

APPROVED

REPORT OF GENERAL MANAGER

NO. 08-342

DATE December 11, 2008

DEC 11 2008

BOARD OF RECREATION
and PARK COMMISSIONERS

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: ADOPT-A-PARK PROGRAM

R. Adams _____	J. Kolb _____
H. Fujita _____	F. Mok _____
S. Huntley _____	K. Regan _____
V. Israel _____	*M. Shull <u>ms</u>

Veh Israel Jr
General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the proposed Adopt-A-Park Program as described in the body of this report;
2. Authorize Department of Recreation and Parks (DRP) staff with the assistance of the City Attorney to draft an agreement with the Los Angeles Parks Foundation (Foundation), a non-profit 501(c)3 corporation, for the implementation of the proposed Adopt-A-Park Program with the terms and conditions as described in the body of this report;
3. Authorize the General Manager to execute the agreement with the Foundation subject to approval of the City Attorney as to form;

SUMMARY:

It is a known fact that the City has limited resources to maintain and operate the over four hundred park sites it currently owns or leases. With the poor economy and the City's budgetary shortfalls, it is anticipated that there will be even fewer resources available in the future. The DRP must be able to adapt to this changing environment. A potential solution to this situation would be to seek outside sources of financial support.

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Recently, the Foundation which is a non-profit 501(c)3 corporation whose mission is to enhance, preserve and expand recreation and parks for the people of Los Angeles was formed. The Foundation fulfills its mission by raising funds through initiatives, programs, and joint ventures, both public and private. The Foundation proposes to use the Adopt-A-Park Program as described in this report as one of the programs that it will use to engage the community in enhancing our City parks.

Adopt-A-Park Program:

The proposed Adopt-A-Park Program is a program whose primary purpose is to raise funds to meet the identified needs of the park being adopted. Through the efforts of the Foundation, individuals, corporations, local groups or non-profit groups will be sought after to adopt a park. A special feature of this program is the option to use some of the funds donated to an adopted park for another high-need park that has not been adopted. This option would be included in the adoption agreement to be entered into and its exercise will be at the discretion of the Foundation and the DRP.

Process:

The Foundation will seek out potential donors/adopters for the park sites. Once a suitable "adopter" is found, the Foundation will enter into an agreement with the "adopter." The funds will be made available for the needs determined to be a priority by DRP's General Manger or his designee and the Foundation. A recognition sign will be placed on the site of the adopted park. At the end of the agreement, which will have a one-year term, the donor will be given an option to renew its donation. If they elect not to exercise this option, the sign will be removed until such time as a new donor is identified.

Major terms and conditions of the proposed program:

1. Use of Donation - The Foundation, in consultation with DRP's General Manger or his designee, will determine the list of needs for a particular park site towards which the donation will be applied. Given that the needs of the parks will always exceed the donation, available funds will be applied to the highest priorities as determined by the DRP. The Foundation will use the donated funds to either hire contractors to complete the work or work with the DRP in transferring the funds to an account specifically established for the work. Should the funds be transferred to the DRP, the DRP can either use DRP staff or hire contractors to perform the needed work.

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2. High Need Park - A portion of the donation intended for an adopted park may be used at another high-need park that would typically not be adopted. The purpose of this is to make available resources to other park sites that may not be attractive to potential donors/adopters and may not receive needed help. The portion that will be used at another high-need park will be determined on a case-by-case basis and will be at the discretion of the Foundation and the DRP.
3. Recognition - In exchange for the donation, the donor name shall be placed on a sign prominently displayed at the park adopted. The sign will measure approximately 24" high by 36" wide and will carry the wordings shown in Exhibit A. In accordance with the DRP's policy, no commercial or religious symbols will be allowed on the recognition sign. The materials for the recognition sign will be determined at a later time.
4. Donation Amount - The minimum annual donation amount shall be \$25,000. The actual donations will typically vary depending on the size of the park. The recognition signs shall be the same size for all donations, regardless of the amount of the donation.
5. Term - The term of the adoption shall be one (1) year. Donors will have the opportunity to renew the adoption annually. Two renewals or a total of a three year term is the maximum that the Board may grant. Any renewal beyond the three years will require City Council approval.
6. Selection of Donors - The selection of the solicited donors is subject to the final approval of DRP's General Manger or his designee.

Agreement:

At this time, an agreement between the Foundation and the DRP that cover the obligations and responsibilities of each party has not been drafted. The approval of this report will authorize staff, with the assistance of the City Attorney, to begin this process. The DRP's General Manager or his designee will be authorized to execute the agreement when it is complete. The final agreement will include terms and conditions discussed above. It should be noted that this agreement will have an initial term of three (3) years. Should it be decided that the program be extended beyond the initial three (3) years, an amendment to extend this will need to be presented for approval by the Board and City Council.

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Fiscal Impact Statement:

It is anticipated that the approval of the Adopt-A-Park Program will not have any fiscal impacts to the Department's General Fund except for unknown savings as donations may offset some expenditures. The implementation of this program is anticipated to bring in much needed funding for the beautification and upkeep of the Department's park sites.

This report was prepared by Cid Macaraeg, Sr. Management Analyst II, Real Estate and Asset Management, Planning and Development Branch.

