

**APPROVED**  
**MAR 19 2015**

REPORT OF GENERAL MANAGER

NO. 15-054

DATE: March 19, 2015

**BOARD OF RECREATION  
1 PARK COMMISSIONERS**

C.D. 4

**BOARD OF RECREATION AND PARK COMMISSIONERS**

**SUBJECT: GRIFFITH PARK HALLOWEEN EVENT – CANCELLATION OF THE 2014 REQUEST FOR PROPOSALS PROCESS FOR THE OPERATION OF THE GRIFFITH PARK HALLOWEEN EVENT, REJECTION OF PROPOSALS RECEIVED, AND APPROVAL OF A 2015 REQUEST FOR PROPOSAL PROCESS**

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

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

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Cancel the 2014 Griffith Park Halloween Event Request for Proposals (RFP) process;
2. Reject the two (2) proposals submitted on July 15, 2014, by EZ Event Production and Ten Thirty One Productions, in response to the 2014 RFP, and direct staff to return all proposal deposits;
3. Approve a revised Griffith Park Halloween Event RFP (2015 Revised RFP), substantially in the form on file in the Board Office;
4. Direct the Board Secretary to transmit the 2015 Revised RFP to the City Attorney for review and approval as to form;
5. Direct staff, subsequent to the City Attorney's review and approval of the RFP as to form, to advertise the 2015 Revised RFP;
6. Direct the Chief Accounting Employee to encumber funding from Department 89, Fund 302, Account No. 070K, for payment of periodical publication costs; and,

## REPORT OF GENERAL MANAGER

PG. 2                      NO. 15-054

7. Authorize the General Manager to issue a Right Of Entry Permit (ROE) to Ten Thirty One Productions, for the operation of the 2015 L.A. Haunted Hayride event in Griffith Park, while RAP conducts the 2015 Revised RFP process and contingent upon coordination with the proposed performance-stage development project (Project No. PRJ20658) planned for the same area that the Halloween event has been traditionally held.

### SUMMARY:

For the past three (3) years, RAP has authorized by Right Of Entry Permit (ROE), a Halloween event in Griffith Park known as the Los Angeles Haunted Hayride. The event has been successfully held in the "Old Zoo" section of Griffith Park, and has become a popular destination for residents and tourists during the Halloween season, attracting over 40,000 attendees annually.

Because RAP had previously never conducted this type of Halloween event in Griffith Park or any other RAP park, the event was originally authorized by ROE as a pilot-program to evaluate the feasibility and public response to such an event. The event proved to be a financial success for RAP and a recreational benefit to Los Angeles residents and visitors. In 2014, staff proposed that the event be authorized under a contract to ensure the continued operation of the Halloween-themed event. On March 19, 2014, under Report No. 14-056 (attached here as Exhibit-A), the Board approved the release of the Griffith Park Halloween Event RFP (2014 RFP) for a five (5) year contract, with one (1), five (5) year option to extend at the sole discretion of the Board. The 2014 RFP was released on April 10, 2014, and on July 15, 2014 two (2) proposals were received; one from EZ Event Production and another from Ten Thirty One Productions, LLC. Each proposer submitted a \$5,000.00 proposal deposit as required.

Accordingly, staff began the 2014 RFP proposal review and evaluation process in August 2014, and was preparing to award the proposed contract to the most responsive and qualified proposer in late 2014, early 2015. However, the process was interrupted by a pending performance-stage development project (Project No. PRJ20658) planned for a portion of the Old Zoo area of Griffith Park (Stage Project) where the Halloween event has traditionally been conducted. Consequently, the Stage Project created some uncertainty as to the future use of the Old Zoo area. Therefore, a long-term contract for the Halloween event is not recommended at this time.

Currently, the Stage Project has been planned to be constructed in Griffith Park to accommodate musical and performing arts events. The Stage Project is planned to be built in two (2) phases. The scope of work for Phase-One includes moving powerlines currently overhead to underground, constructing a permanent new stage with support spaces and perimeter lighting. Although unconfirmed, the desired start month for Phase-One is November, 2015. Phase-Two includes repaving and restriping the parking lot, creating an ADA pedestrian bridge, re-grading ADA walking paths and installing pathway lighting. Contingent upon the completion of Phase-One, the desired start month for Phase-Two is November, 2016. The estimated duration of work

REPORT OF GENERAL MANAGER

PG. 3 NO. 15-054

for each phase is seven (7) to eight (8) months.

Due to the stage project's unconfirmed start-date and construction scheduling, as well as concerns that the construction of the Stage Project could possibly interfere with the 2016 and 2017 operation of the Halloween event, it is recommended that the Griffith Park Halloween Event 2014 RFP not be processed any further, that all proposals received be rejected, and that proposal deposits be returned. As stipulated in the 2014 RFP, such action is authorized pursuant to City Charter Section 371(c), which states:

"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"

Staff also recommends that the Board approve the release of the proposed Griffith Park Halloween Event 2015 Revised RFP, with following modifications from the prior 2014 RFP:

- Decreasing the proposed contract term from five (5) years, with one (1) five (5) year option to extend at the sole discretion of the Board, to a one (1) year Contract term, with one (1), one (1) year option to extend at the sole discretion of the Board;
- Increasing the minimum annual event fee required of the selected proposer from \$150,000.00 to \$200,000.00; and,
- The inclusion of a stipulation in the 2015 RFP on Page 2, Section III, under "Note", which was not in the 2014 RFP, which states that:

"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 of the stage; which may prohibit the availability of the premises for the event in either 2015 or 2016. 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."

All other provisions of the 2014 RFP and associated proposed contract remain the same in the 2015 Revised RFP and associated proposed contract. As with the 2014 RFP, the 2015 Revised RFP will be advertised accordingly on the City of Los Angeles Business Assistance Virtual Network (LABAVN), Department of Recreation and Parks (RAP) website, and in one or more local periodicals

REPORT OF GENERAL MANAGER

PG. 4            NO. 15-054

If necessary and appropriate, upon resolution of the Stage Project uncertainties and prior to the expiration of the proposed contract's one (1) year option to extend, the contract can be amended for an extended period as recommended by RAP to ensure the continued operation of the Halloween event and benefit to RAP, the City, and its residents and visitors, subject to approval by the Board.

Staff recommends the release of the proposed Griffith Park Halloween Event 2015 Revised RFP, for a one (1) year contract with one (1), one (1) year option for renewal, which can be amended for an extended period as determined appropriate by RAP and approved by the Board, once uncertainties associated with the Stage Project and future use of the Old Zoo area are resolved.

FISCAL IMPACT STATEMENT:

The cancellation of the 2014 RFP, rejection of all proposals received, return of proposal deposits received, and release of the 2015 Revised RFP will have no impact on the RAP General Fund.

This report was prepared by Vicki Israel, Assistant General Manager, Partnership and Revenue Branch, and Joel Alvarez, Senior Management Analyst, Partnership Division.