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When making inquiries relative to  
this matter, please refer to the  
Council File No.: [14-1500-S4](#)

## OFFICIAL ACTION OF THE LOS ANGELES CITY COUNCIL

May 23, 2018

**Council File No.:** [14-1500-S4](#)

**Council Meeting Date:** May 22, 2018

**Agenda Item No.:** 15

**Agenda Description:** ARTS, ENTERTAINMENT, PARKS AND RIVER COMMITTEE REPORT relative to the proposed agreement with SMG for concession management at the Greek Theatre and the Roosevelt Golf Course Cafe.

**Council Action:** ARTS, ENTERTAINMENT, PARKS AND RIVER COMMITTEE REPORT - ADOPTED

**Council Vote:**

|        |                         |
|--------|-------------------------|
| YES    | BOB BLUMENFIELD         |
| YES    | MIKE BONIN              |
| YES    | JOE BUSCAINO            |
| YES    | GILBERT A. CEDILLO      |
| YES    | MITCHELL ENGLANDER      |
| YES    | MARQUEECE HARRIS-DAWSON |
| ABSENT | JOSE HUIZAR             |
| YES    | PAUL KORETZ             |
| YES    | PAUL KREKORIAN          |
| YES    | NURY MARTINEZ           |
| YES    | MITCH O'FARRELL         |
| YES    | CURREN D. PRICE         |
| YES    | MONICA RODRIGUEZ        |
| YES    | DAVID RYU               |
| YES    | HERB WESSON             |

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ARTS, ENTERTAINMENT, PARKS AND RIVER COMMITTEE REPORT relative to the proposed agreement with SMG for concession management at the Greek Theatre and the Roosevelt Golf Course Café.

Recommendations for Council action:

1. AUTHORIZE the President and Secretary, Board of Recreation and Park Commissioners, to execute the proposed agreement, shown in the corrected attachment in the Council file, with SMG for venue management and food and beverage concession management at the Greek Theatre and for food and beverage concession management at the Roosevelt Golf Course Café, for a term of five years with one five-year option, subject to the approval of the City Attorney as to form.
2. INSTRUCT the Department of Recreation and Parks (RAP) to report back in 60 days on a proposed long term conservation and capital improvement plan for the Greek Theatre.

Fiscal Impact Statement: The City Administrative Officer reports that there is no impact on the General Fund. According to the RAP, the estimated net revenue for year one of the proposed agreement is approximately \$6.9 million (based on SMG's projection) for the Greek Theatre and \$25,000 for the Roosevelt Golf Course Café. The net revenues from both sites are expected to increase over the initial five-year term.

Community Impact Statement: None submitted.

**TIME LIMIT FILE - JULY 3, 2018**

**(LAST DAY FOR COUNCIL ACTION - JULY 3, 2018)**

Summary:

At a regular meeting held on May 9, 2018, your Arts, Entertainment, Parks and River Committee considered Mayor and CAO reports relative to concession management at the Greek Theatre and the Roosevelt Golf Course Café. A representative of OVG, one of the bidding contractors, provided feedback regarding the RFP process and suggested some recommendations pertaining to contract term and capital improvements. A representative of SMG also presented to the Committee and highlighted successes from the current contract and highlighted their proposal. A representative of the RAP provided an overview of the entire RFP process and the expectations of the bidders. Councilmember O'Farrell commented on mitigated situations, unanticipated revenue generated and historical factor. Councilmember Ryu requested for the RAP to report back with a more formal conservation and capital improvements plan. Councilmember Price commented on community collaboration and expanding mentoring programs for kids. After an opportunity for public comment, the Committee recommended to approve the recommendation in the CAO report, which was to approve the proposed agreement in the corrected attachment in the Council file, and the request from Councilmember Ryu for the RAP to report back. This matter is now submitted to the Council for consideration.

Respectfully Submitted,

ARTS, ENTERTAINMENT, PARKS AND RIVER COMMITTEE

**MEMBER    VOTE**

O'FARRELL: YES

RYU: YES

PRICE: YES

SD

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**-NOT OFFICIAL UNTIL COUNCIL ACTS-**