancing its competitive edge.

**PROCUREMENT:** On August 15, 2024, the OIAA issued a Request for Proposal (RFP) to provide Social Content Strategy and Moderation services for the Marketing Department, as the current contract for this service is set to expire on January 31, 2025. The deadline for proposal submissions was October 10, 2024, by which time thirteen (13) responsive proposals were received. The RFP evaluation panel thoroughly reviewed and scored all submitted proposals, subsequently recommending that five (5) firms proceed to the interview stage. The evaluation panel interviewed all 5 firms prior to submitting their final scores. Following the completion of all evaluations, the panel unanimously recommended awarding the contract to Hounder LLC.

**CEQA COMPLIANCE AND LAND USE APPROVALS:** The proposed professional services agreement with the Consultant is not a "project" within the meaning of Section 15378 of the CEQA guidelines because there is no potential for the Consultant's consulting work to result in a direct or indirect physical change in the environment. As a result, the activity is not subject to CEQA.




**STAFFING IMPACT (# OF POSITIONS):** The proposed action will not create any permanent positions in the OIAA.

**IMPACT ON OPERATIONS:** N/A

**SCHEDULE:** N/A

**ATTACHMENTS:** N/A

**STAFF REVIEW AND APPROVAL:**

Originator:	Eren Cello, Chief Marketing and Communications Officer
Originating Dept.:	Marketing and Communications
Director Review:	N/A
Chief Review:	
CFO Review:	
CEO Approval:	

This Agenda Report has been reviewed by OIAA General Counsel.

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**MEETING DATE:** January 23, 2025

**SUBJECT:** AGREEMENT AMENDMENT FOR SPONSORSHIP BETWEEN ONTARIO INTERNATIONAL AIRPORT AND LOS ANGELES FOOTBALL CLUB (LAFC)

**RELEVANT STRATEGIC OBJECTIVE:**  Invest in ONT  Master the Basics  Plan for the Future

**RECOMMENDED ACTION(S):** Authorize the Chief Executive Officer (CEO) to execute an amendment to the existing sponsorship agreement (SCONT-00639) between Ontario International Airport (ONT) and Los Angeles Football Club (LAFC) for a term of two years, with option to extend into an additional investment in possible post-season sponsorship assets and media, increasing the total additional spend authority by a not to exceed amount of \$380,000.

**FISCAL IMPACT SUMMARY:** The partnership agreement includes specific expenses tied to ONT’s participation in LAFC events, branding opportunities at the stadium, digital and social media integration, and exclusive marketing rights. This strategic investment aligns with ONT’s broader goals of increasing passenger traffic and generating non-aeronautical revenue. Additionally, the anticipated returns in terms of expanded market presence and the potential for future advertising partnerships far outweigh the upfront costs. The total two-year partnership agreement expense is \$380,000, with \$180,000 allocated for year 2025 and \$189,000 allocated for year 2026. An additional \$11,000 is designated for possible post-season sponsorship assets and media investments. The total original agreement was \$98,750, bringing overall total investment (if the amendment is approved) to \$478,750.

**BACKGROUND:** Southern California is one of the most competitive air travel markets in the country, with six airports, including ONT, competing for approximately 20 million passengers annually. In this highly contested environment, it is crucial for ONT to not only highlight its unique advantages but also foster strong community connections to expand our influence within the catchment area. With over 1 million fans at BMO Stadium attending 45 soccer matches, 24 concert/festival nights, and 150 special events annually, LAFC has established a commanding presence. The club boasts more than 19,000 dedicated LAFC members many of whom reside in the San Bernardino County region, and their social media following has grown an impressive 288% year-over-year. Recognizing this opportunity, on January 1, 2024, the Ontario International Airport strategically partnered with the Los Angeles Football Club (LAFC) and entered into the 2024 Local Sponsor Agreement to leverage the club’s prominence and engaged fanbase. This collaboration is forward-looking investment to expand ONT’s reach, strengthen its competitiveness, and generate incremental revenue opportunities.

**PROCUREMENT:** N/A

**CEQA COMPLIANCE AND LAND USE APPROVALS:** N/A

**STAFFING IMPACT (# OF POSITIONS):** N/A

**IMPACT ON OPERATIONS:** N/A

**SCHEDULE:** N/A

**ATTACHMENTS:** N/A

**STAFF REVIEW AND APPROVAL:**

Originator:	Patricia Delatorre, Partnerships & Advertising Manager
Originating Dept.:	Revenue Management
Director Review:	N/A
Chief Review:	<i>E. Long</i>
CFO Review:	<i>Celeste Heinonen</i>
CEO Approval:	<i>Atif Okadi</i>

This Agenda Report has been reviewed by OIAA General Counsel.

The Agenda Report references the terms and conditions of the recommended actions and request for approval. Any document(s) referred to herein, which are not attached or posted online, may be reviewed prior to or following scheduled Commission meetings in the Office of the Clerk of the Commission. Hours to review are between 8:30 a.m. and 4:30 p.m., Monday through Friday, although these hours and review procedures may be modified. In that case, the documents may be requested by email at [clerk@flyontario.com](mailto:clerk@flyontario.com).