

# CITY OF LOS ANGELES

CALIFORNIA



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## EL PUEBLO DE LOS ANGELES HISTORICAL MONUMENT

DOMENIKA LYNCH  
General Manager

125 PASEO DE LA PLAZA, SUITE 300  
LOS ANGELES, CA 90012

TEL: (213) 485-6855

## MEMORANDUM

**TO:** El Pueblo de Los Angeles Historical Monument Authority Commission

**FROM:** Domenika Lynch, General Manager, El Pueblo de Los Angeles

**DATE:** Thursday, May 28, 2026

**SUBJECT:** Recommendation for authorization to contract with Harmony Sound to provide event production services for the El Pueblo Heritage Festival and FIFA World Cup Activation, June 26-28.

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## PURPOSE

The purpose of this report is to request authorization for El Pueblo de Los Angeles Historical Monument (El Pueblo) to piggyback on the existing Department of Recreation and Parks (RAP) as-needed Special Event Planning and Production Services contract with Harmony Sound, A California Corporation (Harmony Sound), in support of the El Pueblo Heritage Festival, scheduled for June 26–28, 2026.

The El Pueblo Heritage Festival is being developed as part of Los Angeles' broader FIFA World Cup activation period and will position El Pueblo as a major cultural destination during one of the City's most significant international events. The activation will complement and align with neighboring celebration efforts, including the Union Station FIFA Fan Zone and La Plaza de Cultura y Artes' Casa Mexico programming.

## BACKGROUND

El Pueblo is uniquely positioned at the center of Los Angeles' World Cup visitor activity due to its location directly across from Union Station and adjacent to major regional activations. The June 26–28, 2026 El Pueblo Heritage Festival is intended to celebrate the cultural diversity, music, food,

history, and artistic traditions that define Los Angeles while increasing visitation, economic activity, and public engagement at El Pueblo.

The multi-day activation is expected to include a range of event production and operational expenses, including but not limited to artist and performer fees, stage and technical production, fencing and signage, security and crowd control, vendor activation infrastructure, portable restrooms, family programming, and logistics coordination.

Additional expenses may include enhanced power washing, custodial, and sanitation services associated with increased festival activity and visitor traffic, as well as other operational support necessary to safely and successfully execute the event.

Given the accelerated timeline associated with World Cup-related programming, El Pueblo solicited proposals to perform this work from RAP's existing bench of event planning contractors. Utilizing existing City bench contracts will allow El Pueblo to efficiently procure experienced event production professionals already vetted through City processes, reducing administrative delays and ensuring operational readiness for this high-profile international activation. Following an evaluation of the submitted proposals, management recommends contracting with Harmony Sound through the attached RAP contract, to perform this work.

El Pueblo management is currently working closely with the El Pueblo Park Association (EPPA), sponsors, and community partners to raise philanthropic and sponsorship support to offset festival production and operational costs associated with the activation.

## **RECOMMENDATION**

Recommendation is that the El Pueblo Commission authorize the General Manager, or designee, to contract with Harmony Sound to provide event production services for the El Pueblo Heritage Festival and FIFA World Cup Activation, June 26-28, in an amount not to exceed \$325,000.

## **FISCAL IMPACT**

Approval of this action will authorize expenditures in an amount not to exceed \$325,000 for special event planning and production services associated with the El Pueblo Heritage Festival and related World Cup activation programming.

The Department has received a \$238,000 Metro Open Streets grant to help offset eligible festival and activation-related expenses. Grant funds are reimbursement-based, requiring the Department to pay eligible expenses upfront and subsequently submit supporting documentation and receipts for reimbursement.

Additional funding sources may include sponsorships, special event revenues, grants, existing departmental resources, philanthropic support raised in partnership with the El Pueblo Park Association (EPPA), and/or other identified funds, subject to the availability of funds and all applicable City financial requirements.

No impact to the General Fund is anticipated beyond approved departmental appropriations.

**SUGGESTED MOTION**

Move to authorize the General Manager, or designee, to contract with Harmony Sound to provide event production services for the El Pueblo Heritage Festival and FIFA World Cup Activation, June 26-28, in an amount not to exceed \$325,000, for event production, operational support, cultural programming, sanitation, security, vendor activation infrastructure, and related festival expenses, subject to the availability of funds and compliance with applicable City contracting and procurement requirements.

The Board further delegates authority to the General Manager to execute the agreement. Pursuant to Department policy, both the General Manager and the Senior Accountant shall sign all contracts, and the Assistant General Manager may sign in the absence of either party.