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August 13, 2021

REQUEST FOR PROPOSAL  
GRIFFITH PARK FOOD AND BEVERAGE CONCESSION  
(RFP #CON-F21-001)

QUESTIONS & ANSWERS

1. QUESTION: Do the historical revenues in the RFP include the pop-up sales? Our understanding is the current concessionaire pop-up pays a flat fee unrelated to actual sales.

ANSWER: Yes, the mobile cart pop-up sales are included in the reported revenues. These sales are determined by a percentage of gross receipts, not a flat-fee.

2. QUESTION: How does the idea of the food concession providing parties coordinate with the Pony ride party packages?

ANSWER: The Operators of the food and beverage concessions are not required to, but may work with other Concessionaires to coordinate party packages.

3. QUESTION: Can the food concession prohibit picnickers from using some/all tables for patrons?

ANSWER: No, while the Concessionaire is granted the exclusive right to sell food and beverages to the general public at the concession premises, this exclusive right does not prohibit private parties from preparing or bringing their own food to the park nor prohibit their use of adjacent park/picnic benches.

4. QUESTION: Can the food concession subcontract with food carts/trucks for special events or holidays?

ANSWER: Yes, however, subcontractors must have pre-approval from RAP and Park Services.



5. QUESTION: What is the extent of premises the food concession can use to serve food. For example, can it set up a specialized stand or cart or food truck in the parking lot or on the grass across Crystal Springs for special events.

ANSWER: The area as defined on the premise map (RFP Exhibit H) for the Griffith Park Pony Ride Snack Stand, outlines the concession area. The park bench area next to the concession stand may also be used to expand the footprint of the concession. The area that defines the premise of the Griffith Park Center Snack Stand location include: the building, the fenced area behind the building, and the concrete patio area in the front of the building. Proposers may propose additional square footage around the area of the premise they would require to operate. RAP will consider additional proposed locations.

6. QUESTION: Can the food concession offer typical restaurant services such as to-go and delivery either directly or via 3rd parties?

ANSWER: Yes, the Operator may offer these services but must work with RAP to determine the best pick-up location as to not obstruct the flow of traffic.

7. QUESTION: In preparing the pro-forma financial – which month should we use as month 1, etc. I ask this because attendance at the park is somewhat seasonal and we would like to prepare a realistic projection.

ANSWER: The pro-forma includes a one-year projection which displays all months of the year. This allows proposers to capture financial variations due to seasonal attendance at the park. Proposers can decide which month to use for month 1 of the pro-forma to begin their projections. Projections should demonstrate sound financial planning, be realistic and achievable, and support all elements of the proposal.

8. QUESTION: Would restaurant consulting experience count if the operations experience is more dated?

ANSWER: RAP will review and evaluate each proposer for experience. Proposers should include in detail all food and beverage experience.

9. QUESTION: Is a floor plan of the building available? And what areas around the snack stand will be usable for the concession, both on a shared basis and on a sole use basis. We note that the pony ride is routing their small ride line directly in front of the window.

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ANSWER: All available plans have been posted. Proposers should describe in their proposal areas they would require to operate, including any additional area around the premises. RAP will evaluate and finalize the premises with the successful proposer.