

REPORT OF GENERAL MANAGER

NO. 08-84

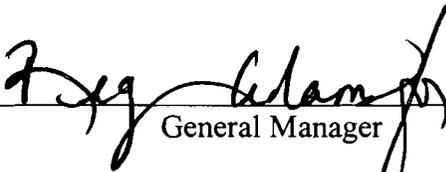
DATE April 2, 2008

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH OBSERVATORY – AMENDMENT TO THE SCHEDULE OF RATES AND FEES

R. Adams _____	J. Kolb _____
H. Fujita _____	F. Mok _____
S. Huntley _____	K. Regan _____
*V. Israel _____	M. Shull _____



 General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the proposed amendment to the Griffith Observatory section of the Schedule of Rates and Fees, as outlined in the body of this report; and,
2. Authorize staff to amend the schedule of Rates and Fees to incorporate these changes effective immediately.

SUMMARY:

A review of the use policies and rates, approved on June 20, 2007 (Board Report No. 07-145) for events held at the Observatory has been completed. Staff assessed the performance of renters and film companies based on staff's experience in operating the facility during public operations, and knowledge of the requirements to handle rental and other special use events during the previous year. As a result, staff recommends amending the current rates and fees by clarifying language to make the policies more effective and by altering the rate structure for rental uses as follows:

Rental Use

Language has been added to require advance payment of fees, to prohibit fee waivers or reductions without Board action, and to require permittees to carry insurance and agree in advance to pay for repair of any damage caused to the Observatory by their event.

Rental Uses Fees

This new section defines and clarifies the rental fee structure and includes changes to the fee rates for areas of the building other than the Classroom/Conference Room.

REPORT OF GENERAL MANAGER

PG. 2 NO. 08-84

The Standard Use rental fees depend on the rental area requested. The rental period has been extended from 10 to 12 hours. The fee range of \$4,000 - \$25,000 has been reduced to \$3,000 - \$12,500. The Special Use rental fee range of \$12,500- \$50,000 has been reduced to \$6,000 - \$25,000. The roof has been removed as a unique event venue, owing to both logistical difficulties in using the roof in such a fashion and in remediating possible damage.

Staffing and Security Charges

Based on staff's observation during the first year of the reopening, the fees for security, maintenance, parking, use of technical and interpretive staff, or other Observatory services tend to be related to either the size of the event, or whether the event include the service of alcohol. A range of fixed staffing fees from \$2,500 to \$6,500 is proposed to recoup these costs.

A provision has also been added which requires all prospective renters to carry insurance for the event. Though this requirement has been levied on all renters to date, it was not included in the current version of the rates and fees document.

A detailed breakdown of the proposed rental fee categories and requirements is attached.

Filming Use Program

Provisions have been added detailing the criteria by which the Observatory may be scheduled for filming. This includes notice that the Observatory's public schedule makes consecutive filming days unlikely. There are also changes to the language for site visits and monitors, reflecting the Observatory's experience since reopening.

Filming Rental Use Fees

The fee rates charged for Observatory filming use has been significantly reduced. This reflects concerns expressed by FilmLA, other public officials, and commercial production companies. The new Standard Use rates are \$10,000 for exterior only (previously \$25,000) and \$15,000 for the entire building and grounds (previously \$35,000). Special Use rates are \$20,000 for exterior only (previously \$40,000) and \$30,000 for the entire building and grounds (previously \$60,000). The rental period for film use (16 hours) has also been more formally defined (7:00 a.m. to 11:00 p.m.), as well as adding an overnight preparation option for an additional fee.

Filming Staffing and Security Charges

As with rental use, staffing and security charges have been codified to reflect that such fees tend to be related to the size of the film crew (and, thus, the extent of the production needing to be overseen) and the length of the shoot. A range of fixed staffing fees from \$1,500 to \$6,000 is proposed.

REPORT OF GENERAL MANAGER

PG. 3 NO. 08-84

Finally, a section has been added which establishes the liability of film companies in relation to their use of the Observatory. This includes the requirement to carry insurance, as well as the need to secure a bond to pay for any damages caused by the production.

Photography Use Program

This new section distinguishes still photography from filming. It establishes policies and procedures for both personal and commercial photography. The four-hour fee for commercial photography remains at \$2,000.

General Use Provisions and Booking Fees

1. Catering and Alcohol

A provision has been added to end alcohol service one-half hour prior to the end of an event, to limit where alcohol may be served and consumed, and to ensure that alcohol is not served to underage guests.

Booking and Cancellation Policies and Fees

The policies for booking and cancellation fees are amended to specify the disposition of revenue to the Observatory Surcharge account.

Leonard Nimoy Event Horizon Admission

This new section has been added to permit the Observatory to charge admission for unique events in the Leonard Nimoy Event Horizon theater. While the vast majority of programming in the theater is free, this provision enables the Observatory to charge for unique programming as needed.

Shuttle Bus and Timed Reservation Cost Recovery

This system ended on November 3, 2007, and this section is deleted as it no longer applies.

Griffith Observer

Language has been added to clarify when sales tax must be paid. Also added is clarification on the disposition of funds from magazine subscriptions and sales.

Special Subscription Rates

This heading has been added to indicate such rates.

Certified Astronomical Letters

Language has been added clarifying the disposition of funds from preparation of these letters.

Guideline Procedures for Rentals and Special Events

This section remains substantively unchanged except for these provisions:

- A. 3. Include filming application form to documents required to be completed.

REPORT OF GENERAL MANAGER

PG. 4 NO. 08-84

- A. 3.
 - d. Add provision to stop the serving of alcohol one-half hour prior to the end of an event, and limit where alcohol may be served, and ensure alcohol is not served to underage guests.
 - g. Add Certification requirement in order for rental use proposals must certify they will follow the Observatory's rental guidelines (which are provided for review). This includes paying and complete repair of any damage caused by the event or filming in a timely manner.
- B. 2.
 - i. Add requirement of a fire permit to be provided to the Observatory five days prior to the event.

FISCAL IMPACT STATEMENT:

Most of the Observatory's rental and filming fees have been reduced by an average of 50 percent. This will result in less funding each year for the Observatory Surcharge account. If an average of 12 major events or filming activities occurs per year, the change in the average fee from \$25,000 to \$12,500 would result in an annual loss of revenue of \$150,000. This could result in either deferred maintenance and repair or the need for general fund revenues to pay for the repairs. The change from variable to fixed rates for staffing and security fees is not expected to result in a change in the amount of collected revenue for the Department's General Fund. Most of the procedural and related changes proposed in the document are unlikely to have any revenue effect.

This report was prepared by Vicki Israel, Assistant General Manager; Dr. Ed Krupp, Observatory Director; and Mark Pine, Observatory Deputy Director.

OBSERVATORY
(Revised ~~06/07~~ 03/08)

USE POLICIES – GENERAL INFORMATION

All facilities at Griffith Observatory are primarily for use of the Observatory in accomplishing its mission of public astronomy and science education. The use of Observatory facilities for activities conducted or sponsored by the Observatory takes priority over all other uses at all times. Consideration is provided for uses by Friends Of The Observatory (FOTO), related to FOTO's public-private partnership with the Department to support the Observatory. Griffith Observatory will consider appropriate and relevant requests for rental or commercial filming use of its facilities consistent with the Observatory's mission and the policies of the Department of Recreation and Parks.

The Observatory defines an "event" as an activity which departs from normally described operations. Most events are actually initiated by the Observatory as an enhancement to normal public operations. Some events are initiated by FOTO, with advance approval of the Observatory Director, in order to enhance programming opportunities or assist in fundraising in support of the Observatory. A small subset of events are rental or filming activities, wherein outside organizations seek to use Observatory facilities for some purpose aligned with the Observatory's astronomical and civic mission.

OBSERVATORY USE – GUIDELINES

Griffith Observatory's primary mission is to serve visitors through public operation of the facility. Regularly scheduled public operation occurs on the following schedule:

- | | |
|---|-------------------------|
| • Weekdays (Tuesday, Wednesday, Thursday, and Friday) | 12:00 p.m. – 10:00 p.m. |
| • Weekends (Saturday and Sunday) | 10:00 a.m. – 10:00 p.m. |
| • Mondays | Closed |
| • School show programs (weekdays during school year) | 9:30 a.m. – 12:00 p.m. |

Public operation of the facility is generally considered to encompass public areas of the building and the surrounding grounds. These include:

- Programs in the Samuel Oschin Planetarium
- Programs in the Leonard Nimoy Event Horizon
- Public telescope viewing in the domes, on the front lawn, and on the east and west terraces
- Public access to exhibit galleries and staff interpretation
- Public access to the roof and grounds

Other Observatory uses of the building have often included

- Monthly star parties and special observing events hosted by the Observatory and conducted in cooperation with the Los Angeles Astronomical Society and Sidewalk Astronomers
- Monthly meetings of the Los Angeles Astronomical Society and similar organizations
- Meetings of astronomical organizations, conferences, or other related groups
- Special lectures, symposia, or other astronomical programming
- News media activities and coverage, including press conferences
- Special civic events for the City of Los Angeles

FRIENDS OF THE OBSERVATORY (FOTO) USE

Friends Of The Observatory is the private, non-profit 501(c)(3) organization which supports Griffith Observatory. As the City's officially designated partner with Griffith Observatory, FOTO usage in connection with that relationship has priority except by the Observatory itself.

Subject to scheduling availability, and in accordance with existing capacities, FOTO is authorized no-charge use of Observatory facilities according to the following schedule.

Without limitation as to frequency

- Conference Room and Classroom

Without limitation as to frequency, subject to review and approval of the Department of Recreation and Parks General Manager / Observatory Director:

- Leonard Nimoy Event Horizon Theater
- Telescope Dome with operator

Twelve (12) times per calendar year, subject to review and approval of the Department of Recreation and Parks General Manager / Observatory Director:

- Roof
- East Terrace

Six (6) times per calendar year, subject to review and approval of the Department of Recreation and Parks General Manager / Observatory Director:

- Gunther Depths of Space (mezzanine and lower level)

Three (3) times per calendar year, subject to review and approval of the Department of Recreation and Parks General Manager / Observatory Director:

- Exclusive use of full building and grounds

Usage must comply with the following criteria

1. Integral to the purpose of the event or activity and the use of the Observatory are goals of civic responsibility; promotion of science and astronomy; collaboration on issues in which the Observatory has a functional relationship, such as education; celebration of Griffith Park, its donor, or the facility itself.
2. Event should not be competitive with the Observatory program or fundraising efforts;
3. Direct costs beyond standard services will be reimbursed to the City.

RENTAL USE

100% of rental fees to be deposited in the Observatory Surcharge Account; 100% of additional staff and security fees to the General Fund.

Programs of the Observatory have priority over any other proposed use. All those wishing to make rental use of a portion of the Observatory must conform to the following policies:

- Event planning and execution are subject to review by the Observatory Director who will make the determination and will forward to the General Manager, Department of Recreation and Parks. Decisions of the General Manager are final.
- Event may not compete with or disrupt Observatory programs.

- Event may not charge admission, conduct auctions, or permit any sales outside those coordinated by the Observatory’s authorized concessionaires.
- Event may not impose an unreasonable burden on Observatory staff, other Griffith Park facilities, or the surrounding neighborhood.
- Event may not displace or interfere with other Observatory activities.
- ***Event holder must pay assessed fees in advance of the event. There are no fee waivers or reductions except as considered and approved by the Board of Recreation and Park Commissioners.***
- ***In addition to assessed fees, event holder must reimburse direct costs to the City in advance, as specified below.***
- ***Event holder must carry insurance for the event.***
- ***Event holder must certify in advance that it agrees to abide by the Observatory’s rental provisions and policies. This includes provision for the renter to pay for timely and complete repair of any damage to Observatory building, grounds, or other elements caused by the event.***
- Event limited to maximum ***1,000 attendees and*** 1,800 total participants (including attendees and all required staff).
- Alcohol service, if applicable, must conclude by 10:00 p.m. and events at which alcohol is served should conclude no later than 10:30 p.m. Exceptions to the 10:00 p.m. cut off of alcoholic service or 10:30 p.m. event conclusion may be granted only by ***advance written*** approval of the Department of Recreation and Parks General Manager. If an event at which alcohol is served occurs during public operations, service and consumption of alcohol must take place out of public view.

In addition, all prospective rental uses must meet one of the following criteria:

Criteria 1: Relevance to Observatory Mission. Integral to the purpose of the event and the use of the Observatory are goals of civic responsibility; promotion of science and astronomy; collaboration on issues in which the Observatory has a functional relationship, such as education; or celebration of Griffith Park, its donor, or the facility itself; OR,

Criteria 2: Donor Recognition. Donor who has contributed at least \$50,000 per year for three or more consecutive years or who has equaled \$150,000 in their cumulative donations.

There are three categories of Rental Use.

- Classroom/Conference Room Use: special guidelines for these unique building facilities.
- Standard Use: When the Observatory is not in public operation (i.e., Mondays and selected weekday mornings)
- Special Use: When the Observatory is in public operation

To avoid impact to public operation, it is the Observatory’s expectation that most rental usage – except for those of the classroom and public conference room – will fall into the Standard Rental Use category (i.e., when the building is not being used for public operation).

Classroom and Conference Room Rental Use - Subject to availability and the criteria listed above, the Observatory’s conference room and classroom may be rented for meetings whether the building is open or closed to the public. These two rooms are available during regularly staffed hours. Base rental is for two-hour block of time.

Space	Capacity	Standard Use Rates (OBS closed)	Special Use Rates
Conference Room	12	\$200/2 hrs (\$100 ea add hr)	\$300/2 hrs (\$150 ea add hr)
Classroom	35 25	\$300/2 hrs (\$150 ea add hr)	\$500/2 hrs (\$250 ea add hr)

Standard Rental Use - Includes all uses which are scheduled at times when the building is closed to the public AND is not hosting a school program. It is assumed that the entire event (including setup and tear-down) will occur outside hours of public operation and will not impact public operation.

Special Rental Use - Includes uses which occur during hours of public operation, during school programs, or during City of Los Angeles holidays when building staff would not normally be present. There is a substantial additional charge for uses which impact public operation.

Booking rates include ~~10~~ 12 hours (~~five~~ *seven* for preparation and clean up, five for the event) *unless otherwise noted*. Additional hours are available at the hourly rate.

Rental Use Fees

Space	Capacity	Standard Use Rates (OBS Closed)	Special Use Rates
East Terrace	50	\$4,000/10 12 hrs (\$400 ea add hr) Technical staff additional Limited restroom access	Interior and exterior building <i>Only full building rental</i>
West Terraces	200	\$5,000/10 12 hrs (\$500 ea add hr) Technical staff additional Limited restroom access	Interior and exterior building <i>Only full building rental</i>
Roof	150	\$5,000/10 hrs (\$500 ea add hr) Technical staff additional Limited restroom access	Interior and exterior building
Front Lawn <i>Exterior Only</i>	800	\$6,000/10 12 hrs (\$600 ea add hr) Technical staff additional <i>Does not include roof access.</i> Limited restroom access	Interior and exterior building <i>Only full building rental</i>
<i>Interior: Gunther Depths of Space – Mezzanine and Lower Level</i>	350	\$7,500/10 12 hrs (\$750 ea add hr) Technical staff additional <i>Does not include use of theater.</i>	Interior and exterior building <i>Only full building rental</i>
<i>Interior: Halls of the Eye and Sky – Historic Level</i>	250	\$7,500/12 hours (\$500 ea add hr) <i>Does not include use of Samuel Oschin Planetarium or roof.</i> <i>Limited catering possible.</i>	<i>Only full building rental</i>

Leonard Nimoy Event Horizon Theater	200 190	\$5,000/10 hrs (\$750 ea add hr) Technical staff additional \$3,000/0-4 hrs (\$750 ea add hr). Duration only up to 8 hours. No gallery access and limited restroom use (Catering not permitted)	\$12,500/10 hrs (\$1,250 ea add hr) \$6,000/0-4 hours Limited to 4 hours only. (Catering not permitted)
Samuel Oschin Planetarium Theater	285 300	\$7,500/10 hrs (\$500 ea add hr) Technical staff additional Extra \$1,500 for ea show \$4,000/4 hrs (\$1,000 ea add hr) Two shows included Duration only up to 8 hours. No gallery access and limited restroom use (Catering not permitted)	Interior and exterior building Only full building rental OR show buy-out (Catering not permitted)
All Facilities Interior and Exterior	1,000	\$25,000/10 hrs \$12,500/12 hrs (\$2,500 \$1,250 ea add hr) One planetarium show included Technical staff additional Extra \$1,500 for ea show	\$50,000/10 hrs \$25,000/12 hrs (\$6,000 2,500 ea add hr)
Extra Planetarium Shows	<i>n/a</i>	\$1,500	\$1,500

Staffing and Security Charges

The fee schedule above includes Observatory administrative costs and event coordinator costs, as well as basic security and maintenance costs. Additional fees for security, maintenance, parking, **traffic control**, use of technical and interpretive staff, **and/or** other services apply and will be assessed at the ~~current~~ **following** rates of the Observatory.

<i>Type of Event</i>	<i>Expected Guests</i>	<i>No Alcohol</i>	<i>Serving Alcohol</i>
Small	0-100	\$2,500	\$3,000
Medium	101-250	\$3,000	\$3,750
Large	251-500	\$4,000	\$5,000
Very Large	500+	\$5,000	\$6,500
Staffing Surcharge for Events Held on City Holidays	<i>n/a</i>	50%	50%

Insurance is required. ~~See Insurance Requirements.~~ **Event holder must submit proof of insurance by a licensed carrier to the Chief Administrative Officer (CAO) of the City of Los Angeles at least seven days prior to the scheduled event. The insurance policy must meet all of the requirements specified by the CAO for such coverage.**

FILMING USE PROGRAM

100% of rental fees to be deposited in the Observatory Surcharge Account; 100% of additional staff and security fees to the General Fund.

Griffith Observatory has a long heritage of commercial filming. As with other rentals, however, it is expected that this activity will occur at times that do not compete with public operation.

Scheduling – The Observatory is in service to the public, which limits the available days for filming. It is unlikely to honor requests for consecutive days of filming. The Observatory calendar will be a key determinant as to whether filming can occur. Those interested in filming must file a filming application form and submit it to Observatory staff for review.

Timing - Load-in and load-out must be counted as part of the rental time. Special accommodations for load-in and load-out will need to be negotiated in advance. Load-in and load-out are prohibited after 10:30 p.m. or before 6:00 a.m., though on-site set-up may occur during this time.

Parking - Parking is extremely limited. Special arrangements may be required for film crews. No public parking spaces or areas for transit drop-off and pick-up may be taken during operating hours.

Site Visits - Filming requires a mandatory site visit to be scheduled by the Observatory staff at the current staffing charge. A second site visit or technical site visit will be accommodated at the current staffing charge. Additional site visits will be billed at the current staffing charge. (unless waived by Observatory staff) before any kind of permit can be issued. Subsequent technical site visits are also highly recommended. Filming company must submit a detailed plan in advance of the shoot outlining their use of various locations and specifying how they will protect Observatory property.

Monitors – At the discretion of the Observatory staff, monitors will be assigned for prep, hold, filming, and tear down, charged at current film monitoring fee rate. There will be Observatory monitors present for all phases of the filming activity, including prep, filming, and wrap. These monitors will provide on-site guidance and enforcement regarding any proposed adjustments to the filming plan. There may also be monitors present from the Griffith Park Film Office and from FilmLA.

Filming Rental Use Fees

Fees - Fees for commercial filming are set at either Standard Use Rates (i.e., outside public operating hours) or Special Use Rates (during public operating hours) listed on the table on the previous page. below. As with other rentals, there is a substantial surcharge for filming activities which impact public operation. All filming fees must be paid in full and in advance before the City will issue a film permit. ALL filming proposals must also be cleared by coordinated through the Griffith Park Park Film Office and FilmLA, which will may also each charge a processing fee.

Fees reflect a fee period of 16 hours (7:00 a.m. to 11:00 p.m.). An optional addition of 9 hours (10:00 p.m. to 7:00 a.m.) for overnight set-up is also available.

Extent of Use	Standard Use Rates	Special Use Rates
Outside Only	\$25,000 10,000	\$35,000 20,000
Entire Building and Grounds	\$40,000 15,000	\$60,000 30,000
Overnight Set-up	\$2,500	\$5,000

Filming Staffing and Security Charges

Extent of Filming	Cast & Crew Size	0-10 permitted hours	10-16 permitted hours	16-25 permitted hours
Small	0-25	\$1,500	\$2,500	\$3,250
Medium	25-75	\$2,500	\$3,500	\$4,500
Large	More than 75	\$4,000	\$5,000	\$6,000
Staffing Surcharge for Events Held on a City Holidays	n/a	50%	50%	50%

Liability – The filming company will avoid any activities that may cause injury to any person or damage to the Observatory building, grounds, sidewalks, roadways, or associated areas. Failure at any time to act in such a fashion will be grounds for the Observatory to terminate the shoot.

Filming company must submit proof of insurance by a licensed carrier as specified by FilmLA.

In the event that problems occur, filming company will be liable for any injury or damage which results from its activities. Filming company will be responsible for funding the timely and complete repair of any damage, to the specifications of the Observatory’s technical staff.

Credit – The Observatory asks that credit be given to Griffith Observatory and the City of Los Angeles Department of Recreation and Parks in the film’s credits.

PHOTOGRAPHY USE PROGRAM

100% of rental fees to be deposited in the Observatory Surcharge Account; 100% of additional staff and security fees to the General Fund.

Griffith Observatory is one of the most photographed buildings in the region. Visitors are free to take pictures for personal use, except inside the Samuel Oschin Planetarium and Leonard Nimoy Event Horizon theater. Those interested in taking pictures for commercial use must receive permission in advance from the Observatory and pull appropriate permits from the Park Film Office.

Commercial Still Photography – Those engaged in commercial still photography must describe clearly the extent of their proposed activities. As with filming, preference will be given to those proposals which do not impact public operations. In the special case of photography, however, consideration will also be given to proposals that do not require “pristine” conditions of the site (i.e., visitor and staff access does not need to be controlled rigorously). Rates for commercial photography ~~start at~~ **are \$2,000 for a four-hour block of time and \$500.00 for each hour. session or any portion thereof. Subsequent time would be charged at the same rate.**

FILMING AND PHOTOGRAPHY USE EXEMPTIONS

Exemptions – Fees do not apply or may be waived in the following instances:

- News Media Use – News media wishing to report from the Observatory or interview Observatory staff members are exempt from fees. News media must coordinate their activities through the Observatory to ensure orderly presence on the Observatory grounds and lack of disruption to Observatory public operation. Requests for interviews with any staff member must be made through the Observatory Director.
- Students – Student filmmakers and photographers may be exempted from the production fees, but to qualify they must provide a letter signed by an authorized administrator of the school or institution they attend on official school or institution letterhead. The letter should state that the student is enrolled at the school and is working on an assigned student project which will NOT be presented commercially.
- Educational Programming – Any bona fide educational production which enhances the image of Griffith Observatory, is related substantively to the Observatory’s content and resources, and informs a wide audience regarding these topics may be exempted from the fees by the Observatory Director. In addition, any commercial production in which the Observatory’s operations and programming are specifically presented to a wide audience may be exempted from the fees.
- Interviews with Observatory Staff – Any producer wishing to film or photograph an Observatory staff member in connection with astronomical or other scientific matters or with Observatory matters may be exempted from the fees. All such interviews must be authorized well in advance by the Observatory Director. If the Observatory staff member is compensated for such an appearance, the time spent with the production crew is to be considered off-duty.

GENERAL USE PROVISIONS AND BOOKING FEES

1. Catering and Alcohol - All catering services, including beverages, will be provided exclusively by the City’s contracted concessionaire for café, carts, and catering. The concessionaire and its employees (and any subcontractors) shall strictly comply with all laws, rules, and regulations applying to the sale and/or service of alcoholic beverages. Sale or dispensing of alcohol is only permitted in connection with private catered events; no alcoholic beverage will be sold or supplied at the café or from carts to the general public. Service of alcohol at catered events must conclude ***at least one-half hour before the scheduled end of the event and no later than*** by 10:00 p.m. and events at which alcohol is served must conclude no later than 10:30 p.m. Exceptions to the 10:00 p.m. cut off of alcoholic service or 10:30 p.m. event conclusion may be granted only by the expressed written approval of the Department of Recreation and Parks General Manager. If an event at which alcohol is served occurs during public operations, service and consumption of alcohol must take place out of public view. There shall be no more than 26 significant events per year (and no more than three in a particular month) at which alcohol is served, where a “significant” event is defined as occurring anywhere in the building other than the classroom or conference room. ***Alcohol service and consumption must take place in areas within or directly adjacent to the Observatory building (i.e., no alcohol consumption is permitted in the parking lot, roads, trails, or exterior restroom area). Event organizers are responsible for ensuring there is appropriate effort to prohibit service to underage persons.***
2. Merchandise and Sales - Official Observatory merchandise is provided exclusively by the City’s contracted Stellar Emporium concessionaire.
3. Print Materials - The Observatory reserves the right to request advance copies of all publications, marketing materials, programs, advertisements, or other communications relating to the event. Use of the Observatory name, logo, or image, in any way other than as address or directional information requires coordination with the Observatory through the Events Office.

4. Parking - Parking is extremely limited. Event organizer must make their own offsite parking arrangements and shuttle capabilities which may be subject to additional charges. A parking and traffic plan must be prepared and submitted by event organizer for Observatory review and approval well in advance of any event.
5. Security – For every 100 attendees expected, the permittee shall provide the services of one uniformed security officer, but not less than two officers per event.
6. Noise – Events shall avoid the use of amplified sound outside the building to the extent possible. If amplified sound is required, it must be set at a level that cannot be detected by the neighborhood.

Booking and Cancellation Policies and Fees

100% of rental cancellation fees to be deposited in the Observatory Surcharge Account.

Those wishing to make use of the Observatory facilities will need to follow these booking and cancellation policies:

- Events may be booked up to one year in advance only.
 - To hold a reservation, 50% of fees must be paid as a deposit.
 - The total amount of all rental fees shall be paid in full at least 90 days prior to the scheduled date of use.
- Fee for cancellation or postponement of classroom or conference room uses:
 - Within 7 days of event \$200
 - Over 7 days prior to event \$100
- Fee for cancellation or postponement of s-Standard rental uses:
 - Within 60 days of event: 50% of all fees or \$5,000, whichever is greater
 - Over 60 days prior to event: \$1,000
- Fee for cancellation or postponement of special rental uses:
 - Within 60 days of event: 50% of all fees or \$5,000, whichever is greater
 - Over 60 days prior to event: \$2,000

SAMUEL OSCHIN PLANETARIUM SHOWS

20% to be deposited in the Observatory Surcharge Account

- Adults \$7.00
- Seniors \$5.00
- Students \$5.00 (valid, current school identification required)
- Children \$3.00

There is a standard discount on an Adult ticket (only) of \$2.00 for members of Friends Of The Observatory (FOTO) who show their membership card. FOTO members may receive preferential seating.

With advance notice and approval of the Observatory Director, it may be possible to buy out one show in the Samuel Oschin Planetarium each day. Fees for show buyouts:

- Weekdays (Tuesday-Friday): \$3,000 per show
- Weekends (Saturday-Sunday): \$5,000 per show

LEONARD NIMOY EVENT HORIZON PROGRAMMING

20% to be deposited in the Observatory Surcharge Account, 80% to be deposited in the Department's General Fund.

On occasion, the Observatory may choose to hold fee-based events in the Leonard Nimoy Event Horizon Theater. Charges for those events would be consistent with those for the Samuel Oschin Planetarium.

- **Adults** **\$7.00**
- **Seniors** **\$5.00**
- **Students** **\$5.00 (valid, current school identification required)**
- **Children** **\$3.00**

There is a standard discount on an Adult ticket (only) of \$2.00 for members of Friends Of The Observatory (FOTO) who show their membership card. FOTO members may also receive preferential seating.

SHUTTLE BUS AND TIMED RESERVATION COST RECOVERY

~~Per person charge for visitor access package of timed reservation and shuttle ticket to and from the Observatory, inclusive of credit card and other applicable charges except mailing fees, if applicable:~~

- ~~• Adults \$8.00~~
- ~~• Seniors \$4.00~~
- ~~• Children (5-12 yrs) \$4.00~~
- ~~• Children (4 YRS & under) FREE~~

LIMITED FREE TIMED RESERVATIONS:

~~Free (up to 1,320 per day, timed entry only, may park in Greek Theatre parking lot and use free shuttle to the Observatory—48 hours advance reservation required)~~

GRIFFITH OBSERVER

20% to be deposited in the Observatory Surcharge Account, 80% to be deposited in the Department's General Fund.

Individual Issues: (Sales tax and shipping not included)

- Individual Issues (Current Year) \$2.50 each # *(plus shipping and sales tax for CA residents)*
- Back Issues (Previous Year) ** \$4.00 each # *(plus shipping and sales tax for CA residents)*
- Out of Print Issues (Photocopy) \$8.00 each *(plus shipping)*

Subscriptions: (12 Monthly Issues) – **not subject to sales tax**

	<u>1 Year</u>	<u>Agency Rates</u>
U.S., 1 year Standard Mail	\$23.00	\$21.25
U.S., & Canada, First Class	\$30.00	\$28.25
Mexico, (First Class)	\$31.00	\$29.25
Overseas, Surface Mail	\$35.00	\$33.25
Overseas, Airmail	\$40.00	\$38.25

****Director may classify certain issues as excess and allow them to be sold at their cover price until backlog is reduced to regular level. The price would then revert to the \$4.00 rate. Director may also distribute excess issues free until regular level is reached.**

~~Board Approved Subscriptions~~ *Special subscription rates:*

Friends Of The Observatory (FOTO) &

Los Angeles Astronomical Society (LAAS)

\$1.20 per issue billed quarterly

~~# subject to sales tax and postage at the current rates.~~

~~Note: Subscriptions are not taxable.~~

OBSERVATORY SURCHARGE ACCOUNT

Observatory Surcharge Account funds are intended to provide a capital maintenance and improvement account for the many unique, expensive, and absolutely vital high technology elements that were purchased as part of the Observatory renovation and expansion. The significant majority of funding would be used to maintain the Samuel Oschin Planetarium and, thus, its ability to provide public programming and associated revenue.

20% of revenues from the Samuel Oschin Planetarium go to the Observatory Surcharge account.

100% of rental or filming fees go to the Observatory Surcharge account.

CERTIFIED ASTRONOMICAL LETTERS

20% to be deposited in the Observatory Surcharge Account, 80% to be deposited in the Department's General Fund.

Attorney's law offices and insurance companies shall be charged a minimum fee for Certified Astronomical Letters of \$75.00 minimum.

GUIDELINE PROCEDURES FOR RENTALS AND SPECIAL EVENTS
AT GRIFFITH OBSERVATORY

All facilities at Griffith Observatory are primarily for the use of the Observatory in accomplishing its mission of public astronomy and science education. The use of Observatory facilities for activities conducted or sponsored by the Observatory take priority over all other uses. Special consideration is provided for uses proposed by Friends Of The Observatory (FOTO), related to FOTO's public-private partnership with the City to support the Observatory. On occasion, Griffith Observatory will consider appropriate requests for rental use of its facilities consistent with the policies of the Department of Recreation and Parks and the Observatory's mission.

All rental requests must be filed with the Observatory as specified in the procedures described below. Observatory rental uses may range from short meetings in a conference room to use of the entire building for events or filming. Rental uses of the Observatory will require the payment of use fees, as specified by the Board of Recreation and Park Commissioners.

PROCEDURE FOR GRIFFITH OBSERVATORY RENTAL REQUESTS

- A. Initial Application Process - Those interested in renting one or more facilities at Griffith Observatory should:
1. Direct all inquiries for rental use of Observatory facilities to the Observatory staff
 - a. Requests received by/through Observatory concessionaires (including Wolfgang Puck) must be referred to the Observatory staff for evaluation.
 2. Review rental information posted on Observatory website.
 3. Complete basic rental *or filming* application form. A completed form must include the following:
 - a. Basic description of the proposed facility usage
 - b. Approximate number of attendees, with a maximum 1,800 total participants in the event (participants include both attendees and all required event staff)
 - c. Date and time, including set up and tear down
Load-in and load-out are prohibited after 10:30 p.m. or before 6:00 a.m.
 - d. Hours of alcohol service will be specified in rental agreement. Alcohol service, if applicable, will conclude ***at least one-half hour before the scheduled end of the event and no later than*** by 10:00 p.m. and events at which alcohol is served will conclude by 10:30 p.m. Exceptions to the 10:00 p.m. cut off of alcoholic service and the 10:30 p.m. event ending time may be granted only by the expressed written approval of the Department of Recreation and Parks General Manager. If an event at which alcohol is served occurs during public operations, service and consumption of alcohol must take place out of public view. ***Alcohol service and consumption must take place in areas within or directly adjacent to the Observatory building (i.e., no alcohol consumption is permitted in the parking lot, roads, trails, or exterior restroom area). Event organizers are responsible for ensuring there is appropriate effort to prohibit service to underage persons.***
 - e. Catering needs and other special facility requirements.
 - f. Traffic and parking concept. As Observatory parking is extremely limited, the Observatory is located in a park adjacent to residential areas, and the park roads are not designed for commercial traffic, any proposal for more than 200 attendees should include multi-passenger vehicles. Such vehicles should be as quiet and non-polluting as technologically possible.

- g. Certification. Event holder must certify in advance that it agrees to abide by the Observatory's rental provisions and policies. This includes provision for the renter to pay for timely and complete repair of any damage to Observatory building, grounds, or other elements caused by the event. The certification also includes agreement to follow instructions and guidance given by the Observatory staff on the day of the event.**
4. Submit rental application form by email or fax to Observatory staff.
- B. Initial Observatory Review Process - Once the Observatory has received a rental application form, it will review it as follows:
1. Observatory staff conducts preliminary evaluation of requests for completeness and clarity.
 2. Observatory staff discusses completed requests with Observatory Deputy Director, who reviews and evaluates requests based on these criteria:
 - a. Linkage with Observatory educational mission and purpose
 - b. Level of disruption to public operation
 - c. Impact on other Griffith Park venues and nearby neighborhoods
 - d. Degree of required event support by Observatory staff
 - e. Observatory calendar and schedule availability for proposed event. In particular, there shall be no more than 26 significant events per year (and no more than three in a particular month) at which alcohol is served, where a "significant" event is defined as occurring anywhere in the building other than the classroom or conference room.
 3. Deputy Director discusses requests with the Observatory Director.
 4. Observatory Director will make the determination and will forward to the General Manager, Department of Recreation and Parks, for final approval. Decisions of the General Manager are final.
- C. Detailed Application Process – Approved applications will be required to submit detailed documentation regarding the event. The amount of documentation will depend on the nature of the event (i.e., a simple meeting in the classroom vs. an evening event with catering). The following steps must be adhered to:
1. Designate a "single point-of-contact" for the Observatory staff to work with event planning. This one person should contact the Observatory staff regarding the event, unless the Observatory staff directs otherwise.
 2. Complete all paperwork and forms provided or requested by the Observatory staff. These may include, but are not limited to:
 - a. Detailed rental event application (for permitting purposes)
 - b. Detailed program for the event or activity
 - c. Detailed plan for access (parking, shuttles, valet)
 - d. Detailed plan for security (if required)
 - e. Detailed schedule leading up to and after the rental (set-up and take down)
 - f. Catering application (if catering is part of the event) and detailed catering plan
 - g. Detailed specifications for the service of alcohol, if applicable, taking account of Observatory requirements regarding alcohol service
 - h. Insurance certifications (if required)
 - i. Plot plan for fire permit (***must be filed with the Fire Inspector no less than seven days in advance of the event; a copy of the approved permit must be provided to the Observatory no less than five days before the event***)
 - j. Film permitting (if required)
 - k. Detailed requirements and fees for Observatory-provided services (security, maintenance, parking, technical services, and interpretive services)

3. 50% of fees must be paid as deposit.

D. Event Log and Schedule. The Department of Recreation and Parks shall keep a log of all events at which alcohol is served; such a log will be available for inspection at the Observatory Director's office. To the extent practicable, the Department shall also prepare and publish a schedule of planned events at the Observatory.

POLICIES AND PROCEDURE FOR COMPLIMENTARY ADMISSION TO
THE SAMUEL OSCHIN PLANETARIUM SHOW

PURPOSE

Create a system to provide complimentary tickets for the Samuel Oschin Planetarium which can be documented, tracked and audited.

RATIONALE

The Observatory has an ongoing need to offer complimentary tickets to selected visitors on rare occasions. The visibility of the institution attracts distinguished public and private visitors (such as astronomical leaders, international delegations, prominent donors and selected media) for whom charging admission would be inappropriate. These complimentary tickets, given only with the advance written approval of the Observatory Director, Deputy Director or Assistant General Manager, enable the Observatory to respond to extraordinary requests. It is worth noting that Observatory officials engaged in the planning for the renovation and expansion of Griffith Observatory were often offered such consideration when visiting other institutions.

The Observatory estimates that it would issue no more than 1,500 tickets in any given fiscal year.

PROCEDURE

Criteria may include but not be limited to: astronomical leaders, international delegations, prominent donors and selected media. All requests for complimentary tickets would need to follow this procedure:

1. An Observatory staff member will fill out the “Complimentary Ticket Request Form,” including a rationale for why the person(s) should receive complimentary admission. Requests made by those outside the Observatory will contact an Observatory staff member to fill out the request form. The form should be prepared and submitted no less than 72 hours in advance of the requested show time.
2. Form is reviewed by Deputy Director, who will consult with the Director and Assistant General Manager.
3. If the request is appropriate and necessary, Director, Deputy Director and/or Assistant General Manager will sign form. ONLY forms signed by the Director, Deputy Director or Assistant General Manager may be processed.
4. The Operations Manager or designee will process the approved request into the Gateway ticketing system in the form of a “complimentary reservation.” This will be a new category programmed into the system with a zero price. The word “complimentary” will be printed on the ticket.
5. The approved form will be placed into a notebook kept by the Operations Manager and also noted in a summary monthly log in that notebook. This log will be compared on a monthly basis by the Management Analyst to the Gateway report for redeemed complimentary reservations. Any discrepancy will be noted in a report to the Superintendent.
6. The Deputy Director will file a monthly report with the Assistant General Manager indicating the number and type of complimentary tickets issued.