



CITY OF LOS ANGELES

DEPARTMENT OF
RECREATION AND PARKS

REQUEST FOR PROPOSAL

FOR THE OPERATION AND MAINTENANCE OF THE

GRIFFITH PARK GATEWAY CONCESSIONS (CON-M26-001)



Griffith Park Pony Ride Site
4400 Crystal Springs Drive
Los Angeles, CA 90027



Griffith Park Miniature Train
Ride Concession
4400 Crystal Springs Drive
Los Angeles, CA 90027
And
5200 Zoo Drive
Los Angeles, CA 90027



Griffith Park Pony Ride Food
and Beverage Concession
3900 Crystal Springs Drive
Los Angeles, CA 90027

RELEASE DATE:
JANUARY 30, 2026

PRE-PROPOSAL
CONFERENCES:
FEBRUARY 17, 2026
MARCH 24, 2026

DUE DATE AND TIME:
MAY 5, 2026, 1:00PM

SITE WALKTHROUGH:
FEBRUARY 25, 2026



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REQUEST FOR PROPOSAL
FOR THE OPERATION AND MAINTENANCE OF THE
GRIFFITH PARK GATEWAY CONCESSIONS

I. INTRODUCTION

The City of Los Angeles (City), through its Department of Recreation and Parks (RAP), seeks well-qualified, experienced, and innovative business entities to redevelop, operate and maintain high quality concessions (Concession) in Griffith Park. These prime locations present an exciting opportunity to create a unique and specialized area of the park that appeals to the diverse population of tourists and Angelenos who visit the park daily. The right proposer will be creative with capitalizing on the synergy of adjacent amenities to support the City's vision of developing a park landmark and destination. RAP encourages proposers to present an aesthetically pleasing redesign that enhances and complements all included concessions. Respondents may opt to subcontract some portions of the operations. A summary description of the opportunity is as follows:

- | | |
|-----------------------|---|
| Term | The term of this contract(s) will be ten (10) years plus two five (5) year extension options. Any extensions will be at RAP's sole discretion. |
| Facilities | There are four concessions offered in this RFP: the former pony ride site, two miniature train ride locations, and one food and beverage facility. Proposers may propose on one or multiple locations, but only need to submit one set of Compliance Documents (Exhibit C) per proposing entity. RAP reserves the right to select different operators for each location. Therefore, this RFP may result in multiple agreements. |
| Concession Fee | The concession fee for each location will be a percentage of gross receipts (PGR). The minimum acceptable PGR is identified for each location in Section IV. Compensation Plan of this RFP. |

Proposers must demonstrate the ability to operate a high-quality concession, clearly articulate achievable plans for an innovative and profitable operation, and be in full compliance with applicable laws and regulations.

The selected proposer (Concessionaire) will implement a Concession operation that will meet or exceed the objectives of RAP, as well as incorporate creative ideas that are appropriate to maximize the Concession's value for patrons.

RAP's goals for providing concession opportunities are to provide the public with the best and highest quality products and service, ensure that RAP receives an adequate and appropriate revenue share for operations on RAP property, and protect City assets.

II. OBJECTIVE

The objective of this RFP is to award a ten-year agreement, with two five-year extension options exercisable at RAP's sole discretion. As stated above, the concessions may be divided up into multiple agreements. Objectives for each location are listed below:

Former Griffith Park Pony Ride Site

- Create, develop, and operate a vibrant, sustainable, recreational attraction that aligns with RAP's vision for a site that:
 - Offers a design and operational plan tailored to prioritize young people and serves as a premier family destination by featuring intergenerational activities and amenities appealing to visitors of all ages, fostering a sense of community and family engagement.
 - Provides a recreational opportunity for low income and underserved communities ensuring equitable access to green space and quality outdoor experiences.
 - Promotes activities that support intellectual engagement and exploration by encouraging curiosity and a sense of wonder, developing critical thinking skills, and using hands-on activities and thoughtful interpretation to stimulate creativity and dynamic learning.
 - Fosters meaningful and memorable experiences for young Angelenos, ensuring these interactions are positive, educational, and impactful enough to shape their connection to nature, create opportunities for discovery, learning, and physical activity, that will instill a lifelong appreciation for park spaces and environmental stewardship.
 - Complements existing and planned attractions in Griffith Park by harmoniously integrating with the park's natural environment and the established character of its diverse features, such as various trails and historical sites, to ensure a cohesive visitor experience that amplifies the park's appeal as a unified recreational and cultural destination.
 - Prioritizes the needs and accessibility for local residents, particularly those immediately surrounding Griffith Park, as well as the broader regional users to ensure that the proposed improvement is primarily geared toward enhancing the experience and usability for the community that sustains and frequently visits the park.
 - Operates with a high standard level of care for safety, maintenance, and cleanliness, ensuring the preservation of the public infrastructure and natural environment within the park area.
 - Demonstrates swift implementation and operation of the new concession to provide a community benefit and enhance public enjoyment of the space in the near term.
 - Champions environmental stewardship by rigorously incorporating comprehensive sustainable principles and green design practices throughout all phases of planning, construction, and long-term operation.

PlaceWorks, an independent consulting firm hired by RAP, conducted a public engagement process to determine what constituents envisioned for the site and to help with future decision making by the City. Features and attractions that were identified as most important to the community included: a live animal experience that may include educational and animal rescue opportunities; a community garden that includes educational programs on agriculture; an indoor-outdoor museum or nature center; and an indoor and outdoor adventure play area with activities such as outdoor rope courses and rock walls. The PlaceWorks Future Use Opportunities Report can be found as exhibit M to this RFP.

Though not required, the City highly encourages proposers to give consideration to the features and attractions identified in the PlaceWorks report as important to the community as they

develop their proposals. If a live animal experience is proposed, proposers should include information regarding animal health, safety, and well-being protocols.

Griffith Park Miniature Train Rides (Two Locations)

- Operate and maintain safe and efficient miniature train ride services on a year-round basis, seven days a week, in the designated areas of Griffith Park, subject only to approved closures, extreme weather, or pre-approved holidays.
- Provide a welcoming, high-quality, family-friendly, and enjoyable experience for all visitors ensuring the overall atmosphere and operation of the train rides and the surrounding areas are aesthetically pleasing, well-maintained, and conducive to an enjoyable outing, as well as, preserving and enhancing the visual appeal, historical integrity, and charm of the miniature train attractions.
- Offer miniature train ride services at reasonable market prices, taking into consideration the operational costs, the standard pricing for similar recreational park attractions in the Southern California region, and the goal of maximizing accessibility for all park visitors.
- Prioritize safety, cleanliness, and exceptional customer service while delivering an engaging and entertaining experience that encourages repeat visitation.
- Optimize the number of patrons by offering quality service while generating revenue for the Concessionaire and RAP, including adjustments for peak and non-peak periods and special events.
- Establish a proactive maintenance program, conduct daily inspections of the equipment, maintain equipment in good repair and clean, and conduct routine maintenance and repairs as needed.
- Attain necessary certificates and permits that are relevant to the Concession, such as from the Los Angeles Fire Department (LAFD) and the State of California.
- Sell train-related toys and other novelty items of high quality at reasonable prices at the GPS facility to enhance the overall visitor experience and complement the train attraction.

Proposers may suggest alternate uses for these areas; however, RAP's preference is for the sites to remain a miniature train ride concession.

Griffith Park Pony Ride Food and Beverage Concession (adjacent to the former Pony Ride site)

- Upgrade the food service from a snack stand to a themed food experience, elevating the visitor experience with enhanced aesthetic design for the service area and associated seating, and improved operational efficiency and capacity that complements the overall aesthetic and historical context of this prime area.
- Provide food and beverage services at the Concession on a year-round basis, seven days a week, subject only to approved closures, extreme weather, or pre-approved holidays.
- Offer well-designed, durable, and aesthetically pleasing outdoor seating arrangements to accommodate patrons purchasing food and beverages.
- Provide professional food and beverage services at reasonable market prices to consistently meet and exceed the diverse needs and expectations of the needs and expectations of the City, park patrons, and the neighboring community. This includes

offering a variety of healthy and appealing options, operating with efficiency and cleanliness, and maintaining an elevated standard of customer service throughout all hours of operation.

- Maximize patron experience through high-quality and uniquely featured food and beverage offerings, quality of service, and an attractive ambiance.
- Identify and implement (with RAP approval) expanded services appropriate and relating to food and beverage services.
- Offer beer and wine and obtain the necessary licenses and permits to do so.

Objectives for All Concession Locations

- Maintain the cleanliness and appearance of the Concession to the satisfaction of RAP and meet industry standards by providing on-going maintenance of structures, furnishings and equipment.
- Assess, install, and/or renovate any necessary high-quality structures, furnishings and/or equipment to create an attractive, inviting, and profitable Concession.
- Prioritize ADA accessibility.
- Minimize wait times.
- Establish and increase a strong customer base through the use of marketing and advertising tools and outreach to the community.
- Implement, maintain, and enforce all health and safety rules and regulations as required by the city, county, state and federal agencies.
- Generate revenue to the Concessionaire and the City while also balancing affordability to park users.
- Demonstrate awareness of the demographics and special needs of the community.
- Work in partnership with RAP and adjacent concessionaires during the normal course of business and as unforeseeable problems arise.
- Operate the Concession in an environmentally sensitive manner.
- Be compliant with all of the terms of agreement.

The term of the agreement resulting from this RFP will commence on the date of execution of the agreement by both parties, and the initial term will terminate ten years from the date the Concessionaire commences operation of the concession. RAP may exercise the options to extend the term.

This RFP provides interested parties with information to prepare proposals to meet the requirements. **Proposers may provide information in addition to what is requested if deemed relevant or essential and are encouraged to suggest services/activities in addition to those described in this RFP. Proposers may propose on one or all locations. Proposers interested in proposing for more than one concession may submit one proposal for all desired locations. Proposals for more than one location must clearly address the individual needs of each location.**

III. BACKGROUND AND DESCRIPTION OF THE CONCESSIONS

Griffith Park covers 4200 acres and is visited by approximately 10 million people annually. The Park offers numerous family attractions; an assortment of educational and cultural institutions;

miles of hiking and horseback riding trails; picnic areas, and provides visitors an ideal environment for enjoyable recreation activities.

Former Griffith Park Pony Ride Site

The Griffith Park Pony Ride site is located at 4400 Crystal Springs Drive, Los Angeles, California 90027, near the main entrance to Griffith Park. The site is easily accessible from the Golden State Freeway (I-5) and Los Feliz off-ramps. It is adjacent to a miniature train ride and a food and beverage concession.

The 20,000 square foot space leverages historic, local significance and distinctiveness that is already meaningful and iconic to Griffith Park. The Griffith Park Pony Ride site is the former home to the Griffith Park Pony Ride and embodies a unique mid-century western design. The re-imagined space will incorporate the deeply rooted historical perspective of the site positioned to serve the local residents and visiting tourists. Once complete, the re-envisioned site will serve as a gateway for visitors to experience the site as an accessible and cherished natural resource, public recreation place, and destination location.

The site currently comprises a ticket booth, a pergola structure over the waiting area, a multi-lane riding ring, a pony sweep area, a metal barn, pony corral areas, and other improvements affixed to the property. A Historic Structures Report (HSR) was recently conducted by the Architectural Resource Group, for the Pony Rides site as part of the City's Future Use Opportunities Study for this site (Exh. M). The HSR lists the following four contributing resources at the Griffith Park Pony Ride Site along with their character-defining characteristics: Historic Vegetation, Pergola, Ticket Booth, and Riding Ring. Per the HSR, contributing elements of the Pony Ride Site should be retained to the extent feasible and undergo repair and maintenance as needed. Proposers may still recommend other uses for these areas. However, demolition and substantial modification of the contributing resources would require a permit and review by the City of Los Angeles Cultural Heritage Commission.

The Concessionaire is responsible for all utility charges. The electric utility charge is based on a separate meter exclusive to the Pony Ride Concession Site. The Concession operator will remit utility payments directly to the utility companies.

Griffith Park Miniature Train Rides

The Griffith Park miniature train ride concessions are family-friendly environments, integral to the numerous family attractions that Griffith Park offers. There are currently two locations for miniature train ride services: 1) Griffith Park and Southern Railroad (GPS) located at 4400 Crystal Springs Dr., Los Angeles, CA 90027; and 2) Travel Town Museum (TT) in Griffith Park located at 5200 Zoo Dr., Los Angeles, CA 90027.

The GPS facility features an Old Western Town facade, with beautiful locomotives, each having a nostalgic look and appeal fueled by propane. Matching and/or wooden gondola passenger cars, approximately one mile of 18-gauge track, and 7/8 mile of perimeter fence are incorporated. The concession also includes the scale station (ticket office) which was modeled after the train station at Disneyland and built 'in the 1960s; concrete loading platform and wood cover balanced on a center row to protect the double track; decorative scale water tank/tower; engine shed/barn containing three tracks, a maintenance pit, storage and a small machine

shop, concrete floor, 200-amp electrical and water; decorative small building used for storage; employee building which is a break room and rest room; tunnel which is decorative but also serves as an enclosed securable storage area for equipment during non-operating hours; and a wood-on-concrete bridge which is a functional crossing for the track built in the 1960s but retrofitted in 1991 with supplemental steel framework. This location also offers a simulator ride, seasonal festive train rides, and a souvenir stand as part of the concession. Significant investments and capital improvements in the Concession have been made. Special events for the community are highlights which include the Christmas Lights Festival Train Ride event and recent addition of Easter and pumpkin patch events at the GPS facility. These family-friendly events are offered at affordable prices without compromising customer experience.

The Travel Town Museum location includes attractive locomotives and passenger coaches running on 16-gauge track, approximately three eighths of a mile. This location also includes a repairable locomotive area, the ticket booth, shop tools, and equipment.

The current operator has a four-tiered pricing structure in place: adults, children, seniors, and groups. The parking lots are shared with the neighboring concession operators and visitors. In 2025, 230,562 passengers rode the miniature train ride.

The Concession is open 7 days a week, except on Christmas. The hours of operation of the gift stand at GPS are negotiable. The selected proposer may propose to sell seasonal and novelty merchandise on special events, upon approval from the General Manager. It is prohibited to sell any food, candy, or drinks at the GPS gift store. This restriction may be reconsidered by RAP if the adjacent food and beverage concession is awarded to the same operator as the train ride.

The Concessionaire will be responsible for paying all utilities and must install a separate electrical meter if one does not already exist. The addition of any equipment for the Concession will be subject to approval by the General Manager.

Current Operator's Five-Year Sales History

Category	2021	2022	2023	2024	2025
Train Ride GPS	\$624,699.25	\$868,878.25	\$483,595.00	\$444,062.00	\$343,653.00
Train Ride TT	\$313,564.75	\$488,586.00	\$499,516.00	\$506,868.00	\$453,956.00
Simulator	\$59,528.00	\$90,536.00	\$53,101.00	\$43,969.00	\$31,893.00
Merchandise	\$51,271.28	\$59,680.47	\$55,529.38	\$61,174.30	\$61,654.40
Other/Holiday Ride	\$178,565.91	\$324,464.79	\$424,310.52	\$420,631.24	\$339,766.73
Party Rentals	n/a	n/a	\$17,962.50	\$44,640.00	\$37,272.50
Total Gross Sales	\$1,227,629.19	\$1,832,145.51	\$1,534,014.40*	\$1,521,344.54*	\$1,268,205.63*

*Note: The adjacent Pony Ride concession closed in December 2022 which resulted in a decrease in sales for the GPS Miniature Train Ride concession.

Griffith Park Pony Ride Food and Beverage Concession

This location consists of approximately 1200 square feet with additional space available for possible build-out. The building includes a main room, featuring a service counter and windows and a utility room. The operation currently consists of a food stand with take-out window service only. Investment in building improvements will be required to include enhanced service areas,

work stations, appearance of the front public facing area, and expanded outdoor seating areas. There is currently no restaurant seating area and customers use nearby picnic tables and chairs. The City’s vision for the future use of this space includes the redevelopment of the concession into a more robust operation by upgrading the food service from a snack stand to a themed food experience. Proposers may suggest improvements to increase the size of the premises as there is opportunity for increased square footage which could translate to an increase in type of service and make this a destination in its own right. This could include the offering of beer and wine to be consumed on the premises. An enhanced, creative menu featuring farm-to-table foods is encouraged. Offerings may also include children-themed birthday party rentals of selected areas. The Concessionaire will be responsible for all improvements to the facility and obtaining any licenses/permits required for the sale of beer and wine.

The proposer must also provide the equipment, fixtures, materials, and furniture necessary to operate. All aspects of design, including, but not limited to, signage, fixtures, and furnishings are subject to RAP approval. All plans should also include the installation of a Wi-Fi system that is free for patrons of the concession and subject to RAP specifications and approval.

As proposers develop their designs, they should keep in mind that the food and beverage offerings should complement the feel of the surrounding area such as rural, western themed food offerings or other aesthetics that complement the overall theme of Griffith Park. Proposers must submit a description of planned improvements; estimated cost; financial plan; design and construction plans, if required; and indicate the source of funding to be used for improvements and working capital.

A list of existing City-owned equipment can be found in Exhibit L.3

Current Operator’s Five-Year Sales History

	2021	2022	2023	2024	2025
Total Gross Sales	\$247,029.00	\$330,086.09	\$102,949.88*	\$103,093.53*	\$53,509.46*

*Note: The adjacent pony ride closed in December of 2022 which resulted in a decrease in sales for the snack stand.

IV. COMPENSATION PLAN

Proposers may propose one or more locations. However, there is no guarantee that a Proposer will be awarded all locations on which they propose. For example, Company “A” may submit proposals for all locations, but may only be awarded one. RAP expects that a company will accept the location it is awarded regardless of whether that company is awarded all locations on which they propose. The concession fee for each location is the minimum acceptable PGR or the PGR as proposed by the Concessionaire, whichever is greater. Proposers are to complete the Financial Offer Form (Exhibit E) and specify their proposed PGR offered for ticket sales, special events, merchandise, and other proposed sales. Proposals for the Pony Ride Food and Beverage concession should include a Financial Offer Form that includes percentages for food and non-alcoholic beverages, and a separate percentage for alcohol and party packages if proposed. Payment of the concession fee will commence from the date the Concessionaire begins operation of the Concession and is made monthly by Concessionaire to RAP. The minimum acceptable PGR amounts are listed below:

Location	Minimum Acceptable PGR Ticket Sales	Minimum Acceptable PGR Special Event/Party Rentals	Minimum Acceptable PGR Merchandise Sales	Minimum Acceptable PGR Other Sales
Former Griffith Park Pony Ride Site	10%	15%	10%	10%
Griffith Park Miniature Train Rides	10%	15%	10%	10%

Location	Minimum Acceptable PGR Food and Non-Alcoholic Beverages	Minimum Acceptable PGR Beer and Wine	Minimum Acceptable PGR Birthday Party or Special Events Food and Beverage Packages	Minimum Acceptable PGR Other Sales
Griffith Park Pony Ride Food and Beverage	10%	12%	15%	15%

The biddable component of the proposal must include a PGR that meets or exceeds the minimum levels stated above. PGR must be stated as a percentage of gross receipts. Proposers may, but are not required to propose a PGR that includes an escalation plan per category based on the amount of gross revenue received from the previous year's performance. For example, if the gross revenue was \$100,000 or less, the PGR will be 10%. If the gross revenue was \$100,000 - \$500,000, the PGR will be 15%. If the gross revenue was \$500,000 or more, the PGR will be 20%.

Proposer must provide justification, based on their financial projections, planning, and relevant market research, that the PGR is competitive as well as sustainable and realistic.

Refer to Sample Agreement Exhibit I, Section 8.B, for the definition of gross receipts.

NOTE: ONLY ONE PGR PLAN PER SUBMITTAL. PROPOSALS WHICH INCLUDE MULTIPLE COMPENSATION PLANS WILL BE FOUND NON-RESPONSIVE TO THIS RFP.

V. MINIMUM CAPITAL INVESTMENT REQUIREMENTS

Minimum capital improvements required for each location are detailed in Section VI.D, Concession Improvements. Proposers must submit a description of planned improvements; estimated cost; financial plan; and indicate the source of funding to be used for improvements and working capital. If feasible, proposals should include a phasing plan and a detailed operating plan to provide service while improvements are underway (e.g. temporary units, mobile units, etc.).

Proposers should also provide a mid-term refurbishment plan, including a guaranteed minimum refurbishment amount, to be completed during the term of the Agreement. The actual mid-term refurbishments may take place during years two through ten of the Agreement and RAP may count any capital expenditures that were made during years two through ten by Concessionaire as part of the mid-term refurbishment.

The proposed capital investment and mid-term refurbishment dollar amounts must be spent on capital improvements or the Concessionaire will pay the unspent difference to RAP at the end of the Agreement term. Proposers must complete and submit a Capital Investment Offer Form which specifies the dollar amounts for each. The Form may be found as Exhibit F.

The Griffith Park Pony Ride Food and Beverage concession must offer a full-service kitchen serving freshly prepared food, and bar serving alcohol and non-alcoholic beverages, and snacks. Additionally, the Concessionaire must provide Wi-Fi access at the premises which is accessible to patrons. The Wi-Fi network must support 80% or more of the concession facility's maximum customer capacity as concurrent Wi-Fi users, simultaneously providing a minimum of 10 Mbps download speed and 3 Mbps upload speed for each concurrent user. For example, if the concessionaire's venue has a maximum capacity of 100 customers, the Wi-Fi network must support 80 or more concurrent Wi-Fi users while simultaneously providing each of these concurrent users the download speed of 10 Mbps and upload speed of 3 Mbps.

Locations may have some equipment which is owned by RAP and will remain with the facility in "as is" condition. Concessionaires may use the equipment or request that it be removed by RAP. A list of this equipment is detailed in Exhibit L.3. Any additional equipment required for the operation will be provided by Concessionaire at Concessionaire's expense and will become property of RAP upon termination of the Agreement.

VI. PROPOSAL ITEMS

Proposals should include detailed responses for each Proposal Item. The highest ranked Proposer will be awarded a Concession Agreement (Agreement) and will be expected to deliver all Proposal Items as described in their proposal and in the Agreement. If selected for award, Proposers must be willing and able to commit to its Proposal Items and all provisions contained in the Sample Agreement (Exhibit I), including the Standard Provisions for City Contracts (Rev. 01/25) [v.2] attached as Exhibit A to the Sample Agreement. The contents of the winning Proposal will be deemed a binding commitment and included as an attachment to the Agreement.

Proposers must respond to each of the following items in their written proposal. Each response must be numbered to correspond with each of the numbered items herein. Be sure to include a response to all items listed in Section II, "Objective".

- A. Background and Experience
- B. Business Plan
- C. Management and Operational Plan
- D. Concession Improvements

NOTE: ONLY ONE PLAN FOR EACH PROPOSAL ITEM WILL BE ACCEPTED. PROPOSALS WHICH INCLUDE MULTIPLE PLAN OPTIONS WILL BE FOUND TO BE NON-RESPONSIVE TO THIS RFP.

A. Background and Experience – Refer to Exhibit B

Proposers must provide a written explanation of their background and experience in providing services similar to those described in their response to this RFP. A minimum of three years of experience in operating a similar business within the last five years is required. Refer to Exhibit A, Instructions to Proposers, for detailed instructions regarding this requirement.

This item will be evaluated in both the Level I and Level II reviews. The Level I review will evaluate compliance with the minimum experience requirement. For the Level II review, Proposers will be awarded points based on the experience that exceeds the minimum experience requirements.

B. Business Plan - Refer to Section II Objectives

The Business Plan must describe how the Proposer will meet the Objectives stated in Section II of this RFP. The proposer's plan should include operating hours that align with park open hours and include a year-round plan for the operation of the Concession, weather permitting, seven (7) days a week and a minimum of six (6) hours per day from 10:00 a.m. until 4:00 p.m.

Proposers must list all equipment that they will provide, including but not limited to point of sale systems, credit/debit card machines, indoor and outdoor furniture, if applicable. The Concessionaire will maintain all equipment in good working condition throughout the term of the Agreement.

Proposals for the Griffith Park Pony Ride Food and Beverage concession must include menus and pricing. Menus must include quality food and beverage items with reasonable pricing, appropriate for the Concession. Proposers are encouraged but not required to explore menu options that complement the theme of the nearby pony and train ride attractions. Menu may include a breakfast menu with coffee and tea options and Grab and Go boxed lunches. All menus must comply with the Los Angeles Food Policy Council's Good Food Purchasing Guidelines (Exhibit K). Menu must also include for sale a variety of healthy choice options for food and beverages. This includes the availability of fresh fruits and fresh vegetables, water, 100% juice, beverages that contain at least 50% fruit juice with no added sweeteners, and providing healthy snacks as defined by the California Education Code (Part 27, Chapter 9, Article 2.5, Section 49431(a), Subsections 2 and 3). Proposers expressly agree to comply with all CITY and RAP food programs.

Proposals for the Griffith Park Miniature Train rides and Griffith Park Pony Ride Site attraction must include pricing for ticket sales, merchandise sales, special events, and other offerings that are appropriate for the Concession.

All proposals must include a sales and marketing plan which details methods of increasing and maintaining clientele.

All permits and licenses for operating the concession must be maintained throughout the term of the Agreement.

Additional Services and Special Events

Proposers are encouraged to consider and propose additional creative revenue streams and/or amenities provided they are appropriate for the Concession, compatible with other RAP

activities, and approved by RAP.

Financial Projections and Planning

Proposers are to complete and submit a Pro Forma Financial Statement (Pro-Forma) for each proposed location. A copy of the blank Pro Forma is provided as a reference in Exhibit D.

An electronic version of the Pro Forma is available [here](#). Find “Griffith Park Gateway Concessions RFP” and look for the Pro Forma link. Proposers should open and check the file, and report any problems immediately to the contact person listed on the cover of this RFP.

To complete the Pro Forma, follow the instructions on the first tab of the spreadsheet. Proposers must submit with their proposal a digital version of their Pro Forma.

The Pro Forma covers anticipated operations for the ten-year term of the Agreement. Projections should demonstrate sound financial planning, be realistic and achievable, and support all elements of the proposal.

The Pro Forma requires the proposer to enter the following information:

- **Pro Forma Profit and Loss:** Projections for the ten-year term, including projected revenues for each category of sales; variable costs (e.g. cost of goods sold); fixed costs (e.g. salaries, advertising and marketing, revenue-sharing, depreciation, utilities, insurance, etc.); interest and taxes, debt rate, net profit, etc.; proposers may include any additional information pertinent to their financial planning. Proposers should specify any assumptions made in the development of the Pro Forma such as number of transactions and average transaction amount.
- **Break-Even Analysis:** The expected return on investment is reflected here. Proposers should provide narrative explanations of their projected financial planning. Indicate any assumptions made in the financial planning; for example, expected interest rates, inflation rates, and anticipated increases or decreases in staffing levels. Are there anticipated revenue and/or attendance increases? If so, by how much? What are these figures based on? Indicate any research undertaken to support all assumptions.

C. Management and Operations Plan

Proposers are asked to submit sufficient information to allow RAP to evaluate how their management structure and operations plan will achieve the goal of operating a high-quality concession. Discuss and display the following information:

C.1 Staffing Plan

- An organization chart or list identifying all key personnel and their functions.
- Staff schedules illustrating proposed coverage during all operating hours, including part-time and full-time staff.
- Description of staff uniforms and/or attire standards which will be subject to approval by RAP prior to commencement of operations.

C.2 Customer Service Plan

- Customer service goals and policies.
- How customer complaints are handled and procedures for ensuring that management and personnel provide the highest quality of service.
- Speed of service guidelines.
- Quality assurance program.
- Customer guarantees, exchange or refund policies.
- List credit/debit cards that will be accepted. RAP requires that concessionaires accept Visa, MasterCard, American Express, and Discover without minimum charge requirements. Acceptance of bank debit cards affiliated with the required credit cards is also required.
- Types of customer service research that will be used, such as mystery shoppers or customer comment cards.

C.3 Employee Training

- Describe training or education programs that will be provided to employees.
- Describe any motivational programs and/or employee incentives.
- Describe local recruitment plans and sources of non-management labor.

C.4 Facility Maintenance Plan

- Describe plan for ongoing maintenance and repairs/replacement of equipment, displays, fixtures, flooring, etc.
- Provide a plan to handle deliveries, storage, trash removal and recycling.
- Describe pest and rodent mitigation plans.
- Describe maintenance plan for kitchen, if applicable, and outdoor area.

C.5 Sustainability

RAP is committed to improving environmental sustainability in our parks. We encourage items stocked on RAP property to use sustainable materials and packaging, such as paper and aluminum, instead of plastic. The sale of individual plastic bottled water is prohibited. Proposals which guarantee use of sustainable materials may receive additional points in the Operational category.

D. Concession Improvements

The facilities require some improvements as listed below:

D.1 Required Improvements:

Respondents must include an estimated timeline as part of their proposed capital improvement plan. RAP expects that the proposed improvements will be completed within that estimated timeline.

Required Improvements for the Former Griffith Park Pony Ride Site

Interested proposers must submit a comprehensive proposal outlining their development plans and capabilities to include:

Proposed Development

- Detailed description of the types of attraction(s) to be developed
- Location of the attractions at the site incorporating historical buildings and footprints
- Size of proposed attraction(s) in square feet
- Estimated capital investment
- Proposed materials to be used
- Design approach and discussion of its compatibility with surrounding activities, uses, architecture, and aesthetics
- Strategy for soliciting and incorporating neighborhood/stakeholder input
- Inclusion of conceptual drawings or renderings are encouraged and will be evaluated as part of the proposer's overall proposal

Proposed Process Timeline

Please provide dates for commencement and completion of key project activities including, but not limited to:

- Financing commitments
- Design development, pre-construction planning, etc.
- Permitting and approvals (the City intends to assist, as much as possible, to facilitate approvals)
- Construction
- Project completion

Required Improvements for the Griffith Park Miniature Train Rides

- Repair and repaint ticket booth.
- Repair/replace stamped-concrete area in front of the concession near the ticket booth. (GPS)

- Repair/replace rod-iron fencing around seating and landscaping areas in the front of the concession. (GPS)
- Landscape south-end of the concession area. (GPS)

Required Improvements for the Griffith Park Pony Ride Food and Beverage Concession

- Repaint exterior and interior of building.
- Repair/replace flooring.
- Design and furnish a new outdoor seating area.
- Installation of a Wi-Fi system that is free for park patrons and subject to RAP specifications and approval.
- Install signage subject to RAP approval.
- Construct aesthetic improvements to conceal roof-top building systems.
- Obtain all necessary permits

Proposals must detail improvements, including suggested construction and décor concepts and illustrations which will create an attractive environment as well as plans to maintain the facility in an attractive condition throughout the term of the Agreement.

Should the City exercise an option to renew the Concession agreement, it is expected that maintenance of the improvements will be ongoing.

D.2 Optional Improvements:

Interested parties may propose additional improvements as part of their response. Improvements are to be completed at the Concessionaire’s expense including, but not limited to, all permits and licenses. Proposers are to list the improvement projects that will be provided, updated, or enhanced; describe the reasons for these improvements; and state the dollar value of each project. All improvements shall become the property of the City and must be completed within the timeframe as proposed in the proposal which begins upon the execution of the Agreement.

Suggested ideas for Optional Improvements for locations:

- Landscaping of perimeter outdoor seating area.
- Shade solutions for seating areas.
- Outdoor grill for the Griffith Park Pony Ride food and beverage concession.

VII. EVALUATION AND AWARD

A. Evaluation Process and Criteria

Evaluation of proposals will consist of two levels. **Each proposer must pass Level I in order to advance to Level II.**

Level I – Compliance with RFP Submission Requirements:

RAP will conduct a preliminary evaluation of all proposals submitted by the deadline to determine compliance with minimum requirements and mandatory document submissions.

- Cover Letter (Exhibit A)
- Proposal Deposit (Exhibit A - \$2,000 per proposal)
- Compliance Documents (Exhibit C)
- Experience and References (Exhibit A)
- Financial Capacity (Exhibit A)
- Financial Offer Form (Exhibit E)
- Capital Investment Offer Form (Required and Optional) (Exhibit F)
- Terms and Conditions Acceptance Form (Exhibit G)

Level II – Evaluation and Scoring Criteria:

For the purposes of the Level II evaluation, responsive proposals will be evaluated, ranked, and scored based on the criteria below:

GATEWAY CONCESSIONS EVALUATION CRITERIA	
DESCRIPTION	WEIGHT
BACKGROUND AND EXPERIENCE	20%
BUSINESS PLAN	20%
MANAGEMENT AND OPERATIONS PLAN	25%
CONCESSION IMPROVEMENT PLAN	25%
COMPENSATION PLAN	10%
TOTAL EVALUATION WEIGHT	100%

Proposers must provide documentation/narrative demonstrating compliance with the listed requirements and will be evaluated on their ability to satisfactorily meet or exceed the requirements stated in this RFP.

A panel of City and/or non-City staff will conduct a comprehensive evaluation, which may include in-person interviews, of the proposals that pass Level I. Proposers for the Griffith Park

Pony Ride Food and Beverage concession may offer food visuals and samplings of the proposed menu items as part of their interview presentation. Upon completion of interviews, the panel will score proposers in each criterion and rank the proposals accordingly.

City reserves the right to conduct such investigations as the City considers appropriate with respect to the qualifications of each Proposer and any information contained in its proposal.

All proposals will be evaluated solely on the basis of the stated requirements in this RFP and the ranking by an evaluation panel whose determination will serve as a basis to formulate the General Manager's recommendation, setting forth the reasons for recommendation in a Board Report. The Board of Recreation and Park Commissioners (Board) will consider the General Manager's recommendation during a public Board meeting and may accept or reject the recommendation in making its decision as to the selection, if any, stating publicly the reasons for their action.

B. Award

RAP shall notify all proposers in writing of the General Manager's recommendation. Agreements are deemed to be effective upon the date of signature, or as otherwise stipulated under the Terms section of the Agreement.

The awarded Concessionaire must submit all additional documents required by this RFP, the City Attorney, City Ordinance, and State and/or Federal laws within thirty (30) calendar days of the City Council's contract award approval.

Furthermore, a Performance Deposit is required:

- Ten Thousand Dollars (\$10,000.00) for the former Griffith Park Pony Ride Site location.
- Ten Thousand Dollars (\$10,000.00) for each of the Griffith Park Miniature Train Ride locations.
- Five Thousand Dollars (\$5,000.00) for the Griffith Park Pony Ride Food and Beverage location.

C. Protest

Should a proposer object on any ground to any provision or legal requirement set forth in the RFP, or any addendum to the RFP, the proposer must, not more than ten calendar days after the RFP or addendum is issued, provide written notice to RAP setting forth with specificity the grounds for the objection. The failure of a proposer to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

D. City's Right to Reject Proposals and to Waive Informalities

Notwithstanding any other provisions of this RFP, the City reserves the right to withdraw this RFP at any time without prior notice. The City also reserves the right to reject any and all proposals submitted or to waive any minor administrative irregularities contained in any proposal, when to do so would be in the best interest of the City and pursuant to Los Angeles City Charter Section 371 (c): "The City shall reserve the right to reject any and all proposals and to waive any formality in the proposal when to do so would be to the advantage of the City."

Charter Section 371(e)(10)

In approving this RFP, the Board, in its capacity as the contract awarding authority for RAP, finds, pursuant to Charter Section 371(e)(10), that the use of competitive bidding would be undesirable, impractical or otherwise excused by the common law and the Charter because, unlike the purchase of a specified product, there is no single criterion, such as price comparison, that will determine which proposer can best provide the services required by RAP for the management and operation of the concessions. To select the best proposer for this opportunity, the Board finds it is necessary to utilize a standard RFP process and to evaluate proposals received based upon the criteria included in this RFP. The Board specifically finds that the narrower and more specialized competitive sealed proposal process authorized but not required by Charter Section 371, subsection (b), would not meet RAP's needs and therefore opts to utilize the standard RFP process.

EXHIBITS

- A. Instructions to Proposers
- B. Administrative Requirements
- C. Compliance Documents and Forms
- D. Pro-Forma Template
 - D.1 Former Pony Ride Site Pro-Forma Template
 - D.2 Miniature Train Ride Pro-Forma Template
 - D.3 Pony Ride Food and Beverage Pro-Forma Template
- E. Financial Offer Form
 - F.1 Former Pony Ride Site Offer Form
 - F.2 Miniature Train Ride Financial Offer Form
 - F.3 Pony Ride Food and Beverage Financial Offer Form
- F. Capital Investment Offer Form
- G. Terms and Conditions Acceptance Form
- H. Premise Maps
 - H.1 Former Pony Ride Site Premise Maps
 - H.2 Miniature Train Ride Premise Maps
 - H.3 Pony Ride Food and Beverage Premise Map
- I. Sample Agreement with Standard Provisions for City Contracts (Rev.01/25) [v.2]
 - I.1 Former Pony Ride Site Sample Agreement
 - I.2 Miniature Train Ride Sample Agreement
 - I.3 Pony Ride Food and Beverage Sample Agreement
- J. Insurance Requirements
- K. Good Food Purchasing Guidelines
- L. List of City-owned Equipment
 - L.1 Former Pony Ride Site City-owned Equipment List - n/a
 - L.2 Miniature Train Ride City-owned Equipment List
 - L.3 Pony Ride Food and Beverage City-owned Equipment List
- M. PlaceWork Future Use Opportunities Study

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INSTRUCTIONS TO PROPOSERS

A. Submitting a Written Proposal

To be considered for award of this Agreement, proposing entities must submit a written proposal in response to the Proposal Items indicated herein. Proposals provide information about background, current business practices, applicable experience, and plans for servicing this Contract. Proposals are evaluated based on several evaluation criteria as indicated in this RFP.

Proposers may wish to consider the following guidelines in preparing their proposals:

- Ensure proposal is easy to read and well-organized in its response to RAP objective.
- Verify that proposal is complete and thoroughly responds to all Proposal Items and Compliance Documents described in the RFP.
- Formulate responses precisely and with detail; avoid vague, meaningless, or open-ended responses. Explain how your response furthers the stated objective.
- Make sure proposal demonstrates that your financial projections and cost estimates are realistic and sustainable.
- If there are significant risks in your business strategy, include plans to mitigate those risks, addressing any contingencies that may arise.

Your written submittal in this RFP process will be the primary basis on which the City will consider its award for the Agreement; therefore, proposers should be as thorough and as detailed as possible when responding to each Proposal Item and assembling a proposal. Proposers will not be able to add to or modify their proposals after the proposal due date. RAP may deem a proposer non-responsive if the proposer fails to provide all required documentation and copies.

B. Submitted Proposals

Proposals accepted by RAP electronically constitute a legally binding contract offer. **Proposals must contain ALL of the following:**

1. Cover Letter

Proposers are to include a cover letter indicating the contact information for the entity proposing. Include at a minimum:

- Proposing company's legal name (to be used on all documentation associated with this RFP and the resultant Agreement).
- Type of business (corporation, partnership, or sole proprietorship).
- Key names, including title and position.

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- Name of main point of contact; said point of contact will be the only recipient of all information related to this RFP and will function as the equivalent to the Department's Contract Coordinator.
- Complete mailing addresses.
- Telephone and fax numbers (including office and cell numbers as appropriate).
- E-mail addresses, and any other information needed by City staff to contact proposers.
- A statement that the proposing entity confirms its acknowledgement and acceptance of the terms and conditions set forth herein, without exceptions.

Proposals submitted in response to this RFP are subject to the California Public Records Act, California Government Code Section 6250 et seq.

If the Proposer claims that a portion of its submission contains information that it would like to protect from disclosure, it must include that notification in its proposal cover letter along with the following statement:

"This proposer will indemnify the City and its officers, employees and agents, and hold them harmless from any claim or liability and defend any action brought against them for it's or the City's refusal to disclose any information this proposer claims as copyrighted material, trade secrets or other proprietary information that is protected from disclosure to any person making a request therefore."

Failure to include such a statement shall constitute a waiver of a Proposer's right to exemption from this disclosure.

2. Minimum Qualifications

All proposals must include information to demonstrate that all minimum qualifications are met. This section pertains to your business entity's PAST experience and CURRENT operations, not your PROPOSED operation for this Concession.

If this is a new company, partnership, or joint venture formed for the operation of this concession, describe the background and qualifications of each of the partners or principals.

Proposals must contain ALL of the following:

2.1 Ownership Description

Proposers must include a response to each proposal item listed below:

- 2.1.1** Address
- 2.1.2** Length in business (in years and months)

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Proposers must have at least **three years** of experience in the last five years actively operating and managing a similar business.

- 2.1.3** Type: Sole Proprietorship, Partnership, Joint Venture, Corporation or a Limited Liability Company (LLC), etc.
- 2.1.4** Size of company (includes total number of employees and annual gross revenue)
- 2.1.5** Names of persons responsible for operations
- 2.1.6** Any pending mergers (if none, so state in response to this section)
- 2.1.7** Ownership information for all proposed subcontractors

2.2 Description of proposing entity's experience in and knowledge of operating and managing a similar business.

Proposers must include a response to each proposal item listed below (if none, so state in response to each item below):

- 2.2.1** Description of similar current and past experience actively operating and managing a similar business.
- 2.2.2** Proposer's years of above experience
- 2.2.3** Extent of any related experience
- 2.2.4** Additional information that demonstrates your qualifications

2.3 Contracts History (include contact information for all contracts listed):

Proposers must include a response to each proposal item listed below (if none, so state in response to each item below):

- 2.3.1** List of all contracts commenced and terminated, for whatever reasons, during most recent twelve (12) months, along with an explanation of the reasons for the termination.
- 2.3.2** List of all contracts which terminated during 2024 and 2025, along with an explanation of the reasons for the termination.

2.4 Current Operations

Proposers must include a response to each proposal item listed below (if none, so state in response to each item below):

- 2.4.1** Employee hiring, training and promotion policies.
- 2.4.2** Methods and controls for accounting.

2.5 References

Proposers must include a response to each proposal item listed below:

- 2.5.1** Business References: Provide a minimum of three (3) references with whom you have conducted business to verify relevant past performance. Include names, addresses, email addresses, telephone numbers, and the scope of the business relationship.
- 2.5.2** Financial References: Provide a minimum of three (3) references from banks or other financial institutions; include names, addresses, email addresses, telephone

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numbers, and the type of relationship (for example, checking/savings accounts, commercial loans, landlord, lessor, etc.)

2.6 Financial Capacity

Each proposer must demonstrate the financial means and resources to finance, operate, and sustain the operation as proposed, including start-up and pre-opening costs, inventory and sufficient working capital, and access to additional capital, if needed. To this end, each proposer must provide, with the submitted proposal, the following items. All items submitted are subject to verification by RAP.

2.6.1 Amount of Investment Required

State the amount of investment you will require to provide services as proposed. This amount must include Start-Up Costs (Proposers must include a response to each proposal item listed below):

2.6.2 Amount of Investment to begin operations as proposed (to include):

- Performance Deposit
- Inventory
- Equipment
- Operating Supplies
- Training
- Others (list)

2.6.3 Source(s) of Funding

Proposers must include a response to each proposal item listed below:

- Indicate whether the proposed source of funding the above amount is cash reserves, financing from a commercial lender, other sources, or a combination thereof.
- Of the total amount required, indicate the amount that is to be funded through each source.

2.7 Financial Documentation

Each proposer must provide, with the proposal, the following written verification of its ability and commitment to provide adequate funding in the amount indicated above.

(If a partnership or joint venture, the following must be provided for each of the entities comprising the partnership or joint venture.)

Proposers must include a response to each proposal item listed below:

2.7.1 If cash reserves are to be used to fund the operation, provide the following (If no cash is to be used, so state in your response to this section):

- Bank statements for the proposing entity for the twelve (12) months preceding the release date of this RFP.

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___ If proposing entity is a public corporation, include a letter signed by an officer of the company that represents that company's finance committee or other entity (executive committee, board of directors, etc.) that has the authority to approve the expenditures.

NOTE: Such letter must be an original and must be notarized.

___ Copies of current credit reports/ratings of the proposing entity. If private capital is to be used, provide copies of current credit reports/ratings of the person(s) whose funds are to be used ("Current" shall mean current as of November 2025 or later).

2.7.2 If loans are to be used to fund the operation, provide the following (if no loans are to be used, so state in your response to this section):

___ A copy of an unconditional, formal letter of commitment from the lender(s);

2.7.3 Provide detailed documentation for any additional sources of funding. If no other sources of funding are to be used other than those already indicated, so state in your response to this section.

3. Administrative Requirements – Please see RFP Exhibit B for Administrative Requirements. Documents in Part I and Part II are to be submitted by ALL proposers. Documents listed in Part III are to be submitted only by the proposer selected for the award of the agreement.

4. Proposal and Performance Deposits

All proposals must include a Two Thousand Dollar (\$2,000.00) Proposal Deposit, per proposal, in the form of a cashier's check only, payable to the **City of Los Angeles**. This amount shall be payable as a guarantee that the selected proposer will enter into an Agreement with RAP. The selected proposer will have thirty (30) calendar days from the date the Agreement award is approved by City Council, to review, sign and return it to RAP. In the event the selected proposer fails to return the signed Agreement and all other required documents within the allotted time frame, a penalty of One Hundred Dollars (\$100.00) per calendar day shall be applied and deducted from the Proposal Deposit. If, after forty-five (45) calendar days from the date the Agreement award is approved by City Council, the Agreement is not signed and returned, the City maintains the right to move on to the proposer with the next highest selection ranking.

A Performance Deposit of Ten Thousand Dollars (\$10,000.00) will be required from the successful proposer of the former Griffith Park Pony Ride Site area and the Griffith Park Miniature Train Ride location, and Five Thousand Dollars (\$5,000.00) from the successful proposer of the Griffith Park Pony Ride Food and Beverage concession. The Proposal Deposit of the successful proposers will be released upon receipt of the required Performance Deposit, evidence of insurance and execution of the Agreement. In the event that an award is made and the successful proposer fails to execute the Agreement and to provide the required Performance Deposit and insurance policies, the Proposal Deposit of that proposer will be forfeited and retained by the Department.

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The Proposal Deposits of unsuccessful proposers will be returned upon execution of an Agreement with the proposer awarded the Agreement. Proposal Deposits are maintained for all proposers in the event the successful proposer fails to execute the Agreement and another proposer is considered for award.

C. Proposal Submittal Information

Deadline for Submission

To be considered, proposals must be received on or before **May 5, 2026** at 1:00 p.m.

Where to Submit your Proposal

The complete proposal package shall be submitted electronically no later than **1:00pm on May 5, 2026**. Proposals will only be accepted electronically - no hard copy or hand delivery of proposals. Proposals must be received by the deadline stated above delivered via email to: rap.commissioners@lacity.org or via Dropbox. Please see the "Proposal Submission and Meeting Attendance Instructions" page on the last page of this exhibit for important dates and specific instructions on how to submit the proposal.

Important Notices

Late proposals will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted. At the day and time appointed, all timely submitted proposals will be opened and the name of the proposer(s) announced. No other information about the proposals will be made public until such time as a recommendation concerning proposals is made to the Board of Recreation and Park Commissioners (Board).

RAP reserves the right to extend the deadline for submission should such action be in the best interest of the City. In the event the deadline is extended, proposers will have the right to revise their proposal. Proposals may be withdrawn, by written request to rap.commissioners@lacity.org, prior to the scheduled closing time for receipt of proposals.

Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. All or portions of this RFP and the contents of the proposal submitted by the successful proposer may become contractual obligations if an Agreement is awarded. Failure of the successful proposer to accept these obligations may result in cancellation of the award and forfeiture of the Proposal Deposit. The City reserves the right to withdraw this RFP at any time without prior notice and return deposits. All proposals submitted in response to this RFP become the property of the City of Los Angeles, Department of Recreation and Parks.

Mandatory Pre-Proposal Conference (Conference)

Date: February 17, 2026 or March 24, 2026 (Proposers only need to attend one meeting.)

Time: 11:00 a.m.

Location: Via zoom at the following link:

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<https://us02web.zoom.us/j/83579225160> Or telephonically at (669) 444 - 9171,
Meeting ID 835 7922 5160.

Optional Site Walkthrough:

Date: February 25, 2026

Time: 10:30am

Location: Meet in front of Griffith Park Pony Ride Food and Beverage Concession

The purpose of the Conference is to clarify the contents of this RFP and to discuss the needs and requirements of the proposal. Proposers are required to attend the Conference as an overview of the proposal requirements and the importance of adherence to compliance documents will be presented. **It is highly recommended that prospective proposers read the complete RFP prior to the Conference and begin preparation of their proposal in order to maximize the benefits of the Conference.**

Contact with City Personnel

Please direct all comments and questions to the Contract Coordinator. All contact regarding this RFP or any matter relating thereto must be in writing and may be e-mailed as follows:

Email: Latricia.Jones@lacity.org

To maximize the effectiveness of the Conference, to the extent possible, proposers should provide questions in writing prior to the Conference. This will enable the Contract Coordinator to prepare responses in advance.

Additional questions may be accepted in writing. However, responses may be deferred and provided as addenda to the RFP at a later date. **All questions must be in writing. Responses to questions will be posted to RAP's website and to www.rampla.org. It is recommended that questions be submitted as soon as possible in order to provide sufficient time to post written responses prior to the deadline to submit a proposal. Questions will be deemed late and may not be answered after April 7, 2026 at 5:00 PM.**

All questions, without identifying the submitting company, will be compiled with the appropriate answers and issued as an addendum to the RFP.

When submitting questions, please specify the RFP section number, paragraph number, and page number, and quote the passage that prompted the question. This will ensure that the passage can be quickly found in the RFP. RAP reserves the right to group similar questions when providing answers.

If City requirements or the specifications prevent proposers from submitting a proposal that would be beneficial to the City, please address the concern to the Contract Coordinator.

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Questions may address concerns that the application of minimum requirements, evaluation criteria and/or business requirements would unfairly disadvantage proposers or, due to unclear instructions, may result in RAP not receiving the best possible responses from proposers.

D. Document Check

Please check the contents of the RFP package carefully to ensure that you have all the necessary documents as referenced within the RFP, including any addenda. If you are missing any items, you should make a written request to the Contract Coordinator identified above.

The complete RFP package and all forms and information are available on the Department of Recreation and Parks Concession Opportunity page found [here](#). Should you find a discrepancy in or omissions from said documents, or have questions as to their meaning, notify the Contract Coordinator at the above address in writing no later than the deadline date for receiving proposals. The City of Los Angeles will not be bound by any oral statements or representations.

E. Contractual Arrangements

The proposer selected to perform the services outlined in this RFP will enter into an Agreement, approved as to form by the City Attorney, directly with the City of Los Angeles.

F. Verification of Information

RAP reserves the right to verify the information received in the proposal. If a proposer knowingly and willfully submits false information or data, RAP reserves the right to reject that proposal. If it is determined that an Agreement was awarded as a result of false statements or other data submitted in response to this RFP, RAP reserves the right to terminate the Agreement.

G. Cost of Preparation

All costs of proposal preparation shall be borne by the proposer. The City shall not, in any event, be liable for any expenses incurred by the proposer in the preparation and/or submission of the proposal. All proposers who respond to solicitations do so solely at their own expense.

PROPOSAL SUBMISSION AND MEETING ATTENDANCE INSTRUCTIONS

IMPORTANT DATES

<p style="text-align: center;">February 17, 2026 March 24, 2026</p>	<p style="text-align: center;"><u>MANDATORY</u> PRE-PROPOSAL MEETING</p> <p>A Mandatory pre-proposal meeting will be conducted at 11:00 A.M., on February 17, 2026 and March 24, 2026 (Proposers only need to attend one meeting) via zoom at the following link: https://us02web.zoom.us/j/83579225160 Or telephonically at (669) 444 - 9171, Meeting ID 835 7922 5160.</p>
<p style="text-align: center;">February 25, 2026</p>	<p style="text-align: center;">OPTIONAL CONCESSION WALK-THROUGH</p> <p>Walk through viewing of all of Griffith Park Gateway Project concession locations. Meet at the Griffith Park Pony Ride Food and Beverage Concession at 10:30am. Send Email to latricia.jones@lacity.org to RSVP.</p>
<p style="text-align: center;">May 5, 2026</p>	<p style="text-align: center;">DEADLINE AND SUBMISSION INFORMATION</p> <p>Proposals must be received no later than 1:00 P.M. on May 5, 2026. Responses will only be accepted electronically. No hard copy or hand delivery of responses will be accepted. One complete proposal should be submitted via email to: rap.commissioners@lacity.org If the proposal contains confidential information, an additional redacted, electronic copy of the proposal must be submitted with all required materials. Responses must be received by the deadline.</p> <p>Each submission file must be 20 megabytes (MB) or smaller or broken up into multiple files not to exceed 20MB each. The response must have <u>CON-M26-001 Griffith Park Gateway Concessions RFP</u> in the subject line of the submission. If more than one file is sent in response, each email must be noted as part number of a series of how many in number total included in the subject line with the response title part one of X number total (for example <u>CON-M26-001 Griffith Park Gateway Concessions RFP – Part 1 of 3</u>). Each original response must include the proposal documents, all pages, with any Addenda, and all required information, forms and documentation with original initials and signatures.</p> <p>Proposals may also be submitted via Dropbox. For submissions using only Dropbox, the maximum file size is 2 GB. Dropbox submissions must be received by the deadline stated above and uploaded onto the following link: https://www.dropbox.com/request/Lce3S7p1MDURflqBBIHG Please have <u>CON-M26-001 Griffith Park Gateway Concessions RFP</u> and the company name in the subject line of the submission.</p> <p>Documents that must be completed and included in addition to the proposal are listed on the “Proposal Checklist” page found as an attachment to the RFP. All submitted proposals must show the RFP title, “Griffith Park Gateway Concessions RFP”, and the Proposer’s name and address.</p> <p>Proposers are invited, but not required, to be present at the time of RFP opening at 1:00 P.M. on May 5, 2026. Proposers may join at: https://us02web.zoom.us/j/82747810816 or via phone at: 669-444-9171 Webinar ID: 827 4781 0816. ONLY THE NAME OF THE PROPOSERS WILL BE READ AND RECORDED. City staff will then review the proposal and MAY make recommendations to the Board (at a date to be determined) on the successful proposal (if any) and award for the Commission’s consideration. NO Facsimile proposals or facsimile modifications</p>

of proposals will be accepted. Supplemental material may be requested by the City and shall be submitted by the proposer in original form at the address stated above. Failure to submit a complete original proposal as required may result in your proposal being deemed non-responsive.

PROPOSAL DEPOSIT

As part of the required proposal submission items, proposal deposits must also be received no later than **1:00 P.M. on May 5, 2026**. Proposers must make arrangements with the RAP Board Office to drop off proposal deposit Monday – Friday, 8:00 AM – 5:00 PM at 221 N. Figueroa St, Suite 300, Los Angeles 90012. Please send an email to: rap.commissioners@lacity.org. to arrange and confirm a day and time to drop off deposit.

Proposers may also have proposal deposits delivered by UPS/FedEx to the address above. Please do not use USPS, it will not be delivered directly to the Board Office and will be re-routed through City Hall first, which may cause a delay. All proposal deposits must be received by the RAP Board Office before the deadline date and time. Please notify the RAP Board Office of your planned courier delivery via email at: rap.commissioners@lacity.org.

Submission of the proposal deposit may also be sent electronically via Automated Clearing House (ACH). For more information on ACH delivery contact the RFP Contract Coordinator at LaTricia.Jones@lacity.org. Place “ACH Gateway Concession RFP” in the subject line.

PROPOSAL CHECKLIST

PART I – Additional Items to be submitted with PROPOSAL by ALL proposers

- 1. Cover Letter (Exh. A)
- 2. Proposer's Signature Declaration and Affidavit (Exh. C)
- 3. Disposition of Proposals (Exh. C)
- 4. Pro-Forma Template (Exh. D)
- 5. Financial Offer Form (Exh. E)
- 6. Capital Investment Offer Form (Exh. F)
- 7. Terms and Conditions Acceptance Form (Exh. G)
- 8. Proposal Deposit (Exh. A)

PART II – Additional Items to be completed on RAMP by ALL proposers

- 9. Business Inclusion Program Requirements (BIP) (Exh. C)
- 10. Municipal Lobbying Ordinance/Bidder's Certification – CEC Form 50 (Exh. C)
- 11. Prohibited Contributors – CEC Form 55 (Exh. C)
- 12. Contractor's Responsibility Ordinance Statement (Exh. C)
- 13. Los Angeles Residence Information (Exh. C)
- 14. Certification of Compliance with Child Support Obligations (Exh. C)
- 15. Iran Contracting Act of 2010 Compliance Affidavit (Exh. C)
- 16. Living Wage Ordinance (LWO)/Service Contractor Worker Retention Ordinance (WRO) (Exh. C Exemption Only)
- 17. Equal Benefits Ordinance Statement (EBO)/First Source Hiring Ordinance (FSHO) (Exh. C)
- 18. Disclosure Ordinance Affidavit (Exh. C)
- 19. Contractor's Responsibility Ordinance Pledge of Compliance (Exh. C)
- 20. Americans with Disabilities Act Certification (Exh. C)

PART III - (Additional Items to be submitted ONLY by selected Proposer Prior to Award of Contract.)

- 21. City-Approved Proof of Insurance (Exh. J)
- 22. Financial Guarantee: Performance Deposit (Exh. C)
- 23. Business Tax Registration Certificate (Exh. C)
- 24. Federal Tax ID Number and Form W-9 (Exh. C)

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ADMINISTRATIVE REQUIREMENTS

As part of the RFP process, all proposers are to review, complete, and submit both administrative and compliance documents.

Information, related forms, and instructions are located in Exhibit C of the RFP (“Compliance Documents”). Previous compliance document submittals and/or waivers do not apply. New forms must be completed and processed.

Additional information regarding some compliance documents may be available at the Pre-Proposal Conference, on a City website, and/or by phone with the administering City Department of a given ordinance or compliance document. Exemptions from certain ordinances may also apply. RAP reserves the right to request additional information and/or clarification regarding submitted compliance documents during the evaluation process.

PART I (These items are to be submitted with the Response by all Proposers)

The following items MUST be included with your proposal:

1. Cover Letter (Exhibit A)
2. Proposer’s Signature Declaration and Affidavit (Section A of Exhibit C)
The document must be signed and notarized. Legal name(s) on all proposal documents and the resultant Contract must be consistent. Only the original notarized form is acceptable.
3. Disposition of Proposals (Section B of Exhibit C)
The document must be signed by an individual authorized to bind the proposer.
4. Pro-Forma Template (Exhibit D)
5. Financial Offer Form (Exhibit E)
6. Capital Investment Offer Form (Exhibit F)
7. Terms and Conditions Acceptance Form (Exhibit G)
8. Proposal Deposit (Exhibit A)

PART II (These items are to be completed and submitted in RAMP by all Proposer)

8. Business Inclusion Program (BIP) Requirements (Section C of Exhibit C)
It is the policy of the City to provide Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Small Business Enterprise (SBE), Emerging Business Enterprise (EBE), Disabled Veteran Business Enterprise (DVBE), and all Other Business Enterprise (OBE) concerns an equal opportunity to participate in the performance of all City contracts. Proposers will assist the City in implementing this policy by taking all reasonable steps to ensure that all available business enterprises, including MBEs, WBEs, SBEs, EBEs, DVBEs,

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and OBEs, have an equal opportunity to compete for, and participate in, City contracts. Equal opportunity will be determined by the proposer's BIP outreach documentation, as described in Business Inclusion Program (BIP) Requirements (Section C of Exhibit C), of this RFP. Participation by MBEs, WBEs, SBEs, EBEs, DVBEs, and OBEs may be in the form of subcontracting. Proposers must refer to Business Inclusion Program (BIP) Requirements (Section C of Exhibit C) of this RFP for additional information and instructions. BIP outreach must be performed using the Business Assistance Virtual Network (www.RAMPLA.org). A proposer's failure to utilize and complete their BIP Outreach as described in Business Inclusion Program (BIP) Requirements (Section C of Exhibit C) may result in their proposal being deemed non-responsive.

The anticipated participation levels are as follows:

MBE Participation:	<u>18%</u>
WBE Participation:	<u>4%</u>
SBE Participation:	<u>25%</u>
EBE Participation:	<u>8%</u>
DVBE Participation:	<u>3%</u>

9. Municipal Lobbying Ordinance / Bidder Certification – City Ethics Commission (CEC) Form 50 (Section D of Exhibit C)
Please read the instructions in Exhibit C.
10. Prohibited Contributors – Compliance with Los Angeles City Charter Section 470(c)(12) - CEC Form 55 - (Measure H) (Section E of Exhibit C)
Please read the instructions in Exhibit C.
11. Contractor Responsibility Ordinance Statement (Section F of Exhibit C)
Pages 1 through 6 of the document must be completed and submitted on RAMP.
12. Los Angeles Residence Information – Percentage of Workforce Residing in Los Angeles (Section G of Exhibit C)
Please complete and submit on RAMP.
13. Certification of Compliance with Child Support Obligations (Section H of Exhibit C)
Please complete and submit on RAMP.
14. Iran Contracting Act of 2010 Compliance Affidavit (Section I of Exhibit C)
Please complete and submit on RAMP.
15. Living Wage Ordinance (LWO)/Service Contractor Worker Retention Ordinance (SCWRO) – *only if applying for an exemption* (Section J of Exhibit C). Documents only required to completed and submitted on RAMP if the proposer is applying for an exemption to the ordinance requirements.

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16. Equal Benefits Ordinance Affidavit/First Source Hiring Ordinance (FSHO) (Section K of Exhibit C). Please read the instructions in Exhibit C. Please complete and submit on RAMP.
17. Disclosure Ordinance Affidavit (Section L of Exhibit C)
Please read the instructions in Exhibit C. Please complete and submit on RAMP.
18. Contractor Responsibility Ordinance – Pledge of Compliance (Section M of Exhibit C)
Please complete and submit on RAMP.
19. Americans with Disabilities Act Certification (Section N of Exhibit C)
Please complete and submit on RAMP.

PART III (These items are to only be submitted by the selected Proposer prior to Award of the Contract)

Only the proposer selected for award of this agreement shall submit the following additional required items prior to execution of the Agreement within thirty [30] calendar days from the date the agreement award is approved by City Council.

20. City-approved Proof of Insurance. (Section O of Exhibit C and Exhibit E)
Please submit a copy of documentation showing proof of insurance. Also, upload insurance to Track4LA™ (now known as KwikComply™) which is the City's online insurance compliance system that uses the standard insurance industry ACORD Form 25 Certificate of Liability Insurance, in electronic format. KwikComply ca be found at <https://kwikcomply.org>.
21. Financial Guarantee: Performance Deposit (Section P of Exhibit C). Please submit when requested.
22. Business Tax Registration Certificate (Section Q of Exhibit C).
Please complete and submit when requested.
23. Federal Tax ID Number and Form W-9 (Section R of Exhibit C)
Complete and submit an original Form W-9. The name on the W-9 must match the proposer's legal business name, as listed on the Proposer's Signature Declaration and Affidavit.

Failure of the selected proposer to submit all the required documents (specified as items numbered 20 – 23 above) and submit a signed Agreement within thirty (30) calendar days from the date the contract award is approved by City Council shall cause the proposal to be deemed non-responsive, and a penalty of One Hundred Dollars (\$100.00) per calendar day shall be applied and deducted from the Proposal Deposit. If, after forty-five (45) calendar days from the date the contract is approved by City Council, the contract is not signed and compliance documents not submitted and received by the Board Office, the City maintains the right to move on to the proposer with the next highest selection ranking.

PART IV (These items are provisions that will be part of the contract. No forms or documents are required to be submitted)

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24. Nondiscrimination, Equal Employment Practices and Affirmative Action Program (Section S of Exhibit C). Please read Section S in Exhibit C.
25. Contractor's Performance Evaluation Ordinance (Section T of Exhibit C). Please read Section T in Exhibit C.
26. Contractor's Use of Criminal History for Consideration of Employment Applications Ordinance (Fair Chance Initiative for Hiring) (Section U of Exhibit C). Please read Section U in Exhibit C.
27. Standard Provision for City Contracts (Section V of Exhibit C). Please read Section V in Exhibit C.