

APPROVED
OCT 02 2013

REPORT OF GENERAL MANAGER

NO. 13-244

DATE September 18, 2013

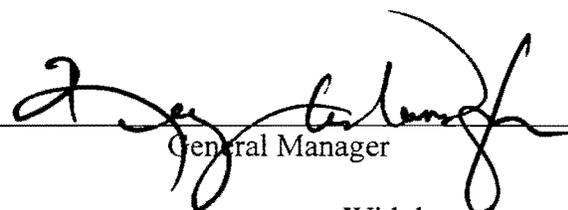
**BOARD OF RECREATION
and PARK COMMISSIONERS**

C.D. 13

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: ECHO PARK CAFÉ CONCESSION – AWARD OF INTERIM CONCESSION AGREEMENT TO SQUARE ONE DINING

R. Adams _____	K. Regan _____
H. Fujita _____	M. Schull _____
V. Israel _____	*N. Williams <u>RAJ</u>



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve a proposed Interim Concession Agreement between the City of Los Angeles Department of Recreation and Parks (RAP) and Square One Dining, substantially in the form on file in the Board Office, for the operation and maintenance of the Echo Park Café Concession for a term of one (1) year with two (2) one-year renewal options, exercisable at the General Manager's sole discretion, subject to the approval of the Mayor and of the City Attorney as to form;
2. Find, in accordance with Charter Section 1022, that RAP does not have personnel available in its employ with sufficient time and expertise to undertake these specialized professional tasks and that it is more feasible and more economical to secure these services by contract;
3. Find, in accordance with Charter Section 371(e)(10) and Los Angeles Administrative Code Section 10.15(a)(10), that in order to provide continued, uninterrupted service to the public and avoid a revenue shortfall, a competitive bidding process is not practicable or advantageous at this time, and that it is therefore in the City's best interest to enter into this Interim Concession Agreement until the completion of a formal Request for Proposal (RFP) process when a multi-year agreement can be executed;

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4. Find, in accordance with Charter Section 372, that obtaining competitive proposals or bids for work to be performed pursuant to this agreement is not reasonably practicable or compatible with RAP's interests of offering café dining services to the public while RAP conducts a formal RFP process;
5. Direct the Board Secretary to transmit the proposed Agreement, concurrently, to the Mayor in accordance with Executive Directive No. 3, and to the City Attorney for approval as to form; and,
6. Authorize the Board President and Secretary to execute the Agreement upon receipt of the necessary approvals.

SUMMARY:

This is a newly established concession. The 1,500 square foot Echo Park Boathouse (Boathouse), originally constructed in 1932 at 751 N. Echo Park Ave. in Los Angeles, was designed in the Spanish Colonial Revival Style and is positioned over the Echo Park Lake.

Other amenities and features at Echo Park Lake include a baseball diamond, lighted indoor and outdoor basketball courts, a play area for children, a lighted football field, two swimming pools, a soccer field, and lighted tennis courts. Besides offering a variety of recreational activities to be enjoyed by patrons, the historic park has also long been a popular location for Hollywood filming.

The Boathouse has undergone several aesthetic and building system retrofits throughout the years. Phase I of the most recent rehabilitation effort, the Echo Park Boathouse Rehabilitation project, was completed in 2007. It entailed preserving the existing piles, rehabilitating the dock, and providing disabled access to the dock.

Phase II of the Echo Park Boathouse Rehabilitation project included the completion of the aesthetic, and structural retrofit of the existing building and mechanical systems. The Boathouse Rehabilitation project is a small part of the larger Echo Park Lake Rehabilitation project.

This Concession operates in the recently restored Boathouse, and a one-year interim concession agreement, with two (2) one-year renewal options, will allow the concessionaire the exclusive right and obligation to staff, equip, and operate a café dining service until completion of a formal Request for Proposal process when a multi-year agreement can be executed. The Concessionaire will offer food and non-alcoholic beverages for sale to park patrons and the neighboring community.

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Under a 90-Day Interim Permit, the current operator, Square One Dining, has been providing quality service to the community. Approval of this interim concession agreement will allow RAP to continue to provide uninterrupted service to the public while an RFP is developed.

Staff will develop and, with approval from the Board, release an RFP for this concession. With the RFP, RAP will seek a qualified, experienced, and financially sound operator who will meet or exceed RAP's expectations in all operational and financial areas, and optimize service to the public and profitability to the business.

90-Day Interim Permit

The Echo Park Pedal Boats and Café RFP was approved by the Board for release on December 10, 2012 (BR 12-329). The RFP was released to the public on February 14, 2013, and on March 7, 2013, a Pre-Proposal Conference was held at which representatives for eight (8) companies attended.

On April 23, 2013, the RFP proposals were due. No proposals were received due in part to the inability of the perspective bidders to manage both operations (Pedal Boats and Café) as one concession. On May 23, 2013, the Pedal Boat operation and the Café operation were bifurcated from one another. 90-Day Interim Permit proposal solicitations for each operation were sent to Pre-Proposal Conference attendees, allowing them to bid on either one or both opportunities.

On June 4, 2013, Square One Dining inquired about an opportunity to operate a Café at Echo Park. On June 7, 2013, the Interim Permit proposals were due. No proposals were received for the Café operation.

On June 12, 2013 Concessions Unit staff contacted Square One Dining to discuss their inquiry, and reviewed publically available information about their current dining operations.

On July 11, 2013, the Interim Permit between RAP and Square One Dining for the operation of the Echo Park Café Concession was executed. On July 20, 2013, the Concession opened to the public. The permit expires on October 5, 2013.

Food Service

Square One Dining operates two (2) food establishments in the Los Angeles area with an emphasis on highest quality food using fresh, locally-obtained ingredients. When possible, they utilize organic, local, and small farm produce, and all of their meat products are hormone free.

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Operation Plan

Offered at affordable prices, Square One Dining will sell food and beverages for breakfast and lunch. Patrons will be able to order food from inside the Boathouse, and seating is arranged both inside and outside the facility. Value-priced, pre-prepared and packaged items and beverages for quick service will also be available, and Square One Dining is allowed to make use of a mobile service cart to sell food items around the park.

Concession Agreement

For this concession, the operator is permitted to use seven (7) rooms of the Boathouse. The hours of operation will be year-round from 9:00 AM to 3:00 PM, except it will be closed on Christmas Day. Under the terms of the one-year interim concession agreement, with up to two (2) one-year renewal options, Square One Dining will provide a cash register, and tables and chairs for the operation.

The concessionaire shall pay 5% of gross receipts monthly rent. If the total rent paid after each twelve (12) month period is less than \$6,000, the concessionaire will remit the difference to RAP.

FISCAL IMPACT STATEMENT:

During the one-year term of this concession agreement, RAP will receive a minimum of \$6,000 in rent. Of that amount, \$5,400 will be deposited into Fund 302, Dept. 88 General Fund (90%), and \$600 will be deposited into Fund 302, Dept. 89, Account 89070K Concession Improvement Account (10%).

Report prepared by Shaun Larsuel, Management Analyst II, Finance Division, Concessions Unit.