

ARTS, ENTERTAINMENT, PARKS AND RIVER COMMITTEE REPORT relative to the Supplemental Agreement of the Memorandum of Understanding between the Zoo Department and the Greater Los Angeles Zoo Association (GLAZA) for marketing, public relations, site rentals and catered events for Fiscal Year 2017-18.

Recommendations for Council action:

1. APPROVE the LA Zoo 2017-18 Business and Marketing Plan and Supplemental Agreement to the Business and Marketing Plan.
2. INSTRUCT the Zoo Department to submit to the City Council a five-year Business and Marketing Plan that reflects an updated relationship with GLAZA that emphasizes maximum revenue to the Department and implements measurable benchmarks for GLAZA's expenditure of its share of Zoo revenue.
3. INSTRUCT the Zoo Department to include in the five-year Business and Marketing Plan specific strategies to reach out, engage and increase participation of low income families throughout the City, including identified language barriers.
4. INSTRUCT the Zoo Department to submit a supplemental report detailing historical demographic trends in attendance, broken down by the targeted groups specified in the Business and Marketing Plan, and a year-to-year comparison that might be able to convey the trends that will help identify areas of focus for marketing.

Fiscal Impact Statement: The Zoo Department reports that there is no impact to the General Fund.

Community Impact Statement: None submitted.

Summary:

At the meeting held on June 18, 2018, your Arts, Entertainment, Parks and River Committee considered a Zoo Department report relative to the Supplemental Agreement of the Memorandum of Understanding between the Zoo Department and the GLAZA for marketing, public relations, site rentals and catered events for Fiscal Year 2017-18. After an opportunity for public comment was held, the Committee moved to approve the recommendations, as detailed above. This matter is now forwarded to the City Council for its consideration.

Respectfully Submitted,

ARTS, ENTERTAINMENT, PARKS AND RIVER COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
O'FARRELL:	YES
RYU:	YES
PRICE:	YES

Quinn T. Sullivan
for M. Farrell

EV
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-NOT OFFICIAL UNTIL COUNCIL ACTS-