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JON KIRK MUKRI
GENERAL MANAGER

February 8, 2011

To All Interested Parties:

The City of Los Angeles Department of Recreation and Parks is seeking proposals from interested business entities to operate Tennis Professional Concessions at the Poinsettia Recreation Center (7341 Willoughby Avenue, Los Angeles, CA 90046), Westchester Recreation Center (7000 W. Manchester Avenue, Los Angeles, CA 90045) and the Griffith-Riverside and Vermont Canyon Tennis Complexes (3401 Riverside Drive and 2715 N. Vermont Avenue, Los Angeles, CA 90027). The concession operations consist of a tennis pro shop and professional lesson services. The objective is to award a five-year concession agreement, with two 5-year renewal options exercisable at the City's discretion, to the best responsible and responsive proposers to each of the three Request for Proposals.

Proposals may be obtained on **February 23, 2010**:

- In Person - Department of Recreation and Parks
221 N. Figueroa Street
15th Floor, Suite 1520
Los Angeles, CA 90012
(213) 202-4304 (call in advance to request; charge will apply)
- On-Line - www.laparks.org/proposal.htm
- www.labavn.org

It is highly recommended that you attend a Pre-Proposal Conference, lasting approximately two hours. The Pre-Proposal Conference will discuss the Request for Proposal, applicable City compliance requirements and answer general questions. Although attendance is not mandatory, 10 points towards the Good Faith Effort Outreach will be awarded to all proposals with a representative in attendance.

Pre-Proposal Conference

When: Wednesday, April 13, 2011 at 9:30 a.m.
Where: Administration Building
Conference Room 1
3900 W. Chevy Chase Drive
Los Angeles, CA 90039



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If you plan to attend the Pre-Proposal Conference, please notify Mark Stipanovich of the Concessions Unit at (213) 202-4304, or via email at: mark.stipanovich@lacity.org.

Proposals are to be completed and submitted by the deadline indicated below (late submittals will not be accepted):

Proposal Submittal Deadlines

Due Dates: Tuesday, June 21, 2011 (Poinsettia Tennis Professional Concession Request for Proposals) before 3:00 p.m.

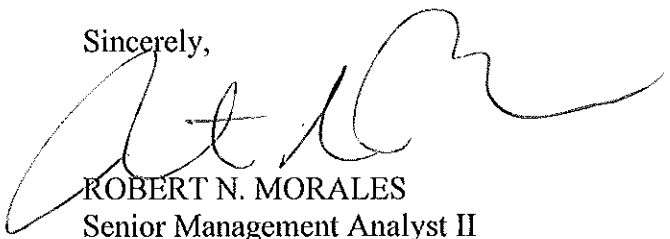
Tuesday, June 28, 2011 (Westchester Tennis Professional Concession Request for Proposals) before 3:00 p.m.

Tuesday, July 5, 2011 (Griffith-Riverside and Vermont Canyon Tennis Professional Concession Request for Proposals) before 3:00 p.m.

Location: Department of Recreation and Parks
Office of the Board of Commissioners
Attention: Board Secretary
221 N. Figueroa Street, 15th Floor, Suite 1510
Los Angeles, CA 90012

If you have any questions regarding the Request for Proposals, please contact Mark Stipanovich at (213) 202-4304. Thank you for your interest.

Sincerely,



ROBERT N. MORALES
Senior Management Analyst II