

December 10, 2016

Mayor Steve Jones and Garden Grove City Council
City of Garden Grove
11222 Acacia parkway
Garden Grove, CA 92840

Dear Mayor and City Council:

It is with great excitement that we submit the following proposal for operation of the Strawberry Bowl Amphitheater, located within historic Main Street in Garden Grove. We believe that our company, LFA, Inc. has the knowledge and experience to transform the Strawberry Bowl Amphitheater into an exciting destination for live entertainment by curating shows that are current, diverse and relevant.

We believe that by reimagining the type of entertainment that can be activated within the Amphitheater, the businesses that make up historic Main Street, will become a dynamic destination for people of all ages, ethnicities and demographics.

We look forward to working with the community, the existing Amphitheater tenants and regional talent, as we bring a new type of entertainment to historic Main Street.

Respectfully,

LFA, Group, LLC

Attachment

STRAWBERRY BOWL AMPHITHEATER PROPOSAL

COMPANY

LFA Group, LLC (LFA) was organized to acquire, redevelop, and operate the existing Strawberry Bowl Amphitheater in Garden Grove, California.

Jon Reiser was part of the original development team at Detroit Bar and The Observatory, has specific experience in booking and operating Orange County entertainment venues since 2005. He also founded the music festivals known as Burgerama and Beach Goth. He currently owns Outpost Fest, which is an indie music festival that started in Santa Ana.

Viet Tran graduated from UCLA in 1999 with Bachelors in Economics. He was the marketing director at the Shark Club (12K sqft) for 12 years and at V2O The Venue (30K sqft) for 2 years. He owns Limelight, a venue management and marketing company in Orange County. He also owns Dos Chinos the food truck, which now has 2 brick and mortar locations in Santa Ana and soon to have another 2 in Irvine.

OBJECTIVE

The company's objective is to redevelop and program the amphitheater into a multi-purpose entertainment venue to accommodate live entertainment, special events, and multi-media productions.

The surrounding cities of Irvine, Costa Mesa, and Anaheim are all expanding their live entertainment spaces. Irvine Meadows Amphitheater has closed and will be relocating to the Great Parks, House of Blues at Downtown Disney has also closed and expanding to a larger space at the Anaheim Garden Walk, and Pacific Amphitheater in Costa Mesa has ramped up their bookings.

The Strawberry Bowl Amphitheater will be transformed into an exciting destination for live entertainment by curating artists and shows that are current, diverse, and relevant. It will provide up close and personal outdoor experiences that are not available in the current market. Eventually it will become a launching platform for artists in the way Detroit Bar was for bands such as Foster the People, Cold War Kids, Local Natives, Miike Snow, The Neighborhood, Aloe Blacc, and more. New foot traffic and recognition from the amphitheater will help activate Downtown Garden Grove and increase business to the surrounding area.

LEASE & PERMITS

LFA is proposing a new 10-year lease with two (2) additional 5-year options to extend beyond the initial term at \$1500/month. In lieu of rent for the years 1 to 5, LFA Group, LLC will guarantee a minimum investment \$125,000 to improve and update the facility within the first 3 years of the lease. At the time of occupancy, an assessment of the amphitheater will be conducted to determine the required repairs and improvements.

LFA Group, LLC will require the ability to do live entertainment with operational hours up to 11:00pm with restricted sound amplification after 10:00pm.

LFA Group, LLC will develop and activate larger scale events in the Village Green Park such as music festivals, food fairs, and concerts.

REVENUE SOURCES

LFA will book live entertainment (indie bands, comedy, and theater), corporate meetings/seminars, and special events (holiday, non profit, and private) at the amphitheater. The company understands that there are currently agreements with Shakespeare OC and Strawberry Productions and is willing to work with both.

FACILITY UPGRADES \$125,000 est. TBD

Exterior/Interior
Electrical Restrooms
Stage
Kitchen/Concession
Box Office

LIGHTING SYSTEM \$15,000 est. TBD

LED Stage Lighting \$5,000
Lighting Truss \$10,000

SOUND SYSTEM \$150,000 est. TBD

D&B Audiotechnik Q1 Line Array \$68,000
· Loudspeakers:
Main Arrays: Qty 8: D&B Q1 Loudspeakers
· Subwoofers: Qty 4: D&B B2 Subwoofers
· Amplifiers: Qty 4: D&B D12 Amplifiers

AVID SC48 Console Package \$32,000
MARTIN Monitor Package \$34,000
Monitor Console Package \$10,000
Microphone Package \$5,000

LFA would like to take possession on January 1, 2017 to get started on some of the upgrades during the slow season if possible. Attach below is some information about Jon Reiser and OC Live Entertainment.

Thank you for your consideration,

Viet Tran
LFA Group, LLC
714-900-1720 Dir

Jon Reiser

<http://www.ocweekly.com/music/to-galaxy-concert-theatre-and-beyond-6422720>

<http://www.ocregister.com/articles/venue-358001-reiser-bands.html>

<http://www.ocregister.com/tag/soundcheck/jon-reiser>

<http://www.l-acoustics.com/314-rat-sound-and-l-acoustics-help-the-stars-shine-at-the-observatory.html>

OC Live Entertainment

<http://www.ocregister.com/articles/center-704104-gardenwalk-entertainment.html>

<http://www.latimes.com/socal/weekend/news/tn-wknd-et-0602-houseof-blues-moving-20160611-story.html>

<http://www.ocregister.com/articles/irvine-727476-live-fans.html>