

ARTS, PARKS, AND RIVER COMMITTEE REPORT relative to a Memorandum of Understanding (MOU) between the Los Angeles Zoo Department (LA Zoo) and the Greater Los Angeles Zoo Association (GLAZA) on marketing, public relations, site rentals, and catered events.

Recommendations for Council action:

1. NOTE and FILE the January 27, 2016 LA Zoo report.
2. INSTRUCT the LA Zoo, with the assistance from the City Attorney, to draft the amendment to the MOU, as mentioned in the January 27, 2016 LA Zoo report(attached to the Council file No. 14-0600-S223), between the LA Zoo and GLAZA detailing the adjustments made on the amendment.
3. INSTRUCT the LA Zoo to address the questions raised at the February 1, 2016 Arts, Parks, and River Committee meeting, and include in the MOU attainable goals with realistic expectations that can be used to hold the LA Zoo accountable.

Fiscal Impact Statement: None submitted by the LA Zoo. Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

**(Budget and Finance Committee waived consideration of the above matter)**

Summary:

On February 1, 2016, the Arts, Parks, and River Committee considered the January 27, 2016 LA Zoo reports relative to a MOU between the LA Zoo and the GLAZA on marketing, public relations, site rentals, and catered events.

Representatives from the LA Zoo, GLAZA, and City Attorney were present to provide an overview of the report and respond to related questions. The LA Zoo talked about the benchmarks in the MOU and progress made to improve the visibility of the zoo in the community. Part of the benchmark was for GLAZA to commit \$2 million a year through the life of the MOU towards marketing and public relations at the zoo. In Fiscal Year 2013-14 they met that goal by committing over \$2 million. In Fiscal Year 2014-15, GLAZA exceeded that goal and committed almost \$2.7 million. LA Zoo states that GLAZA has been working at elevating the zoo brand. It was mentioned that increasing the attendance will be a long term process that uses branding and marketing tactics for success. GLAZA has been doing marketing surveys, and although it has not translated in increased daytime attendance, LA Zoo reports that they have seen progress in people knowing about the zoo and its activities. GLAZA used the night time programs LA Zoo Lights and Roaring Nights to increase the overall attendance. In 2015 overall attendance reached 1.7 million and was the highest in 25 years and was attributed to GLAZA's work on the LA Zoo Lights program. It was mentioned that the LA Zoo Lights generated \$1 million in revenue.

Committee members expressed concern on how to increase the day time attendance and asked

if LA Zoo covered all of the performance metrics in the MOU and inquired on the kind of metrics GLAZA are going by. LA Zoo stated that all the metrics in the current MOU is included in their report. The matter of balance between GLAZA membership and general admission cost was discussed and the LA Zoo states that they tried to address it through their business and marketing plan by changing the ratio of membership costs to the number of times that somebody could visit the zoo to help shift attendance to the general admission. LA Zoo stated that they are still trying to figure out what it takes to create that balance.

During the deliberation of the matter the following questions were asked: how to increase the diversity of visitors, interaction with the ethnic press, how Social Media was utilized, efforts on geographic outreach, goals in the next six to eight months, metrics used to measure awareness, plan to reach the goal of five percent increase in paid admission, idea to consolidate all of the existing MOU's, plans or next steps for the remaining MOU's, and the programmatic changes or other things LA Zoo and GLAZA are thinking of to try to hit the goal.

LA Zoo and GLAZA was asked to look at free or low cost marketing opportunities such as placing zoo advertisements on trash trucks or getting a discounted price in advertisement on Expo, Metro, or the Red Line. Committee members further asked for the LA Zoo to get the message across that LA Zoo is a great place and people do not have to travel far. It was mentioned that zoo awareness was measured through surveys. A copy of the results of the surveys was requested. The need for transparency in all aspect and improve communications was expressed.

There was also a concern that the zoo's day time attendance has been static for 10 years without having an increase in membership even if the amount of money spent has doubled. An instruction for the LA Zoo with the assistance from the City Attorney was given, to draft the MOU between the LA Zoo and GLAZA with the specifics and details of the amendment, counting special event ticket sales as part of the revenue, and addressing some of the other questions raised at the February 1, 2016 Arts, Parks, and River Committee meeting. A committee member added that aside from all the stated goals, there is a need to rethink the MOU to add attainable goals. The Committee wants some realistic expectations that they can hold the LA Zoo accountable for.

After consideration and having provided an opportunity for public comment, the Committee moved to approve the recommendations contained in this report. The matter is now submitted to Council for its consideration.

Respectfully Submitted,

ARTS, PARKS, AND RIVER COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
O'FARRELL:	YES
PRICE:	YES
KORETZ:	YES

A handwritten signature in black ink, appearing to read "M. O'Farrell", is written in the bottom right corner of the page.

BLUMENFIELD: YES  
RYU: YES

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