



June 20, 2014

Arts, Parks, Health, Aging and River Committee
c/o Adam Lid, Office of the City Clerk
Room 395, City Hall
Los Angeles, CA 90012

*"Nurturing
wildlife
and enriching
the human
experience"*

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Marc Mitchell

Richard Lichtenstein
ex officio member

John R. Lewis
Zoo Director

Reference: Council File 13-1469

Honorable Councilmembers:

The Zoo Department respectfully transmits the Third Amendment to the Memorandum of Understanding (MOU) between the Zoo Department and the Greater Los Angeles Zoo Association (GLAZA) for marketing, public relations, site rentals and catered events for your consideration and approval.

The original MOU with GLAZA was executed on May 3, 2013 and was subject to ratification by the City Council either before or at the time of the approval of the Business and Marketing Plan by Council. Ratification was to occur no later than December 31, 2013. In accordance with language in the MOU, the Zoo submitted its Business and Marketing Plan to the Council by the deadline of November 1, 2013; however both the Plan and the MOU are still pending in both the Arts, Parks, Health, Aging and River (APHAR) and Budget and Finance Committees.

The First Amendment which was executed on March 26, 2014, revised Section 6 of the MOU to clarify that the City's Standard Terms and Conditions (Rev 3/09) apply to the MOU and amended Section 7 of the MOU by extending the date for Council approval of the Business and Marketing Plan ("Plan") and ratification of the MOU to March 31, 2014.

The Second Amendment revised Section 7 of the MOU at the direction of the APHAR Committee by extending the date for Council approval of the Plan and ratification of the MOU to September 30, 2014.

The Third Amendment, among other things, clarifies GLAZA's commitment as a partner to provide an enhanced level of marketing for the Zoo, and provides numbers from GLAZA that it has expended \$2,550,000 for marketing the Zoo in FY 2013-14, that they expect/ agree to expend \$2,756,000 for marketing in FY 2014-15, which amount has been approved by their Board and expects/ agrees to expend \$2,966,241 for FY 2015-16 subject to approval by the GLAZA Board. It also provides that the City and the Zoo will not be responsible to GLAZA for any shortfall should the revenue and admission targets not be achieved. In addition, the Third Amendment provides that (a) the CAO and CLA have the right to review GLAZA documents including but not limited to GLAZA's annual financial audit and third party GLAZA contracts for services performed at or related to the Zoo, (b) GLAZA will provide the Zoo with the information and material needed for the Zoo to provide biannual reports to Council regarding the Plan's implementation. The Amendment also provides that the City may terminate the MOU for convenience at any time upon one hundred and eighty (180) days written notice.



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Upon the ratification of the Third Amendment, the Zoo intends to update the Business and Marketing Plan to be consistent with the MOU and transmit the updated document prior to September 30, 2014. Attached to this transmittal is the original MOU, the First Amendment, Second Amendment and Third Amendment.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "John R. Lewis", with a stylized flourish at the end.

JOHN R. LEWIS, General Manager
Zoo Department

JRL:DMV/dmt

cc: Dov Lesel, Office of the City Attorney
Patricia Whelan, Office of the Mayor
Miguel Santana, Office of the CAO
Gerry Miller, Office of the CLA
Connie Morgan, Greater Los Angeles Zoo Association

Attachments