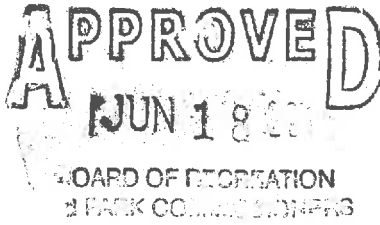


REPORT OF GENERAL MANAGER



NO. 15-138

DATE June 18, 2015

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK – GREEK THEATRE – ADDENDUM NO. 2 TO REQUEST FOR PROPOSALS FOR OVERSIGHT OF THE GREEK THEATRE'S OPEN VENUE MODEL (CON-M15-001)

R. Adams \_\_\_\_\_  
R. Barajas \_\_\_\_\_  
H. Fujita \_\_\_\_\_

\*V. Israel \_\_\_\_\_  
K. Regan \_\_\_\_\_  
N. Williams \_\_\_\_\_

General Manager

Approved

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Approve the draft Addendum No. 2 to Request for Proposals for Oversight of the Greek Theatre's Open Venue Model (CON-M15-001); and
2. Authorize the General Manager or designee to make any necessary technical changes consistent with the intent of these actions to administer this request for proposals.

SUMMARY:

The Greek Theatre is located at 2700 North Vermont Avenue in Griffith Park and was officially dedicated in 1929. Since that time, it has provided entertainment and cultural events to the general public and residents of Los Angeles.

On April 15, 2015, the Board of Recreation and Park Commissioners (Board) approved General Manager's Report No. 15-082 authorizing the Department of Recreation and Parks (RAP) to proceed with implementation of an open venue model at the Greek Theatre. On May 4, 2015, a special meeting of the Commission Task Force on Concessions (Task Force) was held to discuss two (2) draft Request for Proposals (RFP), one for Oversight of the Greek Theatre's Open Venue Model and the other for the Operation and Maintenance of the Greek Theatre Food and Beverage Concession.

On May 20, 2015, the Board approved General Manager's Report No. 15-111 authorizing RAP staff to release the two (2) RFPs. On May 27, 2015, the Request for Proposals for Oversight of

## REPORT OF GENERAL MANAGER

PG. 2

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the Greek Theatre's Open Venue Model (CON-M15-001) (Oversight RFP) was released. The Oversight RFP was advertised in the Los Angeles Daily Journal, posted to the Los Angeles Business Assistance Virtual Network (BAVN) and notification letters were sent to interested parties in the Concessions' Unit database.

### DISCUSSION

On June 8, 2015, a mandatory pre-proposal conference and mandatory site walk were held as required by the Oversight RFP. As a result of concerns raised during the conference regarding compliance with the City of Los Angeles' Business Inclusion Program, Addendum No. 1 was issued on June 9, 2015 extending the due date for proposals from June 30, 2015 to July 21, 2015, providing additional time for written questions from potential proposers and requiring the submittal of an electronic copy of a pre-redacted proposal in addition to a hard copy.

Additionally Addendum No. 2 (Exhibit A) provides additional language relating to the estimated number of concerts expected during the 2016 concert season, modifies the minimum required number of business experience years for submission of a proposal and adds protest procedures relating to the Oversight RFP. This protest language will become a standard section in all future request for proposals.

### FISCAL IMPACT STATEMENT

Release of Addendum No. 2 has no impact to the General Fund.

This Report was prepared by Agnes Ko, Senior Management Analyst II, Partnership and Revenue Branch, Concessions Unit.

SYLVIA PATSAOURAS  
PRESIDENT

IRIS ZUÑIGA  
VICE PRESIDENT

LYNN ALVAREZ  
MELBA CULPEPPER  
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ERIC GARCETTI  
MAYOR

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MICHAEL A. SHULL  
GENERAL MANAGER

EXHIBIT A

June XX, 2015

REQUEST FOR PROPOSALS  
FOR OVERSIGHT OF THE GREEK THEATRE'S  
OPEN VENUE MODEL  
(RFP #CON-M15-001)

***ADDENDUM NO. 2***

The Request for Proposals for Oversight of the Greek Theatre's Open Venue Model (RFP) has been modified as follows:

1. The following change is made to the estimated number of concerts:

"It is anticipated that approximately fifty (50) to seventy (70) concerts will be programmed during the concert season, April 15 through October 31."

This change applies to all sections within the RFP and relevant Exhibits which address the estimated number of concerts during a season.

2. Background and Experience. The following change is made to the minimum qualifying number of years required for business experience only:

"The minimum qualifying number of years in business is fifteen (15) years.

Should a company come forth that meets the minimum qualifications, it may be necessary to hold a second Mandatory Pre-proposal Conference and Mandatory Site Walk for the newly qualified potential proposer. If a second Mandatory Pre-Proposal Conference and Mandatory Site Walk is necessary, the company must contact the Contract Coordinator within fifteen (15) calendar days of the posting date of this addendum."

All other minimum qualifications remain the same. This change applies to all sections within the RFP which addresses the minimum qualifications.



3. The following subsection is added to Section VI. of the RFP:

**D. PROTEST**

Should a proposer object on any ground to any provision or legal requirement set forth in the RFP, or any addendum to the RFP, the proposer must, not more than ten calendar days after the addendum is issued, provide written notice to the Department setting forth with specificity the grounds for the objection. The failure of a proposer to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

DRAFT