

APPROVED

REPORT OF GENERAL MANAGER

NO. 14-056

DATE: March 5, 2014

**BOARD OF RECREATION
& PARK COMMISSIONERS**

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK HALLOWEEN EVENT – REQUEST FOR PROPOSALS

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

Approved _____

Disapproved _____

Withdrawn _____

[Signature]
General Manager

RECOMMENDATIONS:

That the Board:

- MAR 19 2014** Approve the Griffith Park Halloween Event Request for Proposals (RFP) for a five (5) year Contract, with one (1) five (5) year option to extend at the sole discretion of the Board, substantially in the form on file in the Board Office, subject to the review and approval of the City Attorney as to form;
- MAR 19 2014** Direct the Board Secretary to transmit the RFP to the City Attorney for review and approval as to form;
- MAR 19 2014** Direct staff, subsequent to City Attorney review and approval as to form, to advertise the RFP and conduct the RFP process; and,
- MAR 05 2014** Authorize the General Manager to issue a Right Of Entry Permit to Ten Thirty One Productions, LLC, and, the Los Angeles Park Foundation for the 2014 LA Haunted Hayride Event in Griffith Park while the Department conducts the RFP process.

SUMMARY:

Halloween has become a popular holiday with children, teenagers and adults. Month-long Halloween-oriented events have replaced the traditional one night “Trick or Treat” activity normally associated with Halloween. Public entities provide such themed events for families to enjoy and to generate revenue to support maintenance and recreation programs.

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For the past three (3) years, the Department has authorized a joint venture between Ten Thirty One Productions, LLC, the Los Angeles Parks Foundation, and the Department, to hold the LA Haunted Hayride Event in Griffith Park. The event has become a popular destination for residents and tourists during the Halloween season.

A long-term contract is now recommended to ensure the continued success of a Halloween event in Griffith Park. In order to find the best responsible company to provide this service and provide the Department with maximum revenue for cost recovery and support of activities in Griffith Park, the Department requests approval to release and advertise an RFP and conduct the RFP process.

Proposal and Contractual Provisions

1. Proposal Deposit: A \$5,000.00 proposal deposit will be required with the submission of each proposal.
2. Term: Five (5) years, with one (1) five (5) year option to extend at the sole discretion of the Board.
3. Hours / Dates of Operation: The selected contractor will ensure that the event is open to the public beginning in October of each year for a maximum of twenty (20) days. The allowable days and hours of operation are as follows:

Wednesday	from 7:00 p.m. to 10:30 pm (Optional Day)
Thursday	from 7:00 p.m. to 10:30 p.m. (Mandatory Day)
Friday	from 7:00 p.m. to 12:30 a.m. (Mandatory Day)
Saturday	from 7:00 p.m. to 12:30 a.m. (Mandatory Day)
Sunday	from 7:00 p.m. to 10:30 p.m. (Mandatory Day)
4. Payment Terms: The minimum annual payment by the selected Contractor will be \$150,000.00 the first year and will increase by a minimum of 2.5% annually; payment will be due from the Contractor sixty (60) days prior to the commencement of each event.
5. Trash Disposal: The selected contractor will pay the Department \$1,500.00 at the beginning of each annual event for trash disposal.
6. Utilities: The selected contractor will pay the Department of Water and Power directly for electricity.

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7. Parking Services: The selected contractor will pay the Department an annual amount of \$20,000.00 as payment for Department parking services.
8. Complimentary Tickets: The selected contractor will provide the Department with 2,000 complimentary tickets for each season. The complimentary tickets will be distributed at recreation centers in the immediate area for use by the public.

Evaluation Process

Proposals will be evaluated in two Levels. Level I will be a check and review by Department staff for required compliance and submittal documents; Level II will be an evaluation of the proposals by a panel comprised of qualified persons, which may include individuals outside the Department. Proposers must successfully pass Level I to proceed to Level II.

RFP Evaluation Criteria Areas

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

- 1) Financial Plan (10 points)
- 2) Background and Experience (30 points)
- 3) Event Plan (35 points)
- 4) Annual Event Payment (25 points)

The RFP documents will be advertised in periodicals; made available on the Department's website; and posted on the Los Angeles Business Assistance Virtual Network (BAVN). A 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 and compliance documents. The anticipated time of completion for the RFP process is approximately twelve (12) months.

Los Angeles Parks Foundation

The Los Angeles Parks Foundation (Foundation), a California non-profit organization, will continue to be party to the resulting Contract, similar to the 2011, 2012, and 2013 Right Of Entry Permits for the LA Haunted Hayride. The Foundation will: 1) Coordinate preparation activities prior to each event; 2) Assist the selected contractor to provide public awareness of each event; and 3) ensure funds received in accordance with the Payment Terms of the Contract are used in support of Department activities in Griffith Park.

Right Of Entry Permit

The RFP process is expected to take up to twelve (12) months to result in an executed contract. In order to continue to provide the service to the public and receive revenue from the event, it is recommended that the Board authorize the General Manager to issue a Right of Entry Permit to Ten

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Thirty One Productions, LLC, and the Los Angeles Parks Foundation to conduct the 2014 LA Haunted Hayride Event in Griffith Park.

The terms and conditions will be similar to the 2013 Right of Entry Permit, which will require Ten Thirty One Productions, LLC, to pay \$125,000 for the Permit; reimburse the Department for parking services; and conduct the operation in a manner similar to the 2013 Right of Entry Permit.

FISCAL IMPACT STATEMENT:

Releasing and conducting the Request for Proposals process has no impact to the Department's General Fund.

This report was prepared by Vicki Israel, Assistant General Manager, Partnership and Revenue Branch, and Robert Morales, Senior Management Analyst, Partnership Division