



Greater Los Angeles Zoo Association

Private Event and Wedding Planning Services

Request for Proposals

July 1, 2015

The Greater Los Angeles Zoo Association (“GLAZA”) invites qualified firms to submit proposals to serve as recommended and approved private event and wedding planners to be hired by individuals planning a wedding or other large-scale social events at the Los Angeles Zoo and Botanical Gardens.

Proposals may be delivered in person, by the U.S. Postal Service, or by commercial carrier to the following:

Greater Los Angeles Zoo Association
Attn: Cathy Walker
Manager, Private and Corporate Events
5333 Zoo Drove
Los Angeles, CA 90027-1498

Please include five (5) hard copies of the proposal. The envelope must be boldly marked:

“PROPOSAL: WEDDING AND EVENT PLANNING SERVICES”

Proposals may also be submitted electronically to: RFP-EventPlanners@lazoo.org

Proposals are due no later than 4:00 p.m. on August 21, 2015. Proposals received after that time will not be considered.

About Los Angeles Zoo and Botanical Gardens

The landmark Los Angeles Zoo and Botanical Gardens (“L.A. Zoo”) is owned and operated by the City of Los Angeles. The L.A. Zoo attracts 1.6 million visitors each year and is home to a diverse collection of 1,100 animals representing 250 different species, many of which are rare or endangered. Its lush grounds cover 133 acres featuring a botanical collection throughout the grounds comprising over 800 different plant species with approximately 7,000 individual plants. Accredited by both the American Association of Museums (“AAM”) and the Association of Zoos and Aquariums (“AZA”), whose members meet rigorous professional standards for animal welfare, the L.A. Zoo has achieved renown as an international leader in the preservation of endangered species and a conservation center for the care and study of wildlife. Among its most popular habitats are the LAIR (Living Amphibians, Invertebrates, and Reptiles), Elephants of Asia, Mahale Mountain, Campo Gorilla Reserve and Rainforest of the Americas.

About Greater Los Angeles Zoo Association

The Greater Los Angeles Zoo Association (GLAZA) is a private, non-profit, founded in 1963, one year before the L.A. Zoo opened in its current location in Griffith Park. For five decades, GLAZA has funded plant and animal exhibits, species conservation, capital projects, and education and community outreach programs at the Los Angeles Zoo and Botanical Gardens. GLAZA also builds and invests endowment funds and operates seven essential departments on behalf of the L.A. Zoo: development, marketing, publications, membership, volunteers, special events, and site rentals, and is also responsible for oversight of the food and retail concessions. There are 65,000 member households in GLAZA representing more than 240,000 adults and children, the largest membership base of a cultural organization in Los Angeles. GLAZA additionally boasts a volunteer corps of more than 800 individuals.

PRIVATE EVENT and WEDDING PLANNING SERVICES DESCRIPTION

GLAZA is responsible for the development and management of site rentals and private events at the L.A. Zoo. The L.A. Zoo has one-of-a-kind venue spaces that are unique to the Los Angeles area. The purpose of opening our grounds to weddings and other private events is to provide a new L.A. Zoo experience for Angelenos, drive Zoo attendance, create magical family memories and generate incremental revenue for the LA Zoo.

GLAZA seeks creative, professional special events partners, with significant event and wedding planning experience to spearhead, facilitate, guide and manage private event hosts and brides and their family members in planning and coordinating their special event. GLAZA requires hosts to hire a professional event planner for weddings and mitzvahs. If hosts do not choose to engage someone for full event planning services, they will need to select one of our “recommended and approved event planners” for day of coordination of their event.

GLAZA will select a number of recommended and approved planners from the proposals submitted in response to this RFP. These firms will be listed on the L.A. Zoo's website. We seek planners from throughout the greater Los Angeles area.

Event Timing

Events may be held year round. The L.A. Zoo is open from 10:00am-5:00pm daily, except Christmas Day. Depending on the number of attendees, special events may be held during the daytime or in the evening after the Zoo is closed to the public.

Catering

The L.A. Zoo has an excellent in-house caterer, Taste of the Wild, who is very accommodating and is more than happy to provide a customized menu. If a host prefers to hire an outside caterer, this will be subject to prior written approval and the host will be required to pay GLAZA 16.5% of their final bill from the outside caterer. Outside caterers will not have access to any onsite cooking facilities. Due to the extreme fire hazards in Griffith Park, setting up a cooking tent is prohibited.

Staffing

If Taste of the Wild is hired by the host to cater the event, they will provide any staff necessary for catering. Any additional staff will need to be hired by the host. For an additional charge to the host, GLAZA staff will work with event and wedding planners to provide the proper event lighting. A Zoo staff electrician is available to consult, prior to the event, on power supply issues.

Equipment

Subject to availability, up to twenty-five (25) 60" round tables, ten (10) 8' rectangular tables, and 250 black resin chairs are available without a rental fee, but will incur a set-up charge of \$475. Additional furnishings are available for an additional charge and an increased set-up fee. All designs, fabrication and materials used for an event must meet Los Angeles City code requirements.

Required Insurance

Event planners and all additional outside vendors shall maintain, at their own expense, the insurance coverages, with minimum limits, as set forth on Attachment A hereto. Selected proposers will be required to provide GLAZA with a Certificate of Insurance, including the additional insureds as described on Attachment A.

PROPOSAL REQUIREMENTS

Company/Team Background

- Company Headquarters and local offices
- Leadership and key personnel, their bios and/or resumes and roles
- Name of firm and contact information including contact person, title, phone number and email address
- Name of primary contact for private events (must be included in list of team members)
- Number of years in business
- Relevant client list, scope of work and length of relationship
- List and description of special events produced by firm at complex venues
- List of preferred vendors and resources
- Areas of expertise
- Core capabilities and service offerings, must include itemized list of fees charged for various services
- Relevant work samples, including descriptions and pictures of events produced
- Financial solvency, including disclosure of annual billings, revenue and profitability
- Why are you a good fit and why do you want to be involved with the L.A. Zoo?
- Proof of insurance, as listed on Attachment A hereto

Budget

Provide several breakdowns of budget line items from previous events; indicate hard costs, expendables, rentals, and labor.

Work Plan

Provide a work plan that details how individual events will be designed, executed and coordinated between all parties; who the responsible parties are for each phase; process for design approval, material ordering, management plan for installation/dismantling, how to deal with issues during the event, and other relevant tasks.

Timeline

Provide a sample timeline for event design, development, implementation, and dismantle process.

All proposals are due no later than 4:00 p.m. on August 21, 2015. Responses received after that time will not be considered.

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5333 Zoo Drive, Los Angeles, CA 90027-1498 Tel: (323) 644-4200 Fax: (323) 644-4710

Key Dates and Deadlines

RFP distributed	July 1, 2015
Optional Site tour, including tasting	July 21, 2015 at 10:30am
Tour requires RSVP by	July 14, 2015 at 4:00pm
Deadline for questions submitted by email	July 27, 2015
Answers to be posted	August 3, 2015
Deadline for RFP responses	August 21, 2015 at 4:00 p.m.
Internal review of RFP responses	August 28-
	September 10, 2015
Final interviews of selected respondents	September 14-22, 2015
Final selection of firms	September 28, 2015

Questions Regarding RFP

All inquiries concerning this RFP should be submitted to RFP-EventPlanners@lazoo.org

Please use the subject line: "Private Event and Wedding Planning Services RFP QUESTIONS." The deadline for submitting questions is July 27, 2015. Answers will be posted on or before August 3, 2015 at: <http://www.lazoo.org/about/businessopportunities/>

Proposal Preparation and Submission Costs

All expenses incurred by respondents to this RFP are the sole responsibility of the respondent. GLAZA will not compensate responding firms for any expenses related to submissions.

Confidentiality and Ownership

All materials provided to the proposers to assist in the development of their proposals remains the intellectual property of the Los Angeles Zoo and Botanical Gardens and GLAZA and may not be reproduced or used for any purpose other than the development of this proposal. By responding to this RFP you agree to keep this information strictly confidential at all times, during and after the proposal process. You acknowledge that you may be required to execute a Non-Disclosure Agreement.

Concepts and drawings submitted in the proposals will remain the intellectual property of the proposer, but you acknowledge that more than one proposer may submit similar concepts.

Both parties agree to keep the contents of proposals strictly confidential.

RFP Modifications and Cancellation

GLAZA reserves the right to modify or cancel this RFP at any time without prior notice. Any modifications our additional notices will be posted at: <http://www.lazoo.org/about/businessopportunities/>

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Attachment A



Insurance Requirements

The Greater Los Angeles Zoo and Botanical Gardens requires that our vendors and contractors, at their own expense, maintain the following minimum insurance coverages:

Commercial General Liability: Such insurance shall be on an occurrence basis providing single limit coverage in an amount of not less than \$1,000,000 per occurrence and shall include coverage for, but not limited to, premises/operations, products/completed operations, contractual, independent contractors, broad form property damage, personal injury and fire legal liability.

Workers' Compensation: Workers' Compensation and Employer's Liability with a limit of liability for Coverage B of at least \$1,000,000 each occurrence, covering all personnel employed either directly or by way of contract from any payroll service provider. All statutory limits must be provided.

Automobile Liability: Automobile liability covering all owned, operated and hired vehicles in an amount not less than \$1,000,000 combined single limit per occurrence for bodily injury and property damage.

Additional Insureds

The Greater Los Angeles Zoo Association requires that our vendors and contractors provide certificates of insurance to cover all equipment and labor for the entire scope of work. The certificates of insurance shall include the name and dates of the event and name the following entities as additional insureds:

GLAZA, the City of Los Angeles, the City of Los Angeles Department of the Zoo, and Volume Services America and their respective concessionaires, agents, trustees, officers, members, affiliates and employees