

**APPROVED**  
JUL 11 2007

REPORT OF GENERAL MANAGER

NO. 07-166

DATE July 11, 2007

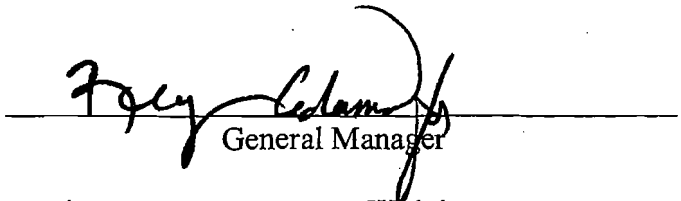
**BOARD OF RECREATION  
and PARK COMMISSIONERS**

C.D. 8

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: WEINGART INTERGENERATIONAL COMPLEX – ALSO KNOWN AS  
EXPOSITION PARK INTERGENERATIONAL COMMUNITY CENTER  
(EPICC) – PROPOSED NAME CHANGE TO EXPO CENTER

R. Adams _____	J. Kolb _____
H. Fujita _____	F. Mok _____
S. Huntley _____	K. Regan _____
*V. Israel _____	M. Shull _____

  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board:

1. Approve the name change of the Weingart Intergenerational Complex to Expo Center; and,
2. Authorize staff to install the appropriate signage.

SUMMARY:

In the latter part of 1998, the Exposition Park Intergenerational Community Center, Inc., a non-profit corporation, was formed to create and implement a project, known as the Exposition Park Intergenerational Community Center (EPICC), to add recreational and community services for the residents of Los Angeles residing in the neighborhoods surrounding Exposition Park. The EPICC project was completed and opened its doors to the community in October 2003. The name was changed from EPICC to the Weingart Intergenerational Complex (WIC) in August of 2003 (Board Report No. 03-282); however, use of the new name was inconsistent.

WIC is the largest recreational facility in the City and County of Los Angeles. This \$30 million complex was built through a unique private/public partnership with the City of Los Angeles, Department of Recreation and Parks (RAP) and EPICC, Inc. Funding for this project included \$11,600,000 in public funding and \$17,650,000 in private donations, of which \$10 million was donated by the Weingart Foundation.

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As part of RAP's requirement for naming a facility, the Weingart Foundation hired the consulting group of Fairbank, Maslin, Maullin, & Associates (FMM&A) to conduct a survey of local residents. The survey conducted from March 10 to 21, 2007, consisted of community meetings with local leaders and members of WIC and telephone interviews with 1,000 randomly selected residents living within a five-mile radius of WIC. The survey concluded that the current name (WIC) was not well recognized in the Exposition Park community. Accordingly, FMM&A recommended that the name be changed to Expo Center.

The Weingart Foundation and EPICC, Inc., as well as the office of Councilmember Bernard Parks, Eighth Council District and the Assistant General Manager of Operations East are in agreement with this proposed name change. The name change will not affect the other donor named facilities; John C. Argue Swim Stadium, the Ahmanson Foundation Senior Citizen Center, the Ralph M. Parson Foundation Pre-School, and the William M. Keck Amphitheater.

FISCAL IMPACT STATEMENT:

Approval of this report will not result in any adverse fiscal impact to the Department's General Fund since the sign will be purchased by EPICC, Inc., and maintenance will be incorporated into the facilities existing maintenance program.

Report prepared by Belinda Jackson, Executive Director, EPICC.