



MOUNTAINS RECREATION & CONSERVATION AUTHORITY

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MEMORANDUM

TO: The Governing Board

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

DATE: January 8, 2020

SUBJECT: **Agenda Item VII(f): Consideration of resolution authorizing a grant to Community Partners for the VerdeXchange 2020.**

Staff Recommendation: That the Governing Board adopt the attached resolution authorizing a grant to the Community Partners for the VerdeXchange 2020 Conference in the amount of \$20,000.

Background: As the City of Los Angeles continues to grow and evolve into a denser urban setting, preserving open space and greening infrastructure is critical to maintaining lifestyles. Community Partners, proposes to civically frame the issues surrounding urban planning, sustainability, livability, mobility, water, and the environment by hosting civic forums and publishing substantive expert interviews and videos that include and involve public officials, opinion leaders engaged in conservation, development and design, and regulators among others.

Metropolitan Forum Project is seeking financial support for their upcoming conference on green ideas. This will be VerdeXchange's Annual VX2020 Conference and will take place January 26-28. Accomplished clean and greentech entrepreneurs, policymakers, financiers, manufacturing, government policymakers and procurers, and environmental stewards will gather to assess "what's in-market," "what's about to be in-market," and "what's needed" in the global, trillion dollar verde economy. Global, national, and regional industry leaders and procurers of solar, wind, energy efficiency, infrastructure engineering, alternative fueled vehicles, clean water, carbon auditing, smart grid, and green building are expected to attend VX2020. All are, or wish to be, actively investing in and shaping the US, Western States, and global green economy marketplace.

The proposed grant will be matched from other sources, including private donations, corporate sponsorships, and other agencies' support. Community Partners will use

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the funds to support the VerdeXchange Conference. VX Sponsorship information in the attachment.