



November 17, 2016

*"Nurturing  
wildlife  
and enriching  
the human  
experience"*

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**Arts, Parks, and River Committee**  
**c/o Eric Villanueva, Office of the City Clerk**  
Room 395, City Hall  
Los Angeles, CA 90012

**TRANSMITTAL OF MEMORANDUM OF UNDERSTANDING BETWEEN THE  
ZOO DEPARTMENT AND THE GREATER LOS ANGELES ZOO  
ASSOCIATION**

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Mayor

David E. Ryu  
Council Member  
4<sup>th</sup> District

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John R. Lewis  
Zoo Director

This report hereby transmits Memorandum of Understanding (MOU) between the Zoo Department (Zoo) and the Greater Los Angeles Zoo Association (GLAZA). The attached MOUs cover the following programs and services: membership, publications and volunteer programs; concessions; financial assistance, special events and community affairs; and the Tom Mankiewicz Conservation Carousel program.

**BACKGROUND**

In 1997, the City Council approved an amended and restated 25-year Operating Agreement between the City and GLAZA to establish and govern the relationship between the two parties for the primary purpose of providing a high quality Los Angeles Zoo for the residents of the City (C.F. 94-0989-S1). It specifies the responsibilities and roles of each, including GLAZA's responsibility to obtain financial contributions and similar support from the private sector, to be used for the City's operations and capital improvements at the Zoo. The Agreement authorizes the Zoo Director to negotiate and execute separate MOUs for fundraising, the membership program, and other activities or services to be performed by GLAZA in accordance with the Mayor-Council approved Business and Marketing Plan, and subject to the approval of the City Attorney as to form and legality. Each MOU may have a maximum term of three years, but may not exceed the expiration date of the Operating Agreement.

**SUMMARY**

The chart below summarizes the MOUs including the term and an overview of the services. Each MOU conforms to the updated Business and Marketing Plan approved by the Council on September 23, 2014 (C.F. 14-0600-S223).



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Employment  
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of Zoos and Aquariums

Member of the American Alliance  
of Museums

Member of the California  
Association of Zoos and Aquariums

MOU	TERM	MOU OVERVIEW
Membership, Publications, and Volunteer Programs	July 1, 2016 – June 30, 2017	This MOU covers the membership, publications and the volunteer programs. In accordance with the Operating Agreement, the Zoo will receive 25% of all membership revenue, GLAZA shall receive 25% and the remaining 50% shall be deposited into the Zoo Enterprise Trust Fund unless the Zoo and GLAZA enter into other MOUs for additional services. Membership revenue subject to the share is projected to be \$6,186,595 with the Zoo's share at \$1,546,652 and GLAZA's share at \$4,632,768 to cover the costs of the membership, publications (which includes the Zoo's website) and volunteer programs.
Concessions	July 1, 2016 – June 30, 2017	This MOU covers the concessions operation at the Zoo, including, but not limited to, food services, vending of food products, gift shops, tram services, rental of wheelchairs and strollers, vending of special products such as plastic animals, pennies and photos, catering, and the rental of Zoo facilities by outside groups. This MOU authorizes that GLAZA may retain 3% of the gross revenue for its administrative costs. Budgeted commissions for Fiscal Year 2016-17 are \$2,244,874 with the Zoo's share to be \$1,910,699 and GLAZA's share to be \$334,175.
Financial Assistance, Special Events, and Community Affairs	July 1, 2016 – June 30, 2017	<p>GLAZA's financial support of the Zoo will be delivered to the Zoo in two ways:</p> <ul style="list-style-type: none"> <li>a) through transfers of cash donations and gifts, both restricted and unrestricted, for programs and projects defined by the Zoo Director and agreed to by GLAZA, based on these projects' appeal to the donor base; and</li> <li>b) through the delivery of program services to the Zoo by GLAZA departments or programs such as special events, opening events, special exhibitions and programs, community relations and others, as requested by the Zoo Director and negotiated through separate agreements, and through advocacy and public relations efforts promoting philanthropy that will advance the Zoo's mission and well-being.</li> </ul> <p>GLAZA will endeavor to raise \$2.3 million in restricted gifts for FY2016-17. GLAZA will also endeavor to raise up to \$2,935,000 (less expenses for the Beastly Ball, which are expected to total \$363,664) in unrestricted funds in FY2016-17 for the GLAZA operating budget through the Beastly Ball, other special event fund raisers and programs. GLAZA will gift the sum of \$300,000 from unrestricted funds raised to the Zoo Assistance Fund for conservation efforts.</p>
Tom Mankiewicz Conservation Carousel	July 1, 2016 – June 30, 2017	This MOU represents a transition of the management, operations and maintenance of the Carousel from GLAZA to the Zoo in accordance with the 2016-17 Adopted Budget. The Budget provided funding for staffing and expenses to facilitate the transition effective July 1, 2016. In order to facilitate the transfer of this function to the Zoo, infrastructure and technology improvements are

	required to be performed by the City's Information Technology Agency. Due to unforeseen delays, the parties have agreed to continue GLAZA's operation and maintenance of the Carousel until the transition is complete, which is estimated to be at the end of January 2017.
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**CONCLUSION**

These MOUs represent the mutually agreed upon programs and services to be provided for the Zoo by GLAZA during the 2016-17 fiscal year. These programs and services are vital components to the Zoo's operations and overall success. We have already begun the development of an updated Business and Marketing Plan that will guide future MOUs beginning in the 2017-18 fiscal year. Together, the Zoo and GLAZA are focused and committed on the future of the Zoo through a new Strategic Plan and the development of a new Master Plan.

Respectfully submitted,



John R. Lewis, General Manager  
Zoo Department

- cc: Barbara Romero, Office of the Mayor  
Miguel Santana, Office of the CAO  
Sharon Tso, Office of the CLA  
Dov Lesel, Office of the City Attorney  
Connie Morgan, Greater Los Angeles Zoo Association

Attachments