

FOR INFORMATION ONLY

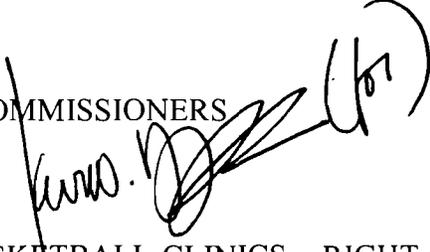
CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS

August 3, 2011

TO: BOARD OF RECREATION AND PARK COMMISSIONERS

FROM: JON KIRK MUKRI, General Manager

SUBJECT: LOS ANGELES CLIPPERS SUMMER BASKETBALL CLINICS – RIGHT OF ENTRY PERMIT TO THE LOS ANGELES CLIPPERS FOR THE OPERATION OF SUMMER BASKETBALL CLINICS AT TEN DEPARTMENT RECREATION CENTERS



On June 24, 2011, the Department executed Right of Entry Permit No. PD-ROE-013 with the Los Angeles Clippers, to provide youth basketball clinics at 10 Department recreation centers.

Over the last 20 years, the Los Angeles Clippers have joined with the Department to work exclusively with inner-city children ages 5 to 16 to promote the fundamentals of basketball, sportsmanship and athletics as an alternative to negative influences.

From 1990 to 2000, this collaboration resulted in programs such as Neighborhood Pride, Pride Jam, Citywide Basketball Finals, NBA 2ball and late night hoops.

Since the inception of the Junior Clipper program in 2000, over 15,000 children have taken part in the basketball leagues designed to encourage participation and enhance the recreational basketball experience at no or low cost.

The program began with 750 participants at 3 recreation centers in 2000 and has grown to include over 2,000 participants at 12 recreation centers representing all regions of the Department.

Associated with this program is a clinic series for players and coaches covering basketball fundamentals, health and nutrition, and education and sportsmanship. Also integrated into the program is an essay writing and poster drafting contest along with the summer basketball clinic program.

The Clippers Summer Basketball Clinic program is a series of 10 free, half-day clinics that take place for two weeks during the summer. Each clinic hosts 300 children ages 6 to 14 at 10 different inner-city Department facilities. Each participant receives instruction in the fundamentals of basketball, a clinic t-shirt and books courtesy of the Clippers Read to Achieve program.

Clippers Summer Basketball Clinics  
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The 10 summer sites for 2011 are:

- 7/25/2011 - Expo Center (Roy A. Anderson Recreation Center)
- 7/26/2011 - Costello Recreation Center
- 7/27/2011 - Wilmington Recreation Center
- 7/28/2011 – Rancho Cienega Recreation Center
- 7/29/2011 – Van Ness Sports Complex
- 8/08/2011 - Alpine Recreation Center
- 8/09/2011 - Lake Street Community Center
- 8/10/2011 - Pecan Recreation Center
- 8/11/2011 - Valley Plaza Recreation Center
- 8/12/2011 - LACES Recreation Center

The Clippers Summer Basketball Clinic program will have no fiscal impact on the Department's General Fund, as program costs will be paid for by the Clippers.

This report was prepared by Michael Harrison, Principal Recreation Supervisor I, Partnership Division.

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TO: BOARD OF RECREATION AND PARK COMMISSIONERS

FROM: JON KIRK MUKRI  
General Manager

SUBJECT: UPDATE ON PROGRESS OF PARTNERSHIP DIVISION



The Partnership Division (Division) was established in March, 2011, when the Department was restructured functionally. Based on direction of the Board (Report No. 09-261, "Board Policy on Partnerships"), the Department's Partnership Committee surveyed existing Department partners to evaluate all existing relationships and determine the status of each. The Division has set up the documentation, procedures, and reporting forms that provide structure and guidance for staff, while working on a number of agreements for both existing and new partnering organizations.

Informational and administrative tasks accomplished by the Division so far include:

- Phased approach to evaluating each existing partnership and transitioning each to an agreement.
- Procedures, materials, and a training curriculum to acquaint field staff with the purpose and processes of the Partnership Division.
- Created marketing materials such as a brochure, webpage, and handbook.
- Weekly and monthly statistical reports to track information about organizations with existing and agreements in process.
- Compiled data for over 350 existing joint-use relationships with LAUSD and other schools, and in process of analyzing the data to determine next steps.

The Division has compiled a list of approximately 200 existing organizations with which the Department has current or had former collaborative relationships. This list is a result of analysis of the original "Master List of Existing Agreements," which had consisted of approximately 270 entries, broken down into the following categories (accounting for multiple locations and removal of duplicate entries):

- 1) Partnership Division List of Existing Agreements (66): Agreements that have already been assigned or will be assigned within the Partnership Division.
- 2) Partnership Division List of Existing "Friends" Agreements (9): Agreements that are "Friends of" agreements (such as the support groups for the museums).
- 3) Partnership Division List of Existing Forestry Agreements (3): Forestry-related agreements.
- 4) Partnership and Revenue Branch List of EXPO Center Agreements (10): Expo Center-related agreements.

- 5) Partnership and Revenue Branch List of Grants Agreements (7): Agreements that are grants related and will be handled by the Grants Administration Division
- 6) Partnership Division List of Existing Permit Referrals (38): Permit-related and should remain under permits.
- 7) Partnership Division List of Existing Real Estate Referrals (30): Agreements that are leases.
- 8) Partnership Division of Eliminated Agreements (35): Agreements that have been removed from all lists because they are no longer active.

In addition to the preparation and analysis tasks above, Division staff has been working on a number of agreements for existing partner relationships, fielding new requests, and processing agreements for new partners. Finalized agreements include The People's Games, Natasha Watley Foundation, Youth Policy Institute and the Southern California Tennis Association. Agreements that are in process and/or close to completion include various childcare, head-start, and/or nursery school providers, the community garden operators, and several senior care providers. The Division is also working on gift agreements with LA84 Foundation, Nike, and the Tony Hawk Foundation for capital improvement donations.

Each proposed agreement with an existing or new partner organization begins with a basic template that is then customized to satisfy the needs and requirements of the specific relationship, addressing certain performance expectations, and geographic and demographic details. Negotiations must proceed carefully so that each agreement formalizes the relationship with clear expectations. The various agreements prepared so far have been valuable in making modifications and improvements to the original agreement templates.

On May 17, 2010, the Board had approved two templates for agreements to be prepared by the Partnership Division, one for short-term arrangements and one for longer-term situations. In practice, as the first agreements were being drafted and processed, staff and the City Attorney found that the two types of agreements actually fall into two categories. One is "Shared Use," where the activity takes place on a portion of park property and/or while other Department programs are also in operation (example: a sports program using a gymnasium a few hours a day), and the other is "Exclusive Use," where the organization collaborating with the Department has full control of a facility or park for all or most of the time (example: community garden). The City Attorney has also advised that using the term "partnership" has legal and liability ramifications so alternative terms are substituted in the formal agreements.

One of the goals of the Partnership Division is to enhance and expand existing programs and services beyond the traditional programming. Through collaborations with non-profit and other outside organizations, the Division is active in seeking and facilitating: capital project funding, cash and direct donations, in-kind services, and direct delivery of programs to the public to supplement the Department's service level. As Division staff members gain experience and build relationships through the next fiscal year, we particularly anticipate expanding services for

youth sports and finalizing agreements for a number of capital projects to improve facilities. The Division is also working very closely with the Los Angeles Parks Foundation (LAPF) to take advantage of opportunities identified or solicited by LAPF for the benefit of City parks.

Additionally, during the process of reviewing existing collaborations and setting up procedures for negotiating new agreements, staff is focusing on other strategies and other initiatives that will yield enhanced revenue, such as:

- Shift payment for utilities and waste removal to all organizations which have exclusive access to City facilities to run public programs.
- Implement cost recovery fees for utilities and waste removal for organizations which provide public programs by sharing City facilities.
- Develop and charge consistent fees for use of facilities by LAUSD and other schools where a formal agreement is not in place.

The Partnership Division has worked with outside organizations on almost 100 different partnership projects. Approximately two-thirds are new partnership opportunities, the other one-third are existing partnerships for which we are working on new agreements and expanded services where possible. A list of the organizations with which the Division is working on new or renewed collaborations is attached.

At this early stage for the Division, most of the partnerships are with non-profit groups and most for sports or recreation programs. The statistics below track the four month period of March-June 2011.

Service Category	Total	95
Capital/Gift	11	12%
Child Care	5	5%
Development	1	1%
Gardens	14	15%
Museum	4	4%
Recreation	27	28%
Seniors	4	4%
Sport	29	31%

Organization Type	Total	95
501(c)(3)	58	61%
Community	17	18%
Profit	10	10%
Government	4	5%
Funder	6	6%

Agreement Type	Total	95
Region Permit	28	29%
Shared Use	16	17%
Exclusive Use	13	14%
Gift/Capital	13	14%
None	7	7%
Long Term	7	7%
ROE	7	7%
Lease	2	2%
Grant Program	1	1%
Joint Use	1	1%

Work Status	Total	95
Collaborating	1	1%
Concluded	1	1%
Executed	1	1%
In Progress	22	24%
Pending Exec	3	3%
Preliminary	44	46%
Refer to Region	13	14%
Reject	3	3%
Reviewing	1	1%
Sent to Mgmt	1	1%
To Discuss	3	3%
Withdrawn	2	2%

Potential Benefits (Estimated)	
Clients Served (Annually)	411,103
Total Value of Potential Capital Contributions	\$3,577,900
Total Value of Services to be Provided in Potential Programs	\$6,166,896

This report was prepared by Vicki Israel, Assistant General Manager, Partnership and Revenue Branch and Joel Alvarez, Senior Management Analyst I, Partnership Division

<b>Entity Name</b>	<b>Facility</b>
American Southwestern Railway Association, Inc. - dba: Travel Town Foundation	Travel Town Museum
AYSO Region 70 (Gift)	Westwood Recreation Center
AYSO Region 70 (Permit)	Westwood, Cheviot Hills
Beyond Drum Lessons	Palms Rec Ctr
Big 5 Sporting Goods	Various
Boys and Girls Club of Los Angeles Harbor (Gift)	Ralph C. Daniels Field
Boys and Girls Club of Los Angeles Harbor (Operating)	Ralph C. Daniels Field
Bright Star Schools	Rancho Cienega Sports Complex
Brotherhood Crusade	Pacific
California Telephone Access	Felicia Mahood
Campo de Cahuenga Historical Memorial Assoc.	Campo de Cahuenga
Children of Victory	Citywide
Community Development Institute (C.D.I.) - Head Start Programs	Child care facilities adjacent to Green Meadows, J.T. Harvard, and Algin Sutton RC's
Debs Park Community Garden	Debs Park
Drew Holliday Basketball Camp	Westwood Recreation Complex
Easton Sports Development Foundation	Cheviot Hills Recreation Center
El Rescate (Org)	Valencia Triangle
Empowerment Congress North Area Neighborhood Development Council (ECNADC) Community Park Partnership	Denker; Loren Miller; MLK; Hoover
Fitness Boot Camp	Gilbert Lindsay
Freedom Aop, Inc.	Mar Vista Recreation Center
Friends of the Old Bank District Gardens AKA Community Partners	Spring Street Park
Garden School Foundation	Martin Luther King Jr. RC
Gary James Nakauchi, dba Adonis Aspect	Griffith Park
Glorya Kaufman Sunday Dance Program	Varies, unknown
Hill Top Nursery School	Bellevue Recreation Center
Howard Finn Community Garden	Howard Finn Community Garden
Impact Basketball	Westwood
International Institute of Los Angeles	Ross Synder Recreation Center
Jewish Family Services (JFS)	Felicia Mahood Senior Multipurpose Center
Kaiser Permanente	Aquatic - Various

<b>Entity Name</b>	<b>Facility</b>
Kids In Sports (EXPO)	Expo Center
Kids in Sports (KIS)	Evergreen, Pecan, Mar Vista Gardens, Central
Kobe League (Basketball)	Citywide
Korean Friendship Bell Preservation Committee (Gift)	Angels Gate Park
Korean Friendship Bell Preservation Committee (Operating)	Angels Gate Park
LA Soccer Academy	Westwood RC
LACC (Eastside)	Eastside Community Garden at Boyle Heights
LACC (El Sereno)	El Sereno Gardens
LACC (Howard Finn)	Howard Finn Community Garden
LAPD	Lincoln Heights Youth Center
LAPD Hollenbeck PALS	Costello, Garcia, Aliso Pico
LAUSD	Miguel Contreras
LAUSD- Joint Use agreements	Multiple LAUSD and RAP sites
Little Green Acres	Little Green Acres Pocket Park
Los Angeles Clippers	Citywide
Los Angeles Community Garden Council	Unnamed Community Garden at Drew Street
Los Angeles Dodgers	Citywide
Los Angeles Live Steamers, Inc. (Capital)	Griffith Park Live Steamers Railroad Museum
Los Angeles Live Steamers, Inc. (Operating)	Griffith Park Live Steamers Railroad Museum
Los Angeles Theater Academy	Elysian Park Therapeutic Center
Mad Science	Valley- Encino RC
MC Farmer	Valley Region
Michael Rockland	Lincoln Heights, Echo park
Natasha Watley Foundation	12 centers in Pacific
Nike, Inc., and L.A. 84 Foundation	Algin Sutton Recreation Center
Ocean View Farms, Inc.	Ocean View Farms
ONEgeneration	Mark Taper Intergenerational Center
OptimisSport	Aquatics Centers Citywide
Pacific Asian Consortium in Employment (PACE)	Ross Synder R.C.
Pacific Palisades Baseball Association	Pacific Palisades RC
Peace Day Event	Westwood Rec Center
People For Parks	Watts Cluster
Poo Free Parks	Various
Rancho Park Archery Club	Cheviot Hills Recreation Center
Rio Vista Elementary School	North Weddington Hidden Garden
Santa Monica-Malibu Unified School District (SMMUSD)	Child Care facility adj. to Oakwood RC
School of Skills	Westchester
Sepulveda Garden	Sepulveda Garden
Sherman Oaks Little League (Capital)	Van Nuys Sherman Oaks RC

<b>Entity Name</b>	<b>Facility</b>
Sherman Oaks Little League (Permit)	Van Nuys Sherman Oaks RC
Solano Canyon Garden Association (SCGA)	Elysian Park
Special Olympics Southern California	Varies, unknown
Stepping Forward	Robertson Recreation Center
Sunday Tea Dance Program	Multi
Taking the Reins	Multiple Sites
Tha Hood Games	Various
The People's Games	Citywide
Tony Hawk Foundation	Watts Towers (CRA Transfer Property)
Torrance Skate Camp	Westchester RC
United States Paddle Tennis Association	Venice Beach Paddle Tennis Courts
US Soccer Foundation	Algin Sutton Recreation Center
US Tennis Association (SCTA)	Various
Valley Interfaith Council	Van Nuys-Sherman Oaks Park East Valley Sherman Oaks Adult Center
Valley YMCAs	Van Nuys RC, No. Ho. RC, Reseda RC
Van Nuys Sherman Oaks Little League (Capital/Gift)	Van Nuys Sherman Oaks RC
Van Nuys Sherman Oaks Little League (Permit)	Van Nuys Sherman Oaks RC
Venice Ball (Basketball)	Venice Beach
Venice Surf and Skateboard Association	Venice Beach Skate Park
Victoria Goring	Citywide
Wattles Farm and Neighborhood Gardeners, Inc.	Wattles Farm
YMCA (East Valley)	North Hollywood RC
YMCA of Metropolitan Los Angeles	Van Nuys Rec. Center
Youth Elite Soccer	Westwood RC
Youth Policy Institute, Inc.	9 Rec Centers
Youth Speak Collective (Project Youth Green)	Roger Jessup Garden Plots