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RECREATION AND PARKS
1200 W. 7TH ST.
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LOS ANGELES, CA 90017

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JON KIRK MUKRI
GENERAL MANAGER

April 27, 2007

To All Interested Parties:

The Los Angeles Department of Recreation and Parks is seeking proposals from interested business entities to operate the Electric Golf Carts Rental Concession at the Department's 18-hole golf courses: Sepulveda Golf Complex, Griffith Park Golf Complex, Hansen Dam Golf Course, Rancho Park Golf Course, and Woodley Lake Golf Course. The concession operation consists of furnishing, maintaining, and renting to the public all electric golf carts used by golf patrons at these locations. The above golf courses draw a total of over 650,000 rounds of golf per year, and the concession generates over \$3,200,000 in gross revenue per year. A ten-year concession agreement, with one 5-year renewal option at the City's discretion, will be awarded to the best responsive proposer.

Proposals may be obtained on **April 30, 2007**:

- | | | |
|-----------|---|--|
| In Person | - | Department of Recreation and Parks
3900 West Chevy Chase Drive
Los Angeles, CA 90039 |
| On-Line | - | www.laparks.org/proposal.htm
(On May 1, 2007) |
| Mail | - | (818) 243-6488 |

It is highly recommended that you attend a Pre-Proposal Conference, lasting approximately four-hours. The Pre-Proposal Conference will discuss the Request for Proposal, applicable City compliance requirements and answer general questions. Although attendance is not mandatory, 10 points towards the Good Faith Effort Outreach will be awarded to all proposals with a representative in attendance.

Pre-Proposal Conference

When: Thursday, May 24, 2007 at 9:00 a.m. (allow ample time for traffic)
Where: Griffith Golf Complex
Restaurant Banquet Room
4730 Crystal Spring Drive
Los Angeles, CA 90027



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If you plan to attend the Pre-Proposal Conference, please notify Desiree Guzzetta of the Department at (818) 243-6421, or via email at: Desiree.Guzzetta@lacity.org

Proposals are to be completed and submitted by the deadline indicated below (late submittals will not be accepted):

Proposal Submittal Deadline

Due Date: Thursday, July 5, 2007 no later than 3:00 p.m.
Location: Department of Recreation and Parks
Board of Commissioners Office
1200 West Seventh Street, Suite 762
Los Angeles, CA 90017

If you have any questions regarding this Request for Proposal, please contact our office at (818) 243-6488. Thank you for your interest.

Sincerely,

ROBERT N. MORALES
Senior Management Analyst II
Department of Recreation and Parks