

SPECIAL MEETING AGENDA

BOARD OF RECREATION AND PARK COMMISSIONERS  
OF THE CITY OF LOS ANGELES

Wednesday, November 21, 2012 at 9:35 a.m.  
or as soon thereafter as the Commission  
recesses its Meeting noticed for 9:30 a.m.

Bellevue Recreation Center  
826 Lucile Avenue  
Los Angeles, CA 90026

EVERY PERSON WISHING TO ADDRESS THE COMMISSION MUST COMPLETE A SPEAKER'S REQUEST FORM AT THE MEETING AND SUBMIT IT TO THE COMMISSION EXECUTIVE ASSISTANT PRIOR TO THE BOARD'S CONSIDERATION OF THE ITEM.

PURSUANT TO COMMISSION POLICY, COMMENTS BY THE PUBLIC ON AGENDA ITEMS WILL BE HEARD ONLY AT THE TIME THE RESPECTIVE ITEM IS CONSIDERED, FOR A CUMULATIVE TOTAL OF UP TO FIFTEEN (15) MINUTES FOR EACH ITEM. ALL REQUESTS TO ADDRESS THE BOARD ON PUBLIC HEARING ITEMS MUST BE SUBMITTED PRIOR TO THE BOARD'S CONSIDERATION OF THE ITEM. EACH SPEAKER WILL BE GRANTED TWO MINUTES, WITH FIFTEEN (15) MINUTES TOTAL ALLOWED FOR PUBLIC PRESENTATION.

1. GENERAL MANAGER'S REPORTS:

- 12-316 As-Needed Electrical Maintenance and Repairs of Outdoor Field Lighting, Facilities and Solar Power System Services - Award of Contracts
- 12-317 As-Needed Electrical Construction and Retrofit of Outdoor Field Lighting, Facilities and Solar Power System Services - Award of Contract
- 12-318 Watts Cultural Crescent (Watts Crescent Park) and Wilton Place Park - Rescission of Previous Board Actions
- 12-319 Status Report on Golf's Second Year as a Special Fund Operation and Allocation of Fiscal Year 2011-12 Golf Operating Income
- 12-320 MacArthur Park - Benches Mural

2. NEXT MEETING:

The next scheduled meeting of the Board of Recreation and Park Commissioners will be held on Wednesday, December 12, 2012 at 9:30 a.m., at EXPO Center, Comrie Hall, 3980 S. Bill Robertson Lane (Formerly Menlo Avenue), Los Angeles, CA 90037.

3. ADJOURNMENT:

Under the California State Ralph M. Brown Act, those wishing to make audio recordings of the Commission Meetings are allowed to bring tape recorders or camcorders in the Meeting.

November 21, 2012

Sign language interpreters, assistive listening devices, or any auxiliary aides and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting you wish to attend. For additional information, please contact the Commission Office at (213)202-2640.

Finalization of Commission Actions: In accordance with City Charter, actions that are subject to Section 245 are not final until the expiration of the next five meeting days of the Los Angeles City Council during which the Council has convened in regular session and if Council asserts jurisdiction during this five meeting day period the Council has 21 calendar days thereafter in which to act on the matter.

Commission Meetings can be heard live over the telephone through the Council Phone system. To listen to a meeting, please call one of the following numbers:

|                           |                       |
|---------------------------|-----------------------|
| from Downtown Los Angeles | (213) 621-CITY (2489) |
| from West Los Angeles     | (310) 471-CITY (2489) |
| from San Pedro            | (310) 547-CITY (2489) |
| from Van Nuys             | (818) 904-9450        |

For information, please go to the City's website:

<http://ita.lacity.org/Residents/CouncilPhone/index.htm>

The official electronic website posting location for the Agendas for the meetings of the Department of Recreation and Park Board of Commissioners and its Task Forces is at [WWW.LACITY.ORG](http://WWW.LACITY.ORG)

Information on agenda items may be obtained by calling the Commission Office at (213) 202-2640. Copies of the agenda and reports may be downloaded from the Department's website at [www.laparks.org](http://www.laparks.org).

REPORT OF GENERAL MANAGER

NO. 12-316

DATE November 21, 2012

C.D. ALL

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AS-NEEDED ELECTRICAL MAINTENANCE AND REPAIRS OF OUTDOOR FIELD LIGHTING, FACILITIES AND SOLAR POWER SYSTEM SERVICES – AWARD OF CONTRACTS

|           |       |             |                        |
|-----------|-------|-------------|------------------------|
| R. Adams  | _____ | K. Regan    | _____                  |
| H. Fujita | _____ | *M. Shull   | <u><i>M. Shull</i></u> |
| V. Israel | _____ | N. Williams | _____                  |

*[Signature]*  
General Manager

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board as the contract awarding authority:

1. Find, in accordance with Charter Section 371(e)(2) and Los Angeles Administrative Code Section 10.15(a)(2), that the services to be provided are professional and special services of a temporary and occasional character for which competitive bidding is not practicable or advantageous as it is necessary for the Department of Recreation and Parks (Department) to be able to call on contractors to perform this work as-needed and on an occasional, but frequent, basis without engaging in a new competitive process for each individual project to be performed; however, from among as-needed contractors each individual project is assigned on the basis of availability of an as-needed contractor to perform the work, the price to be charged and the unique expertise of the as-needed contractor;
2. Find in accordance with Charter Section 371(e)(10), that use of competitive bidding would be undesirable, impractical or impossible or is otherwise is excused by the common law and the Charter because, unlike the purchase of a specified product, there is no single criterion, such as price comparison, that will determine which proposer can best provide the services required by the Department to provide as-needed electrical maintenance and repairs of outdoor field lighting, facilities and solar power systems;
3. Find, in accordance with Charter Section 372, that obtaining competitive proposals or bids for each individual project for which work may be performed pursuant to this agreement is not reasonably practicable or compatible with the Department's interests of having available

REPORT OF GENERAL MANAGER

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as-needed contractors who are assigned various projects on the basis of availability, price, and expertise, and that it is therefore necessary to have several as-needed contractors for this type of service available when called upon by the Department to perform services;

4. Find as the contract awarding authority, in accordance with Charter Section 1022, that the work can be performed more economically or feasibly by independent contractors than by City employees because the Department does not have, available in its employ, personnel with sufficient time or necessary expertise to electrical maintenance and repairs of outdoor field lighting, facilities and solar power systems and related work projects in a timely manner, and therefore it is more feasible, economical and in the Department's best interest, to secure these services by contract with multiple contractors to perform this work as-needed and on an occasional, but frequent basis, without engaging in a new competitive bidding process for each individual project to be performed;
5. Approve the proposed contract substantially in the form on file in the Board Office and instruct staff to award a contract to the following firm for electrical maintenance and repairs of outdoor field lighting, facilities and solar power systems for a term of eighteen (18) months, the expiration of which to coincide with the existing awarded as-needed electrical maintenance and repairs of outdoor field lighting, facilities and solar power systems contracts that have already been awarded, with one (1), one (1) year renewal option.
  - 1) Solar-G Electric Corporation  
15621 Sombra Avenue  
Lawndale, CA 90260
6. Direct the Board Secretary to transmit the Contract to the Mayor in accordance with Executive Directive No. 3 and, concurrently to the City Attorney for review and approval as to form; and,
7. Authorize the Board President and Secretary to execute the Contract upon receipt of the necessary approvals.

## REPORT OF GENERAL MANAGER

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### SUMMARY:

The Department of Recreation and Parks (Department) requires as-needed electrical maintenance and repair contracts in order to perform current and future construction projects such as standard maintenance of work on our sports field lighting infrastructures, facilities and future solar power systems. The minimum qualifications as described in more detail below were established to address the highest and most complex needs of the Department.

It is imperative that the Department develop and award this contract in order to continue its general facility maintenance needs. Currently, the Department is severely under-staffed and lacks the knowledge and equipment to perform the standard electrical maintenance needed to continue safe and efficient use of our park facilities. Having access to on-call, pre-qualified contractors who specialize in this type of work will help ensure our facilities are maintained in a safe operating condition with reduced interruption to public use when electrical maintenance and repair is needed. The pre-qualified contractor will be required to competitively bid among those on the list as outlined in this report and will work as support to the Department's Planning, Construction, and Maintenance (PC&M) staff and be called upon on an as-needed basis.

The Department operates over four hundred (400) park properties of which one hundred twenty (120) throughout the City have sports field lighting amenities servicing more than a million patrons every year. Approximately two-thirds of our facilities are more than forty (40) years old and are in constant need of electrical maintenance and repairs. The Department's electrical staffing levels have decreased to the point that we must have this contract in place to keep up with the ever increasing electrical maintenance and repair needs.

The proposed electrical contractor has demonstrated the required special electrical knowledge and skills that are required to work on our Park lighting infrastructure, which includes but is not limited to baseball, football, soccer field lighting and towers, lighting controllers, facility gym lighting, sports field lighting fixtures up to 70-feet high and electrical knowledge and skills of recreation facility infrastructure.

It is important to add that much of the work associated with electrical maintenance and repairs, is performed by City staff within the PC&M Branch. Department staff currently performs as much as the electrical maintenance and repairs as staffing will allow. This type of contract is called upon to support Department staff with electrical maintenance and repairs and associated work at various Department facilities.

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On the March 14, 2012, the Board approved the award of the electrical maintenance and repair contracts to CSI Electrical Contractors, Inc., Electro Construction Corp. and Fluoresco Lighting-Sign Maintenance Corp. Although Department staff is currently pleased with the qualifications of our existing contractors, we need to have more than three (3) Electrical Contractors on our pre-qualified list. Department staff feels that in order to obtain more competitive bids for Department projects, it will be more beneficial to have additional electrical contractors added to our pre-qualified list of electrical contractors. On July 19, 2012, the Board approved the re-issue of the Request for Qualifications (RFQ) which was released August 22, 2012. On October 23, 2012, the Department received two (2) proposals in response to the RFQ for electrical maintenance and repairs of outdoor field lighting, facilities and solar power systems.

- 1)     Solar-G Electric Corporation  
      15621 Sombra Avenue  
      Lawndale, CA 90260
  
- 2)     Sunbelt Electric  
      6265 San Fernando Rd  
      Glendale, CA 91201

Responders were required to provide evidence of their qualifications and were required to meet at least one (1) of the three (3) minimum requirements listed below.

1.     Outdoor Sports Field Lighting:  
      Qualified Responders must have ten (10) years of electrical maintenance and repairs of baseball, football, soccer and other field lighting experience. Responders must have provided acceptable evidence of the successful maintenance and/or repair of thirty (30) baseball, football and/or soccer field lighting project with towers 70-feet high over the last ten (10) years. 100% of the maintenance and/or repair of the projects provided must have been performed by Responder.
  
2.     Department Facility:  
      Qualified Responders must have provided a list of twenty (20) indoor gymnasium lighting control maintenance and/or repairs over the last ten (10) years. 100% of the maintenance and/or repair of the projects provided must have been performed by Responder.
  
3.     Solar Power Systems Installation:  
      Qualified Responders must have provided a list of ten (10) solar power and/or lighting system projects that require maintenance and/or repairs over the last five (5) years. 100% of the maintenance and/or repair of the projects provided must have been performed by Responder.

REPORT OF GENERAL MANAGER

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Only one (1) of the two (2) responders submitted a responsive submittal for this RFQ. One (1) responder failed to submit a completed submittal and thus was disqualified from any further review process. The following responder was disqualified because they submitted an incomplete RFQ package submittal as detailed on Exhibit A.

- 1)        Sunbelt Electric  
          6265 San Fernando Rd  
          Glendale, CA 91201

The following responder met the minimum qualifications for maintenance and repairs of outdoor sports field lighting, facilities and solar power systems specified above:

- 1)        Solar-G Electric Corporation  
          15621 Sombra Avenue  
          Lawndale, CA 90260

RFQ responses were evaluated solely for the minimum qualifications (as stated in RFQ document). The minimum qualifications as set forth will determine the responder's knowledge and experience to perform the terms and specifications of this Contract. It was determined through review of the submittals and verification of references by Department staff that the above listed responder has met and/or exceeded the minimum qualifications as set forth in the RFQ.

When staff checked the responder's references, questions were posed regarding each respondent's ability to produce a quality product that met all necessary standards, in a timely manner. References were also asked if the respondent was timely and effective in their correspondence with governing agencies. All of the references for the responder who met our minimum qualifications responded favorably to these questions and highly recommend the respective respondent. Staff then determined that the responder listed above should be selected as a pre-qualified electrical maintenance and repairs of outdoor field lighting, facilities and solar power systems contractor eligible to bid on future Department projects.

The qualified responder performed and passed the City's Business Inclusion Program (BIP) outreach. The Department is seeking authorization to direct staff to prepare a contract for the qualified responder and authorize the Board President and Secretary to execute the contract, subject to City Attorney and Mayor approval. The selected pre-qualified contractor is recommended to the Board for a two (2) year contract with one (1), one (1) year renewal option but will be awarded a contract term expiration that will coincide with the existing awarded electrical maintenance and repairs of outdoor field lighting, facilities and solar power systems contracts that are already in place, in an amount not to exceed an annual expenditure of \$7,000,000 per contract. The contract amount is an estimate, and the Department does not guarantee that the contract maximum amount will be reached.

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The construction services that the Department is requesting shall be on an as-needed basis; the Department, in entering into an agreement, guarantees no minimum amount of business or compensation. Contracts awarded through this RFQ shall be subject to funding availability and early termination by Department, as provided in the Standard Provisions for City Contracts (Rev. 3/09).

Funding for projects will be provided from various funding sources including to but not limited to Proposition K, Quimby, and Proposition 40.

FISCAL IMPACT STATEMENT:

Executing this as-needed contract has no impact to the Department's General Fund.

This report was prepared by Jim Newsom, Management Analyst II, Planning, Construction and Maintenance Branch.

## **EXHIBIT A**

### **REQUEST FOR QUALIFICATION ELECTRICAL MAINTENANCE AND REPAIRS OF OUTDOOR FIELD LIGHTING, FACILITIES AND SOLAR POWER SYSTEM SERVICES**

#### **NON-RESPONSIVE RESPONDER**

#### **REASON FOR "NON-RESPONSIVENESS"**

**SUNBELT ELECTRIC**

- 1) BIP was not submitted on BAVN,**
- 2) Pages 5-7 was not initialed by Responder,**
- 3) Responder did not make selection on pages 10-11 of "Responder Qualifications/ Evaluation sheet", therefore evaluation of qualifications could not be made,**
- 4) Responder did not sign the Child Care Declaration Statement on Page 85 of RFQ Document, and**
- 5) Responder did not provide any References as required on Page 10-11 of RFQ Documentation (On Form G, Page 132 of RFQ Document).**



REPORT OF GENERAL MANAGER

NO. 12-317

DATE November 21, 2012

C.D. ALL

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AS-NEEDED ELECTRICAL CONSTRUCTION AND RETROFIT OF OUTDOOR FIELD LIGHTING, FACILITIES AND SOLAR POWER SYSTEM SERVICES – AWARD OF CONTRACT

|           |       |             |                  |
|-----------|-------|-------------|------------------|
| R. Adams  | _____ | K. Regan    | _____            |
| H. Fujita | _____ | *M. Shull   | <u><i>MS</i></u> |
| V. Israel | _____ | N. Williams | _____            |

  
\_\_\_\_\_  
General Manager

Approved \_\_\_\_\_ Disapproved \_\_\_\_\_ Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board as the contract awarding authority:

1. Find, in accordance with Charter Section 371(e)(2) and Los Angeles Administrative Code Section 10.15(a)(2), that the services to be provided are professional and special services of a temporary and occasional character for which competitive bidding is not practicable or advantageous as it is necessary for the Department of Recreation and Parks (Department) to be able to call on contractors to perform this work as-needed and on an occasional, but frequent, basis without engaging in a new competitive process for each individual project to be performed; however, from among as-needed contractors each individual project is assigned on the basis of availability of an as-needed contractor to perform the work, the price to be charged and the unique expertise of the as-needed contractor;
2. Find in accordance with Charter Section 371(e)(10), that use of competitive bidding would be undesirable, impractical or impossible or is otherwise excused by the common law and the Charter because, unlike the purchase of a specified product, there is no single criterion, such as price comparison, that will determine which proposer can best provide the services required by the Department to provide as-needed electrical construction and retrofit of outdoor field lighting, facilities and solar power systems;
3. Find, in accordance with Charter Section 372, that obtaining competitive proposals or bids for each individual project for which work may be performed pursuant to this agreement is not reasonably practicable or compatible with the Department's interests of having available

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as-needed contractors who are assigned various projects on the basis of availability, price, and expertise, and that it is therefore necessary to have several as-needed contractors for this type of service available when called upon by the Department to perform services;

4. Find as the contract awarding authority, in accordance with Charter Section 1022, that the work can be performed more economically or feasibly by independent contractors than by City employees because the Department does not have, available in its employ, personnel with sufficient time or necessary expertise to electrical construction and retrofit of outdoor field lighting, facilities and solar power systems and related work projects in a timely manner, and therefore it is more feasible, economical and in the Department's best interest, to secure these services by contract with multiple contractors to perform this work as-needed and on an occasional, but frequent basis, without engaging in a new competitive bidding process for each individual project to be performed;
5. Approve the proposed contract substantially in the form on file in the Board Office and instruct staff to award a contract to the following firm for electrical construction and retrofit of outdoor field lighting, facilities and solar power systems for a term of eighteen (18) months, the expiration of which to coincide with the existing awarded as-needed electrical construction and retrofit of outdoor field lighting, facilities and solar power systems contracts that have already been awarded, with one (1), one (1) year renewal option;
  - 1) Solar-G Electric Corporation  
15621 Sombra Avenue  
Lawndale, CA 90260
6. Direct the Board Secretary to transmit the Contract to the Mayor in accordance with Executive Directive No. 3 and, concurrently to the City Attorney for review and approval as to form; and,
7. Authorize the Board President and Secretary to execute the Contract upon receipt of the necessary approvals.

## REPORT OF GENERAL MANAGER

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### SUMMARY:

The Department of Recreation and Parks (Department) requires as-needed electrical construction and retrofit of outdoor field lighting, facilities and solar power systems contracts in order to perform current and future construction projects such as the installation of new and/or retrofit old sports field lighting. Many of our park facilities require continued electrical upgrades and modifications, in order to maintain a safe, productive and efficient operation. The minimum electrical qualifications as described in more detail below were established to address the highest and most complex needs of the Department.

It is imperative that the Department develop and award this contract in order to continue its general facility electrical upgrades and new construction demands. Currently, the Department does not have the expertise and equipment to install new sport field lighting equipment and although we may be able to perform some facility electrical construction and retrofit, we are severely under staffed and currently cannot perform such work at of our park facilities. Having access to on-call, pre-qualified contractors who specialize in this type of work will help ensure our facilities are maintained in a safe operating condition with reduced interruption to public use when electrical construction and retrofit is needed. The pre-qualified contractor will be required to competitively bid amongst those on the list as outlined in this Report and will work as support to the Department's Planning, Construction, and Maintenance staff and be called upon on an as-needed basis.

The Department operates over four hundred (400) park properties of which one hundred twenty (120) throughout the City have sports field lighting amenities, servicing more than a million patrons every year, with approximately two-thirds of them being more than forty (40) years old. Our park facilities and sports field lighting infrastructure are in constant need of electrical improvements, updating and/or rehabilitation. The Department's electrical construction staff do not have the skill, knowledge and/or equipment to perform mid-to large-scale electrical construction and retrofit projects.

The proposed electrical contractor has demonstrated the required special electrical knowledge and skills that are required for new installation and/or retrofit of our Park lighting infrastructure, which includes but is not limited to baseball, football, soccer field lighting and towers, lighting controllers, facility gym lighting, sports field lighting fixtures up to 70-feet high and electrical knowledge and skills of recreation facility infrastructure.

On the March 14, 2012, the Board approved the award of the electrical construction and retrofit contracts to Electro Construction Corp. and Fluoresco Lighting-Sign Maintenance Corp. Although Department staff is currently pleased with the qualifications of our existing contractors, we need to have more than three (3) Electrical Contractors on our pre-qualified list. Department staff feels that in order to obtain more competitive bids for Department projects, it will be more beneficial to have

## REPORT OF GENERAL MANAGER

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additional electrical contractors added to our pre-qualified list of electrical contractors. On July 19, 2012, the Board approved the re-issue of the Request for Qualifications (RFQ) which was released August 22, 2012. On October 23, 2012, the Department received one (1) proposal in response to the RFQ for electrical construction and retrofit of outdoor field lighting, facilities and solar power systems.

- 1)     Solar-G Electric Corporation  
      15621 Sombra Avenue  
      Lawndale, CA 90260

Responder was required to provide evidence of their qualifications by meeting at least one (1) of the four (4) minimum requirements as stated below:

1.     Outdoor Sports Field Lighting:  
      Qualified Responders must have provided minimum of ten (10) years of installation experience for baseball, football, soccer and other fields lighting. Responder must have performed lighting tower installations 70-foot high. Responders must have been performed 100% of sports field lighting.
2.     Department Facility:  
      Responders must have provided a list of ten (10) indoor gymnasium lighting installations over the last ten (10) years. Responders must have performed 100% of the gymnasium lighting installations.
3.     Solar Power Systems Installation:  
      Responders must have provided a list of five (5) solar power system installations with a minimum generating power of 25 kilowatts per project. All solar power systems must be 100% installed by Responder. All qualified listed projects must have been installed in the United States over the last five (5) years.
4.     Outdoor Lighting, Park Pathways and Parking Lots:  
      Responders must have provided a list of ten (10) outdoor lighting projects over the last 5 years. All projects must include the installation of at least ten (10) concrete bases, ten (10) lighting poles 25 feet high or less and electrical power race ways. Projects must be 100% installed by Responders. All qualified listed projects must have been installed in Los Angeles County.

REPORT OF GENERAL MANAGER

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The responder listed below met the minimum qualifications for this RFQ for electrical construction and retrofit of outdoor field lighting, facilities and solar power systems specified above:

- 1) Solar-G Electric Corporation  
15621 Sombra Avenue  
Lawndale, CA 90260

RFQ responses were evaluated solely for the minimum qualifications (as stated in RFQ document). The minimum qualifications as set forth will determine the responder's knowledge and experience to perform the terms and specifications of this Contract. It was determined through review of the submittals and verification of references by Department staff that the above listed responders have met and/or exceeded the minimum qualifications as set forth in the RFQ.

When staff checked the respondent's references, questions were posed regarding the respondent's ability to produce a quality product that met all necessary standards, in a timely manner. References were also asked if the respondent was timely and effective in their correspondence with governing agencies. All of the references for the responder who met our minimum qualifications responded favorably to these questions and highly recommend the respective respondent. Staff then determined that the responder listed above should be selected as pre-qualified electrical construction and retrofit of outdoor field lighting, facilities and solar power systems contractor eligible to bid on future Department projects.

The qualified responder performed and passed the City's Business Inclusion Program (BIP) outreach.

The Department is seeking authorization to direct staff to prepare a contract for the qualified responder and authorize the Board President and Secretary to execute this contract, subject to City Attorney and Mayor approval. The selected pre-qualified contractor is recommended to the Board for a two (2) year contract with one (1), one (1) year renewal option but will be awarded a contract term expiration that will coincide with the existing awarded electrical construction and retrofit of outdoor field lighting, facilities and solar power systems contracts that are already in place, in an amount not to exceed an annual expenditure of \$7,000,000 per contract. The contract amount is an estimate, and the Department does not guarantee that the contract maximum amount will be reached. The construction services that the Department is requesting shall be on an as-needed basis; the Department, in entering into an agreement, guarantees no minimum amount of business or compensation. Contracts awarded through this RFQ shall be subject to funding availability and early termination by Department, as provided in the Standard Provisions for City Contracts.

Funding for projects will be provided from various funding sources including to but not limited to Proposition K, Quimby, and Proposition 40.

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FISCAL IMPACT STATEMENT:

Executing this as-needed contract has no impact to the Department's General Fund.

This report was prepared by Jim Newsom, Management Analyst II, Planning, Construction and Maintenance Branch.

**This item not included in the package**

**12-318 Watts Cultural Crescent (Watts Crescent Park) and  
Wilton Place Park - Rescission of Previous Board  
Actions**



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DATE November 21, 2012

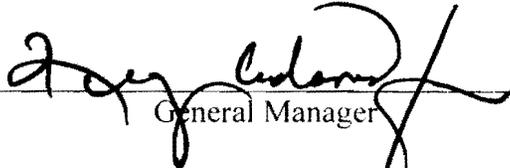
C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: STATUS REPORT ON GOLF'S SECOND YEAR AS A SPECIAL FUND OPERATION AND ALLOCATION OF FISCAL YEAR 2011-12 GOLF OPERATING INCOME

R. Adams \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
V. Israel \_\_\_\_\_

\*K. Regan   
M. Shull \_\_\_\_\_  
N. Williams \_\_\_\_\_

  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Authorize the Department's Chief Accounting Employee to transfer \$1,000,000 from Golf Operation Account 89G401, Fund 52H, Department 89, to Recreation and Parks (RAP) General Fund, Fund 302, Department 88, to support RAP operations;
2. Authorize the Department's Chief Accounting Employee to transfer \$2,045,482 from Golf Operation Account 89G401, Fund 52H, Department 89, to Golf Division's Capital Improvement Account 89G402, Fund 52H, Department 89, to fund golf capital improvement projects; and
3. Authorize the Department's Chief Accounting Employee to make necessary technical corrections.

SUMMARY:

On July 1, 2010, the City of Los Angeles (City), Department of Recreation and Parks (RAP), Golf Division ceased receiving RAP General Fund support and began operating as a self-sustaining Division within the Department of Recreation and Parks. The Golf Division became

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responsible for all costs, including indirect costs, related to the operations and maintenance of the City's fourteen (14) golf facilities.

### **I. Driving Ranges**

During FY 2011-12, the Department began self operation of two of its five driving ranges. Self operation of the Rancho Park Driving Range began on October 1, 2011, and self-operation of Woodley Lakes Driving Range began on October 31, 2011. During its first nine (9) months of operation, the Rancho Park Driving Range generated approximately \$850,000 in gross revenue with an operating income amounting to 80% of gross revenue. During its first eight (8) months of operation, the Woodley Lakes Driving Range generated approximately \$200,000 in gross revenue with an operating income amounting to 50% of gross revenue. The prior concessionaires at both facilities paid 35% of gross revenue as rent (Attachment A). The transition from private operation to self operation was smooth at both facilities. Patrons have expressed their appreciation of the new amenities provided at both facilities.

### **II. Golf Revenue**

During FY 2011-12, the Golf Division generated gross revenue of \$24,890,394 and a net operating income of \$3,045,482, before any reimbursements to the Department (Attachment B). Of the \$3,045,482, it is proposed that \$1,000,000 be reimbursed to the RAP General Fund, Fund 302, Department 88 to support RAP operations. It is proposed that the remaining \$2,045,482 be transferred to Golf's capital improvement Account 89G402, Fund 52H, Department 89, to assist in funding necessary golf related capital improvement projects.

### FISCAL IMPACT STATEMENT:

There is no negative impact on the RAP General Fund, as all reimbursements and transfers will be paid from the Golf Operations Special Fund. Through its reimbursement to RAP, the Golf Division is contributing \$1,000,000 to the RAP General Fund.

This report was prepared by James N. Ward, Golf Manager.

**CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS  
Golf Division  
Driving Range Operating Statement  
FY 2011-12**

|  | <u>Rancho Park<br/>(from 10/1/2011)</u> | <u>Woodley Lakes<br/>(from 10/31/2011)</u> |
|--|---|--|
| <b><u>Revenue From Driving Range</u></b>                               | \$ 853,158                              | \$ 199,686                                 |
| <b><u>Golf Cart Rental Expenses</u></b>                                |   |  |
| Salary Expense   | \$ 74,949                               | \$ 45,808                                  |
| Indirect Costs   | 45,167                                  | 24,797                                     |
| Supplies and Contract Services   | <u>50,846</u>                           | <u>29,935</u>                              |
| Total Expenses   | <u>\$ 170,962</u>                       | <u>\$ 100,540</u>                          |
| <b>Driving Range Operating Income</b>                                  | <u>\$ 682,197</u>                       | <u>\$ 99,146</u>                           |
| <b>Driving Range Operating Income As a Percentage of Gross Revenue</b> | <u>80%</u>                              | <u>50%</u>                                 |

**CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS  
Golf Division  
Operating Income Statement  
FY 2011-12**

ATTACHMENT B

**REVENUE:**

|  |               |
|--|---------------|
| Green Fees                                   | \$ 18,312,659 |
| Electric Golf Carts                          | 3,435,713     |
| Driving Ranges/Lessons - Self Operated       | 1,052,910     |
| Other Golf Course Revenue                    | 196,987       |
| Reservation Office                           | 533,980       |
| Tregnan Junior Golf Academy                  | 173,076       |
| Driving Range/Pro Shop/Lessons - Concessions | 446,050       |
| Food & Beverage Concessions                  | 299,227       |
| Interest Income                              | 358,939       |
| Other  | 80,852        |

**Total Gross Revenue** \$ 24,890,394

**EXPENSES:**

Labor

|                              |                      |
|------------------------------|----------------------|
| Full-Time Salaries           | \$ 7,291,555         |
| Full-Time Indirect Costs     | 6,678,344            |
| Part-Time Salaries           | 2,812,773            |
| Part-Time Indirect Costs     | 1,359,950            |
| Subtotal: Labor              | <u>\$ 18,142,622</u> |
| Supplies & Contract Services | 1,729,499            |
| Concession Expenses          | 5,205                |
| Utilities                    | 1,967,586            |

**Total Expenses** \$ 21,844,912

**NET OPERATING INCOME (LOSS)** **\$ 3,045,482**

**GOLF CONTRIBUTION TO SUPPORT RAP OPERATIONS** 1,000,000

**OPERATING INCOME (LOSS)** \$ 2,045,482

**GOLF CONTRIBUTION TO SUPPORT RAP OPERATIONS  
(FUND 302, DEPT 88)** **\$ 1,000,000**

**GOLF CONTRIBUTION TO CAPITAL IMPROVEMENT ACCOUNT  
(FUND 52H, DEPT 89, ACCT 89G402)** **\$ 2,045,482**

REPORT OF GENERAL MANAGER

NO. 12-320

DATE November 21, 2012

C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MACARTHUR PARK – BENCHES MURAL

R. Adams \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
V. Israel \_\_\_\_\_

K. Regan \_\_\_\_\_  
\*M. Shull *M. Shull*  
N. Williams \_\_\_\_\_

*[Signature]*  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATIONS:

That the Board:

1. Grant a final approval of the painting of seven (7) benches in MacArthur Park; and,
2. Authorize the Department of Recreation and Parks (RAP) to issue the appropriate Right-Of-Entry permit.

SUMMARY:

MacArthur Park is a 29.87 acre community park located at 2230 W. 6<sup>th</sup> Street, in the Westlake community of Central Los Angeles. This park contains an auditorium, children’s play area, outdoor fitness equipment, picnic tables, a lake, and the Levitt Pavillion Bandshell. The Recreation Center hosts an after school club and a variety of cultural classes.

Heart of Los Angeles (HOLA) is a non-profit organization that provides at-risk and underserved youth living in Los Angeles with free after-school programming in academics, arts, and athletics. Each quarter over 300 students participate in 33 different visual art classes. HOLA has a long standing partnership with RAP. HOLA, together with RAP, fundraised One Million Dollars (\$1,000,000) to help renovate the Lafayette Community Center. Additionally, HOLA provides nearly \$1,000,000 annually to the Lafayette Community Center in free programming for community youth. Most recently, HOLA provided RAP with money to support increased park staff for summer programs at the Lafayette Community Center. HOLA Executive Director, Anthony Brown and RAP’s General Manager, Jon Kirk Mukri, are discussing the possibility of attending the National Conference for Parks in Washington, DC to promote this unique public-

## REPORT OF GENERAL MANAGER

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private partnership as a National Model. Other recent collaborations between HOLA and RAP include:

- The grand re-opening of the Lafayette Community Center – covered by KCAL 9 and KABC 7. Guest speakers included President of the City of Los Angeles Board of Recreation and Parks Commissioners, Barry A. Sanders, RAP's General Manager, Jon Kirk Mukri, the Honorable Mayor Antonio Villaraigosa and Council Member Herb Wesson and City Controller Wendy Gruel. (Both HOLA and RAP provided funding to produce this event and recruited the speaker.)
- Bing/Do.Something.org Launch of Bing's Summer of Doing Good – covered by [www.people.com](http://www.people.com), [www.usmagazine.com](http://www.usmagazine.com), [www.huffingtonpost.com](http://www.huffingtonpost.com), [www.dailymail.co.uk](http://www.dailymail.co.uk), [www.perezhilton.com](http://www.perezhilton.com), [www.celebbuzz.com](http://www.celebbuzz.com), [www.celebritygossip.net](http://www.celebritygossip.net), [www.monstersandcritics.com](http://www.monstersandcritics.com), [www.justjaredjr.com](http://www.justjaredjr.com), [www.fanla.com](http://www.fanla.com), Kitsap Peninsula Business Journal, and Mother Nature Network. Guest speakers included RAP's Executive Officer, Regina Adams. (All events on this day will include food. Project materials were fundraised by HOLA and event space was provided by RAP.)
- 2011 Summer Night Lights Kick-off Press Event – covered by the Los Angeles Times and many other news outlets. Speakers and guests included the Honorable Mayor Antonio Villaraigosa, RAP's General Manager, Jon Kirk Mukri, Councilmember Eric Garcetti, LA 84 Foundation, and City of Los Angeles Police Chief Charlie Beck. (HOLA provides sports administration and staffing of Leagues during Summer Night Lights at Lafayette Park.)
- 2012 Community Graduation – covered by Channel 35. Guest speakers included RAP's General Manager, Jon Kirk Mukri and City of Los Angeles Council President, Herb Wesson. (HOLA secured the speakers and the press while RAP provided stage and sound equipment.)

HOLA was one (1) of nine (9) organizations nationwide to receive an Artistic Innovation and Collaboration grant in the inaugural round from the Robert Rauschenberg Foundation. The funds from the Foundation will be used to support the launch of HOLA's Public Art Project, a project designed to engage youth in planning, creating and installing permanent and semi-permanent installations in the Rampart District. HOLA proposes to use a portion of this grant funding to rehabilitate seven (7) benches that surround the Levitt Pavilion by painting murals on them. HOLA has conducted twenty (20) community meetings designed to engage youth in the design of the murals with over sixty (60) students participating in the project. The students are being led in this project by two (2) prominent artists: Pearl C. Hsiung and Anna Sew Hoy. The students will be installing the murals under the supervision and guidance of these two (2) artists.

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Pearl C. Hsiung received her Bachelor of Arts (BA) degree from the University of California, Los Angeles (1997) and her Master of Fine Arts (MFA) degree at Goldsmiths College, London, England (2004). Her solo exhibitions include the Vincent Price Art Museum, Max Wigram Gallery, London, England (2006) and Steve Turner Contemporary, Los Angeles, California (2007, 2010). Hsiung's work has been featured in group exhibitions including Humor Us at the Los Angeles Municipal Arts Gallery (2007); 2006 California Biennial and Disorderly Conduct: Art in Tumultuous Times (2008), both at the Orange County Museum of Art; 2006 Busan Biennale, South Korea and Expander, Royal Academy of Fine Arts, London, England (2005). This year, Hsiung was selected to participate in the first Los Angeles biennial, Made in L.A., at the Armand Hammer Museum.

Anna Sew Hoy received her Bachelor of Fine Arts degree from the School of Visual Arts and her MFA degree from Bard College. She has had nine (9) solo shows including Jenkins & Co., New York, Renwick Gallery, New York, and LA><Art, Los Angeles. She has also shown her work at the Pacific Design Center, Blaffer Art Museum, Uschi Kolb Gallery, Honor Fraser Gallery, Orange County Museum of Art, Aspen Art Museum, Japanese American National Museum, the Blum & Poe Gallery, the Armand Hammer Museum, the Grimm/Rosenfeld Gallery, the Yerba Buena Center for the Arts, Museum of Contemporary Art, Los Angeles, the Frieze Art Fair, and the Ace Gallery, New York.

In addition to a historic partnership with RAP, HOLA is a community partner with Levitt Pavilion. Levitt Pavilion is looking to add a public art dimension to their summer concert series and has specifically asked HOLA to create public art to occupy the empty spaces in and around the amphitheater.

The proposed length of the mural installation is three (3) years after which time the Department may elect to remove the murals or keep them in place. Mural maintenance has been guaranteed by HOLA. The murals will be brightly colored and covered with an anti-graffiti coating to facilitate maintenance (Exhibit A). The terms and conditions will be delineated in the Right-Of-Entry permit which will provide for the mural's removal if it is not maintained. Removal of the mural is subject to the provisions of Federal and State law that require notice to artists prior to physical defacement, mutilation, alteration or destruction of works of fine art (17 U.S. Code 106A; California Civil Code section 987).

HOLA presented this proposal to the Facilities and Maintenance Task Force and received a conceptual approval to proceed and apply for a final approval from the full Board of Commissioners. HOLA will apply for approval from the Cultural Affairs commission as required by the Los Angeles Municipal Code.

Council District 1 and West Region management and staff have no objections to this project at MacArthur Park.

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Staff has determined that the subject project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article VII, Section 1, Class 1 (1) of the City CEQA Guidelines.

FISCAL IMPACT STATEMENT:

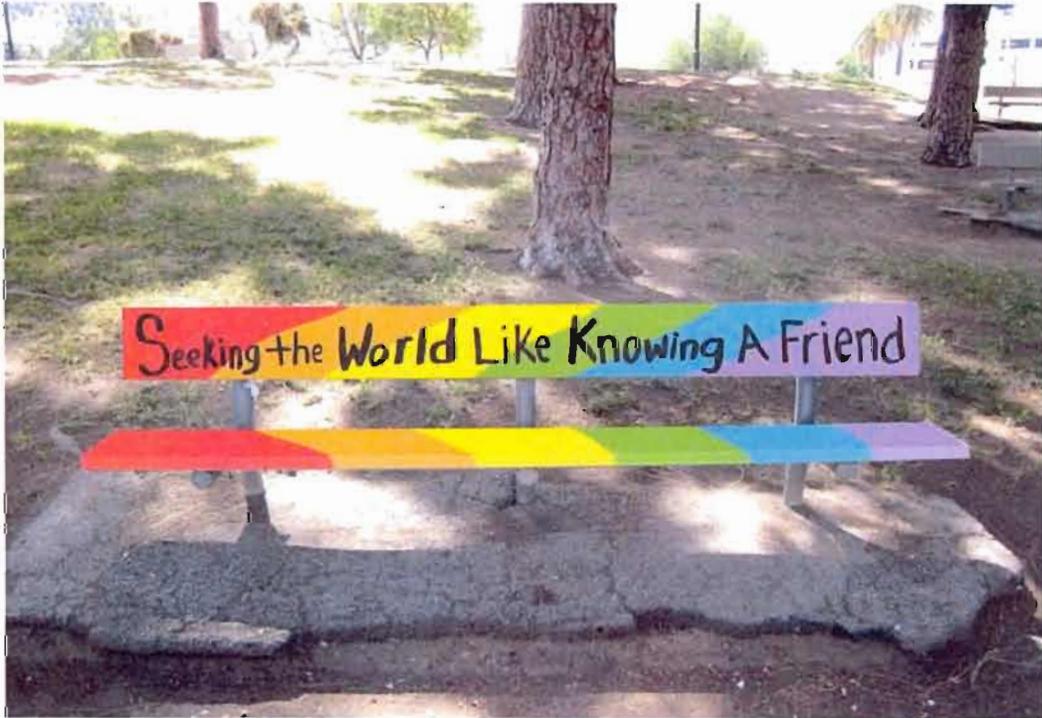
This project will not have an impact on the Department's General Fund since the mural will be funded by a grant from the Robert Rauschenberg Foundation to HOLA and HOLA has committed to ongoing maintenance of the mural.

This Report was prepared by Melinda Gejer, City Planning Associate, Planning, Construction, and Maintenance Division.

Exhibit A



Location of Benches within MacArthur Park



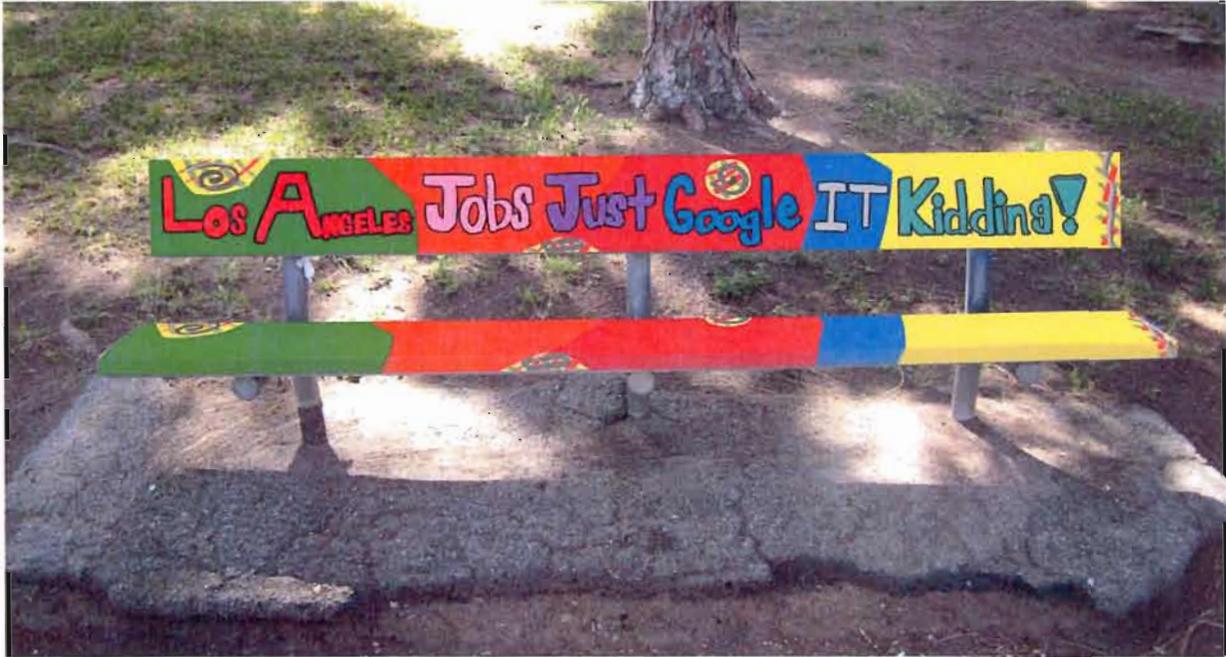
Design 1



Design 2



Design 3



Design 4



Design 5



Design 6



Design 7



Youth Design Meeting



Sample Bench 1 – Existing Condition



Sample Bench 2 – Existing Condition