

APPROVED
DEC 13 2006

REPORT OF GENERAL MANAGER

NO. 06-363

DATE December 13, 2006

**BOARD OF RECREATION
and PARK COMMISSIONERS**

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: CABRILLO BEACH – ESTABLISHMENT OF RATES AND FEES FOR USE OF OUTER BEACH AREAS, AND AMENDMENT TO CURRENT BATHHOUSE RATES AND FEES

J. Combs
H. Fujita
S. Huntley
B. Jensen

J. Kolb
F. Mok
*K. Regan
M. Schull

[Signature]

[Signature: K. Regan]
General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve an amendment of the Schedule of Rates and Fees to include the proposed Cabrillo Beach – Outer Beach rental charges (both for the general public and filming), effective upon Board approval; and,
2. Approve an amendment to the Schedule of Rates and Fees to revise the current Cabrillo Beach – Inner Beach rental charges, as attached with a 50/50 distribution between Fund 301, Dept. 88, Account 031M and Fund 302 Dept. 89, Account 816M, effective upon Board approval.

SUMMARY:

Built in 1932 as a destination for Los Angeles residents riding the Pacific Red Car, the Cabrillo Beach Bathhouse offered a place to spend the day, rent a bathing suit and towel, swim, shower and then return home. The Bathhouse and Boathouse, both located on the inner beach, were used during the 1932 Olympic Games for the boating events. For more than 40 years, it was an integral part of marine activities at Cabrillo Beach, including creation of the Cabrillo Beach Museum, which is now the Cabrillo Marine Aquarium.

Since May 1975, the County of Los Angeles Department of Beaches and Harbors has provided beach maintenance services at beach areas owned or leased by the City, including outer Cabrillo Beach, pursuant to a Joint Power Agreement entered into between the County and City. This year a mutual agreement was reached between representatives of the County Department of Beaches and Harbors and the City Department of Recreation and Parks during discussions facilitated by Supervisor Don Knabe's and Councilwoman Janice Hahn's Offices that if

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additional funding could be secured by the Department; the City would re-assume beach maintenance and permitting obligations at outer Cabrillo Beach. The Department, having been granted these additional resources for Fiscal Year (FY) 2006-2007, and commencing July 1, 2006, has now taken responsibility for outer beach operations in the interim while the existing Joint Powers Agreement is being amended. This is in accordance with an agreement reached between the General Manager of Recreation and Parks and the Director of the County Department of Beaches and Harbors. Since the Department is now responsible for the outer beach it is necessary to establish rates and fees for rental of various areas within the facility.

Staff recommendations for proposed fees for public rental are based on the highly desirable location and unique amenities that this facility has. It is also a very popular filming location and with the addition of the Outer Beach portion of the beach those requests for filming on the Outer Beach will now be permitted by the Department. The fee structure is similar to that of Venice Beach and is dependent on day of use, and includes a provision for special use at a 50% rate to other City departments, as well as certain named non-profit and booster club organizations. The filming rates for the Cabrillo Beach are somewhat higher than those of Venice Beach because of its secluded location, which is frequented much less than Venice Beach thereby allowing greater flexibility for film companies.

Revisions have been made to the current fee structure for the Inner Beach portion of the beach in order to update the Schedule of Rates and Fees to accurately reflect currently subsisting amenities, as well as include exemptions for Cabrillo Beach Booster groups. All fees generated are proposed to be deposited with a 50/50 distribution between Fund 301, Dept. 88, Account 031M and Fund 302 Dept. 89, Account 816M. These fees are necessary to support operations and programming at this facility. Cabrillo Beach is a highly frequented facility and is often vandalized and therefore requires constant and vigilant maintenance, which is why funds are also being contributed to maintenance of the facility.

FISCAL IMPACT STATEMENT:

There is no immediate fiscal impact to the Department. The revenue generated from the rental of this facility will be used to further the center's programs. The potential revenue generated from the proposed rental fees is yet to be determined.

This report prepared by Olujimi A. Hawes, Management Analyst II, Pacific Region.

CABRILLO BEACH OUTER BEACH RATES AND FEES

FACILITY USE FEES

50% to be deposited in the facility's MRP account (301/88/031M)

50% to be deposited in the Special Cabrillo Maintenance Fund (302/89/816M)

No alcohol allowed on the premises.

Must follow the rules and guidelines of the temporary event section from the Coastal Commission Permit Requirements.

OPEN SPACE EXCLUSIVE DAILY USE FEES FOR EACH OF THE FOLLOWING AREAS

Note: Exclusive use requires additional Lifeguard Fee as well, not included in the below.

1. **INNER BEACH NORTH:** City Lifeguard Headquarters Tower to Swim Tower
2. **INNER BEACH SOUTH:** Swim Tower to Pier Tower
3. **PIER:**
4. **OUTER BEACH TIDE POOL AREA:**
5. **BONFIRE AREA:** Fire pits
6. **OUTER BEACH SURF AREA:** County Lifeguard Headquarters Tower to Surf Tower
7. **OUTER BEACH BREAKWATER AREA :** Surf Tower to Breakwater Tower

<u>Number of Persons</u>	<u>Free Admission</u>	<u>Fee Charged</u>
1-250	\$75	\$ 225
251-500	\$200	\$ 600
501-1000	\$400	\$1,200
1001 +	\$750 minimum	Negotiable by Region Superintendent

BONFIRE AREA: (Individual Fire Pits **)

\$25 per pit Monday - Thursday

\$50 per pit Fridays, Weekends and Holidays*

**Holidays as defined in the Department Schedule of Rates and Fees*

***Individual pits are rented, as with all areas, on a first come first serve basis*

PAYMENT OF FEES

The total amount of all rental fees and deposits due for exclusive open space use shall be paid in full at least 60 days prior to the scheduled date of use. **In the event that total fees are not paid as designated, the reservation will be canceled.** There will be no refund.

Note: Bonfire pit reservations which should be paid at least 72 hours in advance.

OTHER FEES

Security Guard Services **Quoted on request, based on actual cost**
(including 30 minutes prior to event and 30 minutes after)

Monitor/Staff: Hourly rate charged per current over-time staffing rate

Full-time Staff/ Ranger: Hourly rate charged per current over-time staffing rate.

Lifeguard Fee: (when filming involves water usage) Hourly rate charged per current over-time staffing rate

Aquarium Educator Fee: (when filming involves tidepool area) Hourly rate charged per current over-time staffing rate

Minimum Payment to Guarantee Reservation

Payment required within ten (10) days of the initial reservation.

Monday – Thursday \$200

Friday – Sunday, Holiday \$400

CANCELLATION FEES

Bonfire Cancellation Fee: non-refundable

All other areas: 40% of all fees or \$75 (whichever is greater)

PHOTOGRAPHY

Photography/video without an event booking	<u>1st Hour</u>	<u>Added hrs</u>
	\$50	\$30/hr

SPECIAL USE

Special use is available on weekdays, Monday through Friday, between 8:00 AM to 9:00 PM only for other City agencies and Department sponsored groups. Non-city government agencies may qualify for the Special Use rate subject to availability and the purpose of the event. The purpose of such usage should involve training, work meetings, and other government business activities authorized by the General Manager or designee. Non-profit organizations and/or student groups may also qualify for Special Use fees.

The following conditions apply to all special usages:

- Authorization for Special Use – Requests for use of these facilities must be submitted in writing and approved by the General Manager or designee.
- Scheduling of Special Use Events – Use of the facility is subject to its availability determined by the following guidelines:
 - Special Use Events may be scheduled only 60 days in advance of the event dates. The Recreation and Parks Department of the City of Los Angeles is exempted from this guideline.
 - Any one group may not exceed two separate days per week.

OUTER BEACH (cont'd)

ATTACHMENT

- None of the above guidelines preclude a Special Use party from maintaining or procuring additional dates or hours under the regular rate provisions.
- **Permitting of Special Use may require additional hourly staffing fees.**

SPECIAL USE FEES

	<u>Government</u>	<u>Other</u>
Use Fee	50% of fees	50% of fees
Cancellation Fee	No Charge	\$50
Cancellation within 48 hours	No Charge	\$75

PROHIBITED SPECIAL USE EVENTS

Revenue producing events, subletting or assignment of a Special Use Permit is prohibited.

SPECIAL EVENTS/FUNDRAISERS

Refer to SPECIAL EVENTS/ FUNDRAISERS rates.

PICNICS

Refer to PICNICS rate.

Refundable Building Deposit	\$300
Minimum payment to guarantee reservation. Payable within ten (10) days of the initial reservation.	\$300
Security Guard Services	Quoted on request, based on actual cost (including 30 minutes prior to event and 30 minutes after)
Equipment Rental	
Table Rental (8ft. banquet)	\$2/table
Chair Rental	\$1/chair

CANCELLATION FEES

Cancellation or Postponement Within 60 days of the event	40% of all fees or \$125 (whichever is greater)
Cancellation prior to 60 days	\$100
Postponement prior to 60 days	\$ 50

PAYMENT OF FEES

The total amount of all rental fees and deposits due shall be paid in full at least 60 days prior to the scheduled date of use. Otherwise the reservation may be canceled.

SPECIAL USE

Special use of Cabrillo Beach Bathhouse is available only for other City agencies and Department-sponsored groups. Non-city government agencies may qualify for the Special Use Rate subject to availability and purpose of the event. The purpose of such usage should involve training, work meeting, and other government business activities authorized by the General Manager or an appointed designee.

THE FOLLOWING CONDITIONS APPLY TO ALL SPECIAL USAGES:

Authorization for special use

Requests for use of these facilities must be submitted in writing and approved by the General Manager or an appointed designee.

Scheduling of Special Use events

Use of the facility is subject to its availability determined by the following guidelines:

- a) Special use events may be scheduled only 60 days in advance of the event date.
Recreation and Parks Department, City of Los Angeles, is exempted from this guideline.
- b) Any one group may not exceed two separate days per week.

- c) None of the above guidelines precludes a Special Use party from maintaining or procuring additional dates or hours under the regular rate provisions.

SPECIAL USE FEES

Use Fee	50% of fee
Cancellation Fee	\$50
Cancellation within 48 hours	\$75

PROHIBITED SPECIAL USE EVENTS

Revenue producing events, subletting or assignments of Special Uses are not permitted.

DEPARTMENT USE

Requests for use of these facilities must be submitted in writing and signed by an Assistant General Manager and approved by the General Manager or an appointed designee.

PARKING

100% of parking fees to be deposited to Cabrillo Parking Lot MRP 606.

Parking Pass Fee for Bathhouse Class Participants \$1 per class session
(Parking privileges will be limited to the date and time of the class, not to exceed 1.5 hours)

Participant Parking for Bathhouse Programs \$1 per hour
(For participants attending community programs conducted by Bathhouse staff)

The parking lot is a separate operation and each vehicle entering the parking lot will be charged a parking fee, when applicable. (See Pay Parking Lot Section for Cabrillo Beach Parking Lot rates and seasonal/daily fee information.) The reservation fee does not exempt permittee, guests, or service providers from paying applicable fees.

Exemptions:

1. Cabrillo Bathhouse Volunteers
2. Organization or groups whose primary interest is the support of the Cabrillo Beach Bathhouse
3. Polar Bears – A Cabrillo Beach Booster Club.

OTHER INFORMATION

This Historic Building has many restrictions relating to alterations, decorations, and other improvements.

Insurance may be required. See insurance requirement.

CABRILLO BEACH FILMING AND PHOTOGRAPHY

FACILITY USE FEES

50% to be deposited in the facility's MRP account

50% to be deposited in the Special Cabrillo Maintenance Fund

PREP, CONSTRUCTION, STRIKE FEE: \$100 per day

UTILITY FEE: \$25 per day per hook-up (per utility)

FILM DAYS: Filming \$400 per 24-hour period in the following general areas:

1. **INNER BEACH NORTH:** City Lifeguard Headquarters Tower to Swim Tower
2. **INNER BEACH SOUTH:** Swim Tower to Pier Tower
3. **PIER:**
4. **OUTER BEACH TIDE POOL AREA:**
5. **BONFIRE AREA:** Fire pits
6. **OUTER BEACH SURF AREA:** County Lifeguard Headquarters Tower to Surf Tower
7. **OUTER BEACH BREAKWATER AREA :** Surf Tower to Breakwater Tower

COMMERCIAL STILL PHOTOGRAPHY:

	Per Day Rate: Or 1st 3 hours:		Each additional hour:
1 - 15 persons*	\$150	\$75	\$30
15 + persons*	\$300	\$150	\$75

*"Persons" includes those who are present at the shoot to observe or facilitate the project both in front of and behind the camera, such as: parents of children involved, animal trainers, clients, models, and any crew member.

CANCELLATION FEES

40% of all fees or \$125 (whichever is greater)

PAYMENT OF FEES

There will be no refund(s) of fees for any used portion of time or requested days.

MONITOR/STAFF FEES

Monitor/Staff: Hourly rate charged per GENERAL INFORMATION page

Full-time Staff/ Ranger: Hourly rate charged per current over-time staffing rate.

Lifeguard Fee: (when filming involves water usage) Hourly rate charged per current over-time staffing rate

Aquarium Educator Fee: (when filming involves tidepool area) Hourly rate charged per current over-time staffing rate

At the discretion of the Facility Director, depending on size and type of activity, more than one monitor, Ranger, or other staff member may be required. Other security arrangements may also be required.

PARKING FEES

The parking lot is a separate operation and each vehicle entering the parking lot will be charged a parking fee, when applicable. The reservation fee does not exempt permittee, guests, or service providers from paying applicable parking fees.

GENERAL RULES

Use of Cabrillo Beach areas for filming or photography is subject to the availability based on the demands of regular public activity and programming.

- Filming and photography is usually allowed on Mondays through Fridays from 7:00 a.m. to 10:00 p.m.
- Holiday and weekend filming is generally not permitted due to the volume of people and activities in the area.

Requests for permission for filming or photography should be received no less than 48 hours in advance. Although we will make every effort to accommodate requests that are received less than 48 hours prior to filming, we cannot ensure that they will be approved.

Requesters are required to hold reservations with the Department Film Office for filming days and locations.

Permission/approval of filming or photography is exclusive to the permittee and is not transferable (no subletting).

Must follow the rules and guidelines of the temporary event section from the Coastal Commission Permit Requirements.

See FILM PERMIT FEES page for: GENERAL FILM PERMIT POLICIES AND REGULATIONS for additional REQUIREMENTS FOR PERMIT and FEE EXEMPTIONS.

PAY PARKING LOTS, SPECIAL FACILITY FEES, SERVICE FEES, AND MONITOR FEES CANNOT BE REDUCED OR WAIVED.