

APPROVED
OCT 06 2010

REPORT OF GENERAL MANAGER

NO. 10-268

DATE October 6, 2010

BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. 4, 5, and 6

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: HOLMBY PARK, PAN PACIFIC RECREATION CENTER, AND SEPULVEDA BASIN RECREATION AREA – ANTHONY C. BEILENSEN PARK – APPROVAL OF WARNER BROS. CORPORATE SPONSORSHIP THROUGH THE LOS ANGELES PARKS FOUNDATION

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

[Signature]
General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the corporate sponsorship by Warner Bros., Inc. (WB) through the Los Angeles Parks Foundation (LAPF), for the benefit of future park projects, in exchange for the temporary placement of certain graphic displays depicting WB cartoon characters and children's messages, to be placed over certain park amenities such as picnic tables and benches, trash cans, canopies, walls and play areas, subject to the approval of the Department of Recreation and Parks, in accordance with applicable laws and regulations;
2. Approve the temporary placement of WB graphic displays made of vinyl materials, on and around certain designated areas within Holmby Park, Pan Pacific Park, and Anthony C. Beilenson Park (Beilenson Park), subject to the review and approval of City Attorney; and,
3. Authorize staff to issue a Right of Entry (ROE) permit to the LAPF, authorizing access to Holmby Park, Pan Pacific Park, and Beilenson Park, for the installation of graphic displays as described in the Summary of this Report.

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SUMMARY:

The LAPF, via financial corporate sponsorship obtained from WB, has offered to provide the City of Los Angeles Department of Recreation and Parks (RAP), financial contributions amounting up to \$42,636, in support of future park projects, programming, and/or services, as mutually agreed upon between RAP and LAPF for the benefit and promotion of parks and recreation in the City of Los Angeles. The park sites to receive such contributions will be determined in the future according to prioritized necessity. The LAPF negotiated the amount of funds to be provided by WB, in exchange for the placement of certain WB graphic displays within Holmby Park, Pan Pacific Park, and Beilenson Park. Said displays, which depict Yogi Bear cartoon characters and provide special messages to children, will be placed over certain park amenities such as, but not limited to, picnic tables and benches, trash cans, lamp standards, walls, canopies and play areas, located around designated park areas as illustrated by the representative sampling of the graphic display photos attached here as Exhibit-A.

The LAPF's mission is to enhance, preserve, expand, and promote recreation and parks for the people of Los Angeles. The LAPF fulfills its mission by raising funds from the public and private sector, corporations, and other non-profits. Funds raised by LAPF are in turn provided directly to the Department in the form of fiscal grants and gift donations of property improvements and program enhancements. Since its creation in April 2008, the LAPF has been actively seeking foundation grants and corporate sponsorships to enhance our parks. Corporate support in the past has come from Ralphs, Wells Fargo, and City National Bank, to name a few.

WB is the most recent corporate sponsorship to be secured by the LAPF. WB will provide funding in the amount of \$57,000 to the LAPF in exchange for the use of certain park space at Holmby Park, Pan Pacific Park, and Beilenson Park. The LAPF will then provide up to \$42,636 after having deducted a 15% commission for the marketing company administering the graphic display installation process, and a LAPF administrative fee of 12%.

The graphic displays are completely flat and made of fire-proof vinyl material with youthful messages, bright colors and Yogi Bear characters from an upcoming WB film. The graphics will cause no residual damage to public property and will reside in the parks temporarily for four (4) weeks, commencing the first week of November and ending on November 30, 2010. The funds received from this corporate sponsorship, less the marketing commission and LAPF administrative fee, will be distributed to designated parks as mutually determined by the LAPF and RAP.

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The installation process will be performed and funded by WB through its marketing and/or promotions consultant, at no cost to the City. Access to the designated park areas will be authorized through a ROE issued to the LAPF for the graphic display installations, which shall be performed in coordination with park staff. Pursuant to the terms and conditions of the ROE, no work shall commence until park staff is contacted prior to the project's commencement date and all aspects and logistics for the installation of the graphic displays are confirmed with staff.

Staff has determined that this project will consist of the placement of on-premises signage in an existing park. Therefore, the project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1(k), Class 11(1) of the City CEQA Guidelines.

Staff has discussed the proposed project with the Assistant General Managers of Operations West and East, and the West, Metro, and Valley Regions, and each supports the project and concurs with staff's recommendations.

FISCAL IMPACT STATEMENT:

There will be no fiscal impact to the Department's General Fund related to the proposed placement of the WB graphic displays, as all associated costs will be funded by WB, at no cost to the City. There are no planned improvements (landscaping, concrete, or otherwise) to be performed or funded by RAP. The future maintenance is not a consideration as the graphic displays will only be in place for a period of four (4) weeks, and shall be maintained by WB during that time.

This report was prepared by Joel Alvarez, Sr. Management Analyst, Real Estate and Asset Management Section.

Exhibit-A

Photos - Warner Bros. Graphic Displays

Holmby Park



Exhibit-A (continued)

Pan Pacific Park



Exhibit-A (continued)

Sepulveda Basin Recreation Area - Anthony C. Beilenson Park

