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JON KIRK MUKRI
GENERAL MANAGER

April 27, 2007

To All Interested Parties:

The City of Los Angeles Department of Recreation and Parks is seeking proposals from interested business entities to operate the Sepulveda Golf Professional Concession at the Sepulveda Golf Complex located in Encino, California. The concession operation consists of the golf pro shop, driving range and lesson services. The Sepulveda Golf Complex draws approximately 167,000 rounds of golf per year, and the Golf Professional Concession generates over \$1,100,000 in gross revenue per year. A ten-year concession agreement, with two 5-year renewal options at the City's discretion, will be awarded to the best responsive proposer.

Proposals may be obtained on **April 30, 2007**:

- In Person - Department of Recreation and Parks
3900 West Chevy Chase Drive
Los Angeles, CA 90039
- On-Line - www.laparks.org/proposal.htm
(On May 1, 2007)
- Mail - (818) 243-6488

It is highly recommended that you attend a Pre-Proposal Conference, lasting approximately four-hours. The Pre-Proposal Conference will discuss the Request for Proposal, 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, May 23, 2007 at 9:00 a.m. (allow ample time for traffic)
Where: Sepulveda Golf Complex
Restaurant Banquet Room
16812 Burbank Blvd.
Encino, CA 91436

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If you plan to attend the Pre-Proposal Conference, please notify Theresa Walker of the Department at (818) 243-6488, or via email at: Theresa.Walker@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: Thursday, July 5, 2007 no later than 3:00 p.m.
Location: Department of Recreation and Parks
Board of Commissioners Office
1200 West Seventh Street, Suite 762
Los Angeles, CA 90017

If you have any questions regarding this Request for Proposal, please contact our office at (818) 243-6488. Thank you for your interest.

Sincerely,

ROBERT N. MORALES
Senior Management Analyst II
Department of Recreation and Parks