



By nature of its location in Griffith Park, the operation of the Greek Theatre has an impact on the quality of life for Los Feliz stakeholders, particularly those who reside in general vicinity of the theatre, or along thoroughfares that lead into the park.

The City of Los Angeles through its Department of Recreation and Parks (RAP) has embarked on a venue “self-operation” plan set to take effect in the fall of 2015.

This plan was ostensibly approved on the premise that self-operation of the Greek Theatre would net the City more revenue than contracting out such services as it has done in the past. Based on current information, as received through various City communications, including a published Request for Proposals (RFPs) to potential management firms, the Los Feliz Neighborhood Council (LFNC), on July 21, 2015, and after thorough review of the process to date, hereby declares:

Whereas,

as a result of the City’s decision to forgo an outside operator after an initial Recreation and Parks Commission recommendation was repeatedly reviewed, debated and ultimately rejected, many months of potential evaluation time elapsed as the contract term end date for the current operator rapidly approached, and

Whereas,

any self-operation plans appear to have been formulated on a “fast-track,” raising concerns whether adequate time and due diligence have been apportioned, and

Whereas,

key aspects of the self-operation plan (e.g., Management RFP, Food and Beverage RFP, User Agreement and Rental Agreement) have been released in a piecemeal fashion, and

Whereas,

the plan, in its totality, has not been presented to the general public or community at large for adequate comment and/or input to aid in City’s decision-making process, or to help point out potential negative impacts on our neighborhood, and

Whereas,

the initial RAP staff report (dated: April 15, 2015), approved by the Recreation and Parks Commission, projects an estimated \$3M - \$4.8M in annual net revenue, yet it fails to publicly provide any pro forma income and expense numbers, giving no transparent insight as to how the estimate was arrived at, and

Whereas,

the current plan proposes compulsory parking fees be added on to each event ticket, almost guaranteeing increased vehicular traffic through our area, and seemingly penalizing any patron for using alternate transportation, running contrary to various City policies and initiatives promoting mass transit and human mobility options.

Be it resolved,

The Los Feliz Neighborhood Council hereby advises:

1. Before any plan approval, The Department of Recreation and Parks should provide all pro forma Income and Expense figures that include but are not limited to any Greek Theatre internal account numbers; other costs for RAP personnel (staffing, maintenance, etc.) not wholly dedicated to the operation of the venue but engaged in its operation as needed; interdepartmental expenses anticipated from City cross-departmental entities such as LADOT (e.g., traffic control) and the Bureau of Engineering (e.g., renovations, architectural and engineering services, etc.) and any other expenses paid directly by entities such as the LA Parks Foundation or others tied to the continued operation of the Greek Theatre.
2. Provide a comprehensive staff report delineating the individual financial factors of the self-operation plan and their total combined Profit and Loss statements to glean an accurate evaluation of this new plan in its entirety.
3. Condition the plan's approval on stated financial and infrastructure benchmarks and require RAP to regularly report to the Commission and City Council on how the plan's implementation is tracking against its stated goals.
4. Require a comprehensive list of all personnel in the form of consultants, whether formal or "informal", utilized in preparation and evaluation (scoring and award) of related RFPs and contracts with any entity such as promoters, management companies, parking companies, food and beverage companies, ticketing agencies, sound management companies, etc.
5. Reject any proposals that place a compulsory parking fee on any ticket.
6. Require public presentations of the entire plan by someone fully knowledgeable of all its aspects. Schedule these meetings at a time that is reasonably accessible to concerned constituents (i.e., evenings, weekend days).
7. Any facility renovations or upgrades considered as an adjunct to this plan should be fully scoped, providing costs and potential impacts of realizing any changes, starting at the point these project(s) are initially conceived.
8. If, after consideration of any of the aforementioned advisements, publically consider this issue and seek community input on whether postponing the implementation of this self-operation plan until all of its aspects are fully vetted and adequately addressed to a high standard of due diligence is in order to decide which tack is in the best interests of the City.

I, Linda Demmers, declare that I am the President of the Los Feliz Neighborhood Council and that on July 21, 2015, a Brown Act noticed public meeting was held by the Los Feliz Neighborhood Council with a quorum of 11 members present and that by a vote of 10 yes, 0 no, and 1 abstention, the Neighborhood Council adopted the above resolution.

Linda Demmers, President, Los Feliz Neighborhood Council