

APPROVED

REPORT OF GENERAL MANAGER

MAR 04 2015  
BOARD OF RECREATION  
& PARK COMMISSIONERS

NO. 15-047

DATE: March 4, 2015

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK - TEMPORARY, REVOCABLE RIGHT OF ENTRY PERMIT TO BURBERRY LIMITED AUTHORIZING ACCESS TO GRIFFITH OBSERVATORY EXTERIOR GROUNDS AND GREEK THEATER PARKING LOT 2 FOR A PRIVATE EVENT

R. Adams	_____	*V. Israel	_____
R. Barajas	_____	K. Regan	_____
H. Fujita	_____	N. Williams	_____

*V. Israel for*  
General Manager

*as amended  
see attached*

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board:

1. Approve the issuance of a Temporary, Revocable Right Of Entry Permit (ROE) No. PD ROE-062, substantially in the form on file in the Board Office, to Burberry Limited, of London, England (Burberry), authorizing access to the exterior grounds of Griffith Observatory (Observatory) and Greek Theater Parking Lot 2 for a privately-held event (Burberry Event), subject to approval by the City Attorney as to form;
2. Contingent upon approval of the proposed ROE, the Observatory will be closed to the public on April 16, 2015, to accommodate the Burberry Event, though not interfering with the existing school program schedule;
3. Acknowledge and recognize a charitable donation in the amount of Five Hundred Thousand dollars and no cents (\$500,000.00), to be provided to the Friends of The Observatory (FOTO), a California nonprofit organization, and directed to be used to fund the Griffith Observatory School Program for two (2) years; and,
4. Authorize a financial officer of Recreation and Parks (RAP) to accept, from Burberry, location and staffing fees in the amount of One Hundred Thirty-Thousand dollars and no cents (\$130,000.00) and a user fee of Nine Thousand dollars and no cents (\$9,000.00) and deposit said funds into appropriate account.
5. Authorize the Board Secretary to provide appropriate recognition to Burberry and FOTO

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for their support of the Griffith Observatory School Program.

6. Authorize the RAP General Manager or his designee to sign ROE No. PDR ROE-062

### SUMMARY:

The Department of Recreation and Parks (RAP) has received a request from Burberry Limited (Burberry) for authorization to use specified areas of the Griffith Park Observatory (Observatory) exterior grounds, located at 2800 East Observatory Road, Los Angeles, California 90027 and Greek Theater Parking Lot 2 located at 2700 North Vermont Ave, Los Angeles, CA 90027; to conduct a Burberry-operated private special event on April 16, 2015 (Burberry Event). As part of Burberry's request, Burberry has offered a charitable donation to the Friends of The Observatory (FOTO), to fund two (2) years of Griffith Observatory School Program, which serves 35,000 children annually in the amount of Five Hundred Thousand Dollars and no cents (\$500,000.00), to be provided in two (2) separate disbursements of Two Hundred Fifty Thousand Dollars and no cents (\$250,000.00) each, on or before April 1, 2015 and April 1, 2016.

Although the Burberry Event will require a one (1) day temporary closure of Griffith Observatory to the general public, a previously scheduled school event will not be impacted and will still occur the morning of April 16, 2015. Observatory Staff will work with FOTO and Burberry to coordinate the logistics of the Burberry Event and school program. The proposed Temporary, Revocable Right Of Entry Permit (ROE) will authorize Burberry to access specified areas of the Observatory exterior grounds from April 6-25, 2015, to design the Burberry Event layout, build, restore and host the operation of the Burberry Event for invited special guests. The proposed Temporary, Revocable Right Of Entry Permit (ROE) will authorize Burberry to access the Greek Theater Parking Lot 2 from April 6 through April 23, 2015 as the staging area. The Burberry Event, celebrating London in Los Angeles with fashion, music and Britishness, marks an unprecedented collaboration of astronomy, culture and fashion. Main event activities will be occurring on Observatory VIP parking lot, deck and lawn area.

### FISCAL IMPACT STATEMENT:

The issuance of the proposed ROE will have a positive fiscal impact to the RAP General Fund, Burberry's payment of location and staffing fee in the amount of \$130,000.00 and a user fee in the amount of \$9,000.00. All costs associated with Burberry Event will be the responsibility of Burberry. The \$500,000.00 charitable donation will offset future FOTO operational costs associated with the Observatory School Program as currently FOTO funds the school program.

Mayor Garcetti has been consulted regarding the Burberry Event, and supports the recommendations contained in this report.

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This Report was prepared by Vicki Israel, Assistant General Manager, Partnership and Revenue Branch.

EXCERPT FROM THE MINUTES OF THE REGULAR MEETING  
BOARD OF RECREATION AND PARK COMMISSIONERS  
March 4, 2015

15-047

GRIFFITH PARK - TEMPORARY, 'REVOCABLE RIGHT OF  
ENTRY PERMIT TO BURBERRY LIMITED AUTHORIZING  
ACCESS TO GRIFFITH OBSERVATORY EXTERIOR  
GROUNDS AND GREEK THEATRE PARKING LOT 2 FOR A  
PRIVATE EVENT

Commissioner Alvarez requested that the report be amended to direct staff to return to the Board with a written confirmation of what outcomes the Department expects from the charitable contributions to Friends of the Observatory and that the written confirmation also identifies specifically what deliverables and outcomes are to be expected.