

**APPROVED**

REPORT OF GENERAL MANAGER

SEP 02 2009

NO. 09-237

DATE September 2, 2009

**BOARD OF RECREATION  
and PARK COMMISSIONERS**

C.D. 8

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: EXPO CENTER - PROPOSED NAMING OF SPORTS FIELD IN HONOR OF STEVE SOBOROFF

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

*[Signature]*  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board grant final approval to name a sports field adjacent to EXPO Center, as the "Soboroff Sports Field", in honor of Mr. Steve Soboroff.

SUMMARY:

EXPO Center is located at 3980 South Menlo Avenue, in the South Los Angeles area. This is a six-acre facility, which includes the LA84 Foundation/John C. Argue Swim Stadium, the Ahmanson Senior Center, the W. M. Keck Amphitheatre, the Ralph M. Parsons Preschool, and the Roy A. Anderson Recreation Center. Use of the subject sports field was acquired through a land exchange with the State of California, approved on November 19, 2008 (Board Report No. 08-319). The field will be used under the terms of an Operating Agreement which the State approved, also on November 19, 2008.

The Friends of EXPO Center, LA84 Foundation, Weingart Foundation, Ahmanson Foundation, and Exposition Park Board of Directors support naming the athletic field, adjacent to EXPO Center, currently under construction, in honor of Mr. Steve Soboroff. Mr. Soboroff has been instrumental in leading the campaign to raise the \$6.9 million needed to build and operate this premiere field. He has provided invaluable leadership for the creation of world-class facilities at EXPO Center for residents in this challenged area, especially for the youth. These facilities and programs open opportunities in sports, life and character for all park patrons and visitors to this extraordinary venue. He has a passion for community, with a vision and an advocacy to empower people to achieve and fulfill their potential, and EXPO Center's facilities and programs serve that vision and have

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improved many lives. Participants are afforded the opportunity to have fun, learn skills, be active and grow personally, skills needed to be mentally and physically fit and to be successful in sports and in life.

This proposed naming would honor Mr. Soboroff's dedication to the development of this urgently-needed community resource and to the recreation programs that will be offered there. Flag football, tackle football, soccer, softball, and track and field will all be scheduled at this field. Currently, residents must travel over four miles to the nearest field, and many have no vehicle. In this high-need area, youth represent 36% of the population. This facility will offer them positive alternatives, especially after school and on weekends. This field will give youth and families a place to renew and build community, as well as countering the trend to childhood obesity. Mr. Soboroff has committed his time and efforts to making this concept, this facility, a superb reality.

Councilmember Bernard Parks of Council District Eight, the Mayor, many community members, and the Assistant General Manager of Operations East are in support of the recommendations of this report. In accordance with Department policy, community outreach through a workshop meeting with local residents and park patrons will take place on September 1, 2009 prior to the September 2, 2009 meeting of the Board. Staff will give an oral report on community input at this Board Meeting.

Staff has determined that this action is not defined as a project under the California Environmental Quality Act (CEQA). Therefore, it is not subject to CEQA.

### FISCAL IMPACT STATEMENT:

No fiscal impacts will be incurred for the athletic field naming.

This report was prepared by Camille Walls, City Planner, and Melinda Gejer, Planning Associate, Planning and Construction.