



City of Los Angeles

Department of Recreation and Parks

Request for Proposals

For the Operation of the Annual
GRIFFITH PARK HALLOWEEN EVENT
at
GRIFFITH PARK



Release Date:	April 10, 2014
Pre-Proposal Conference:	May 29, 2014 (see page 8)
Due Date:	July 15, 2014 (see page 7)

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TABLE OF CONTENTS
GRIFFITH PARK HALLOWEEN EVENT
REQUEST FOR PROPOSAL

I.	Introduction.....	1
II.	Objective of the Request for Proposals.....	1
III.	Description of the Annual Griffith Park Halloween Event.....	2
IV.	Minimum Acceptable Qualifications	2
V.	Designation as a Historic-Cultural Monument	3
VI.	Instructions to Proposers.....	3
	A. Submitting a Written Proposal.....	3
	B. Submitted Proposals.....	4
	C. Proposal Submittal Information	7
	D. Document Check.....	9
VII.	Proposal Items and Contractual and Operating Responsibilities	11
	A. Proposal Items.....	11
	Financial Plan.....	11
	Background and Experience	13
	Event Plan	14
	Annual Event Payment	16
	B. Contractual and Operating Responsibilities.....	17
VIII.	Evaluation and Award.....	23
	A. Evaluation Process	23
	B. Evaluation and Recommendation	25
	C. Award.....	25
	D. Contractual Arrangements	25
	E. Verification of Information.....	25
	F. Cost of Preparation	26
	G. City’s Right to Reject Proposals and to Waive Informalities.....	26
IX.	Exhibits (Listing)	26

**REQUEST FOR PROPOSALS
FOR THE OPERATION OF THE ANNUAL
GRIFFITH PARK HALLOWEEN EVENT**

I. INTRODUCTION

The Department of Recreation and Parks (hereinafter “Department”) is pleased to offer an exciting opportunity for a well-qualified business entity to provide an annual Halloween-themed event in Griffith Park for residents and visitors.

The proposing individual or company shall demonstrate the ability to perform this type of business, clearly articulate achievable plans for operation, and document compliance with appropriate laws and regulations.

The selected proposer (hereinafter “Contractor”) shall demonstrate the ability to implement a Halloween-themed event that will meet or exceed the objectives of the City of Los Angeles (hereinafter “City”) and Department, as well as incorporate innovative ideas that are appropriate for this event.

The Department’s goals for the proposed contract resulting from this Request for Proposals (RFP) are to: (1) provide the public with the best and most satisfactory service from the event, and (2) ensure that the City receives adequate and appropriate compensation from the Contractor allowed to operate on park property.

II. OBJECTIVE OF THE REQUEST FOR PROPOSALS

The objective of this Request for Proposals (hereinafter “RFP”) is to award a five (5) year contract, with one (1) five (5) year option to extend at the sole discretion of the Board of Recreation and Park Commissioners (Board), to a responsible operator who will accomplish the following:

- Provide service to meet or exceed the needs and expectations of the City, visitors and the neighboring community;
- Maximize patron attendance through quality of service and an attractive and Halloween-oriented appropriate ambiance;
- Provide services at reasonable prices, thus resulting in the highest possible revenues to the Contractor and the City of Los Angeles;
- Assess, provide, and install all necessary furnishings and equipment to create an attractive and inviting annual Halloween event;
- Display awareness and responsiveness to the demographics and special needs of the community and patrons this event serves;
- Establish and increase a strong customer base for this annual event through the use of marketing and advertising tools and outreach to the community;
- Work in unison with the Department during the normal course of business and as unforeseeable problems arise.
- Implement, maintain and enforce all safety rules and regulations to ensure the safety of patrons, employees, exhibits, and equipment.

III. DESCRIPTION OF THE ANNUAL GRIFFITH PARK HALLOWEEN EVENT

Halloween has become a popular holiday with teenagers and adults. Month-long Halloween-oriented events have replaced the traditional one night “Trick or Treat” activity normally associated with Halloween. Public entities have provided organized events in order for patrons to enjoy and to generate revenue to support Department maintenance and recreation programs.

For the past three years, the Department has authorized by permit a Halloween event known as the LA Haunted Hayride in Griffith Park. The event has been held in the “Old Zoo” section of Griffith Park. The event has become a popular destination for residents and tourists during the Halloween season and has attracted over 40,000 attendees annually.

The Department believes that a long-term contract will ensure the continued success of a Halloween-themed event in Griffith Park.

Note: The Department has designated funds to construct a stage facility on the premises where the event is to be held. The Department may authorize the use of the stage facility, upon completion in the future, for the selected proposer to use during the event; there is no promise or guarantee of usage. Further, the Department assumes no liability or responsibility for lack of availability of the premises or portion of the premises during the construction stage; which may prohibit the availability of the premises for the event in either 2014 or 2015. The Department may require that the event be held at an alternative location in Griffith Park or not be held in 2014 or 2015 during the construction period.

IV. MINIMUM ACCEPTABLE QUALIFICATIONS

In order for the submitted proposal to be considered for this RFP, all proposing entities must clearly demonstrate the following minimum acceptable qualifications in their written proposal:

1. Four (4) consecutive years, between 2007 and 2013, providing holiday themed events (actor-based and themed exhibits) with an annual attendance of over 25,000 attendees.
2. Four (4) consecutive years, between 2007 and 2013, providing event concessions (food, beverage, merchandise).
3. Principal Management staff member must have a minimum of five (5) years between 2007 and 2013 in providing and managing a holiday themed event (actor-based and themed exhibits) with an annual attendance of over 25,000 attendees. Experience may be based on a management position with another entity that provided similar operations.

The General Manager will recommend to the Board of Recreation and Park Commissioners that submitted proposals that do not meet the minimum acceptable qualifications be rejected.

V. DESIGNATION AS A HISTORIC-CULTURAL MONUMENT

Portions of Griffith Park are designated as a Historic-Cultural Monument in accordance with Chapter 9, Article 1 of the Los Angeles Administrative Code.

The selected contractor may provide temporary structures and exhibits which do not substantially alter the affected areas. Written approval of the Cultural Heritage Commission for any substantial non-temporary alterations to the affected area(s) must be obtained in accordance with Section 22.171.14 of the Los Angeles Administrative Code:

1. The substantial alteration, including additional buildings on a site containing multiple buildings with a unified use, complies with the Standards for Rehabilitation approved by the United States Secretary of the Interior; and
2. Whether the substantial alteration protects and preserves the historic and architectural qualities and the physical characteristics that make the site, building, or structure a designated Monument; and
3. Compliance with the California Environmental Quality Act, Public Resources Code Section 21000 et seq.

VI. INSTRUCTIONS TO PROPOSERS

A. Submitting a Written Proposal

To be considered for award of this proposed contract, proposing entities must submit a sealed, written proposal in response to the Proposal Items indicated in Section VII.B. Proposals provide information about background, current business practice, applicable experience, and plans for this event. Proposals are evaluated based on several evaluation criteria as indicated in this RFP.

Proposers may wish to consider the following guidelines in preparing their proposals:

- Make sure your proposal is well-organized and easy to read.
- Verify that your proposal is complete and that you have completely responded to all proposal items and compliance documents in the RFP.
- Formulate your responses precisely and with detail; avoid vague, meaningless, or open-ended responses.
- Make sure your proposal demonstrates that your financial projections and cost estimates are realistic and sustainable.
- Clearly describe what your management team will bring to the operation.
- If there are significant risks in your business strategy, include plans to mitigate those risks, addressing any contingencies that may arise.

Your written submittal in this RFP process will be the primary basis on which the City will consider its award for the proposed contract; therefore, proposers should be as thorough and as detailed as possible when responding to each proposal item and assembling a proposal. In the written proposal, proposers must include responses to ALL proposal items. Proposers will not be able to add to or modify their proposals after the proposal due date.

The City may deem a proposer non-responsive if the proposer fails to provide all required documentation and required copies.

Proposals accepted by the City in writing constitute a legally binding contract offer. It is requested that proposals be prepared simply and economically, avoiding the use of unnecessary promotional material and only provide those renderings (i.e., drawings) which best describe the proposed exhibits, attractions, and overall event experience.

B. Submitted Proposals - Proposals must contain ALL of the following:

1. Proposal Submission Letter (Exhibit C)

Proposers are to complete the Proposal Submission Letter (Exhibit C) and submit with the proposal in response to this RFP.

2. Proposal Deposit

All proposals must include a Five Thousand Dollar (\$5,000.00) Proposal Deposit in the form of a cashier's check only, payable to the **City of Los Angeles**. This amount shall be payable as a guarantee that the selected proposer will enter into a contract for the operation of the Griffith Park Halloween Event.

The Proposal Deposit of the successful proposer will be released upon receipt of the required Performance Deposit, evidence of insurance, and execution of the contract. In the event that an award is made and the successful proposer fails to execute the contract and to provide the required Performance Deposit and insurance policies, the Proposal Deposit of that proposer will be forfeited and retained by the Department.

The Proposal Deposits of unsuccessful proposers will be returned upon execution of a contract with the proposer awarded the Contract. Proposal Deposits are maintained for all proposers in the event the successful proposer fails to execute the contract and another proposer is considered for award. Please note that the execution of a contract may take up to twelve (12) months to complete.

3. Proposal Items

Proposers are to submit complete, detailed responses to all of the Proposal Items in Section VII, beginning on page 11 of this RFP.

- Financial Plan (10 Points)
- Background and Experience (30 Points)
- Event Plan (35 Points)
- Annual Event Payment (25 Points)

4. Compliance Documents

This is a new RFP for a new contract. Previous compliance document submittals and/or waivers do not apply. New forms must be completed and processed.

As part of the RFP process, all proposers are to review, complete, and submit the following compliance documents. Information, related forms, and instructions are located in Exhibit B, B-2 and B-3 of this RFP.

Additional information regarding some compliance documents may be available at the Pre-Proposal Conference, on a City website, and/or by phone with the administering Department of a given ordinance or compliance document. Exemptions from certain ordinances may also apply. The Department reserves the right to request additional information and/or clarification regarding submitted compliance documents during the evaluation process.

The following compliance documents MUST be included with your proposal:

- a. Proposer's Signature Declaration and Affidavit (Section I.A of Exhibit B)
The document must be signed and notarized. Only the original notarized form is acceptable.
- b. Disposition of Proposals (Section I.B of Exhibit B)
The document must be signed by an individual authorized to bind the proposer.
- c. Affirmative Action Plan (Section I.C of Exhibit B)
Please read the instructions in Exhibit B.
- d. Contractor Responsibility Ordinance Statement (Section I.D of Exhibit B)
Pages 1 through 6 of the document must be completed and submitted with the proposal. Pages 1 and 6 must be signed by an individual authorized to bind the proposer.
- e. Equal Benefits Ordinance Statement (Section I.E of Exhibit B)
Please read the instructions in Exhibit B.
- f. Living Wage Ordinance (LWO)/Service Contractor Worker Retention Ordinance (SCWRO) – *only if applying for an exemption* (Section I.F of Exhibit B)
Submittal of documents only required if the proposer is applying for an exemption to the ordinance requirements.
- g. Business Inclusion Program (BIP) Requirements (Section I.G of Exhibit B)
It is the policy of the City to provide Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Small Business Enterprise (SBE), Emerging Business Enterprise (EBE), Disabled Veteran Business Enterprise (DVBE), and all Other Business Enterprise (OBE) concerns an

equal opportunity to participate in the performance of all City contracts. Proposers will assist the City in implementing this policy by taking all reasonable steps to ensure that all available business enterprises, including MBEs, WBEs, SBEs, EBEs, DVBEs, and OBEs, have an equal opportunity to compete for, and participate in, City contracts. Equal opportunity will be determined by the Proposer’s BIP outreach documentation, as described in Business Inclusion Program (BIP) Requirements (Section I.E of Exhibit B), of this RFP. Participation by MBEs, WBEs, SBEs, EBEs, DVBEs, and OBEs may be in the form of subcontracting. Proposers must refer to Business Inclusion Program (BIP) Requirements (Section I.E of Exhibit B) of this RFP for additional information and instructions. BIP outreach must be performed using the Business Assistance Virtual Network (www.labavn.org). A proposer’s failure to utilize and complete their BIP Outreach as described in Business Inclusion Program (BIP) Requirements (Section I.E of Exhibit B) may result in their proposal being deemed non-responsive.

The anticipated participation levels are as follows:

MBE Participation:	<u>18%</u>
WBE Participation:	<u>4%</u>
SBE Participation:	<u>25%</u>
EBE Participation:	<u>8%</u>
DVBE Participation:	<u>3%</u>

- h. Bidder Certification – CEC Form 50 (Section I.H of Exhibit B)
Please read the instructions in Exhibit B.
- i. Bidder Contributions – CEC Form 55
Compliance with Los Angeles City Charter Section 470(c)(12) (Measure H)
Please read the instructions in Exhibit B-2.
- j. First Source Hiring Ordinance
Please read the instruction in Exhibit B-3.

Only the Proposer selected for award of the Contract shall submit the following additional required items prior to execution of the Contract (within sixty [60] working days of notification by Department):

- | | |
|----|--|
| k. | Americans with Disabilities Act Certification |
| l. | Business Tax Registration Certificate |
| m. | Certification of Compliance with Child Support Obligations |
| n. | Contractor Responsibility Ordinance – Pledge of Compliance |
| o. | City-approved Proof of Insurance |
| p. | City-approved Performance Deposit |
| q. | Los Angeles Residence Information (location of selected Contractor’s headquarters and percentage of workforce residing in Los Angeles) |
| r. | LWO/SCWRO – Additional related forms from item 4.f above |
| s. | Slavery Disclosure Affidavit |
| t. | First Source Hiring Ordinance – FSHO-1 |

Failure of the successful proposer to submit all the required documents (specified as items “k” through “t” above) and submit a signed Contract within sixty (60) days of award (as notified by the Department) shall cause the proposal to be deemed non-responsive and will result in cancellation of the award and forfeiture of the proposal deposit.

C. Proposal Submittal Information

Deadline for Submission

To be considered, proposals must be received on or before **3:00 pm, July 15, 2014**.

Where to Submit your Proposal

The complete proposal package shall be placed in a sealed envelope or box labeled “Proposal for the Griffith Park Halloween Event.” Said envelope or box shall have the name and address of the Proposer on the outside and be delivered to:

Los Angeles Department of Recreation and Parks
Office of the Board of Commissioners
Attention: Board Secretary
221 North Figueroa Street
Suite 1510
Los Angeles, CA 90012

Number of Copies

Please provide one (1) original, one (1) non-bound reproducible copy, and six (6) copies. Plainly identify the respective documents. An original is one in which a form requiring a signature must be signed in wet ink. A reproducible copy is one which can readily be reproduced through a photocopier.

Important Notices

Candidates who mail their proposals should allow adequate mail delivery time to ensure timely receipt of the proposals. Late proposals will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted. At the day and time appointed, all timely submitted proposals will be opened and the name of the proposer(s) announced. No other

information about the proposals will be made public until such time as a recommendation concerning proposals is made to the Board.

The City reserves the right to extend the deadline for submission should such action be in the best interest of the City. In the event the deadline is extended, proposers will have the right to revise their proposal. Proposals may be withdrawn personally, by written request, prior to the scheduled closing time for receipt of proposals. Faxed withdrawals will be accepted by the Board at (213) 202-2610, Attn: Board Secretary. A written request, signed by an authorized representative of the company, must be submitted to the Board Office. After withdrawing a previously submitted proposal, the proposer may submit another proposal at any time up to the specified due date and time.

Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. All or portions of this RFP and the contents of the proposal submitted by the successful proposer may become contractual obligations if a contract is awarded. Failure of the selected proposer to accept these obligations may result in cancellation of the award and forfeiture of the Proposal Deposit. The City reserves the right to withdraw this RFP at any time without prior notice.

All proposals submitted in response to this RFP become the property of the City of Los Angeles, Department of Recreation and Parks.

Pre-Proposal Conference

Date: May 29, 2014
Time: 9:00 a.m.
Location: Central Service Yard
Partnership Trailer
3900 Chevy Chase Drive, Los Angeles, CA 90039

The purpose of the conference is to clarify the contents of this RFP and to discuss the needs of the Griffith Park Halloween Event. Attendance is not mandatory. A site walk of the facility will take place after the conclusion of the proposer's conference. **It is highly recommended that prospective proposers read the complete RFP prior to the conference and begin preparation of their proposal in order to maximize the benefits of the conference.**

To maximize the effectiveness of the conference, the Contract Coordinator requests that, to the extent possible, proposers provide questions in writing prior to the conference. This will enable the Contract Coordinator to prepare responses in advance. Specific questions concerning the RFP should be submitted in writing to the Contract Coordinator:

Department of Recreation and Parks
Partnership Division (MS 628-9)
Attn: Robert Morales
3900 Chevy Chase Drive
Los Angeles, CA 90039

Additional questions may be accepted, in writing, at the conference. However, responses may be deferred and provided as addenda to the RFP at a later date. **Questions will be deemed late and may not be answered after May 28, 2014 5:00 p.m.**

All questions, without identifying the submitting company, will be compiled with the appropriate answers and issued as an addendum to the RFP.

When submitting questions, please specify the RFP section number, paragraph number, and page number, and quote the passage that prompted the question. This will ensure that the passage can be quickly found in the RFP. The City reserves the right to group similar questions when providing answers.

If the City requirements or the specifications prevent proposers from submitting a proposal that would be beneficial to the City, please address the concern to the Contract Coordinator listed below.

Questions may address concerns that the application of minimum requirements, evaluation criteria and/or business requirements would unfairly disadvantage proposers or, due to unclear instructions, may result in the City not receiving the best possible responses from proposers.

Contact With City Personnel

Please direct all comments and questions to the Contract Coordinator. All contact regarding this RFP or any matter relating thereto must be in writing and may be mailed, e-mailed, or faxed as follows:

Name: Robert Morales, Contract Coordinator (MS 628-9)
Address: 3900 Chevy Chase Drive, Los Angeles, CA 90039
E-mail: Robert.N.Morales@lacity.org
Fax: 818-243-6447

D. Document Check

Please check the contents of your RFP package carefully to ensure that you have in your possession all the necessary documents as referenced within the RFP, including any addenda. If you are missing any items, you should make a written request to the Contract Coordinator listed above.

The complete RFP package and all forms and information in the Exhibit are also available at www.laparks.org/proposal.htm and www.labavn.com. Should you find a discrepancy in or omissions from said documents, or have questions as to their meaning, notify the Contract Coordinator at the above address in writing by fax or e-mail no later than twenty-four (24) hours prior to the deadline date for receiving proposals. The City of Los Angeles will not be bound by any oral statements or representations.

IMPORTANT:

Charter Section 371(e)(10)

In approving this RFP, the Board, in its capacity as the contract awarding authority for the Department, finds, pursuant to Charter Section 371(e)(10), that the use of competitive bidding would be undesirable, impractical or otherwise excused by the common law and the Charter because, unlike the purchase of a specified product, there is no single criteria, such as price comparison, that will determine which proposer can best provide the services required by the Department for the improvement, operation and maintenance of the Department's operation. To select the best proposer for this operation, the Board finds it is necessary to utilize a standard request for proposals process and to evaluate proposals received based upon the criteria included in this RFP. The Board specifically finds that the narrower and more specialized competitive sealed proposal process authorized but not required by Charter Section 371, subsection (b), would not meet the Department's needs and therefore opts to utilize the standard request for proposals process.

VII. PROPOSAL ITEMS AND CONTRACTUAL AND OPERATING RESPONSIBILITIES

The following sections, in part, will comprise the fundamentals of the proposed contract:

- A. Proposal Items (Must Provide Written Response)
 - 1. Financial Plan (10 Points)
 - 2. Background and Experience (30 Points)
 - 3. Event Plan (35 Points)
 - 4. Annual Event Payment (25 Points)
- B. Contractual and Operating Responsibilities (No Written Response Required)

In the written proposal, proposers should include explicit, detailed responses to each of the Proposal Items. If selected as the recommended proposal, the proposer must be willing and able to commit to the Proposal Items, the Contractual and Operating Responsibilities, and the Standard Provisions for City Contracts (Rev. 03/09) (Exhibit D).

A. **Proposal Items**

Keeping in mind the needs and the potential of the event, the demographics of the patrons and prospective patrons for the annual Griffith Park Halloween event, the goals and requirements of the City as set forth in this RFP, and the minimum acceptable qualifications as set forth in Section IV of this RFP, proposers are encouraged to offer sound, practical, and sustainable ideas to provide a first-rate, high-quality Halloween event.

Proposers must respond to each of the following items in their written proposal. Each response in the submitted proposal must correspond with each of the items contained herein.

NOTE: ONLY ONE OPTION FOR EACH PROPOSAL CRITERIA WILL BE ACCEPTED PER SUBMITTAL. MULTIPLE PROPOSAL OPTIONS WILL BE CAUSE TO FIND THE SUBMITTED PROPOSAL NON-RESPONSIVE TO THE RFP. HOWEVER, PROPOSERS ARE WELCOME TO SUBMIT MORE THAN ONE PROPOSAL IN RESPONSE TO THIS RFP.

1. **FINANCIAL PLAN**

Each proposer must demonstrate the financial means and resources to finance, operate, and sustain the operation as proposed, including all proposed improvements, start-up and pre-opening costs, inventory and sufficient working capital, and access to additional capital, if needed. To this end, each proposer must provide, with the submitted proposal, the following items. All items submitted are subject to verification by the Department.

1.1 Amount of Investment Required

State the amount of investment you will require to begin operations as proposed. This amount must be itemized and include Start-Up Costs (Proposers must include a response to each proposal item listed below):

- ___ Amount of Investment to begin operations as proposed (to include):
 - ___ Performance Deposit
 - ___ Inventory
 - ___ Equipment
 - ___ Operating Supplies
 - ___ Marketing & Advertising
 - ___ Payroll
 - ___ Insurance
 - ___ Others (list individually)

1.2 Source(s) of Funding Operation

Proposers must include a response to each proposal item listed below:

- ___ Indicate whether the proposed source of funding the above amount is cash reserves, financing from a commercial lender, other sources, or a combination thereof.
- ___ Of the total amount required, indicate the amount that is to be funded through each source.

1.3 Financial Documentation

Each proposer must provide, with the proposal, the following written verification of its ability and commitment to provide adequate funding in the amount indicated above.

(If a partnership or joint venture, the following must be provided for each of the entities comprising the partnership or joint venture.)

Proposers must include a response to each proposal item listed below:

- ___ Bank Statements for the proposing entity for the past three years (2011, 2012, 2013).
- ___ Audit financial statements reviewed by a certified public account for the past three years (2010, 2011, 2012).
- ___ Copies of current credit rating.

1.3.1 If loans are to be used to fund the operation, provide the following (if no loans are to be used, so state in your response to this section):

___ A copy of an unconditional, formal letter of commitment from the lender(s);

1.3.2 Provide detailed documentation for any additional sources of funding. If no other sources of funding are to be used other than those already indicated, so state in your response to this section.

1.4 Financial Pro-Forma

Each proposer must provide a Financial Pro-Forma spreadsheet which details the anticipated revenue and expenditures for the Halloween event over the term of the first five (5) contract years. Such Financial Pro-Forma will be the basis for the initial Annual Operating Budget for the Center should the submitted proposal be recommended for award and incorporated into the proposed contract. An additional Financial Pro-Form will be required to be submitted to the Department prior to the Board exercising the five (5) year option to extend the contract.

2. BACKGROUND AND EXPERIENCE

Describe your business entity’s background and experience in providing themed events similar to an annual Halloween event. If this is a new company, partnership, or joint venture formed for the operation of this Contract, describe the background and qualifications of each of the partners or principals. Refer to Section IV of this RFP for the Minimum Acceptable Qualifications.

Note: This section pertains to your business entity’s PAST and CURRENT experience and operations, not the PROPOSED operation for this Contract.

2.1 Ownership Description

Proposers must include a response to each proposal item listed below:

- ___ Length in business (in years and months)
- ___ Size of company (number of employees)
- ___ Organizational chart
- ___ Names of persons responsible for site management
- ___ Any pending mergers (if none, so state in response to this section).

2.2 Description of proposing entity’s experience in and knowledge of operating a Themed Event service similar to an annual Halloween event.

Proposers must include a response to each proposal item listed below (if none, so state in response to each item below):

- ___ Description of similar events held for four (4) consecutive years between 2007 and 2013. Description must include whether or not event contained: 1) Actor-Based activities; and, 2) Themed Exhibits.

- ___ Description of methods to ensure the safety of event attendees, attractions, employees, and premises.
- ___ Revenues generated by each event described above, broken down by category (ticket sales; food/beverages; merchandise; sponsorships, etc.), for the previous four (4) years (if applicable).
- ___ Attendance of each event described above.
- ___ Advertising and Marketing strategy of each event described above; include promotions, sponsorships, and cross-marketing efforts.
- ___ Additional information which demonstrates your qualifications.

2.3 Contracts history (include contact information for all contracts listed):

Proposers must include a response to each proposal item listed below (if none, so state in response to each item below):

- ___ List of contracts started during 2010, 2011, 2012 and 2013.
- ___ List of all lost contracts during 2010, 2011, 2012 and 2013.

2.4 References

Proposers must include a response to each proposal item listed below:

- ___ Business References: Provide a minimum of three (3) references with whom you have conducted business to verify relevant past performance. Include names, addresses, telephone numbers, and the nature and scope of the business relationship.

3. EVENT PLAN

This and the following sections pertain to your PROPOSED operation for this proposed contract, not your PAST experience. The proposer’s Event Plan must include, but is not limited to, the following (proposers must include a response to each proposal item listed below):

3.1 Operational Plan:

3.1.1 ___ Staffing and management. At a minimum, the following must be provided:

- ___ Resumes, including qualifications, of key personnel, including on-site full time event manager;
- ___ Number of on-site staff members required;
- ___ Proposed event organizational structure.

3.1.2 ___ Methods of accounting and controls that meet the minimum requirements stated in the Standard Provisions for City Contracts (Rev. 03/09) (Exhibit D). The following information must be provided:

- ___ Methods of tracking sales;
- ___ Inventory controls.

3.2 Halloween Theme Exhibits and/or Attractions

Describe the exhibits and/or attractions to be made available to the public throughout the event.

3.3 Halloween Theme Entertainment

Describe the types of entertainment to be made available to the public throughout the event.

3.4 Food and Beverage / Merchandise Sales

Describe the types of food, beverage and merchandise to be made available to the public throughout the event.

3.5 Sponsorship

Describe the types of sponsors that will be obtained and whether they will be in the form of monetary sponsorship, items, or in-kind services. Describe what type of recognition will be proposed to the Department in exchange for the sponsorship. (Note: any form of recognition must be approved annually in writing by the Department General Manager prior to each event).

3.6 Advertising / Promotion / Marketing

Describe the types of advertising, promotions, and marketing to create awareness of the event and maximize the greatest number of attendees. (Note: The General Manager will have final approval on all material regarding the event, including website material).

3.7 Customer Satisfaction

Describe the methods used to both gather information on customer satisfaction and implement changes and/or improvements to the event in order to maximize customer satisfaction.

3.8 Community Outreach

Describe the methods used to involve the local community regarding event awareness, impact, and resolution of neighborhood and community concerns.

3.9 Security

3.9.1 ___ Describe your plan on providing security on-site during the event in order to ensure a Halloween-oriented event is maintained, ensure the safety of the general public, ensure attendees remain

within the event premises, and to safeguard exhibits and equipment.

- 3.9.2** ___ Describe your plan on providing security on-site during non-event hours in order to safeguard exhibits and equipment.

3.10 Maintenance

- 3.10.1** ___ Describe your plan on providing maintenance on-site during the event in order to ensure a Halloween-oriented event is maintained, and to ensure the grounds are well-maintained and pleasing.

- 3.10.2** ___ Describe your plan on providing maintenance on-site during non-event hours.

3.11 Proposed Equipment

- 3.11.1** ___ Include a list of equipment that will be used to successfully operate the event, and a plan to maintain the quality of and/or replace each piece of equipment throughout the life of the proposed contract.

- 3.11.2** ___ Indicate technically advanced equipment or tools to be used, such as point-of-sale systems, inventory management systems, instruction tools, security systems, etc.; include features and benefits of each. If none are to be used, so state in the proposal.

3.12 Additional Services and/or Amenities

Proposers are encouraged to consider and propose additional entertainment and business activities to enhance the event experience, provided they are appropriate for the Halloween-related theme.

4. ANNUAL EVENT PAYMENT

The Annual Event Payment will be provided by the selected operator sixty (60) days before the event begins.

Proposers are required to complete, sign, and submit the “Annual Event Payment” form (Exhibit E) and submit with the proposal in response to this RFP. Proposers may submit a different amount for each of the five contract years.

The Minimum Annual Payment for this RFP is \$150,000.00 (per year) – to increase by 2.5% each year.

NOTE: The annual event payments are separate from the Utility / Trash Collection payments to the Department and separate from the Parking Services Reimbursement payment to the Department.

ONLY ONE (1) ANNUAL EVENT PAYMENT PROPOSAL PER SUBMITTAL WILL BE ALLOWED. MULTIPLE ANNUAL RENTAL PAYMENT PROPOSALS WILL BE CAUSE TO FIND THE SUBMITTED PROPOSAL NON-RESPONSIVE TO THE RFP.

B. Contractual and Operating Responsibilities

The following are selected areas of contractual and operating responsibilities which will be required of the winning proposal. Proposers are encouraged to read the Standard Provisions for City Contracts (Rev. 03/09) (Exhibit D) for additional responsibilities.

There is no response required for these items in the submitted proposal. If awarded a contract, the Contractor will be contractually obligated to perform the responsibilities as described in this RFP, the submitted proposal in response to this RFP, the Standard Provisions for City Contracts (Rev. 03/09), and the following:

1. Purpose

The purpose of the contract is for the Contractor to provide a high-quality Halloween Event at Griffith Park as described in this RFP and in the submitted proposal in response to this RFP. The Contractor will provide a high-quality Halloween-themed event at the sole cost of the Contractor.

2. Term

The term of the contract will be five (5) years effective the date of execution, with one (1) five (5) year option to extend at the sole discretion of the Board.

Neither the City, Board, Officers, nor City employees will be liable in any manner for any actions taken to revoke or not renew this contract.

3. Days / Hours of Operation

Contractor shall 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 p.m. (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)

If October 31st falls on a Monday, Tuesday or Wednesday, Contractor shall provide the event on October 31st during the hours of 7:00 p.m. to 12:30 a.m.

Contractor shall ensure that the event ceases operation no later than November 1st of each year. Contractor shall submit the proposed dates (twenty [20] days maximum) to the Department General Manager no later than September 1st of each year for that year's event.

4. Event Payments

Contractor will submit the annual event payment a minimum of sixty (60) days prior to the commencement of the event.

5. Premises

Contractor will ensure all event activities are confined to the premises described as the Old Zoo located in Griffith Park, 4730 Crystal Springs Drive, Los Angeles CA 90027 and represented in Exhibit A.

In the event that Premises is not available to Contractor to hold the event, the Department General Manager may authorize, in writing, a substitute location for use by Contractor. The City is not liable or responsible in any manner for the unavailability of the Premises or inability to provide an alternate location for the event.

Portions of Griffith Park are designated as a Historic-Cultural Monument in accordance with Chapter 9, Article 1 of the Los Angeles Administrative Code.

The selected contractor must obtain the written approval of the Cultural Heritage Commission for any substantial non-temporary alterations to the affected area(s) in accordance with Section 22.171.14 of the Los Angeles Administrative Code.

6. Security

Contractor shall be solely responsible for providing security, including appropriate equipment and personnel, during the event to ensure the safety and containment of attendees, grounds, exhibits, equipment, and personnel.

Contractor shall be solely responsible for providing security, including appropriate equipment and personnel, during non-event hours to ensure the safety of grounds, exhibits, and equipment.

7. Signage

All signs, banners, and other forms of written promotional items to be placed on the Premises for the event must be submitted by Contractor for approval in writing by the Department General Managers ninety (90) days in advance of each annual event.

8. Equipment

Contractor shall, at all times and at its expense, keep and maintain all equipment, whether owned and/or installed by City, together with all of the

fixtures and personal property therein, in good repair and in a clean, sanitary, and orderly condition and appearance.

Contractor may store equipment on-site during the event period at the sole cost of Contractor. All such equipment must be kept away from the view of the general public and event. City is not liable in any manner for theft, destruction, or damage to Contractor equipment.

No equipment provided by City, if any, shall be removed or replaced by Contractor without the prior written consent of the General Manager, and if consent is secured, such removal and/or replacement shall be at the sole expense of Contractor.

9. Maintenance and Cleanliness

Contractor shall, at its own expense, keep the premises and the surrounding area (at least twenty-five [25] feet) clean and sanitary at all times. No offensive or refuse matter, nor any substance constituting an unnecessary, unreasonable, or unlawful fire hazard, or material detrimental to the public health, shall be permitted to remain thereon, and Contractor shall prevent any such matter or material from being or accumulating upon said premises.

Contractor, at its own expense, shall see that all garbage or refuse is collected as often as necessary and in no case less twice a day and disposed of in the main dumpster. Contractor shall furnish all equipment and materials necessary therefore, including trash receptacles of a size, type, and number approved by General Manager. If no trash storage area is made available, Contractor shall provide at its own expense and with the General Manager's prior written approval, an enclosed area concealing the trash storage from public view.

Contractor shall restore any turf, irrigation, landscape, plants or material damaged within the Premises according to Department specifications and requirements.

10. Alcoholic Beverages / Smoking

Contractor shall ensure that no alcoholic beverages are consumed, dispensed, sold, or brought onto the premises. This includes ensuring that attendees are made aware of this requirement and Contractor enforces this requirement on attendees, employees, and subcontractors.

Contractor shall ensure that no person(s) smokes on the premises, including attendees and employees. Contractor shall ensure security staff and event employees are instructed to inform any person smoking to immediately cease and extinguish such item.

11. Complimentary Tickets

Contractor will provide two thousand (2,000) complimentary tickets annually to the Department at a minimum of thirty (30) days prior to commencement of the event. Said complimentary tickets must provide free admission to the event and to at least one (1) of the major attractions.

The Department General Manager will determine whether or not the major attraction offered by Contractor is appropriate. Should a revision, at the sole opinion of the Department General Manager, be required by Contractor, Contractor will immediately ensure the instructions of the Department General Manager are followed and the revised complimentary tickets are provided within ten (10) days of written notice from the Department General Manager.

12. Food and Beverages

All food and beverage vendors are required to adhere to established standards of food handling and preparation. Contractor will ensure all necessary permits and licenses are obtained prior to the start of each event.

13. Marketing and Promotional Material

General Manager shall review and approve all language proposed by Contractor for inclusion in all written material (flyers, brochures, tickets, etc.) and proposed for website.

Contractor shall submit to General Manager no later than ninety days (90) prior to the event all proposed marketing and promotional material for the written approval of General Manager.

14. Event Recap Report

Contractor shall submit to General Manager an annual recap report by December 31st of each year. Such report shall contain: 1) the number of attendees; 2) ticket sales by number and amount for each category; 3) revenue received from subcontractors; 4) revenue from food, beverage, and merchandise sales (if activity is not performed by subcontractors); and 5) a detail of all expenses incurred by Contractor.

15. Subcontractors

Contractor will ensure that all subcontractors adhere to the terms and conditions of this contract.

16. Safety

Contractor will perform all work in a manner to ensure the safety of all park patrons, event attendees, employees, and subcontractors. Contractor shall take all necessary safety precautions when working within Premises and on park property, including the utilization of barricades or similar safety mechanisms, when work site is open and exposed to the public.

Contractor will be responsible for providing all signs, message boards, traffic cones, and traffic barriers. Contractor will provide appropriate lighting for all pedestrian ingress and egress areas. Contractor will provide appropriate lighting for parking areas and event areas to be used by event participants.

17. Portable Toilets

Contractor shall be responsible for providing and maintain up to six (6) portable toilets and two (2) disabled access portable toilets during all events. Contractor shall bear all costs for procuring, providing, repairing, replacing, maintaining, and removing the portable toilets.

Contractor shall provide additional portable toilets as needed, at the sole cost to Contractor, depending on the needs of the event and/or at the instruction of the Department.

18. Utility Fee and Usage

Electricity will be paid by Contractor directly to the Department of Water and Power (DWP). Contractor shall be responsible for all coordination with DWP to ensure electricity is available. City and Department are not responsible in any manner for the unavailability of electricity.

Water shall be utilized by Contractor in the most efficient manner possible, and Contractor expressly agrees to comply with all City water conservation programs.

19. Parking Services Fee

Contractor shall pay the Department an annual amount of Twenty Thousand Dollars (\$20,000.00) as payment for Department parking services. Such payment is due to the Department thirty (30) days before the event begins.

20. Trash Collection Fee

Contractor shall pay the Department an annual amount of Fifteen-Hundred Dollars (\$1,500.00) as payment for trash collection. Such payment is due to the Department thirty (30) days before the event begins.

21. Los Angeles Parks Foundation

Contractor shall ensure all Annual Event Payments (described in Section 4) are made payable to the Los Angeles Parks Foundation within the prescribed time limits.

Contractor shall cooperate with the Los Angeles Parks Foundation on all promotions, sponsorship activities, donation activities, and applicable fund raising activities.

22. Insurance

The selected Contractor shall acquire and maintain established insurance and liability limits for this Contract. The coverage and limits listed in Exhibit F, Required Insurance, reflect those which would be required for the operation.

The actual coverage and limits required for this operation are subject to change at the sole discretion of the General Manager. Evidence of coverage shall be provided on the City's insurance endorsement forms, attached hereto, wherein the City shall be named as additionally insured. Contractor's insurance must be approved by the City prior to commencement of each event.

23. Taxes

Contractor shall pay all taxes of whatever character which may be levied or charged upon the Contractor to use the premises, or upon the improvements, fixtures, equipment or other property, or upon the operations under the Contract, including, but not limited to, the City of Los Angeles "Occupancy Tax" and the County of Los Angeles "Possessory Interest" tax.

24. Business Tax Registration Certificate

Contractor will be required to demonstrate compliance with the City's business tax laws by acquiring/maintaining a Business Tax Registration Certificate or Certificate of Exemption. This certificate must be in force during the entire period of the event, including any such time necessary to prepare the site and conclude event operations.

25. Permits and Licenses

Contractor shall be responsible for all costs associated with the installation of all exhibits and attractions, including costs to obtain all necessary permits, licenses, and other approvals (including, the installation of any temporary utilities).

NOTE:

Specific event operational needs will be required to be submitted by Contractor for approval in writing by the Department General Manager ninety (90) days in advance of each annual event. For example: location placement of all exhibits, attractions, ticket booths, and food / beverage / merchandise areas; staffing plan; security plans; and parking plans will need to be submitted each year for approval. The specific requirements will be included in the contract.

Contractor shall ensure that the City of Los Angeles Department of Recreation and Parks and the Los Angeles Parks Foundation are recognized as partners on all website, advertisement, and other promotional items pertaining to the Griffith Park Halloween Event.

VIII. EVALUATION AND AWARD

A. Evaluation Process and Criteria

The Department reserves the right to request additional information to clarify a submitted proposal. The evaluation of proposals will consist of two levels. **Each proposer must pass Level I in order to advance to Level II.**

Level I – Compliance with RFP Submission Requirements: (Section V.B of this RFP)
The Department will conduct a preliminary evaluation of all proposals submitted by the deadline to determine compliance with proposal requirements and mandatory document submissions.

- Proposal Submission Letter (Exhibit C)
- Proposal Deposit
- Compliance Documents (Exhibits B, B1 and B2) – referenced on Page 5 of this RFP
- Proposal Items – referenced on Page 11 of this RFP

Level II – Evaluation and Scoring Criteria of Proposal Items:

For the purposes of Level II evaluation, the responsive proposals will be evaluated, ranked and scored based on the criteria below:

Financial Plan (10 points possible):

(Section VII.A.1): Proposer has demonstrated the means and resources to finance, operate, and sustain the operation as proposed, including all start-up costs, pre-opening costs, inventory, and sufficient working capital:

<u>Rank</u>	<u>Score</u>	<u>Rank</u>	<u>Score</u>
1. Best Proposal	10 points	5. Fifth Best	6 points
2. Second Best	9 points	6. Sixth Best	5 points
3. Third Best	8 points	7. Seventh Best	4 points
4. Fourth Best	7 points	8. Eighth Best	3 points

Background and Experience (30 points possible)

(Section VII.A.2): Proposer has provided appropriate responses to all items; proposers will be ranked according to:

- Years and quality of experience in similar and relevant businesses;
- Proven performance of the proposing entity as a whole;
- Proven performance and qualifications/experience of each member of its proposed management team;
- Demonstrated ability to successfully operate all aspects of a similar business;
- Track record of creative, innovative, resourceful management.

<u>Rank</u>	<u>Score</u>	<u>Rank</u>	<u>Score</u>
1. Best Proposal	30 points	5. Fifth Best	22 - 23 points
2. Second Best	28 - 29 points	6. Sixth Best	20 - 21 points
3. Third Best	26 - 27 points	7. Seventh Best	18 - 19 points
4. Fourth Best	24 - 25 points	8. Eighth Best	16 - 17 points

Event Plan (35 points possible)

(Section VII.A.3): The Proposer’s plan for the operation, as presented in the submitted proposal, demonstrates an understanding of the City’s objectives and requirements as identified in this RFP, meets or exceeds the objectives and requirements, and demonstrates the ability and clear commitment to implement the components of the plan in a comprehensive and effective manner. The plan will be ranked according to:

- Soundness of planning;
- Thorough, well-articulated, specific responses to proposal items;
- Alignment to City mission and goals;
- Quality of exhibits, attractions and entertainment to be offered;
- Quality of services, products, and merchandise to be offered;
- Price schedules and pricing policies;
- Customer service plans;
- Marketing, promotion, and advertising;
- Implementation of safety guidelines;
- Realistic and achievable financial projections and planning; demonstrates financial capability to have positive cash flow and sustain the operation as proposed; financial planning is supported by all elements of the proposal.

<u>Rank</u>	<u>Score</u>	<u>Rank</u>	<u>Score</u>
1. Best Proposal	35 points	5. Fifth Best	27 - 28 points
2. Second Best	33 – 34 points	6. Sixth Best	25 - 26 points
3. Third Best	31 - 32 points	7. Seventh Best	23 - 24 points
4. Fourth Best	29 - 30 points	8. Eighth Best	21 - 22 points

Annual Event Payment (25 points possible)

(Section VII.A.4): Proposer offers an appropriate and competitive annual event payment:

- Appropriateness of annual event payment;
- Sustainability of annual event payment over the term of the contract;

<u>Rank</u>	<u>Score</u>	<u>Rank</u>	<u>Score</u>
1. Best Proposal	25 points	5. Fifth Best	17 - 18 points
2. Second Best	23 - 24 points	6. Sixth Best	15 - 16 points
3. Third Best	21 - 22 points	7. Seventh Best	13 - 14 points
4. Fourth Best	19 - 20 points	8. Eighth Best	11 - 12 points

B. Evaluation and Recommendation

Responsive proposals will be scored in each of the criteria above and ranked according to scores by a panel comprised of qualified persons, which may include individuals outside the Department.

The City reserves the right to conduct such investigations as the City considers appropriate with respect to the qualifications of each Proposer and any information contained in its proposal.

All proposals will be evaluated on the basis of the criteria listed above and the ranking of any review panel will serve as a basis to formulate the General Manager's written recommendation to the Board of Recreation and Park Commissioners.

C. Award

The General Manager of the Department of Recreation and Parks recommends contract awards to the Board of Recreation and Park Commissioners. The Department shall notify all proposers of the General Manager's recommendation.

The Board of Recreation and Park Commissioners will consider the General Manager's recommendation during a public Board meeting and may accept or reject the General Manager's recommendation in making their decision as to the selection.

Section 10.5 of the Los Angeles Administrative Code requires approval by the City Council of contracts for periods of longer than three (3) years. Contracts are deemed to be executed upon the date of signature by the selected contractor, the Board President and Board Secretary, and the City Attorney.

Once the award is approved, the selected Contractor will complete and submit the additional documents as required by this RFP, City Ordinance, State and/or Federal laws within sixty (60) days of written notification by the Department.

D. Contractual Arrangements

The proposer selected to perform the services described in this RFP will enter into a Contract directly with the City of Los Angeles Department of Recreation and Parks. The contract will be composed of 1) The submitted proposal in response to Section VII.A of this RFP; 2) Section VII.B of this RFP; and 3) the Standard Provisions for City Contracts (Rev. 03/09) (Exhibit E); and be subject to all applicable laws, statutes, and ordinances.

E. Verification of Information

The Department reserves the right to verify the information received in the proposal. If a proposer knowingly and willfully submits false information or data, the Department reserves the right to reject that proposal. If it is determined that a contract was awarded as a result of false statements or other data submitted in response to this RFP, the Department reserves the right to terminate the contract.

F. Cost of Preparation

All costs of proposal preparation shall be borne by the proposer. The City shall not, in any event, be liable in any manner for any expenses incurred by the proposer in the preparation and/or submission of the proposal. All proposers who respond to solicitations do so solely at their own expense.

G. City's Right to Reject Proposals and to Waive Informalities

In accordance with Los Angeles City Charter Section 371(c): "The City shall reserve the right to reject any and all bids or proposals and to waive any informality in the bid or proposal when to do so would be to the advantage of the City. The City may also reject the bid or proposal of any bidder or proposer who has previously failed to timely and satisfactorily perform any contract with the City."

In accordance with Los Angeles City Charter Section 372: "The right to reject any and all proposals or bids shall be reserved in all cases."

IX. EXHIBITS

- A Premise Maps
- B Compliance Documents
- B-2 Bidder Contributions – CEC Form 55 (Measure H)
- B-3 First Source Hiring Ordinance
- C Proposal Submission Letter
- D Standard Provisions for City Contracts (Rev. 3/09)
- E Annual Event Payment Form
- F Insurance Requirements