



January 24, 2018

**REQUEST FOR PROPOSAL  
GREEK THEATRE VENUE AND CONCESSIONS MANAGEMENT  
(RFP #CON-M17-008)**

**QUESTIONS & ANSWERS NO. 5**

1) **QUESTION:** Per exhibit C, page 5, section 3.1 Good Standing: Please confirm the operator is required to submit audited financial statements with no qualified opinion and no going concern issues. If not, what must be submitted to demonstrate the financial means and resources to finance, operate, and sustain the operation as proposed?

**ANSWER:** Proposals must include audited financial statements reflecting the company's current financial position.

2) **QUESTION:** Please confirm per Exhibit E, Section 17 that the Operator is to provide an \$800,000 cash performance deposit, by way of cashier's check, for a Performance Deposit at the start of the contract term?

**ANSWER:** The required performance deposit is \$800,000 and must be received by RAP prior to the execution of the contract in the form of a cashier's check drawn on any recognized local bank, and payable to the order of the City of Los Angeles.

3) **QUESTION:** If RAP chooses not to exercise the 5 year extension, will the operator be reimbursed for the unamortized portion of the capital investment based on a 10 year term or should the operator assume the entire capital must be absorbed over the initial 5 year term?

**ANSWER:** Per Addendum #4, only capital improvements proposed in the first five years will be considered when scoring proposals.

4) **QUESTION:** There are several mechanical lifts and carts onsite at the Greek (fork lift, man lift, etc). Will the rental/maintenance costs for these items be the responsibility of the proposer?



ANSWER: Yes. The operator will be responsible for these costs.

5) QUESTION: A.17 - are the costs associated with hosting the website the responsibility of the proposer?

ANSWER: Costs associated with hosting the website will be paid directly by RAP to the website hosting provider or reimbursed by RAP if paid by the Operator.

6) QUESTION: In Section C – Sponsorships, Premium Seating, Filming and Special Events - We understand there are restrictions to sponsorships at the Greek. Can you please enumerate those restrictions, including but not limited to the sale of “naming rights” of the venue, certain components of the venue (i.e. gate entrances), exterior branding, sponsorship activation or advertising, and signage in the seating bowl area”. Will these restrictions still be in effect during the new agreement? If not, what areas will be considered available for sponsorship and advertising?

ANSWER: For purposes of this RFP naming rights of the venue will not be considered. However, naming rights of components of the venue; exterior branding; sponsorships; advertising; and marketing/promotional signage may be proposed and will be evaluated and scored as part of the RFP process.

7) QUESTION: Please provide the following:

a) Detailed financial statements from the past 3 operating years for the Roosevelt

ANSWER: The statements will be posted separately at [labavn.org](http://labavn.org).

b) 2018 Operating and Capital Budget

ANSWER: The 2018 capital budget is \$1,578,715. The 2018 operating budget is not available at this time. However, it is not anticipated to be significantly different than the 2017 operating budget as detailed in the financial statements posted at [labavn.org](http://labavn.org) on December 20, 2017.

c) Current LADOT approved traffic control plan

ANSWER: The traffic plan will be posted separately at [labavn.org](http://labavn.org).

d) Current composting and sustainability plan

ANSWER: Please see exhibit M of the RFP.

e) Parking Operations Agreements

ANSWER: The Parking Operations Agreement will be posted separately at [labavn.org](http://labavn.org). However, this agreement is set to expire at the end of the 2018

concert season. As noted in the RFP, the successful proposer will be expected to manage all parking operations including subcontracting of the operations as well as collecting and remitting all parking fees levied by RAP.

f) All executed and pending sponsorship agreements

ANSWER: The total gross sales from sponsorships in 2017, as shown in the financial statements posted at labavn.org on December 20, 2017, was \$1,243,227.30. 2017 sponsors included: American Airlines, Coca Cola, Constellation Brands (Modelo), Dine and Ride, Fandango, Coolhaus, Interex Corp., Kaleo, KTLA, Mercedes Benz, Riboli and Uber. These sponsorship agreements expire at the end of the 2018 season. This information should be sufficient to provide proposers with an adequate basis on which to build their sponsorship plan.

g) Existing union agreements, labor and service contracts

ANSWER: As stated in Section V.A, Number 21, the successful proposer must negotiate, develop, and hold agreements with the following: International Alliance of Theatrical Stage Employees (IATSE) Locals 33 (Stage Technicians Union), 857 (Treasures and Ticket Sellers Union), 706 (Makeup Artists and Hair Stylists Union) and the American Federation of Musicians Local 47 AFL-CIO/CLC. In addition to these unions, the successful proposer will also be required to contract IATSE Local 768 (Costumers and Wardrobe). The existing union agreements will expire at the end of the 2018 season.