

MOTION ARTS, PARKS, AND RIVER

The City of Los Angeles entered into an Operating Agreement with the Greater Los Angeles Zoo Association (GLAZA) for the purpose of obtaining assistance in establishing, developing, beautifying and improving the Zoo. The Operating Agreement authorizes the Zoo Director to enter into one or more Memoranda of Understanding (MOU) with GLAZA. The individual MOUs detail their respective performance, terms and conditions and how to carry out the objectives and strategies of the Los Angeles Zoo Business and Marketing Plan (Plan), as approved by City Council. In order to verify and prioritize the strategies for the Zoo, the City Council requires the data and analysis of the performance of the Zoo to have clarity in planning for the future of the Zoo.

In 2013, the Zoo entered an MOU for Marketing, Public Relations, Site Rentals and Catered Events. The MOU was further amended to require the Zoo Department to deliver to Council the information it needs to make informed decisions about future Zoo plans. The amendment acknowledges the Council's directive to the Zoo Department for bi-annual reports, with GLAZA assistance. The adopted amendment also states GLAZA will provide information on performance metrics to the Zoo as outlined in the Plan, in order for the Zoo Department to comply with the Bi-annual Reports to Council. The information and material for the report includes data on the paid attendance, total admission revenue, and revenue from concessions and memberships, consistent with the Business Plan.

Council also adopted policy that included instructions seeking information and material to review overall Zoo performance. For instance, in September 2014, Council under C.F. 14-0600-S223 adopted to instruct the Zoo, with City Administrative Officer, Chief Legislative Analyst, and City Attorney assistance to update as necessary all expired MOUs and other agreements with GLAZA; and instruct the Zoo to report to Council prior to the execution of any MOUs and/or agreements between the Zoo and GLAZA. Council also instructed the Zoo to report in 30 days concerning a concessions contract and the Zoo's staffing and funding needs required to release the Request for Proposals for concessions.

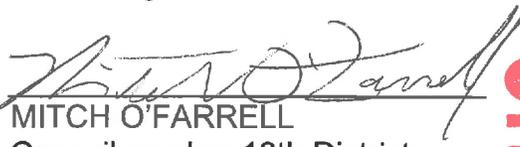
In order for the Council to weigh all of the issues and resources necessary to maintain an excellent zoo, the information should be provided so a well-informed discussion may take place.

I THEREFORE MOVE that that the City Council instruct the Zoo Director to report within 30 days, in compliance with existing Council instructions and the amended Marketing, Public Relations, Site Rentals and Catered Events MOU as it relates to implementation of the Los Angeles Zoo Business and Marketing Plan.



DEC 0 2015

PRESENTED BY:


MITCH O'FARRELL

Councilmember 13th District

SECONDED BY:

