

REPORT OF GENERAL MANAGER

JUL 09 2014

NO. 14-184

DATE: July 9, 2014

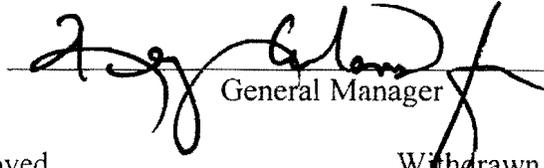
C.D. ALL

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: APPROVAL OF THE 125TH ANNIVERSARY DEPARTMENT LOGO

R. Adams _____
R. Barajas _____
H. Fujita _____

V. Israel _____
*K. Regan KR
N. Williams _____



General Manager

Approved

Disapproved

Withdrawn

RECOMMENDATION:

That the Board approve the logo (Attachment) to recognize the 125th anniversary of the Department.

SUMMARY:

This year marks 125 years of service to the communities that make up Los Angeles. In 1889, the City Council created the Department of Parks. Four citizen appointments were made to the Board along with the Mayor serving as an ex-officio member and President of the Board. In 1904, Los Angeles created the first municipal Department of Playgrounds. In 1925, the new City Charter created the Department of Playgrounds and Recreation to go along with the Department of Parks. At this time, an allocation of a fixed annual allocation of funds (from property taxes) was authorized by the voters.

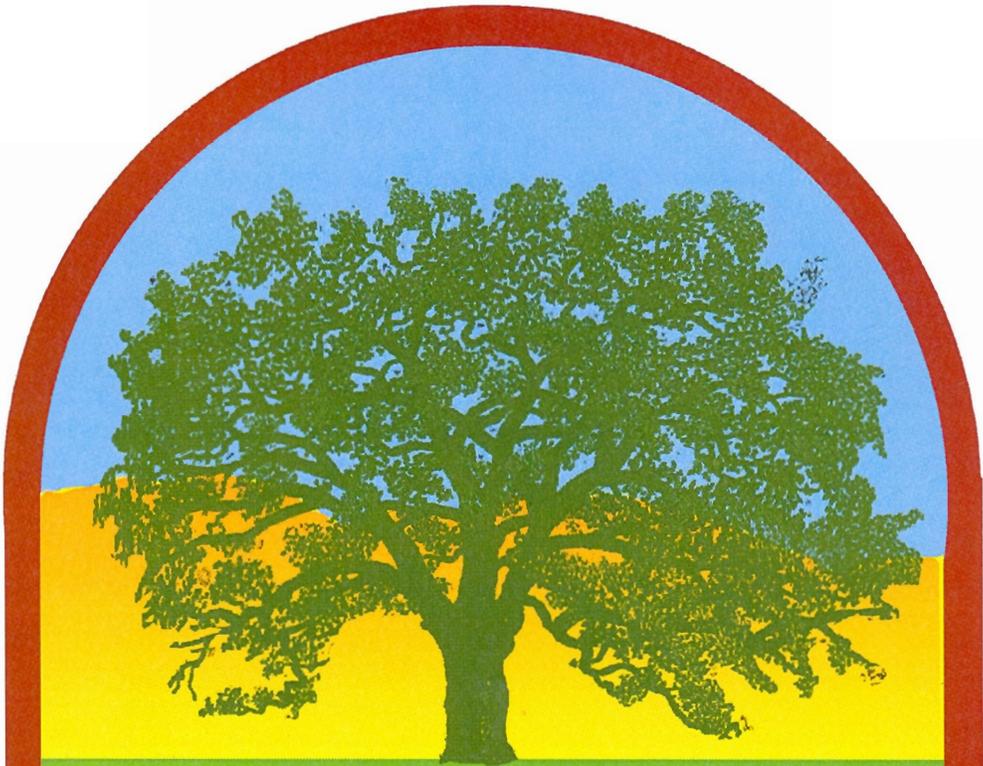
In 1947, the voters changed the City Charter and merged the two departments together to form what is now called the Department of Recreation and Parks. In 1989, the Department celebrated 100 years of service and created a commemorative yearbook outlining the first century. The Department was also highlighted in the Rose Parade on the City's float.

The use of the logo and continued mentioning of the 125th Anniversary of the Department over this fiscal year will allow the Department to demonstrate to the public the great assets we have. These include property, partners, volunteers and staff. The logo was designed by Tom Gibson, Landscape Architect II of the Planning, Construction and Maintenance Branch.

FISCAL IMPACT STATEMENT:

There is no fiscal impact to the Department's General Fund as all uses of the logo will be incorporated into the normal printed material of the department.

Report prepared by Mark Mariscal, Superintendent of Operations, Pacific Region



CITY OF LOS ANGELES

DEPARTMENT OF
RECREATION & PARKS

125 YEARS
1889 - 2014