

Marian Dodge
2648 N. Commonwealth Avenue
Los Angeles, CA 90027

City Council
200 N. Spring Street
Los Angeles, CA 90012

April 27, 2015

Re: **CF 14-1500-S1**
RAP Self Operation of the Greek Theatre

Honorable Councilmembers:

The Department of Recreation and Parks' (RAP) task is to run the city park system which it does very well in spite of drastically cut budgets. They have enough of a task without the additional burden of running an iconic concert venue like the Greek Theatre. Even managing a managing company requires a lot of time and effort by RAP. Note the new staff required.

The Greek Theatre Advisory Committee (GTAC), which has worked closely with the Nederlander staff for the last ten years and understands the operation of the Greek Theatre very well, was not given any opportunity to have meaningful input into the proposal process. Now they are very concerned that RAP lacks the financial commitment, staffing and industry expertise required to successfully operate a major concert venue.

It is the recommendation of the Greek Theatre Advisory Committee that the Nederlander Concerts contract be extended while the Department goes through another RFP process to select the ultimate operator. Shouldn't you listen to the recommendations of the Advisory Committee? After all, GTAC exists to advise.

Nederlander Concerts has won numerous Polestar Awards for the best small concert venue and best manager. They have made extraordinary efforts to reduce the impact of the concerts on the community and on the park's habitat. They have worked with the community and communicate well with the community.

Live Nation submitted a letter offering to run the Greek for RAP; however in that offer Live Nation planned to take, take, take. There was no offer to give anything to RAP in the way of capital improvement. The only one who gains by that scenario is Live Nation.

This is no time for rash, impulsive decisions. It's time to step back and get some more time to review a new RFP by extending the Nederlander contract in order to ensure that you select the best operator for the Greek Theatre.

Best Regards,

Marian Dodge
Los Feliz

cc: Recreation and Parks General Manager, Mike Shull