



ERIC GARCETTI
MAYOR

MICHAEL A. SHULL
GENERAL MANAGER

ANTHONY-PAUL (AP) DIAZ, ESQ.
EXECUTIVE OFFICER &
CHIEF OF STAFF

RAMON BARAJAS
ASSISTANT GENERAL MANAGER

VICKI ISRAEL
ASSISTANT GENERAL MANAGER

SOPHIA PIÑA-CORTEZ
ASSISTANT GENERAL MANAGER
(213) 202-2633 FAX (213) 202-2614

December 14, 2017

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

ADDENDUM NO. 2

The Request for Proposal for Greek Theatre Venue and Concessions Management (RFP) has been modified as follows:

1. The cover page is revised as follows:

Due Date: January 31, 2018

The cover page is further revised to add the following:

Second Pre-Proposal Conference: January 9, 2018 at 10:00 a.m.

2. Exhibit B, Section C - Proposal Submittal Information, the subsections entitled "Deadline for Submission" and "Mandatory Pre-Proposal Conference and Site Walk" are revised as follows:

Deadline for Submission

To be considered, proposals must be received on or before **January 31, 2018 at 1:00 pm.**

and

Questions will be deemed late and may not be answered after **January 11, 2018.**

Mandatory Pre-Proposal Conferences and Site Walks

First Pre-Proposal Conference (Conference):

Date: November 30, 2017
Time: 10:00 AM
Location: The Greek Theatre
2700 N. Vermont Ave.



Los Angeles, CA 90027

First Site Walk (The Greek Theatre):

Date: November 30, 2017
Time: Immediately following Pre-Proposal Conference
Location: The Greek Theatre
2700 N. Vermont Ave.
Los Angeles, CA 90027

First Site Walk (The Roosevelt Café):

Date: November 30, 2017
Time: 12:00 PM
Location: Roosevelt Cafe
2650 N. Vermont Ave.
Los Angeles, CA 90027

Second Pre-Proposal Conference (Conference):

Date: January 9, 2018
Time: 10:00 AM
Location: The Greek Theatre
2700 N. Vermont Ave.
Los Angeles, CA 90027

Second Site Walk (The Greek Theatre):

Date: January 9, 2018
Time: Immediately following Second Pre-Proposal Conference
Location: The Greek Theatre
2700 N. Vermont Ave.
Los Angeles, CA 90027

Second Site Walk (The Roosevelt Café):

Date: January 9, 2018
Time: 12:00 PM
Location: Roosevelt Cafe
2650 N. Vermont Ave.
Los Angeles, CA 90027

The purpose of the Conference is to clarify the contents of this RFP and to discuss the needs of The Greek Theatre and The Roosevelt Café. Attendance at either the First Conference and First Site Walks or Second Conference and Second Site Walks is mandatory (**i.e. prospective proposers need only attend one Conference and its associated Site Walks**). 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.

3. Section V.A – Operational Oversight and Management Plan, paragraph two is revised as follows:

All on-site managers must have a minimum of ten years' experience in concert/theatre venue or other similar entertainment venue management and adequate technical background. The management staff is to be located at the Venue where office space will be provided alongside RAP staff.

4. RFP Exhibit C, Section 2 – The following change is made to the minimum qualifying number of years required for business experience only. All other minimum qualifications in this section remain the same.

“The minimum qualifying number of years in business is fifteen (15) years.”

5. RFP Exhibit C, Section 2 – In addition to the above revision to the minimum qualifying number of years required for business experience, the following is inserted after the first paragraph:

A second mandatory pre-proposal conference and mandatory site walk for newly qualified potential proposers will be held on January 9, 2018. Proposers who attended the first pre-proposal conference and site walk are not obligated to attend the second pre-proposal conference and site walk. Proposers obligated to attend the second pre-proposal conference and site walk must contact the Contract Coordinator no later than twenty-four (24) hours prior to the scheduled second pre-proposal conference and site walk to confirm participation in such conference and site-walk. If no proposers have notified the Contract Coordinator of their attendance by such date, the second pre-proposal conference and site walk will be cancelled.

6. Section III – Background, paragraph one is revised as follows:

The current Venue Management Agreement expires on November 1, 2018 and the current Food and Beverage Concession Agreement expires on January 6, 2018 with a one-year extension option remaining on that agreement. RAP will terminate the existing Food and Beverage Concession Agreement to coincide with the commencement of the Agreement resulting from this RFP with a commencement date of November 1, 2018. However, the selected proposer must be ready to begin transition of the facility from the current operator beginning on October 1, 2018, preparing for the 2019 season. The Concert season runs between mid-April and October 31. It is expected that approximately 70 concerts be programmed while providing additional community cultural event opportunities. **Note:** ***Promotion of concerts or events by the selected proposer will be strictly prohibited, consistent with an open venue model and therefore, any concert promoter, a subsidiary of a concert promoter or a joint venture or partnership with a concert promoter who is associated with the selected proposer will be prohibited from promoting concerts at the Greek Theatre.***

7. Section V.E.4. – Concession Fee for Food and Beverage Operations is revised as follows:

Under the subsection entitled “Greek Theatre Concessions” the following two paragraphs are added:

Example #1: Assuming in year one the MAG is \$2,000,000 and the total percentage of gross receipts payable to RAP is \$1,900,000, then the Concessionaire would pay \$2,000,000 for year one and the MAG for year two would be \$2,000,000 (which is 100% of the previous year's MAG).

Example #2: Assuming in year one the MAG is \$2,000,000 and the total percentage of gross receipts payable to RAP is \$2,500,000, then the Concessionaire would pay \$2,500,000 for year one and the MAG for year two would be \$2,250,000 (which is 90% of the previous year's total percentage of gross receipts payable to RAP).

Under the subsection entitled "Roosevelt Café" the following two paragraphs are added prior to the bullet points:

Example #1: Assuming in year one the MAG is \$25,000 and the total percentage of gross receipts payable to RAP is \$20,000, then the Concessionaire would pay \$25,000 for year one and the MAG for year two would be \$25,000 (which is 100% of the previous year's MAG).

Example #2: Assuming in year one the MAG is \$25,000 and the total percentage of gross receipts payable to RAP is \$30,000, then the Concessionaire would pay \$30,000 for year one and the MAG for year two would be \$27,000 (which is 90% of the previous year's total percentage of gross receipts payable to RAP).