

## AGENDA

### BOARD OF RECREATION AND PARK COMMISSIONERS OF THE CITY OF LOS ANGELES

Wednesday, May 20, 2015 at 9:30 a.m.

EXPO Center, Comrie Hall  
3980 S. Bill Robertson Lane  
Los Angeles, CA 90037

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SYLVIA PATSAOURAS, PRESIDENT  
IRIS ZUÑIGA, VICE PRESIDENT  
LYNN ALVAREZ, COMMISSIONER  
MELBA CULPEPPER, COMMISSIONER  
MISTY M. SANFORD, COMMISSIONER

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EVERY PERSON WISHING TO ADDRESS THE COMMISSION MUST COMPLETE A SPEAKER'S REQUEST FORM AT THE MEETING AND SUBMIT IT TO THE COMMISSION EXECUTIVE ASSISTANT PRIOR TO THE BOARD'S CONSIDERATION OF THE ITEM.

PURSUANT TO COMMISSION POLICY, COMMENTS BY THE PUBLIC ON AGENDA ITEMS WILL BE HEARD ONLY AT THE TIME THE RESPECTIVE ITEM IS CONSIDERED, FOR A CUMULATIVE TOTAL OF UP TO FIFTEEN (15) MINUTES FOR EACH ITEM. ALL REQUESTS TO ADDRESS THE BOARD ON PUBLIC HEARING ITEMS MUST BE SUBMITTED PRIOR TO THE BOARD'S CONSIDERATION OF THE ITEM. COMMENTS BY THE PUBLIC ON ALL OTHER MATTERS WITHIN THE SUBJECT MATTER JURISDICTION OF THE BOARD WILL BE HEARD DURING THE "PUBLIC COMMENTS" PERIOD OF THE MEETING. EACH SPEAKER WILL BE GRANTED TWO MINUTES, WITH FIFTEEN (15) MINUTES TOTAL ALLOWED FOR PUBLIC PRESENTATION.

1. APPROVAL OF THE MINUTES:

Approval of the Minutes of the Meeting of May 6, 2015

2. GENERAL MANAGER'S REPORTS:

- |        |   |
|--------|---|
| 15-102 | Various Communications  |
| 15-103 | Mid-Valley Intergenerational Multipurpose Center (W.O. #E170239F) – Release of Stop Payment Notice on Construction Contract No. 3442  |
| 15-104 | Mid-Valley Intergenerational Multipurpose Center (W.O. #E170239F) and St. Andrews Recreation Center – Outdoor Sports Development (W.O. #E170302F) – Release of Stop Payment Notices on Construction Contract Nos. 3442 and 3446 |
| 15-105 | Saint Andrews Recreation Center – Naming of Gymnasium Building in Honor of Mr. Brad Pye, Junior   |
| 15-106 | Aquatics Summer Swim Pass – Amendment to Schedule of Rates and Fees   |
| 15-107 | Griffith Park Pony Ride, Inc. – Approval of Price Increase  |
| 15-108 | Echo Park Boathouse Café Concession – Request for Proposals   |
| 15-109 | Pershing Square – Cancellation of Requests for Proposals for Food and   |

May 20, 2015

Beverage Service Concession and Branded Coffee Concession; Request for Proposals for Pershing Square Café Concession

15-110 Appropriation from Unreserved and Undesignated Fund Balance in Fund 302 to Various Accounts in the Department of Recreation and Parks

15-111 Griffith Park – Requests for Proposals for Oversight of the Greek Theatre’s Open Venue Model and for Operation and Maintenance of the Greek Theatre Food and Beverage Concession

3. UNFINISHED BUSINESS:

15-193 MacArthur (General Douglas) Park – ‘Angel De Los Migrantes’ Monument Project  
(Original Date – 5/6/15)

4. NEW BUSINESS:

Memorandum: 2015 Special Olympics World Games Marketing Update

5. COMMISSION TASK FORCES:

- Commission Task Force on Concessions Report – Commissioners Alvarez and Zuñiga
- Commission Task Force on Facility Repair and Maintenance Report – Commissioners Culpepper and Sanford

6. PRESENTATION:

Homelessness Issues and Park Programming – Oral Presentation by Kevin Regan, Assistant General Manager, Operations Branch

7. GENERAL MANAGER’S ORAL REPORT:

Report on Department Activities and Facilities

8. PUBLIC COMMENTS:

Any comments that require a response or report by staff will be automatically referred to staff.

9. FUTURE AGENDA ITEMS:

Requests by Commissioners to Schedule Specific Items on Future Agendas

May 20, 2015

10. NEXT MEETING:

The next scheduled meeting of the Board of Recreation and Park Commissioners will be held on Thursday, June 4, 2015, 9:30 a.m., at EXPO Center, 3980 S. Bill Robertson Lane, Los Angeles, CA 90037.

11. ADJOURNMENT:

Under the California State Ralph M. Brown Act, those wishing to make audio recordings of the Commission Meetings are allowed to bring tape recorders or camcorders in the Meeting.

Sign language interpreters, assistive listening devices, or any auxiliary aides 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. For additional information, please contact the Commission Office at (213) 202-2640.

Finalization of Commission Actions: In accordance with City Charter, actions that are subject to Section 245 are not final until the expiration of the next five meeting days of the Los Angeles City Council during which the Council has convened in regular session and if Council asserts jurisdiction during this five meeting day period the Council has 21 calendar days thereafter in which to act on the matter.

Commission Meetings can be heard live over the telephone through the Council Phone system. To listen to a meeting, please call one of the following numbers:

from Downtown Los Angeles	(213) 621-CITY (2489)
from West Los Angeles	(310) 471-CITY (2489)
from San Pedro	(310) 547-CITY (2489)
from Van Nuys	(818) 904-9450

For information, please go to the City's website: <http://ita.lacity.org/ForResidents/CouncilPhone/index.htm>

Information on agenda items may be obtained by calling the Commission Office at (213) 202-2640. Copies of the agenda and reports may be downloaded from the Department's website at [www.laparks.org](http://www.laparks.org).



REPORT OF GENERAL MANAGER

NO. 15-102

DATE May 20, 2015

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: VARIOUS COMMUNICATIONS



General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

The following communications have been received by the Board and recommended action thereon is presented.

From:

Recommendation:

1) Mayor, forwarding Executive Directive No. 7: Sustainable City pLAn.

Note and File.

2) Mayor, forwarding Executive Directive No. 8: Clean Streets Initiative.

Note and File.

3) City Attorney, relative to Ashley Solomon v. City of Los Angeles, Los Angeles Superior Court Case No. BC570345, and third-party matter regarding Amano McGann, Inc.

Note and File.

4) Councilmember LaBonge, relative to a proposed zipline in Runyon Canyon Park.

Note and File.

5) City Clerk, relative to the funding for the site-specific master plan for the Central Service Yard located at 3900 West Chevy Chase Drive, Los Angeles.

Note and File.

REPORT OF GENERAL MANAGER

PG. 2

NO. 15-102

- 6) City Clerk, relative to funding for the construction of improvements to the Baldwin Hills Recreation Center. Note and File.
- 7) Chief Legislative Analyst, forwarding the Legislative Report for the weeks ending April 10, and April 17, 2015. Note and File.
- 8) Eighty-eight communications, relative to the Greek Theatre. Note and File.
- 9) Nine communications, relative to re-opening Mount Hollywood Drive in Griffith Park to vehicular traffic. Note and File.
- 10) Wendi Riser, to Sr. Park Maintenance Supervisor Abel Perez, relative to the care his staff takes of Hermon Park. Note and File.
- 11) Joyce Dillard, three communications relative to various issues on the April 15, 2015 Agenda. Note and File.  
(Board Report Nos. 15-071, 15-073, 15-076)
- 12) Laura Darlington, relative to the Griffith Park Crystal Springs – New Baseball Fields (W.O. #E170110B) project. Note and File.  
(Report No. 14-061)
- 13) Jerry G. Petryha, Esq., tendering his resignation from the Griffith Park Advisory Board. Note and File.
- 14) Danny Segev, relative to harassment in Holmby Park. Referred to General Manager.
- 15) Lindsay Perez, relative to a proposed event in Brand Park. Referred to General Manager.
- 16) Derrick Allen, Alan Pacific Group, relative to re-opening the golf pro shops at Rancho Park, Woodley Lakes, and Hansen Dam. Referred to General Manager.

REPORT OF GENERAL MANAGER

PG. 3

NO. 15-102

17) Anonymous, relative to the hiring practices at the Griffith Observatory.

Referred to General Manager.

This report was prepared by Paul Liles, Clerk Typist, Commission Office.





REPORT OF GENERAL MANAGER

NO. 15-103

DATE May 20, 2015

C.D. 6

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MID-VALLEY INTERGENERATIONAL MULTIPURPOSE CENTER (W.O. #E170239F) – RELEASE OF STOP PAYMENT NOTICE ON CONSTRUCTION CONTRACT NO. 3442

R. Adams	_____	V. Israel	_____
*R. Barajas	<u>CSD f</u>	K. Regan	_____
H. Fujita	_____	N. Williams	_____

  
 \_\_\_\_\_  
 General Manager

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board accept the following Release of Stop Payment Notice.

SUMMARY:

RELEASE OF STOP PAYMENT NOTICE:

The Department is in receipt of a Release of Stop Payment Notice filed by the claimant below, which releases the Board from any and all liability for withholding funds from the general contractor or the surety:

<u>Contract 3442</u>	<u>CD 6</u>	
Mid-Valley Multipurpose Intergenerational Center (W.O. #E170239F1) Project	General Contractor:	Mallcraft, Inc.
Project Status: 100% complete	Claimant:	Eckles Construction, Inc.
Project Impact: none	Amount:	\$10,548.86

FISCAL IMPACT STATEMENT:

There is no fiscal impact to the Department's General Fund, as funds have already been appropriated for this purpose.

This Report was prepared by Paul Liles, Clerk Typist.





REPORT OF GENERAL MANAGER

PG. 2

NO. 15-104

Contract 3442      CD 6

Mid-Valley Multipurpose Intergenerational  
Center (W.O. #E170239F1) Project

Project Status: construction

Project Impact: none

General Contractor:	Mallcraft, Inc.
Claimant:	Prime Steel, Inc.
Amount on Hold:	\$89,826.96
Partial Release of:	\$80,532.06
Balance to Withhold:	\$9,294.90

The Department is in receipt of an Unconditional Waiver and Release of Stop Payment filed by the claimant below, which releases the Board from any and all liability for withholding funds from the general contractor or the surety:

Contract 3446      CD 8

St. Andrews Recreation Center – Outdoor  
Sports Development (W.O. #E170302F)

Project Status: construction

Project Impact: none

General Contractor:	Pima Corporation
Claimant:	McWil Sports Surfaces, Inc.
Amount:	\$8,248.00

FISCAL IMPACT STATEMENT:

There is no fiscal impact to the Department's General Fund, as funds have already been appropriated for this purpose.

This Report was prepared by Paul Liles, Clerk Typist.

REPORT OF GENERAL MANAGER

NO. 15-105

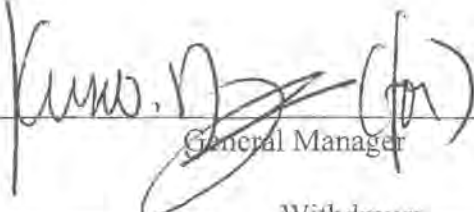
DATE May 20, 2015

C.D. 8

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SAINT ANDREWS RECREATION CENTER – NAMING OF GYMNASIUM BUILDING IN HONOR OF MR. BRAD PYE, JUNIOR

R. Adams	_____	V. Israel	_____
*R. Barajas	<u>CSP</u>	K. Regan	_____
H. Fujita	_____	N. Williams	_____

  
 \_\_\_\_\_  
 General Manager

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Grant approval to name the gymnasium building at Saint Andrews Recreation Center, the Brad Pye, Jr. Athletic Center, in honor of Mr. Brad Pye, Jr.; and,
2. Authorize the installation of appropriate park signage.

SUMMARY:

Saint Andrews Recreation Center is an 8.58 acre community park located at 8701 South Saint Andrews Place, Los Angeles, California 90047. The facility includes an indoor gymnasium/auditorium, lighted baseball diamonds, indoor and outdoor basketball courts, a football field, picnic tables, tennis courts, as well as sports and after school programs.

In 2014, the Department of Recreation and Parks (RAP) considered a request from Council Office 8 to rename Saint Andrews Recreation Center as Brad Pye, Jr. Recreation Center in honor of Brad Pye Jr. Unfortunately, under the Board’s adopted Naming Policy, a RAP facility can’t be named for a person who is still living. Therefore, since Mr. Pye, is very much alive, the request was denied.

## REPORT OF GENERAL MANAGER

PG. 2                      NO. 15-105

Recently, the Council Office subsequently submitted to staff a revised request to name the indoor gymnasium feature at this facility the Brad Pye, Jr. Athletic Center. RAP staff has reviewed this revised request and finds that it falls within the parameters of the Board's Policy. As stated in the policy, the naming of a feature within a park for a person is allowed if that person is of 'unique significance' and where there is 'compelling and impressive substantiation demonstrating how the interests of City and its residents were served or impacted.'

Brad Pye, Jr. served and positively impacted the Los Angeles community in many ways. He was the first African-American President of the Department of Recreation and Park Board of Commissioners, serving on the Commission from 1969 to 1979 and elected Commission President for four separate appointments from 1970 to 1971, 1972 to 1973, 1973 to 1974, and 1977 to 1978. He is credited during his time on the Board of Commissioners for opening senior positions within the Department to African American employees, thus paving the way for Algin Sutton to be the first African-American Assistant General Manager of the Department and Jackie Tatum to be the first African-American General Manager of the Department.

In addition, Brad Pye, Jr. spent much of his life in the Central Avenue area of Los Angeles, near the Saint Andrews Recreation Center. He attended both Lafayette and Carver Junior High Schools and Jefferson High School before majoring in journalism at East Los Angeles College. Mr. Brad Pye Jr. was employed by the County of Los Angeles where he worked for over 24 years for the County Angeles, first as a senior deputy in the Second Supervisorial District which includes Saint Andrews Recreation Center and then as a manager within the Department of Children and Family Services. He is perhaps most widely remembered for his prolific career as a sportswriter and commentator having written for the Los Angeles Sentinel, L.A. Watts Times and Inland Valley News newspapers and broadcasting on radio stations KGFJ, KJLH, KACE and KDAY. Mr. Pye also served as a Commissioner on the Los Angeles Memorial Coliseum and Sports Arena Commission from 1967 to 1979. During his tenure as a sportswriter Mr. Pye would also host mentoring sessions at St. Andrews Recreation Center for local youth, thus strengthening the nexus between Mr. Pye and this particular park.

Given the 'compelling and impressive substantiation demonstrating how the interests of City and its residents were served or impacted' by Brad Pye, Jr., as well as his historic accomplishments in the fields of youth and professional sports, Recreation and Parks management and are in support of the recommendation to name the existing gymnasium at Saint Andrews Recreation Center the Brad Pye, Jr. Athletic Facility.

Staff has determined that the subject project is exempt from provisions of the California Environmental Quality Act (CEQA), pursuant to Article III, Section 1, Class 11 (1), of the City CEQA guidelines, which provides for placement of signs on park property as accessory structures to recreational facilities.

REPORT OF GENERAL MANAGER

PG. 3

NO. 15-105

FISCAL IMPACT STATEMENT:

There is no fiscal impact to the Department for the naming of this indoor gymnasium as the costs for the creation and installation of the appropriate signage will be paid for by funds provided by the Council Office.

This report was prepared by Cid Macaraeg, Senior Management Analyst II, Planning, Construction and Maintenance Branch.







**Brad Pye Jr.  
Athletic Center**

Saint Andrews Recreation Center



REPORT OF GENERAL MANAGER

NO. 15-106

DATE May 20, 2015

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AQUATICS SUMMER SWIM PASS – AMENDMENT TO SCHEDULE OF RATES AND FEES

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

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

  
\_\_\_\_\_  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board:

1. Approve the proposed amendment to the Aquatics pages of the Department of Recreation and Parks' Schedule of Rates and Fees for Aquatics Pool Admission, as outlined in the body of this Report and attached Schedule (Attachment 1), effective upon Board approval;
2. Authorize staff to amend the Aquatics Section of the Schedule of Rates and Fees to incorporate these changes; and,
3. Authorize the General Manager to make any necessary technical changes and incorporate those changes into the rates and fees.

SUMMARY:

The City of Los Angeles (City), Department of Recreation and Parks (Department) operates 38 seasonal and 16 year-round swimming facilities. Youth recreational swim (17 years and under) is a programming component offered at all sites. In June 2014 the entrance fee for youth swim increased from free to \$1.00. Youth attendance in 2013 was 341,357 and in 2014, 234,379. Youth attendance dropped by 105,978 for the summer of 2014.

REPORT OF GENERAL MANAGER

PG. 2

NO. 15-106

To increase youth attendance it is proposed the Department offer a Youth Summer Swim Pass at a discounted rate of \$25.00 for unlimited recreational swim entries Memorial Day Weekend through Labor Day at all year-round, seasonal, and Hansen Dam swim facilities. This is to encourage youth swimming by allowing a youth the opportunity to swim 104 days for \$25.00. The Youth Summer Pass will be made available for sale at all aquatic facilities immediately through the second week of August. Proration of cost will not be permitted.

FISCAL IMPACT STATEMENT:

Single sale youth entries may go down but, the increase in the purchase of youth passes may offset the impact to the Department's General Fund.

This report was prepared by Patricia Delgado, Principal Recreation Supervisor I, Aquatic Division.

AQUATICS  
(Revised ~~06/11~~ 04/15)

PUBLIC USE

Pool opened for public use

POOL ADMISSIONS

Adult (Age 18-64)	\$3.50 ( <i>Persons with disabilities are charged at a discounted rate of \$1.00. \$0.15 of the \$3.50 fee to be deposited into MRP* Fund Account</i> )
Youth (Age 17 and under)	\$1.00
<b>Youth Summer Swim Pass</b>	<b>\$25.00 (Allows youth unlimited recreational swim entries from Memorial Day weekend through Labor Day at all year-round, seasonal, and Hansen Dam swim facilities)</b>
Older Adults (Age 65 and over)	\$1.00

\* Municipal Recreation Program (MRP) funds the pool's normal replacement program.

LAP SWIMMING PREPAID PASSES

Adult (Age 18-64)	\$87.50 for 30 admissions (Persons with disabilities are charged at a discounted rate of \$25.00. \$4.00 of the \$87.50 fee to be deposited into MRP Fund Account)
Youth (Age 17 and under)	\$25.00 for 30 admissions
Older Adults (Age 65 and over)	\$25.00 for 30 admissions

PROGRAM CHARGES

Group Swimming Lessons (for age 4 and over)	
Non-Urban Impact Centers: Adult (Age 18-64)	\$50.00/series (8-10 lessons) (\$1.00 of each series to be deposited into Pool MRP Fund Account)

AQUATICS - (continued)

Youth (Age 17 and under. Ages 6 and under must be accompanied by an adult) \$40.00/series (8-10 lessons) (\$1.00 of each series to be deposited into Pool MRP Fund Account)

Urban Impact Centers:  
Adult (Age 18-64) \$40.00/series (8-10 lessons) (\$1.00 of each series to be deposited into Pool MRP Fund Account)

Youth (Age 17 and under. Age 6 and under must be accompanied by an adult) \$20.00/series (8-10 lessons) (\$1.00 of each series to be deposited in Pool MRP Fund Account)

Day Camp - L.A. City \$0.50/person/lesson (\$0.15 to MRP Fund Account)

Junior Lifeguard Program, L.A. City Competitive Team Sports, and Lifeguard Training Classes

Participation fees based on actual cost of program materials (100% deposited to pool MRP for cost of materials associated with the program/class).

Water Safety Presentations for Recreation Center No Charge

DAY CAMP/GROUP USE

Any organized group affiliated with agency, business or non-profit. Additional staffing and maintenance fees may be assessed based on the size of the group. Staff fees if charged will be according to the General Instructions and Policies Regarding Rates and Fees Section of the Department’s Schedule of Rates and Fees.

L.A. City Recreation Center Day Camp No Charge  
Non-Profit Day Camp \$2.00/person  
Private Day Camps \$3.00/person

PRIVATE USE (Pool closed to the public)

In addition to permit charges for use of the facility when the pool is closed to the public, staff fees for required lifeguard ratio apply. The required number of lifeguards mandated by Title 24 is outlined below. The instructor or group representative must remain on deck at all times.

1 - 50 persons 2 lifeguards  
51 – 100 persons 3 lifeguards  
101 – 200 persons 4 lifeguards  
201 – 300 persons 6 lifeguards

Additional Fees for Private Use

AQUATICS - (continued)

Page 3 of 5

At the discretion of the Aquatics Director, some events or activities may require additional maintenance, security, and/or event monitoring staff, depending on the size of the groups, scope of activities, or other factors. Part-time staff fees are established in the General Instructions and Policies Regarding Rates and Fees Section of the Department's Schedule of Rates and Fees, and are to be deposited to the facility MRP. Full-time staff fees will be charged at the current overtime rate. A fee for maintenance materials and usage of facility equipment may be assessed based on permit group attendance and facility usage.

L.A. City Day Camp usage by groups of 150 or more during a pool's normally scheduled open hours, which restrict public use and require the pool manager to extend the pool hours to the public, will be charged a fee of \$125.00 (*to be deposited into MRP account*) to pay for pool staff (i.e. Pool Manager, Pool Clerk, Locker Attendant) for private use of the pool facility while closed to the public.

Board of Education/Community College Facility Use Fee

Classes/Team practices (2 hour minimum)	
Parties (1 hour minimum)	
1 - 50 persons	\$40.00/hour
51 - 100 persons	\$60.00/hour
Swim Meets	
(Including setup and cleanup time 3 hour minimum)	\$75.00/hour

Private Educational Institution Facility Use Fee

Classes/Team Practices (2 hour minimum)	
1 - 50 persons	\$50.00/hour
51 - 100 persons	\$70.00/hour
Swim Meets (3 hour minimum)	\$75.00/hour

PERMIT CHARGES

Closed to Public

	<u>Urban Impact</u>	<u>Non-Urban Impact</u>
1 - 50 persons	\$50.00/hour	\$70.00/hour
51 - 100 persons	\$95.00/hour	\$105.00/hour
101 - 200 persons	\$180.00/hour	\$200.00/hour
201 - 300 persons	\$260.00/hour	\$280.00/hour

Training Group Pool Use (long and short courses)

Maximum use per lane: 7 adults or 9 youths  
Prices apply to all long and short course training permit groups.  
No group or groups shall be issued a permit to utilize more than 50% of the total lap lanes available during normal operating hours.

Pool Open

Youth (Age 7-17)	\$1.50/person/day ( <i>\$0.15 to MRP Fund Account</i> ) plus \$3.00/hour/lane
Adult (Age 18 & older)	\$3.50/person/day ( <i>\$0.15 to MRP Fund Account</i> ) plus \$3.00/hour/lane

AQUATICS - (continued)

Page 4 of 5

Minimum fee of \$30.00/hour  
20% discount group rate on 25 admissions (\$2.00 to MRP)

Pool Closed (7 years or older)	\$50.00/hour
Swim Meets (includes set-up and take-down)	\$75.00/hour
Timing System	
Rental	\$100.00 to be deposited to facility MRP Fund Account
Official (Minimum of 2 hours)	Current Part-Time rate per GENERAL INFORMATION PAGE

Scuba Group Pool Use

See Aquatic Private Exclusive Group Rates  
Current Part-Time rate per GENERAL INFORMATION PAGE

Aquatic Film Permit Fees

100% to be deposited into the Department of Recreation and Parks General Fund

Aquatic facilities are designated as Special Use facilities. Motion Picture companies will be required to contact the Department's Film office (323-644-6220). The facility use fee shall apply to filming as well as the Non-urban Impact rate. Filming use may also require paying a pool fill fee (if the pool is empty), operational costs (equipment and utility charges), and an appropriate staff salary for monitoring.

Equipment Rental (100% into aquatic facility MRP Fund Account)

Monitor Fee (100% deposited into MRP Fund Account)

Service and Equipment Fee

Monitor	See General Rates and Fees Page	(2 hour minimum)
Accessories (kickboards, pull buoy's, rescue equipment)		\$25.00
Custom Safety Line		\$25.00
Starting Blocks (set)		\$250.00
Timing System		\$500.00 plus monitor (2 hour minimum)
Water Polo Shot Clock		\$100.00 plus monitor (2 hour minimum)
Water Polo Goals		\$100.00 plus setup
Synchro Sound System/PA system		\$200.00 plus monitor (2 hour minimum)
Lane Lines		\$200.00 per set plus set up
Rescue Equipment		\$25.00
Pop Up Canopy		\$30.00
Lifeguard Tower		\$50.00 per hour

Deposit for Equipment Rental

At the discretion of the Aquatics Director, a deposit may be taken for equipment rental up to the actual replacement costs per unit.







REPORT OF GENERAL MANAGER

NO. 15-107

DATE May 20, 2015

C.D. 4


BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK PONY RIDE, INC. – APPROVAL OF PRICE INCREASE

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

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

*VA*

  
\_\_\_\_\_  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board approve the proposed ticket price increase for the Griffith Park Pony Ride, from Three Dollars (\$3) to Four Dollars (\$4) per ride, effective upon Board approval.

SUMMARY:

The Concessionaire of the Griffith Park Pony Ride has been in operation since 1980, offering a variety of pony rides including a pony sweep for toddlers, walking and trotting ponies for children under eighteen (18) years of age and one hundred (100) pounds, and a pony-pulled wagon for adults and children.

The Concessionaire currently charges Three Dollars (\$3) for all rides. The last price increase, from Two Dollars (\$2) to Three Dollars (\$3) per ride, was approved by the Recreation and Park Commission on January 3, 2007 (Report No. 07-09).

According to the Concession Agreement between the City and the Concessionaire, the standard to be used for the approval or disapproval of prices shall be the prevailing market price for the same type of service. Staff has verified that the proposed price is not only within the range of market prices but is on the affordable end of the scale as demonstrated in the following price list of comparable concession operations:

REPORT OF GENERAL MANAGER

PG. 2

NO. 15-107

<u>Concession Facility</u>	<u>Price</u>
Irvine Regional Park	\$5
Lakewood Equestrian Center	\$5 for hand-walked pony; \$6 for trotting pony
Montebello Barnyard Zoo	\$4
Peltzer Farms, Temecula	\$5

The proposed price increase will help offset increased expenses in feed, veterinarian services, insurance, and payroll taxes; an official notice of the proposed increase was published in accordance with California Code Section 6062a.

In 2014, the Concessionaire paid a total of One Hundred Thirty-Eight Thousand, Two Hundred Thirty Dollars (\$138,230) in rent to the City. Assuming 2014 gross ticket sales and rent figures continue in the coming years, the proposed price increase would yield approximately Forty-Six Thousand Dollars (\$46,000) in additional revenue per year to the Department, an increase of approximately thirty-three percent.

FISCAL IMPACT STATEMENT:

Approval of the One Dollar (\$1) price increase would provide an estimated Forty-Six Thousand Dollars (\$46,000) in additional revenue to the Department. Ninety percent of revenue received is deposited into the Department's General Fund and ten percent (10%) is deposited into the Concession Improvement Account.

This Report was prepared by Agnes Ko, Senior Management Analyst II, Concessions Unit and Lisa Shinsato, Management Analyst II, Concessions Unit.

REPORT OF GENERAL MANAGER


NO. 15-108

DATE May 20, 2015

C.D. 13

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: ECHO PARK BOATHOUSE CAFÉ CONCESSION – REQUEST FOR PROPOSALS

R. Adams	_____	*V. Israel	
R. Barajas	_____	K. Regan	_____
H. Fujita	_____	N. Williams	_____

  
 \_\_\_\_\_  
 General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Approve the Echo Park Boathouse Café Concession Request for Proposals (RFP) for a three (3) year Concession Agreement (Agreement), substantially in the form on file in the Board Office, subject to review and approval of the City Attorney as to form;
2. Direct the Board of Recreation and Park Commissioners (Board) Secretary to transmit the RFP to the City Attorney for review and approval as to form;
3. Direct staff, subsequent to City Attorney review and approval as to form, to advertise the RFP and conduct the RFP process;
4. Authorize the General Manager, or designee, to make any necessary technical changes and incorporate such changes in the RFP.

SUMMARY:

The Echo Park Boathouse Café Concession (Concession) is in the fifteen hundred (1,500) square foot Echo Park Boathouse (Boathouse), located at 751 N. Echo Park Avenue in Echo Park, Los Angeles, CA 90026, on the east side of Echo Park Lake (Lake). The Boathouse was originally constructed in 1932. The design of the Boathouse is in the Spanish Colonial Revival Style. The Boathouse is a historically significant contributing element to the park surrounding Echo Park Lake (Park). The thirteen (13) acre Lake is surrounded by the Park, with eleven (11) acres of open recreational space. In 2006, the City of Los Angeles (City) designated the Park as Historic-Cultural Monument (HCM) No. LA-836.

Other amenities located close to the Lake include a baseball diamond, lighted indoor and outdoor basketball courts, a play area for children, a lighted football field, two (2) swimming pools, a

## REPORT OF GENERAL MANAGER

PG. 2

NO. 15-108 —

soccer field, and lighted tennis courts. Besides offering a variety of recreational activities to be enjoyed by patrons, the historic Park has also long been a popular location for Hollywood filming.

The Boathouse has undergone several aesthetic and building system retrofits throughout the years. Phase I of the most recent rehabilitation effort, the Echo Park Boathouse Rehabilitation Project (Project), was completed in 2007. The Project entailed preserving the existing piles, rehabilitating the dock and providing individuals with disabilities access to the dock.

In July 2012, Phase II of the Project, including the aesthetic, and structural retrofit of the existing building and mechanical systems, was completed. The Boathouse rehabilitation was a small part of the larger Project. Two (2) long-term concessions are to be developed and located in the Boathouse, a café operation and a pedal boat rental operation.

On July 20, 2013, the Café Concession opened for operation on an interim basis, under a ninety (90) day interim permit with Square One Dining and included the exclusive right and obligation to staff, equip and operate the café. The Concession offers Park patrons and the neighboring community a moderately-priced gourmet food menu of baked goods, breakfast items, sandwiches, salads and non-alcoholic beverages.

On October 2, 2013, the Board approved and awarded Square One Dining a one (1) year concession agreement (Agreement) with two (2), one (1) year options to extend the Agreement at the discretion of the General Manager of the Department of Recreation and Parks (Department) (Board Report No. 13-244), to operate and maintain the Café Concession while an RFP for a three (3) year Agreement is developed for release. The Agreement was reviewed and approved by the Mayor's Office and the City Attorney's Office as to form. The Agreement (Contract Agreement No. 273) was executed on October 4, 2013. Square One Dining is currently operating the Café Concession. From January 2014 through December 2014, Square One Dining generated average monthly gross receipts of Forty-five Thousand Two Hundred and Twenty Dollars (\$45,220.00). An average monthly revenue share of Two Thousand Two Hundred and Sixty Dollars (\$2,260.00) was paid to the Department. The first one-year extension option was exercised. The Agreement will expire on October 10, 2015. The one (1), one (1) year option to extend the Agreement remains.

The Café Concession operation is very well received by the community. Staff anticipates continued success for the Concession. Park patrons enjoy the café's outdoor seating and moderately-priced gourmet health-conscious menu.

Staff has developed and is now ready to release, at the direction of the Board, a RFP for the operation and maintenance of the Concession. With this RFP, the Department seeks a qualified, experienced, and financially sound operator who will meet or exceed the Department's expectations in all operational and financial areas, and optimize service to the public and profitability of the Concession.

REPORT OF GENERAL MANAGER

PG. 3

NO. 15-108

Proposal and Contractual Provisions

1. Proposal Deposit: A Five Thousand Dollar (\$5,000.00) proposal deposit will be required with the submission of each proposal.
2. Term: Three (3) years.
3. Revenue-Sharing Terms: The Minimum Acceptable percentage for this RFP is nine percent (9%) of gross receipts for all food and beverage sold during the three (3) years. The annual minimum revenue-sharing payment for this Concession per calendar year will be determined by the proposer in the Pro Forma section of the selected proposal or Twenty-seven Thousand One Hundred and Forty Dollars (\$27,140.00), whichever is greater. If the annual minimum revenue-sharing payment is not met by December 31<sup>st</sup> of each calendar year, the difference between the actual revenue-sharing payment received by the Department and the annual minimum revenue-sharing fee will be due to the Department by January 15<sup>th</sup> of the subsequent year, pro-rated as necessary for the first year of operation or fractional part thereof, and pro-rated as necessary for the final year of operation or fractional part thereof.
4. Concession Improvements: No concession improvement proposals are required in the RFP. Physical improvements, repairs or physical alterations to the Boathouse are restricted due to the historical significance of the facility.

The Boathouse is a historically significant contributing element to the Park, which is designated as HCM No. LA-836 in accordance with Chapter 9, Article 1 of the Los Angeles Administrative Code. HCM No. LA-836 is listed in the California Register of Historic Resources as eligible for the National Register of Historic Places. The Boathouse is considered historically significant for California Environmental Quality Act (CEQA) purposes.

During the term of the Agreement, no improvements, repairs or physical alterations to the Boathouse may be initiated by selected proposer without prior written approval from the General Manager. In addition to written approval from the General Manager, the selected operator must also obtain the prior written approval of the Cultural Heritage Commission

for any proposed substantial alterations to the affected area, in accordance with Section 22.171.14 of the Los Angeles Administrative Code.

Any infractions, large or small, will be treated as a material breach of the Agreement and will be subject to all of the applicable laws, fines and penalties imposed by the City's Department of Building and Safety, as well as the Office of Historic Resources. Additional remedies may include the termination of the Agreement, including loss of all financial investment at the time of the breach.

## REPORT OF GENERAL MANAGER

PG. 4

NO. 15-108

5. **Improvements and Reserve Fund:** The Concessionaire, in addition to submitting a monthly revenue sharing payment, shall also submit to the Department a monthly reserve fund (Fund) payment in the amount of Two Hundred Dollars (\$200.00) per month for the purpose of repair, refurbishment, or replacement of equipment and capital improvements. This Fund shall not be used for routine repair and maintenance or replacement of equipment. The Fund shall be cumulative and carry-over from year-to-year during the term of the Agreement. In the event of the Agreement termination for any reason, or at the conclusion of the Agreement term, any amount in this Fund account will remain with the Department. Annually in January, the Concessionaire may submit a request for use of the Fund for expenditures in the coming year, for review and the written approval of the General Manager. In the event of emergency, the Concessionaire shall request in writing the use of the Fund for other purposes, or the General Manager may request use of the Fund on a specific repair, refurbishment, or replacement.
6. **Utilities:** The Concessionaire shall be responsible for utility charges associated with the Concession. Charges may include, but are not limited to, deposits, installation costs, meter deposits, and all service charges for water, gas, electricity, heat, air-conditioning, trash pick-up, and other utility services to the premises, and shall be paid by the Concessionaire regardless of whether such utility services are furnished by the City or by other utility service providers. The Concessionaire will pay directly for telephone services, which will be in the name of the Concessionaire. In the event that individual utility meters are not available, the Concessionaire shall remit, on a monthly basis in conjunction with revenue-sharing and monthly reserve fund payments to the Department, the amount of Four Hundred Fifty Dollars (\$450.00) as payment for utilities. Payment of utilities will be subject to increase after the first year of operation to cover increasing utility costs.
7. **Contractual and Financial Terms:** The City will enter into an Agreement whereby the City has no financial responsibility or liability for operation of the Concession and the City will share in profits in the form of a percentage of gross revenue and annual minimum revenue sharing payment in addition to monthly reserve fund payment and utility payments if applicable.
8. **Performance Deposit:** A Performance Deposit (Deposit) will be required to be maintained for the duration of the Agreement in the amount of Five Thousand Dollars (\$5,000.00). The Deposit will be in the form of a cashier's check made out to the City of Los Angeles.

### Evaluation Process

Proposals will be evaluated in two (2) Levels. Level I will be a check and review by Concessions Unit staff for required compliance to City contracting requirements and submittal documents. Level II will be a comprehensive evaluation of the proposals by a panel comprised of qualified persons not part of the Concessions Unit that may include individuals outside the Department. Proposers must successfully pass Level I to proceed to Level II.



## REPORT OF GENERAL MANAGER

PG. 5

NO. 15-108

### RFP Evaluation Criteria Areas

For the purposes of evaluation, the proposals that passed Level I will be evaluated on the criteria below (Level II):

- 1) Business Plan (20 points possible)
- 2) Proposed Operational Plan for the Echo Park Boathouse Café Concession (20 points possible)
- 3) Proposed Revenue-Sharing Payment (60 points possible)

The RFP documents will be advertised in the Los Angeles Daily Journal; made available on the Department's website; and posted on the Los Angeles Business Assistance Virtual Network (BAVN). A letter inviting bids will be mailed to organizations and individuals from a mailing list maintained by the Concessions Unit.

A mandatory Pre-Proposal Conference will be held approximately one (1) month after the release of the RFP in order to provide potential proposers with a review of the submittal documents, compliance documents and requirements for the Business Inclusion Program (BIP) as mandated by the Mayor's Executive Directive No. 14, Villaraigosa Series, and the Board's policy for the adoption and implementation of BIP (Board Report No. 12-050, approved February 15, 2012). Additionally, a mandatory site walk will be conducted after the conference in order for the potential proposers to view the facility to get a better understanding of the operation and maintenance of the Concession.

### FISCAL IMPACT STATEMENT:

Releasing the Request for Proposals will have no impact to the Department's General Fund.

Report prepared by Felice Chen, Management Analyst II, Concessions Unit, Partnerships Division.



REPORT OF GENERAL MANAGER

NO. 15-109

DATE May 20, 2015

C.D. 14

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PERSHING SQUARE - CANCELLATION OF REQUESTS FOR PROPOSALS FOR FOOD AND BEVERAGE SERVICE CONCESSION AND BRANDED COFFEE CONCESSION; REQUEST FOR PROPOSALS FOR PERSHING SQUARE CAFÉ CONCESSION

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

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



General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Cancel the Request for Proposals (RFP) process for the Pershing Square Park Food and Beverage Service Concession approved by the Board on August 11, 2010 (Report No. 10-224);
2. Cancel the RFP process for the Pershing Square Branded Coffee Concession approved by the Board on November 19, 2014 (Report No. 14-288);
3. Approve the Pershing Square Café Concession RFP as described in the Summary of this Report, substantially in the form on file in the Board Office;
4. Direct the Board Secretary to transmit the Pershing Square Café Concession RFP to the City Attorney for review and approval as to form;
5. Direct staff to advertise the Pershing Square Café Concession RFP and conduct the RFP process, subsequent to the City Attorney's review and approval as to form; and
6. Authorize the General Manager or designee to make any necessary technical changes and incorporate such changes in the RFP.

## REPORT OF GENERAL MANAGER

PG. 2

NO. 15-109

### SUMMARY:

Pershing Square, located at 532 South Olive Street in Downtown Los Angeles has proven to be a popular venue with the public. The park hosts a summer concert series, winter season “Holiday on Ice” ice-skating rink, seasonal movie nights and other events, with each providing temporary food and beverage services. Although Pershing Square is also a popular setting for weekday lunch visits by the surrounding business community, a daily food or beverage service does not exist. The Department of Recreation and Parks (Department) explored the potential for providing such services on two (2) previous occasions.

On August 11, 2010, the Board of Recreation and Park Commissioners (Board) approved a Request for Proposals (RFP) process for the “Pershing Square Park Food and Beverage Service Concession” (Report No. 10-224), but nothing resulted from that effort as no proposals were received. The nation’s economy at that time was in a period of recovery from the financial crisis that impacted many business sectors, and it is believed that this may have contributed to the lack of response to the 2010 Food and Beverage Service RFP.

On November 19, 2014, the Board approved a second RFP process, for the “Pershing Square Branded Coffee” RFP (Report No. 14-288), which was to solicit proposals for a high-quality branded coffee service that would include fast and casual food, such as pastries, pre-packaged salads, sandwiches, and non-alcoholic beverages in addition to coffee.

### Modifications to the Existing Scope of Services

Subsequent to the Board’s approval of the Branded Coffee RFP, the Department recognized that the scope of the RFP severely limited the types of businesses that could operate at the site. In order to maximize the number of potential proposals, it was decided that the RFP should be expanded to solicit proposals from businesses that would provide a more extensive menu of freshly prepared items, compared to the coffee and pre-packaged foods as outlined in the Branded Coffee RFP. This decision was based in large part on the Board’s expressed interest in developing a more robust concessions operation that would increase potential revenue to the Department while providing quality service to patrons.

The change in scope from a branded coffee service to a full service café appears to be in alignment with the plans of potential proposers; the Department was contacted by a restaurant operator interested in opening a Baja-style cantina/taqueria, and a nation-wide high-end burger chain has also expressed interest in operating at the site. With Downtown Los Angeles in the midst of a renaissance, the area immediately surrounding Pershing Square has experienced a sizable increase in the amount of investment, as evidenced by the surge in commercial and residential development. With increased public transit options and the multitude of new construction projects for housing and retail, more residents and businesses are relocating back

## REPORT OF GENERAL MANAGER

PG. 3

NO. 15-109

into the downtown area. Staff believes this presents a prime opportunity for the Department to increase revenue and augment the park's amenities by reinstating a high-quality food and beverage service operator.

The Department has been in discussions with the Pershing Square Park Advisory Board (PAB), which welcomes the release of the RFP. The PAB is well aware that previous attempts to reintroduce a food and beverage service operator were unsuccessful, but with more people living, working and playing downtown, the site is now more attractive to proposers than was previously the case.

Therefore, staff recommends that the 2010 Food and Beverage Concession RFP (2010 RFP) and 2014 Branded Coffee RFP (2014 RFP) be cancelled, and that a third, 2015 "Pershing Square Café Concession" RFP (2015 RFP) be approved and released for processing, as further described in this report. With the re-stabilized economy and the resurgence of residential and commercial development in the vicinity of Pershing Square, it is anticipated that the 2015 RFP, as proposed herein, will generate more interest among potential proposers, thereby optimizing the Department's revenue generating potential, while enhancing the park experience for Pershing Square's patrons.

It is further recommended that the scope of operations for the 2015 RFP be structured to solicit proposals for a Café Concession that offers a menu of freshly prepared, hot food items with non-alcoholic and alcoholic beverage selections, in addition to pre-packaged menu items to be sold from mobile carts throughout Pershing Square. Thus, the following language from the 2014 RFP regarding minimum acceptable requirements should be excluded from the 2015 RFP:

- A minimum of five (5) years' experience as an established brand coffee trade name currently operating in at least thirty (30) locations throughout California; or
- A minimum of five (5) years' experience as an established brand coffee trade name currently operating in at least twenty (20) locations in ten (10) states across the Country.

Below is the proposed language for the minimum acceptable requirements for the 2015 RFP:

It is the Department's intent to enter into a contractual agreement with a Concessionaire who has a proven track record of operating a successful café business that includes alcoholic and non-alcoholic beverages, freshly prepared hot food items, and mobile food cart service. In order for the submitted proposal to be considered, all proposing entities must clearly demonstrate a minimum of five (5) years' experience in operating a successful business as described in this RFP.

## REPORT OF GENERAL MANAGER

PG. 4

NO. 15-109

### Modifications to Existing Terms and Provisions

Although many of the general terms and conditions in the previously approved 2014 RFP will remain in the 2015 RFP, staff proposes additional changes beyond the expansion of the scope of services to be provided. Proposed modifications to existing sections of the 2014 RFP, which will be included in the 2015 RFP, are outlined below.

### Proposal and Contractual Provisions

1. **Proposer's and Performance Deposits:** The Board approved language in the 2014 RFP that required a proposer's deposit and a performance deposit, each in the amount of Five Thousand Dollars (\$5,000.00), in the form of cashier's checks. The proposer's deposit is to be submitted with the proposal, and the performance deposit must be provided prior to the execution of the Concession Agreement. It is proposed that the required deposits be increased to Twenty Thousand Dollars (\$20,000.00) each, to ensure that only serious proposers with sufficient working capital apply for a contract award.
2. **Term:** The Board-approved 2014 RFP provided for a term of ten (10) years, with two (2) five-year options to renew at the sole discretion of the General Manager. It is requested that the term be decreased to ten (10) years, with no option to renew. This will allow the Department a greater level of flexibility in making essential changes to the operation of the concession if needed.
3. **Hours/Dates of Operation:** The Board-approved 2014 RFP states, "The selected contractor will ensure service is provided as follows: Subject to Negotiation. Seven (7) days a week, except for major holidays. Major Holidays will be defined and negotiated upon completion of the RFP process. Hours are subject to change with the prior written approval of the General Manager. The concession will be open, at a minimum, the same hours that the ice skating rink is open to the public during the annual Downtown on Ice event."

Proposed replacement language is as follows:

"At a minimum, the Concession shall be open for a minimum of six (6) hours per day, year round. Concessionaire must post the hours of operation in a location visible to the public and must be open for business during the hours posted. Exceptions to the normal operating hours are as follows:

- The Concession's hours of operation will coincide with City or Department sponsored special events. The Concessionaire is responsible for coordinating the hours of operation with the Pershing Square Facility Manager."

## REPORT OF GENERAL MANAGER

PG. 5

NO. 15-109

4. **Payment Terms:** The Board-approved 2014 RFP provided for a monthly flat rent of \$7,000.00 per month, at minimum, with a negotiated annual increase beginning in the third contract year.

It is proposed that the language be changed in the 2015 RFP as follows:

The minimum revenue-sharing payment required is the Annual Minimum Revenue-Sharing Guarantee of:

- \$48,000 annually for years one (1) through three (3) of the contract;
- \$63,000 annually for years four (4) through six (6) of the contract;
- \$84,000 annually for years seven (7) through ten (10) of the contract;

or

12% of gross receipts from all sales, whichever is higher.

The proposed revenue-sharing payments for the first three contract years equate to \$4,000 per month as opposed to the \$7,000 per month proposed in the Branded Coffee RFP. Staff believes the lower rental amount corresponds with the current size and amenities of the concession facility and will enable the Concessionaire to fund any proposed capital improvements.

5. **Alcoholic Beverages:** The Board-approved 2014 RFP contains language stating that no alcoholic beverages are to be consumed, dispensed, sold, or brought onto Premises.

Proposed language in the 2015 RFP will state that the purchase of alcoholic beverages will be limited to sales by the Concessionaire or, in the case of a City- or Department-sponsored special event, sales by a Department-approved vendor. Consumption will be limited to designated area(s). Designated area(s) may vary based on whether use is part of daily operation or part of a special event and will be determined on a case by case basis and according to applicable regulations.

### Modifications to the Evaluation Criteria

The Board-approved 2014 RFP included the following four (4) evaluation criteria:

- 1) Business Plan (40 points)
- 2) Sustainability Plan (20 points)
- 3) Rent Payment (20 points)
- 4) Facility Improvements (20 points)

REPORT OF GENERAL MANAGER

PG. 6

NO. ~~15-109~~

The evaluation criteria have been modified for the 2015 RFP and are as follows:

- 1) Business Plan (including Sustainability Plan) (20 points)
- 2) Proposed Revenue Sharing Payment (60 points)
- 3) Facility Improvements (20 points)

The modified point categories reflect the Department's focus on maximizing revenue generation at its concession facilities and provides for the implementation of a capital improvement plan.

Upon Board approval of the release of the 2015 RFP and City Attorney approval as to form, staff will move forward with the next steps in the process, which include advertising the business opportunity and making the RFP documents available to interested parties.

FISCAL IMPACT STATEMENT:

The Board's approval of, and authorization to release, the 2015 RFP including the proposed changes from the 2014 RFP as described in this Report, shall have no impact on the Department General Fund.

This Report was prepared by Agnes Ko, Senior Management Analyst II, Concessions Unit and Lisa Shinsato, Management Analyst II, Concessions Unit.



REPORT OF GENERAL MANAGER

NO. 15-110

DATE May 20, 2015

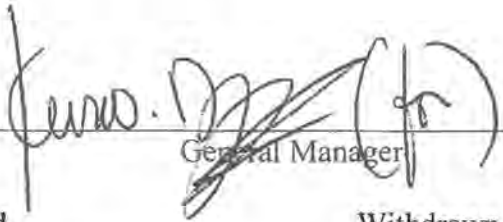
C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: APPROPRIATION FROM UNRESERVED AND UNDESIGNATED FUND BALANCE IN FUND 302 TO VARIOUS ACCOUNTS IN THE DEPARTMENT OF RECREATION AND PARKS

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

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

  
\_\_\_\_\_  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Subject to approval by the Mayor, authorize the appropriation of \$8,098,930.00 in Fund 302, Department 88, to various accounts as follows:

FROM:	Unreserved and Undesignated Fund Balance	\$8,098,930.00
TO:	Fund 302/88 Account 1070 – Salaries, As-Needed	\$1,300,000.00
	Fund 302/88 Account 3040 – Contractual Services	1,148,930.00
	Fund 302/89 Account TBD – System Developments	3,000,000.00
	Fund 205/88 Account TBD – Chatsworth Park South	500,000.00
	Fund 208/88 Account TBD – Van Ness Pool	2,000,000.00
	Fund 302/89 Account 704H – Deferred Maintenance	<u>150,000.00</u>
	Total	\$8,098,930.00

2. Authorize the General Manager to reserve \$7,044,152.00 in the Unreserved and Undesignated Fund Balance as part of our Fiscal Year 2014-15 budget as directed by the Mayor and Council and to work with the Controller’s Office to meet our budget mandate;
3. Authorize the General Manager to transfer \$3,000,000.00 from the Unreserved and Undesignated Fund Balance to Fund 302, Department 89 Account TBD – System Developments;

## REPORT OF GENERAL MANAGER

PG. 2

NO. 15-110

4. Authorize the General Manager to transfer \$500,000.00 from the Unreserved and Undesignated Fund Balance to Grants Fund 205, Department 88 Account TBD – Chatsworth Park South;
5. Authorize the General Manager to transfer \$2,000,000.00 from the Unreserved and Undesignated Fund Balance to Grants Fund 205, Department 88 Account TBD – Van Ness Pool;
6. Authorize the General Manager to transfer \$150,000.00 from the Unreserved and Undesignated Fund Balance to Fund 302, Department 89 Account 704H – Deferred Maintenance; and
7. Authorize the General Manager, his designee or the Chief Financial Officer to make technical corrections as necessary to those transactions included in this report.

### SUMMARY:

Budgeted funds appropriated to the Department of Recreation and Parks (RAP) which are uncommitted or unencumbered at the end of the fiscal year (FY) revert to RAP's Unreserved and Undesignated Fund Balance (UUFB) and are generally used to meet urgent, unforeseen RAP funding needs, or are re-appropriated in the current fiscal year for uses that were authorized in a prior year(s). The Board authorizes appropriations from the UUFB for a variety of purposes, subject to approval of the Mayor, and in accordance with Charter Section 343(b). The following transfers are being recommended to meet currently urgent and unfunded needs or to re-appropriate funding intended for FY 2014-15.

#### Balboa Sport Complex- \$200,000.00

RAP staff has determined that there is a need to resurface Parking Lot One to bring the lot up to current American with Disabilities (ADA) accessibility standards. RAP is requesting that \$200,000.00 be appropriated from the UUFB to Fund 302/88, Account 3040 – Contractual Services to cover this project cost.

#### Lanark Skate Park - \$150,000.00

In FY 2013-14, the City Council provided one-time funding in the amount \$150,000.00 to RAP's Adopted Budget from the Council District 3 portion of the AB1290 funds to be used for the construction of the Lanark Skate Park. The \$150,000.00 was received by RAP and reverted to the UUFB in FY 2013-14. RAP is requesting that the funds be re-appropriated from the UUFB to Fund 302/88, Account 3040 – Contractual Services to cover the costs of the construction.

## REPORT OF GENERAL MANAGER

PG. 3

NO. 15-110

### San Julian Park - \$147,296.00

The Single Room Occupancy Housing Corporation (SRO) provides the following services at San Julian Park: (1) manages the overall operations of San Julian Park seven (7) days a week; (2) provides security staff; (3) maintains orderliness and cleanliness; (4) ensures restrooms are well stocked and clean; (5) cleans the park area and surrounding streets and removes debris; (6) maintains landscaping; and (7) maintains calendar of events and activities. As part of the adopted FY 2014-15 budget, the Mayor and City Council approved \$147,296.00 for these services to be provided in FY 2014-15. RAP is requesting that \$147,296.00 be appropriated from the UUFB to Fund 302/88, Account 3040 – Contractual Services to cover the costs of services provided by SRO.

### Saint Andrews Recreation Center - \$278,609.00

RAP has accepted the bid for Contract No. 3468 in the amount of \$278,609.00 from California Landscape and Design dba California Skateparks for park improvements and tennis court repairs to be performed at the Saint Andrews Recreation Center. RAP is requesting that \$278,609.00 be appropriated from the UUFB to Fund 302/88, Account 3040 – Contractual Services to cover the costs of these improvements and repairs.

### East Wilmington Greenbelt Vest Pocket Park - \$68,525.00

RAP is requesting funding in the amount of \$68,525.00 as part of a 50% matching plan with Los Angeles Conservation Corps for improvements to the East Wilmington Greenbelt Vest Pocket Park. The Los Angeles Conservation Corps was selected for funding under the 1:1 Matching Tot Parks and Trails Enhancement Fund in the amount of \$127,282.00. The matching funds will support improvements to this facility which includes fencing and a resilient surfacing that goes beneath the play equipment. RAP is requesting that \$68,525.00 be appropriated from the UUFB to Fund 302/88, Account 3040 – Contractual Services to cover RAP's cost of these improvements.

### Bad News Bears Baseball Field at Westwood Recreation Complex – \$204,500.00

RAP is requesting funding in the amount of \$204,500.00 for improvements at the Westwood Recreation Complex. Funding was received from the California Department of Transportation in Fiscal year 2013-14 for permanent and temporary construction easements. The funding was intended to be used for Department-related work at any Department facility including Westwood Recreation Center, as determined by the General Manager. After careful consideration, Department staff has determined that this funding can best be used for improvements to Bad News Bears Baseball Field which include American's with Disabilities Act (ADA) compliant parking improvements, ADA pathway improvements, turf and irrigation, workout area

## REPORT OF GENERAL MANAGER

PG. 4

NO. 15-110

improvements, lighting improvements, and a new trash enclosure and fencing. RAP is requesting that \$204,500.00 be appropriated from the UUFB to Fund 302/88, Account 3040 – Contractual Services to cover the cost of the improvements.

### Oakridge Estate - \$100,000.00

In FY 2011-12 budget, the Arts and Cultural Facilities and Services Trust Fund provided funding in the amount of \$100,000.00 to restore the Oakridge Estate historic – Cultural Monument. The \$100,000.00 cash was received by RAP in current FY 2014-15, but the \$100,000.00 appropriation was reverted to the UUFB in FY 2011-12. RAP is requesting that funds be re-appropriated from the UUFB to Fund 302/88 Account 3040 – Contractual Services to cover the costs of this project.

### Chatsworth Park South - \$500,000.00

Approximately twenty-one (21) acres of Chatsworth Park South are developed with recreational facilities including a ten thousand (10,000) square foot recreational building, tennis courts, a basketball court, picnic areas, children play areas, parking areas, and open space. The facility has been closed to public access and use since the spring of 2008 because of hazards associated with lead pellets and sporting clay target debris from a former onsite small arms firing range (SAFR) operated prior to acquisition of the property by the Department. The Department has developed a Remedial Action Plan to address the cleanup of the contamination. This plan has been approved by the California Department of Toxic Substances Control. RAP is requesting that \$500,000.00 be appropriated from the UUBF to Fund 205/88, Account TBD – Chatsworth Park South to cover the start up costs of the project. The funds will be used for the completion of design of the selected remedial and construction engineering support.

### Van Ness Pool - \$2,000,000.00

RAP is requesting funding in the amount of \$2,000,000.00 for Van Ness Pool project. Funding will be used for design and construction of the Van Ness pool, bathhouse, and the surrounding amenities (deck, parking, landscape, etc.). RAP is requesting that \$2,000,000.00 be appropriated from the UUFB to Fund 205/88, Account TBD – Van Ness Pool.

### Solar Array Project Fencing - \$150,000.00

RAP is requesting funding in the amount of \$150,000.00 for fencing at the Harbor Regional Park. This funding will be used for design and to construct fencing around the Solar Array Project. RAP is requesting that \$150,000.00 be appropriated from the UUFB to Fund 302/89, Account 704H – Deferred Maintenance to cover the project cost.

### Salaries, As-Needed (Account 1070) - \$1,300,000.00

RAP has had to continue utilizing the services of part-time staff due to shortages in full-time personnel as a result of retirements, transfers, hiring freezes and promotions. The Da Vinci Fire

## REPORT OF GENERAL MANAGER

PG. 5

NO. 15-110

on December 8, 2014 also necessitated the use of part-time staff to relocate staff to temporary work locations. RAP has also responded to various small emergencies such as opening shelters for displaced residents due to apartment fires and the opening heating and cooling centers due to inclement weather. RAP will need additional funding in the Salaries-As Needed Account 1070 as the Department will open summer camps and seasonal pools in alignment with the closing of the Los Angeles Unified School Districts school year. RAP is requesting that \$1,300,000.00 be appropriated from the UUFB to Fund 302/88, Account 1070 – Salaries-As Needed to cover the cost of part-time salaries through the current fiscal year.

### Computer System Developments - \$3,000,000.00

RAP is requesting funding in the amount of \$3,000,000.00 for Information Technology (IT) improvements throughout the Department. The IT Division is undertaking an aggressive agenda to modernize RAP technologies in the areas of business applications, technology infrastructure, computational storage capacities, Internet/Intranet websites, mobile web and mobile applications. Business application components include: the Online Activity Catalog (OAC) Replacement System; Online Facility Reservation, Equitable Parks and Amenities Decisions Support Geographic Information System (E-PADSS GIS) Phase II; and upgrading the Cost Accounting Tracking System (CATS) Programmer Support. Technology infrastructure and computing capacity components include: a new IT Help Desk System; Data Backup, Redundancy, and Disaster Recovery Systems; data storage systems; improvement to data communications capacity; and servers and licenses for new systems. Internet/Intranet websites and mobile web and applications components include: the redesign and redeploy of RAP Internet and Intranet Websites and Web development tools, licenses and training. RAP is requesting that \$3,000,000.00 be appropriated from the UUFB to Fund 302/89/TBD, Account Name System Development. This funding is necessary to cover the costs of these technology improvements for the next several years and will be included as part of the strategic plan for the Information Technology Unit.

### FY 2014-15 Budget Requirement - \$7,044,152.00

As part of the adopted FY 2014-15 budget, the Mayor and Council approved RAP to reserve \$7,044,152.00 from the UUFB as a self-funding source to our adopted budget. This is the same amount that was allocated in FY 2013-14.

### FISCAL IMPACT STATEMENT:

The appropriation of \$8,098,930 is to re-appropriate funds that were authorized and received prior to FY 2013-14 and/or to appropriate funds that are needed in FY 2014-15 for RAP operations. The \$7,044,152.00 reserved in the RAP General Fund will be appropriated to revenue to support the RAP General Funded operations as needed.

REPORT OF GENERAL MANAGER

PG. 6

NO. 15-110

This report was prepared by Noel Williams, Chief Financial Officer, Finance Division.

REPORT OF GENERAL MANAGER

NO. 15-111

DATE May 20, 2015

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK – REQUESTS FOR PROPOSALS FOR OVERSIGHT OF THE GREEK THEATRE’S OPEN VENUE MODEL AND FOR OPERATION AND MAINTENANCE OF THE GREEK THEATRE FOOD AND BEVERAGE CONCESSION

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

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



  
\_\_\_\_\_  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Approve the Request for Proposals for Oversight of the Greek Theatre’s Open Venue Model for one (1) year, with two (2) one (1) year extension options exercisable at the sole discretion of the Department, along with approval of the Board of Recreation and Park Commission, substantially in the form on file in the Board Office, subject to review and approval of the City Attorney as to form;
2. Approve the Request for Proposals for the Operation and Maintenance of the Greek Theatre Food and Beverage Concession for one (1) year, with two (2) one (1) year extension options exercisable at the sole discretion of the Department, along with approval of the Board of Recreation and Park Commission, substantially in the form on file in the Board Office, subject to review and approval of the City Attorney as to form;
3. Direct the Board Secretary to transmit the two (2) Requests for Proposals (RFPs) to the City Attorney for review and approval as to form; and,
4. Direct staff, subsequent to City Attorney review and approval as to form, to advertise the RFPs and conduct the RFP process for the Oversight of the Greek Theatre’s Open Venue Model and for the Operation and Maintenance of the Greek Theatre Food and Beverage Concession.

## REPORT OF GENERAL MANAGER

PG. 2

NO. 15-111

5. Authorize the General Manager or designee to make any necessary technical changes and incorporate such changes in the RFP.

### 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. In 2014, the Greek Theatre generated \$27,270,564.00 in gross receipts; however, the revenue-sharing payments to the City of Los Angeles (City) Department of Recreation and Parks (RAP) totaled only \$1,977,312.00. This represents the total revenue share payment for all revenue categories of the venue including, but not limited to, food and beverage, parking, sponsorships and tickets sold.

On April 15, 2015, the Board approved General Manager's Report No. 15-082 authorizing RAP to proceed with implementation of an Open Venue model at the Greek Theatre. To begin implementing the Open Venue model, two (2) Requests for Proposals (RFPs) are required, one for the oversight of the open venue model and the other for the food and beverage concession.

### DISCUSSION:

#### **Request for Proposals for Oversight of the Greek Theatre Open Venue Model:**

The RFP on file with the Board Office is intended to solicit proposals from venue management companies that have extensive experience overseeing operations at venues similar to the Greek Theatre. The successful company will act as the Department's agent with respect to the day to day operations of the venue and implement the policies and procedures approved by the Board.

#### Proposal and Contractual Provisions

1. **Proposal Deposit:** A Twenty Thousand Dollar (\$20,000.00) proposal deposit will be required with the submission of each proposal.
2. **Term:** One (1) year, with two (2) one (1) year extension options exercisable at the sole discretion of the Department, along with approval of the Board of Recreation and Park Commission.
3. **Management Fee:** The annual management fee will be determined based upon the RFP responses.



## REPORT OF GENERAL MANAGER

PG. 3

NO15-111

4. Revenue-Sharing Terms: The revenue sharing fee for sponsorships and box seat sales will be determined based upon the RFP responses.
5. Utilities: The management company will be responsible for telephone and internet services costs. The Department will be responsible for electricity, water and gas services. The management company expressly agrees to comply with all City energy and water conservation programs.
6. Performance Deposit: A Performance Deposit will be required to be maintained for the duration of the Agreement in the amount of Five Hundred Thousand Dollars (\$500,000.00).

### Evaluation Process

Proposers must pass Level I Requirements (Exhibit C of the RFP) in order to proceed to Level II evaluation. Level I will be a check and review by staff for required City of Los Angeles contract compliance and submittal documents, as well as a review of the proposer's background and experience, contract history, business references and financial capacity. Level II will be a comprehensive evaluation of the proposals by an independent panel of subject matter experts.

### RFP Evaluation Criteria Areas

For the purposes of evaluation, the responsive proposals to Level I will be evaluated on the criteria below (Level II):

- 1) Operational Oversight and Management Plan and Costs (50 points possible)
- 2) Event and Concert Plan and Costs (30 points possible)
- 3) Sponsorship and Box Seats Revenue and Department Share Plan (20 points possible).

The RFP documents will be advertised in the Los Angeles Daily Journal, made available on the Department's website and posted on the Los Angeles Business Assistance Virtual Network (LABAVN). A letter inviting proposals will also be mailed to organizations and individuals from a mailing list maintained by the Concessions Unit. The Department seeks to complete the RFP process in August 2015.

A mandatory conference will be held in June 2015 to provide potential proposers with a review of the submittal documents, City contract compliance documents, including requirements for the Business Inclusion Program as mandated by Executive Directive No. 14, Villaragoisa Series, and the Board's policy (General Manager's Report No. 12-050 approved February 15, 2012). Shortly after the mandatory conference, a mandatory site walk will be conducted for potential proposers to view the facility to gain a better understanding of the operation at the

## REPORT OF GENERAL MANAGER

PG. 4

NO. 15-111

Greek Theatre. Additional site walks will be made available to potential proposers.

### **Request for Proposals for the Operation and Maintenance of the Greek Theatre Food and Beverage Concession:**

The RFP on file with the Board Office is intended to solicit proposals from food and beverage companies that have extensive experience providing food and beverage services at venues similar to the Greek Theatre.

#### Proposal and Contractual Provisions

1. Proposal Deposit: A Twenty Thousand Dollar (\$20,000.00) proposal deposit will be required with the submission of each proposal.
2. Term: One (1) year, with two (2) one (1) year extension options exercisable at the sole discretion of the Department, along with approval of the Board of Recreation and Parks Commission.
3. Revenue-Sharing Terms: The revenue sharing fee will be determined based upon the RFP responses.
4. Concession Improvements: There are no infrastructure improvements required from the successful company.
5. Utilities: The successful food and beverage company will be responsible for telephone, internet services and trash pick-up costs. The Department will be responsible for electricity, water and gas services. The company expressly agrees to comply with all City energy and water conservation programs.
6. Performance Deposit: A Performance Deposit will be required to be maintained for the duration of the Agreement in the amount of Three Hundred Thousand Dollars (\$300,000.00).

#### Evaluation Process

Proposers must pass Level I Requirements (Exhibit C of the RFP) in order to proceed to Level II evaluation. Level I will be a check and review by staff for required City of Los Angeles contract compliance and submittal documents, as well as a review of the proposer's background and experience, contract history, business references and financial capacity. Level II will be a comprehensive evaluation of the proposals by an independent panel of subject matter experts.

## REPORT OF GENERAL MANAGER

PG. 5

NO. 15-111

### RFP Evaluation Criteria Areas

For the purposes of evaluation, the responsive proposals to Level I will be evaluated on the criteria below (Level II):

- 1) Business Plan (25 points possible)
- 2) Front Plaza Operational Plan During the Concert Season (10 points possible).
- 3) Front Plaza Operational Plan During the Non-Concert Season (5 points possible).
- 4) Proposed Revenue-sharing Payment (60 points possible)

The RFP documents will be advertised in the Los Angeles Metropolitan News, made available on the Department's website and posted on the Los Angeles Business Assistance Virtual Network (LABAVN). A letter inviting proposals will also be mailed to organizations and individuals from a mailing list maintained by the Concessions Unit. The Department seeks to complete the RFP process in September 2015.

A mandatory conference will be held in July 2015 to provide potential proposers with a review of the submittal documents, City contract compliance documents, including requirements for the Business Inclusion Program as mandated by Executive Directive No. 14, Villaragoisa Series, and the Board's policy (General Manager's Report No. 12-050 approved February 15, 2012). Shortly after the mandatory conference, a mandatory site walk will be conducted for potential proposers to view the facility to gain a better understanding of the food and beverage operation at the Greek Theatre. Additional site walks will be made available to potential proposers.

### FISCAL IMPACT STATEMENT

Releasing the two (2) Requests for Proposals have no impact on the Department's General Fund.


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



FOR INFORMATION ONLY

CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS

May 20, 2015

TO: BOARD OF RECREATION AND PARK COMMISSIONERS  
FROM: MICHAEL A. SHULL, General Manager   
SUBJECT: 2015 SPECIAL OLYMPIC WORLD GAMES MARKETING UPDATE

Background

Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics is a global movement that unleashes the human spirit through the transformative power and joy of sports, every day around the world. Special Olympics empower people with intellectual disabilities to become accepted and valued members of their communities, which leads to a more respectful and inclusive society for all. Using sports as the catalyst and programming around health and education, Special Olympics is fighting inactivity, injustice and intolerance.

Special Olympics World Games (SOWG) 2015 Los Angeles

As the flagship event of the Special Olympics movement, the Special Olympics World Games will be held in Los Angeles from July 25 to August 2. More than half a million spectators will enjoy nine days of challenging and inspiring international competition as more than 7,000 athletes from 177 countries compete in 25 Olympic-type sports.

Promoting SOWG 2015

- Banners are being hung at various locations throughout our Park System (Griffith Park, Balboa Park, Cabrillo Beach, Elysian Park, Hansen Dam)
- SOWG presence on RAP main webpage
- SOWG volunteer link has been added on RAP's volunteer page
- SOWG presence on RAP Facebook
- Following SOWG Tweets and re-tweeting event promotions
- RAP will be hosting sporting events at three locations (Balboa Sports Complex, LA Equestrian Center at Griffith Park, Wilson and Harding Golf Courses), two additional locations that will be used as SWOG sites (EXPO Center, 1<sup>st</sup> and Broadway). SWOG links are added under calendar of events for each site.

## BOARD OF RECREATION AND PARK COMMISSIONERS

Page 2

- RAP Media Relations Team is working with SOWG Media Relations Team to help promote events taking place at locations hosted at RAP facilities (prior and during events)
- Each region camp site has scheduled field trips to take camp kids to a variety of SOWG sporting events
- Kaiser Operation Splash Event theme will be geared towards SOWG 2015 (event being hosted at Downey Pool, June 8, 2015)

This report was prepared by Rose Watson, Public Information Director,  
Public Relations/Marketing Division

MATTERS PENDING

Matters Pending will be carried for a maximum of six months, after which time they will be deemed withdrawn and rescheduled whenever a new staff report is received.

GENERAL MANAGER'S REPORTS:

<u>ORIGINALLY PLACED ON BOARD AGENDA</u>	<u>PLACED ON MATTERS PENDING</u>	<u>DEEMED WITHDRAWN</u>
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None

BIDS TO BE RECEIVED:

None

PROPOSALS TO BE RECEIVED:

None

QUALIFICATIONS TO BE RECEIVED:

7/14/15      Re-Issue of Electrical Construction, Retrofit, Maintenance and/or Repairs