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May 31, 2011

Poinsettia Tennis Professional Concession (ARS-T11-01)

Westchester Tennis Professional Concession (ARS-T11-02)

Griffith Riverside and Vermont Canyon Tennis Professional Concession (ARS-T11-03)

Questions & Answers

1. Question: How do potential proposers know what the required improvements are at each facility?

Answer: Section V.6 ("Required Concession Improvements") of the Request for Proposals (RFP) lists the required improvements for the concession.

2. Question: How will the resurfacing of the assigned tennis courts be handled?

Answer: Depending on budget and staffing availability, the Department will resurface the tennis courts. The Department is not contractually obligated to perform such maintenance at any specific service level or time period.

Proposals for resurfacing concession courts may be submitted as part of the submitted proposal as stated in Section V.6 ("Optional Concession Improvements") of the RFP.

3. Question: If the contract expires in September, and execution of an award takes up to fifteen (15) months, what happens to the facility in the interim?

Answer: The Department may allow the incumbent concession operator to remain until the RFP process is completed in order to continue services to the public. Or, the facility may not have a concession operator until a concession agreement is executed.

4. Question: Will potential proposers have access to past Profit and Loss Statements of the concessions?

Answer: Submitted Profit and Loss Statements for the current concessions will be posted on the Department's website at <http://www.laparks.org/proposal.htm> for the respective RFP.



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5. Question: When evaluating proposals, how does the Department balance fiscally conservative projections with someone submitting an overly optimistic projection?

Answer: According to Section VI.A ("Evaluation and Award") of the RFP, responsive proposals will be evaluated, ranked and scored based on specific criteria; including, "Realistic and achievable financial projections and planning."

All potential proposers should note that, in accordance with Section VI.A.4 ("Evaluation and Award") of the RFP, the minimum annual revenue sharing payment for this concession will be based by the revenue sharing payments specified by the proposer in the Pro Forma section of the selected proposers.

6. Question: There are pay tennis operations at six of the eight professional tennis concessions. What about the other two concessions?

Answer: There is only one tennis concession that does not have a pay tennis reservation system, the Rancho Cienega Sports Complex Tennis Professional.

7. Question: Are pay tennis booths and reservations monitoring part of the RFP opportunity?

Answer: No. The Department's Park Services will operate and monitor pay tennis operations for the three submit Tennis Professional Concessions.

8. Question: After the proposal is submitted, what is the next step for the proposer and when will the interviews take place?

Answer: Section VI.A ("Evaluation and Award") of the RFP states that - "The evaluation of proposals will consist of two Levels. Each proposer must pass Level I in order to advance to Level II."

Level I is a preliminary evaluation to determine compliance with proposal requirements and mandatory document submission.

Level II is a review and evaluation of the proposals. Proposals responsive to Level I will be evaluated, scored and ranked based on specific criteria, including the proposer's ability to finance the operation, background and experience, business plan, proposed revenue sharing payment, on-going facility

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refurbishment, improvements, and maintenance, and proposed concession improvements.

Interviews of the proposers by the evaluation panel will be scheduled at a later date for the purpose of clarifying matters in the proposals or responding to questions by the evaluation panel.

The Level I and Level II evaluations will take approximately six months to complete.

9. Question: At the Poinsettia Tennis Concession, has there been a problem with errant balls from the adjacent baseball field?

Answer: The tennis courts adjacent to the baseball field are not associated with the concession. They are reservation courts and will fall under the jurisdiction of the Park Services Section. The current concession operator has stated that there have been no recent issues regarding errant balls on the courts.

10. Question: Are the gates surrounding the courts at Poinsettia locked at night?

Answer: Yes, the gates are locked.

11. Question: Can a portable storage container be moved next to the pro shop at the Poinsettia facility?

Answer: Concession improvements outside the contract Premises would require that the concession operator submit a written request and receive prior written authorization from the General Manager before placing a portable storage container on the Premises.

12. Question: If demand exceeds the concession assigned courts, is the concession operator able to reserve additional courts? If so, what is the maximum possible number of courts?

Answer: The selected concession operator may apply for a temporary use permit through the Pay Tennis Reservation System in order to use additional courts. The Department will determine on a case-by-case basis whether or not an opportunity for a concession operator to use additional courts will be allowed. All requests are subject to the written approval of the General Manager and must be

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processed in accordance with the Rates and Fees Policy for Pay Tennis Courts available on-line at:

http://www.laparks.org/dos/concession/poinsettiaTennis_RFP.htm
http://www.laparks.org/dos/concession/westchesterTennis_RFP.htm
http://www.laparks.org/dos/concession/griffithTennis_RFP.htm

13. Question: Are additional courts available for summer camps?

Answer: See response to Question 12.

14. Question: Will the Department provide the list of businesses that attended the Pre-Proposal Conference on April 13, 2011?

Answer: Yes, the Sign-in Sheet for the April 13, 2011 Tennis RFP Pre-Proposal Conference is posted at the following websites for the respective RFPs:

http://www.laparks.org/dos/concession/poinsettiaTennis_RFP.htm
http://www.laparks.org/dos/concession/westchesterTennis_RFP.htm
http://www.laparks.org/dos/concession/griffithTennis_RFP.htm

15. Question: What is the process for replacing light bulbs at the tennis courts?

Answer: Job orders can be place with the Concessions Unit or Park Services of the Department.

16. Question: Are there storage areas for ball carts at the concessions?

Answer: Some of the pro shops are larger than others and have ample storage room for ball carts. Storage is allowed on the concession premises provided there are no safety or fire hazard issues.

17. Question: What is the process for handling illegal instructors not associated with the concession instructional staff?

Answer: The awarded concession operator has the exclusive right and obligation to provide tennis lessons and other tennis related operations on the concession premises. Unauthorized instructors should be reported to the Office of Public Safety for Westchester and Poinsettia and to the Department Park Rangers for

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Griffith-Riverside/Vermont Canyon.

18. Question: What can be done about the illegal ice cream vendors at Griffith Park?

Answer: The awarded concession operator has the exclusive right and obligation to provide tennis lessons and other tennis related operations on the concession premises. Unauthorized instructors (or vendors) should be reported to the Office of Public Safety for Westchester and Poinsettia and to the Department Park Rangers for Griffith-Riverside/Vermont Canyon.

19. Question: How would a proposer report subcontractor bids versus “sweat equity” on the Pro Forma Financial document?

Answer: “Sweat Equity” refers to a party’s contribution to a project in the form of effort as opposed to financial and therefore would not be included in the Pro Forma Financial document.

20. Question: Is the proposal that was submitted by the current concession operator at the Griffith Riverside /Vermont Canyon Professional Tennis Concession available for review?

Answer: The document is subject to the California Public Records Act. Please submit your request to the Department of Recreation and Parks, Office of Board of Commissioners, 221 N. Figueroa Street, Suite 1510, Los Angeles, CA 90012.

21. Question: If the flooring is in good condition at the Griffith-Riverside/Vermont Canyon Tennis Shops, will the concession operator still be required to replace it as stated in the RFP?

Answer: Yes. Section V. 6 (“Required Concession Improvements”) of the RFP states that re-flooring the interior of the Tennis Professional Shop is a required concession improvement within six months of the execution of the Agreement.

22. Question: May the concession operator install lights at the Vermont Canyon tennis facility?

Answer: The installation of lights at the Vermont Canyon facility could be presented in the proposal as a response to Section V. 6, (“Optional Concession Improvements.”) However, the proposed improvement would be subject to the review and written approval of the Department.

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23. Question: Will the Griffith Riverside Vermont Canyon Tennis Professional Concession contract be extended due to the on-going Griffith Park DWP Pipeline Project?

Answer: There are no plans at this time to extend the Agreement.

24. Question: When is the reservation booth open at Griffith Riverside?

Answer: April 1 through October 31, weekdays, from 5:00 p.m. to 9:00 p.m. and weekends and holidays, from 7:00 a.m. to 7:00 p.m.

November 1 through March 31, weekends only, from 7:00 a.m. to 7:00 p.m.

25. Question: Are there current plans for the food stand at the Griffith Riverside tennis facility? May the concession operator open the kitchen and sublet this out?

Answer: The Department does not have plans for the food stand at the Griffith Riverside facility. A potential proposer may include this item in the proposal in response to Section V. 6 ("Optional Concession Improvements") of the RFP.

Please keep in mind, as stated in Section II ("Objective of the Request for Proposals"), the objective of the RFP is, in part, to "Provide professional tennis lessons to meet or exceed the needs and expectations of the tennis patrons and neighboring community."

Any such proposal would be conceptual at the time of the award of the concession agreement and would require that the concession operator submit a written request and receive prior written authorization from the General Manager.

26. Question: May the concession operator request to work on the holidays excluded in the RFP?

Answer: Section V.C.2 ("Hours of Operation") of the RFP states that no concession activities (except Tennis Pro Shop sales) shall be allowed on specifically defined holidays. There is no anticipated change to this policy.