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DEPARTMENT OF
RECREATION AND PARKS
3900 W. Chevy Chase Drive
M/S 628
LOS ANGELES, CA 90039

(818) 243-6488
FAX - (818) 243-6451

JON KIRK MUKRI
GENERAL MANAGER

August 10, 2010

To All Interested Parties:

The City of Los Angeles Department of Recreation and Parks is seeking proposals from interested business entities to operate the Bar and Beverage Services Concession at various rental hall facilities of the Department within the City. The concession operation consists of providing bar and beverage service during special events such as weddings, receptions, birthdays, corporate gatherings, business trainings and meetings, and other private parties. The Bar and Beverage Services Concession will require the Concessionaire(s) to provide alcoholic beverage services and possibly non-alcoholic beverage services to patrons renting the facilities. A five-year concession agreement, with two 5-year renewal options exercisable at the City's discretion, will be awarded to up to five (5) best responsible and responsive proposers.

Proposals may be obtained on **August 18, 2010**

- In Person - Department of Recreation and Parks
Administrative Resources Division Trailer
3900 West Chevy Chase Drive
Los Angeles, CA 90039
- On-Line - www.laparks.org/proposal.htm
(On August 18, 2010)
- Mail - (818) 243-6421 (call to request)

It is highly recommended that you attend a Pre-Proposal Conference, lasting approximately two hours. The Pre-Proposal Conference will discuss the Request for Proposals, applicable City compliance requirements and answer general questions. Although attendance is not mandatory, 10 points towards the Good Faith Effort Outreach will be awarded to all proposals with a representative in attendance.

Pre-Proposal Conference

When: Wednesday, October 5, 2010 at 9:30 a.m. (allow ample time for traffic)
Where: Central Service Yard, Conference Room No. 1
Administration Building
3900 West Chevy Chase Drive
Los Angeles, CA 90039

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If you plan to attend the Pre-Proposal Conference, please notify Orville Patino, Contract Coordinator, at (818) 243-6421, extension 202, or via email at: Orville.Patino@lacity.org

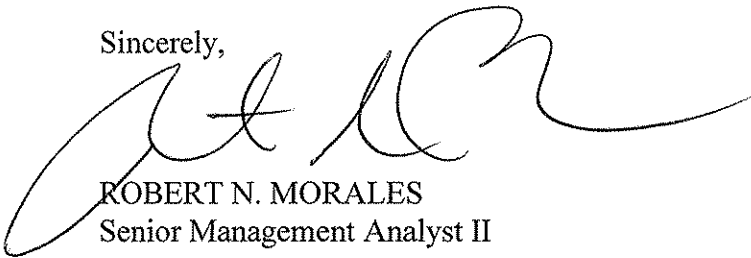
Proposals are to be completed and submitted by the deadline indicated below (late submittals will not be accepted):

Proposal Submittal Deadline

Due Date: Tuesday, November 9, 2010 before 3:00 p.m.
Location: Department of Recreation and Parks
Office of the Board of Commissioners
221 North Figueroa Street, Suite 1510
Los Angeles, CA 90012

If you have any questions regarding this Request for Proposals, please contact my staff Raymond Chang at (818) 243-6421, extension 227 or Orville Patino at (818) 243-6421, extension 202. Thank you for your interest.

Sincerely,



ROBERT N. MORALES
Senior Management Analyst II

RNM:RC:OP

cc: Raymond Chang, Senior Management Analyst I
Orville Patino, Management Analyst II