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*"Creating  
dynamic  
experiences  
to connect  
people and  
animals"*

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John R. Lewis  
Zoo Director

Arts, Parks, and River Committee  
c/o Eric Villanueva, Office of the City Clerk  
Room 395, City Hall  
Los Angeles, CA 90012

**TRANSMITTAL OF MEMORANDUM OF UNDERSTANDING BETWEEN THE  
ZOO DEPARTMENT AND THE GREATER LOS ANGELES ZOO  
ASSOCIATION FOR MARKETING, PUBLIC RELATIONS, SITE RENTALS  
AND CATERED EVENTS**

The Zoo Department hereby transmits the Memorandum of Understanding (MOU) between the Zoo Department (Zoo) and the Greater Los Angeles Zoo Association (GLAZA) for marketing, public relations, site rentals and catered events for Fiscal Year 2016-17.

**BACKGROUND**

The Zoo entered into a three-year MOU with GLAZA for Marketing, Public Relations, Site Rentals and Catered Events effective July 1, 2013. The benefits of this MOU were anticipated to be significantly increased resources and investment into a comprehensive marketing program for the Zoo by GLAZA, saving the City monies by eliminating the \$800,000 in funding for the Zoo's annual advertising contract, and increasing revenue to the Zoo. The Public Relations and Marketing program had been managed by the Zoo Department for over 16 years with limited resources that were focused on public events, a limited paid advertising program and public relations efforts which garnered free press and exposure. This MOU was intended to take the foundation that the Zoo had established, and through significantly increased resources, enhance and expand the program to a level that the Zoo had been unable to achieve, which would result in increased attendance and revenue to the Zoo. The attached MOU represents the fourth year of these programs and services provided by GLAZA.



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## SUMMARY

The chart below summarizes the services and terms covered in this MOU and conforms to the updated Business and Marketing Plan approved by the Council on September 23, 2014 (C.F. 14-0600-S223) and/or the 2016-17 Adopted Budget (C.F. 16-0600).

| MOU                                                                | TERM                         | MOU OVERVIEW                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Marketing and Public Relations and Site Rentals and Catered Events | July 1, 2016 – June 30, 2017 | This MOU covers the marketing, public relations, site rentals and catered events programs. In accordance with the previous MOUs, the Zoo and GLAZA shall share the revenue generated by admissions and night-time ticketed event revenue. As contained in the 2016-17 Adopted Budget, the Zoo's share shall be \$13,850,000 and GLAZA's share shall be \$1,576,516. GLAZA shall invest up to \$2,500,000 during the Term in the Marketing and Public Relations program. |

## CONCLUSION

This MOU represents the mutually agreed upon programs and services to be provided for the Zoo by GLAZA during the 2016-17 fiscal year. These programs and services are vital components to the Zoo's operations and overall success. We have already begun the development of an updated Business and Marketing Plan that will guide future MOUs beginning in the 2017-18 fiscal year. Together, the Zoo and GLAZA are focused and committed on the future of the Zoo through a new Strategic Plan and the development of a new Master Plan.

## RECOMMENDATION

That the City Council approve the Memorandum of Understanding (MOU) between the Zoo Department (Zoo) and the Greater Los Angeles Zoo Association (GLAZA) for marketing, public relations, site rentals and catered events for Fiscal Year 2016-17 (see attached).

Respectfully submitted,



JOHN R. LEWIS, General Manager  
Zoo Department

JRL:DMV/dmt

Attachment

cc: Barbara Romero, Office of the Mayor  
Rich Llewellyn, City Administrative Officer  
Sharon Tso, Chief Legislative Analyst  
Dov Lesel, Office of the City Attorney  
Connie Morgan, Greater Los Angeles Zoo Association