

REPORT OF GENERAL MANAGER



NO. 11-047

DATE February 16, 2011

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: THREE-PARTY AGREEMENT BETWEEN DEPARTMENT OF RECREATION AND PARKS, THE PEOPLE'S GAMES, LLC AND THE LOS ANGELES PARKS FOUNDATION FOR THE PLANNING AND IMPLEMENTATION OF "THE PEOPLE'S GAMES" AT SIX PARK SITES AND RELATED PROGRAMMING

R. Adams _____
V. Israel _____
H. Fujita _____
S. Huntley _____

F. Mok _____
K. Regan _____
*M. Shull _____

General Manager

as attached

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve the proposed Agreement ("Agreement"), substantially in the form on file in the Board Office, between the City of Los Angeles ("City"), the Los Angeles Parks Foundation ("LAPF") and The People's Games, LLC. ("TPG"), setting forth the terms and conditions for the planning and implementation of inaugural programming under "The People's Games", consisting initially of an amateur level basketball competition between the City of Los Angeles ("Team-LA") and City of New York ("Team-NYC"), subject to the approval of the Mayor and of the City Attorney as to form;
2. Direct the Department of Recreation and Parks' ("RAP") Chief Financial Officer to identify the appropriate fund and account into which to deposit funds up to, and not exceeding, the amount of \$50,000, to be provided incrementally by LAPF to reimburse RAP for TPG program-related expenses incurred through RAP's participation in The People's Games inaugural basketball competition and any prize winnings;

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3. Direct the Board Secretary to transmit the proposed Agreement, to the Mayor in accordance with Executive Directive No. 3, and concurrently to the City Attorney for review as to form; and,
4. Authorize the Board President and Secretary to execute the Agreement upon receipt of necessary approvals.

SUMMARY:

TPG, a State of Delaware Limited Liability Corporation established by Mr. Terry Jastrow, Founder of Jastrow Productions, and Mr. Armyan Bernstein, Founder of Beacon Pictures, has approached the LAPF and RAP (collectively referred to herein as "Parties") with a unique proposal ("The Game Plan"), attached hereto as Exhibit A, for the planning and implementation of a new brand of sport in the United States: "The People's Games". The People's Games is an original and unique concept which if implemented, will provide an opportunity for the common people, such as but not limited to, school teachers, emergency personnel, custodians, administrators, steel workers, doctors, postmen, and even the unemployed, to represent the city in which they reside in a major competition against other major cities around the United States. The potential for growth that The People's Games possesses is beyond measure; expansion of sports and activities, internet publication and video streaming on websites such as "YouTube", and through measured success, possibly television as further described by TPG in Exhibit A.

The proposed Agreement will set forth the terms and conditions for the planning process and the implementation of the inaugural competition which is to be in the sport of basketball. The cities selected to compete in this first competition are the City of Los Angeles represented by "Team-LA", and the City of New York, represented by "Team-NYC". Although the LAPF and RAP will each contribute and have certain responsibilities under the proposed Agreement, TPG has pledged to fund the planning and implementation of The People's Games at their sole cost and expense.

While the initial competition shall be in the sport of basketball, the idea is for TPG to expand the scope of its programming in the future to other sports (soccer, baseball, volleyball, etc.) and other forms of competition (singing, dance, spelling-bee, etc...), providing said opportunity to people of all sorts of backgrounds, experience, interests, and social status. With the success of this inaugural competition, the potential for expansion is great. However, at this time the scope of the proposed Agreement focuses solely on basketball, but does allow for future planning discussions among the Parties for the possible execution of an amendment to the proposed Agreement, or the execution of a subsequent agreement.

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The intent is for The People's Games (also referred to herein as "Programming") to provide the opportunity for any "Regular Joe" to possibly have a second chance at being a part of something big involving the sport or activity they love; to live out their dream of competing in "the majors", just like the professionals (practice, travel, play, etc.); all in pursuit of the sweet taste of victory, while representing their people, and their City. In the realm of sports, Programming will recapture the way sports used to be played, when athletes competed not for money or fame (as with many of today's professional athletes), but rather competing for the love of the game, with heart, passion, and teamwork; the way non-professionals currently play in school yards, park playgrounds, dirt lots and on the street.

In addition to traveling from city to city like Division-1 National Collegiate Athletic Association (NCAA) athletes and professional athletes, and to further the high level feel, legitimacy, and exposure of The People's Games, TPG intends to contract with prominent figures from a particular sport or activity, to coach the competing teams prior to (practices) and during the competition (games). In this case where the competition will be in the sport of basketball, TPG has been in discussions with Coach Mike Dunleavy, former Head Coach of the Los Angeles Lakers, Milwaukee Bucks, Portland Trailblazers, and most recently Los Angeles Clippers. During preliminary exploratory discussions among TPG and RAP staff, other potential coaches mentioned are Elgin Baylor, Kareem Abdul-Jabbar, and Norm Nixon. The selected Head Coach will coordinate and select the Team-LA assistant coaches. TPG has committed to contract with and compensate the Team-LA Head Coach and staff, at no expense to the City. The proposed Programming is further described in The Game Plan proposal attached hereto as Exhibit-A.

Upon approval of the proposed Agreement, TPG will coordinate and hold a press conference to introduce the public to Programming, and announce the launch of the inaugural basketball competition between Team-LA and Team-NYC. TPG is presently in discussions with the Mayor's Office to confirm the Mayor's availability. The plan is to hold simultaneous media events in Los Angeles and New York, with the intent of having Mayor Antonio Villaraigosa appearing in Los Angeles and Mayor Michael R. Bloomberg appearing in New York; each being telecasted live and appearing on respective video screens at each press event location, so each can see and interact with the other during the media event; basically to "talk smack" at each other. The specific details and logistics for the press conference will be determined among TPG, the mayors' staff of both cities, and a public relations firm under contract with TPG. TPG will contract with the public relations firm at TPG's sole cost and expense. The Mayor of each city will be introduced in order to, (i) announce the launch of The People's Games in his respective city, (ii) present the "Team LA" and "Team NYC" coaches, and (iii) take questions from the press. All information needed for the public's participation will be provided, including contestant qualification requirements, registration information, tryout schedules and locations, practice requirements and information, and game schedules. The date being considered for the media event and initial The People's Games announcement, as mutually determined by Parties,

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is February 28, 2011. If necessary, an alternate date may be selected, subject to the mutual approval of Parties.

Concurrently with the press announcements in Los Angeles and New York, TPG will launch its new website which will be fully functional on the date of the press conference so complete information about the Programming is readily available as the press conference is occurring, including how to sign up and register for tryouts. The People's Games website will have all information fully updated in real time over the course of the implementation process, from the initial press announcements through practice periods and leading up to and during the actual competitions. The website will provide such information as contestant registration information, tryout and practice schedules, game schedules and results, player profiles and statistics, press releases, etc. In addition, Parties will attempt to link certain City websites to The People's Games website, including the official City website, the Mayor's website, the RAP website, LAPF website and the EXPO Center website, subject to necessary City approvals and connectivity.

Tryouts: For this inaugural basketball competition, Team-LA players will be selected through a series of open tryouts held at the following six (6) RAP park sites:

Park Site	Address	Community	Council District	RAP Region
1. Pan Pacific Park	7600 Beverly Boulevard, Los Angeles, 90036	Park La Brea	4	Metro
2. Westwood Park	1350 South Sepulveda Boulevard, Los Angeles, 90073	Westwood	5	West
3. Expo Center	3980 Bill Robinson Lane, Los Angeles, 90037	Exposition Park	8	Pacific
4. Sepulveda Basin Recreation Area - Balboa Sports Center	17015 Burbank Boulevard, Los Angeles, 91316	Encino	12	Valley
5. Pecan Recreation Center	127 S. Pecan Street, Los Angeles, 90033	East L.A.	14	Metro
6. Normandale Recreation Center	22400 Halldale Avenue, Los Angeles 90501	Harbor Gateway	15	Pacific

It is anticipated that there will be a huge turnout of applicant-contestants for the Team-LA tryout events, and because the Programming's intent is partly to attract a wide range of people from various backgrounds, cultures, and social status, multiple park sites citywide were considered, primarily those which staff felt were most representative of the City of Los Angeles. After close consideration, the above 6 park sites were selected for the Team-LA tryouts. These were selected because of their geographic locations, occupant capacity, number of basketball courts,

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and overall condition. Parties also agreed that the location of each site must be located in areas of the City that are readily accessible by vehicle, mass transit, or foot.

The dates for the Team-LA player tryout and selection process are as follows:

A. Open Tryout - Sunday, March 13, 2011, from 9am to 9pm.

Open tryouts shall be conducted at the 6 park sites listed above. To accommodate those applicant-contestants not able to attend a tryout in person, TPG will allow the applicant-contestant to submit a video tryout via The People's Games website, demonstrating the contestant's skill level by performing certain drills maneuvers and basketball shot selections (to be determined by TPG) in the same manner and time frame as those to be trying out in person. At the conclusion of the Open Try-Out, Team-LA Coaches, RAP staff, and TPG staff will reduce the number of applicant-contestants down to one hundred (100) prospects. Those 100 prospects that survive the first cut and are invited to return to the Second Stage Try-Out will be notified via email and phone call. The list of 100 names will also be posted on The People's Games website. The contestants who do not survive the initial cut will be notified via email or phone with a thankful acknowledgement for participating.

B. Second Stage Tryout - Sunday, March 20, 2011, from 9am to 6pm.

The Second Stage Try-Out shall be conducted at Pan Pacific Park. The Team-LA Coaches and RAP staff will then reduce the number of prospects from the 100 invited from the Open Try-Out, to forty (40) finalists to be invited to the Final Stage Try-Out. TPG staff will interview the 40 finalists to verify qualifications and ensure legitimacy of each, and begin obtaining additional background information and personal stories.

C. Final Stage Tryout - Sunday, March 27, 2011, from 9am to 6pm.

EXPO Center shall be the location of the Final Stage Try-Out. The number of contestants shall be reduced from 40 finalists to the final Team-LA squad of fifteen (15) players.

Following the conclusion of the three Try-Out events, the selected players of Team LA and Team NYC will be announced in a formal event to be determined by the Parties. The Parties have agreed that the specific event details and logistics for the announcement of the Team-LA and Team-NYC players will be determined in the future.

Practices: Both teams will practice in preselected neighborhoods in their respective cities during the month of April. The practice schedule for Team LA shall be determined by Team LA Coaches, Team LA players, TPG staff, and RAP staff, in accordance with practice site availability.

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Games: The Programming's initial competition will consist of a best-of-three (3) game basketball series ("Competition"), similar to the National Basketball Association playoffs. The Mayors of each competing City will flip a coin and the winner of the coin flip will have the choice of hosting either Game #1 or Game #2 and Game #3 (if necessary.) The winner of the Competition will be that team which is the first to win two (2) games out of the three game series. The games to be played in Los Angeles will be played at a site or sites mutually determined by TPG and RAP staff.

The following is a tentative schedule for the Competition between Team LA and Team NYC:

- Saturday, April 30, 2011 – Travel and Practice.
- Sunday, May 1, 2011 – Game #1.
- Monday, May 2, 2011 – Travel/Practice.
- Tuesday, May 3, 2011 – Game #2.
- Wednesday, May 4, 2011 – Game #3 (if necessary).

Consideration and Grand Prize: TPG has agreed, pursuant to the terms and conditions of the proposed Agreement, to pay LAPF consideration in the amount of Thirty Thousand Dollars and No Cents (\$30,000), through three equal payments of Ten Thousand Dollars and No Cents (\$10,000) in mid-February, mid-March, and mid-April, 2011. These funds are to be used to reimburse RAP for costs incurred by RAP through its participation in the Programming. In addition, as an incentive for each respective City's participation in the People's Games, TPG agrees to pay the City that wins the Competition (first to win 2 games) an additional Twenty Thousand Dollars and No Cents (\$20,000). Thus the winning City will receive Fifty Thousand Dollars and No Cents (\$50,000) and the non-winning City will receive \$30,000.

Although the term or duration of the proposed Agreement is only one (1) year, the intent is for this relationship to grow with the expansion of the Programming into other sports and activities, potentially creating a valuable revenue stream for the City. Following the conclusion of the basketball competition, staff will review the results and evaluate if it is in the City's best interest to continue the relationship with TPG beyond the initial 1 year term of the Agreement.

Staff has determined that the issuance of the proposed Agreement is for the operation of recreational programming at an existing park facility involving negligible or no expansion of use and, therefore, is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 1 (14) of the City CEQA Guidelines.

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FISCAL IMPACT STATEMENT:

The proposed Agreement will not have any impact on the Department's General Fund, as TPG Programming costs shall be paid by TPG, at no cost to the City. RAP staff costs associated with RAP's participation in proposed Programming shall be reimbursed by LAPF through funding provided by TPG.

This report was prepared by Joel Alvarez, Sr. Management Analyst, Partnerships Unit.

THE PEOPLE'S GAMES

- game plan -

Property of The People's Games, LLC
2900 W. Olympic Blvd., 2nd Floor
Santa Monica, CA 90404
Office: (310) 260-7056

U.S. Copyright Case # 1-80087491

U.S. Patent & Trademark Serial # 77/475,559

WGA Registration # 1275145

*Prepared by Terry Jastrow
February 1, 2011*

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THE PEOPLE'S GAMES

Overview

THE PEOPLE'S GAMES is a new brand of sport in America. It is an original and unique concept which provides an opportunity for the common man to represent their city in sporting competition against rival cities. It's an opportunity for real people...teachers, taxi drivers, policemen, janitors, waiters, etc...to live out their dream of playing in a big time sporting event, representing their family, neighborhood, and city in pursuit of the thrill of victory.

THE PEOPLE'S GAMES recaptures the way sports used to be...when it was about heart, passion, and teamwork...played by people of varying backgrounds, race, religion, and social status...in short, when people played for "the love of the game", not for money or fame.

Unlike other competitions, players on a team must come from the city for which they play. THE PEOPLE'S GAMES are the antithesis of professional sports.

Competitors will be selected through citywide sign ups, grassroots tryouts and competitions in neighborhoods, districts, and/or boroughs to create a team which reflects and represents the city. That city's team competes against a rival city's team, similarly comprised.

THE PEOPLE'S GAMES will be launched with a basketball competition between the cities of New York and Los Angeles in the spring of this year, and will quickly grow with other sports and spread to other cities throughout the United States, and soon thereafter to other great cities of the world.

This new brand of sport will eventually provide a significant amount of original content programming for selected internet sites, social networking, TV broadcasters, phone apps, etc.

THE PEOPLE'S GAMES is about the people, as much as it is the games. For those who believe the best ideas can be stated simply, it's... "the common man playing the most popular sports...meets reality TV...and living in a robust, inter-connective community online".

While THE PEOPLE'S GAMES will be launched with sporting events, the concept is applicable to any and all forms of competition...i.e., singing, dancing, spelling, etc.

THE PEOPLE'S GAMES Sports Selected & the Rollout

- **Initial Launch, 2011** – THE PEOPLE'S GAMES will first be played as a “best of three” competition between the cities of New York and Los Angeles, and hopefully soon thereafter, in soccer, baseball and football.

The competitions could potentially roll out as follows: April – Basketball, July – Baseball, September – Soccer, November – Football.

- **Expansion Year, 2012** – THE PEOPLE'S GAMES will expand to 16 top markets (8 East, 8 West) competing in six sports from March through November.

East Markets: New York, Chicago, Philadelphia, Boston, Washington, D.C., Atlanta, Detroit, and Miami

West Markets: Los Angeles, San Francisco, Dallas, Houston, Phoenix, Seattle, Minneapolis, and Denver

Timing: April – Basketball, June – Track, July – Baseball, September – Soccer, November – Football

THE PEOPLE'S GAMES Competition: East and West teams compete in their respective divisions until a champion is determined. Then the champion city from the East plays the champion city from the West in the finals.

- **Full Application, 2013 and Beyond** – other markets and additional competitions...both sport and non sport...will be added as demand dictates. Not only will the franchise be fully developed in the USA, but in international markets as well, i.e., New York vs. London, Paris vs. Miami, Los Angeles vs. Beijing, Moscow vs. Mexico City, etc.

We believe The People's Games could evolve to become what the Olympic Games were originally intended to be...creating for the future what was once great in the past. Today, the Olympics are big business, and Olympic athletes clearly more professional than amateur. THE PEOPLE'S GAMES could become the Olympics for the common man...where real people compete for reasons that are personal, not professional...for pride, not profit...where people are in pursuit of their dreams, not business objectives.

THE PEOPLE'S GAMES

Selection of Competitors & Coaches

Working in cooperation with the City of Los Angeles Department of Recreation & Parks, and the New York City Department of Parks & Recreation, here is the method we will use to determine the competitors/teams:

- **Qualification** – entrant must be eighteen or older, a current resident of the city, and have never played professionally in the sport for which they're attempting to qualify. Otherwise, everyone is eligible regardless of gender, race, religion, sexual persuasion, perceived ability, etc., keeping in mind we are looking for the best 20 amateur basketball players in each city.
- **Coaches** – our intent is to select well known figures in the sport to be Head Coach of the team...they in turn would select Assistant Coaches. Unlike competitors who receive no money, TPG coaches will be paid a modest fee, which they may choose to donate to the charity of their choice.
- **Team Selection Process** –
 1. Local PR and marketing campaigns will announce THE PEOPLE'S GAMES and invite people to sign up and try out to make the team. PR campaign will utilize TV, print, radio, billboards, and internet to create awareness and provide information.
 2. Entrants will register on www.peoplesgames.com, which will provide basic information regarding sign up and tryout process (or call 1-800-TPG-3098). Cities are anticipating more than 3,000 competitors will sign up.

3. www.peoplesgames.com will announce date and locations of neighborhood tryouts throughout the city, i.e., NYC tryouts will be held in all five boroughs. Los Angeles has a selected six sites throughout the city...Balboa Sports Complex, EXPO Center, Normandale Recreation Center, Pan Pacific Recreation Center, Pecan Recreation Center and Westwood Recreation Complex.

Coaches, city reps, and THE PEOPLE'S GAMES staff will welcome entrants and conduct sign up and tryouts at each location. A "bulk" cut will reduce the entrants down to 100...the best 100 amateur basketball players in the city.

Open tryouts are scheduled for Sunday, March 13.

4. Second stage tryouts, Sunday, March 20. Coaches, city reps, and THE PEOPLE'S GAMES staff will put those who survive the initial cut through various drills and scrimmages to determine which 40 players will be invited back for the final cut.
5. Final tryouts, Sunday, March 27. Coaches will setup practice drills and scrimmages with the 40 finalists in order to select the best 20 players...15 team members and 5 alternates.
6. Each team will reflect the profile of the city's population, with specific regard to geography, race, religion and economic status.

THE PEOPLE'S GAMES Format of Competition & Venues

GAMES FORMAT: The initial games will be competed as follows:

- Basketball – full court, indoor and outdoor, 20 players...15 team members and 5 alternates
- Track – all classic individual and relay events
- Baseball – hardball, aluminum bats, 7 inning games, 20 players...15 team members...5 alternates
- Soccer – field shorter and narrower, 20 players...15 team members...5 alternates

- Football – full contact (helmets & pads), 30 players...25 team members...5 alternates

Note: complete THE PEOPLE'S GAMES rules for each sport will be provided.

OFFICIALS: THE PEOPLE'S GAMES will hire qualified officials. While THE PEOPLE'S GAMES competitions will be played under conventional rules, the officials will call the event "looser" than college or professional competitions. The adherence to rules will be more reflective of playground competition than organized professional leagues, and yet officials will insure good sportsmanship and penalize heavily when flagrant fouls or fights occur.

CHEERLEADERS: Like the competitors, cheerleaders for THE PEOPLE'S GAMES will be selected through a process of sign ups, tryouts and interviews and will reflect the city population at large.

VENUES: In order to deliver on the promise of providing the common man an opportunity to fulfill a dream, our intention is to play many of THE PEOPLE'S GAMES events at well-known arenas such as USC's Galen Center and St. John's Carnesseca Arena.

We're hopeful some games will take place at outdoor courts such as Rucker Park in Harlem, or Venice Beach.

Subject to venue availability, lighting, and content programming needs, all events will be played at night, starting at 8:00pm local time.

SPECTATORS: PR, advertising and word of mouth will establish date, location and time of games. Ticket prices will be modest to encourage the maximum amount of team support.

THE PEOPLE'S GAMES PR Plan

THE PEOPLE'S GAMES will be a viable story in three categories...sports, entertainment news, and community affairs. Some key elements of the PR campaign are as follows:

- **Website Creation & Interface** – www.peoplesgames.com will be interactive and maintained real time. We will also interface with selected websites from both cities, and eventually, websites of our sponsors.
- **The PR Plan** – the initial thrust of the PR campaign will occur a few weeks before the sign up and tryouts of the first series, and will be utilized to both launch THE PEOPLE'S GAMES and call attention tryouts, practices and games.
- **Press Conference, Announcement** – in addition to launching THE PEOPLE'S GAMES, we will be announcing the first series (basketball, NYC vs. LA). Both Mayor Bloomberg and Mayor Villaraigosa, and team coaches will be in attendance.
- **PR Continuity** – after the announcement, national and local PR reps will aggressively follow up to insure proper continuity of coverage and notification of such things as tryouts, team practices and games. We plan to be aggressive in all conventional and nonconventional PR strategies including interviews with coaches and competitors, satellite media tours, conference calls between selected journalists and THE PEOPLE'S GAMES competitors and coaches, TV and radio talk shows, inviting journalists to practices, insuring THE PEOPLE'S GAMES events are listed in all customary internet and TV listings, and aggressive utilization of ethnically diverse social networking.

The campaigns above hopefully will have the following collateral support:

- **Press** – the story of THE PEOPLE'S GAMES figures to engender news coverage in four categories...sport, entertainment, community affairs, and business.

- www.peoplesgames.com – will provide PR and advertising support for THE PEOPLE’S GAMES in specifically created and coordinated marketing campaigns.

THE PEOPLE’S GAMES Content Production

Production for THE PEOPLE’S GAMES will be noticeably different than for other conventional sports on TV. The focus will be on the people, the players...their lives, families, homes, jobs, idiosyncrasies, passions, dreams, etc. Each broadcast will be less about documenting the game, and more about storytelling. Some TV production techniques include:

- **Web & TV Possibilities** – as with “American Idol”, “So You Think You Can Dance” and others, the tryout phase and competitions will provide popular content programming.
- **Up Close & Personals** – getting to know the competitors as real people, greatly enhancing interest and enjoyment in THE PEOPLE’S GAMES.
- **Player Interviews** – unlike professional sports, reporters will frequently interview competitors, coaches, referees and fans during competition, both on the field/court and sidelines.
- **Mics on Coaches, Officials and Players** – THE PEOPLE’S GAMES coaches and officials, and in some cases players, will wear mics.
- **Involvement of the Fans** – as all THE PEOPLE’S GAMES events will be played between teams of rival cities, we expect colorful and enthusiastic fans. Our plan is to show fans frequently and interview them when appropriate.
- **Event Coverage** – we will start with conventional coverage concepts and seek to add new and unusual features such as interesting camera angles, “in-game” audio and video coverage, fan mics, and graphic treatments...all to enhance viewing enjoyment and distinguish THE PEOPLE’S GAMES telecasts.

- **Play-By-Play Announcer on Court (or Field)** – we'll explore having play-by-play announcers down where the action is, and possibly feed his mic to the PA system, making the commentary more dynamic and the event more enjoyable for fans.
- **THE PEOPLE'S GAMES Production Company** – we'll engage top sports and reality television production people and state of the art equipment. All THE PEOPLE'S GAMES content will be produced under the leadership of Terry Jastrow, seven time Emmy Award winning Producer & Director (bio included below).

THE PEOPLE'S GAMES Schedule of Activity – 2011

February 28 (anticipated): THE PEOPLE'S GAMES press announcement. Plans are to have Mayor Bloomberg in NYC and Mayor Villaraigosa in Los Angeles for a simultaneous announcement and press conference. Coaches for both cities will be introduced. Mayors will toss a coin...winning Mayor will have choice of whether to host Game #1, or Game #2 and #3 (if needed).

February 28-March 10: Sign up for tryouts...www.peoplesgames.com, or call 1-800-TPG-3098, or fill out registration form at Rec. & Parks facility.

March 13: Open tryouts in both NYC and LA.

NYC tryouts in all five boroughs, locations TBD.

Los Angeles tryouts in six locations around city as follows:

- Balboa Sports Complex: 17015 Burbank Blvd., Encino, CA 91316
- EXPO Center: 3980 S. Menlo Ave., Los Angeles, CA 90037
- Normandale Recreation Center: 22400 Halldale Ave., Torrance, CA 90501
- Pan Pacific Recreation Center: 7600 Beverly Blvd., Los Angeles, CA 90036
- Pecan Recreation Center: 145 S. Pecan St., Los Angeles, CA 90033
- Westwood Recreation Complex: 1350 S. Sepulveda Blvd., Los Angeles, CA 90025

March 20: Second stage tryout (reduce from 100 to 40)
NYC location – TBD
LA location – Pan Pacific Recreation Center

March 27: Final tryout (reduce from 40 to 20)
NYC location – TBD
LA location – EXPO Center

March 29: Introduction of Team Los Angeles, location TBD.

March 30: Introduction of Team New York City, location TBD.

April: Team practices in both cities at locations throughout the city.

May 1: Los Angeles vs. New York City – Game #1, location TBD.

May 2: Teams travel and practice

May 3: Los Angeles vs. New York City – Game #2, location TBD.

May 4: If needed, Los Angeles vs. New York City – Game #3, same location as above.

THE PEOPLE'S GAMES Leadership Bios

ARMYAN BERNSTEIN, FOUNDER & CHAIRMAN:

- Founded Beacon Communications in 1990, one of the most successful independent film companies
- Produced and Executive Produced more than 40 highly regarded films including: *THE HURRICANE*, starring Denzel Washington, *AIR FORCE ONE*, starring Harrison Ford, *THIRTEEN DAYS* and *FOR THE LOVE OF THE GAME*, starring Kevin Costner, *SPY GAME*, starring Brad Pitt and Robert Redford, *LADDER 49*, starring John Travolta and Joaquin Phoenix, *END OF DAYS*, starring Arnold Schwarzenegger, and David Mamet's *A LIFE IN THE THEATER*, which one a cable ACE Award for Best Drama
- Directed such films as *WINDY CITY* (from his screenplay), starring Kate Capshaw and John Shea, and *CROSS MY HEART*, starring Martin Short and Annette O'Toole

- Acclaimed screenwriter for such films as *THE HURRICANE*, *ONE FROM THE HEART*, directed by Francis Ford Coppola, and *THANK GOD IT'S FRIDAY*, starring Debra Winger and Jeff Goldblum
- Wrote and produced ABC's Emmy Award winning *THE EARTH DAY SPECIAL*
- Currently Executive Producer of ABC primetime series *CASTLE*

TERRY JASTROW, COMMISSIONER & EXECUTIVE PRODUCER:

- Started working for ABC Sports out of college in June, 1970
- Became youngest network sports producer/director at age 24
- Produced/directed 6 Olympic Games, numerous episodes of ABC's Wide World of Sports, Super Bowl, Indy 500, Kentucky Derby, many college football games, and 68 major championships of golf
- Produced Howard Cosell Sports Magazine show and a majority of Howard Cosell programs during his prime
- Directed the Opening and Closing Ceremonies of the 1984 Summer Olympics in LA. Produced or directed six Olympic Ceremonies in all
- Staff producer and director at ABC Sports for 24 years
- President of Jack Nicklaus Productions for 12 years
- Nominated for 17 Emmys, won 7 Emmy
- Nominated for the Directors Guild of American Lifetime Achievement Award

PR Contact New York City:

Dave Donovan
 DKC Public Relations
 261 Fifth Avenue
 2nd Floor
 New York, NY 10016
 (212) 981-5240 office
 (212) 981-5440 fax
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PR Contact Los Angeles:

Heather Krug
 Rogers & Cowan
 8687 Melrose Avenue
 7th Floor
 Los Angeles CA, 90069
 (310) 854-8156 office
 (310) 463-1415fax
hkrug@rogersandcowan.com

EXCERPT FROM THE MINUTES OF THE SPECIAL MEETING
BOARD OF RECREATION AND PARK COMMISSIONERS
FEBRUARY 18, 2011

GENERAL MANAGER'S REPORT:

11-047

THREE PARTY AGREEMENT BETWEEN DEPARTMENT OF RECREATION AND PARKS, THE PEOPLE'S GAMES, LLC AND THE LOS ANGELES PARKS FOUNDATION FOR THE PLANNING AND IMPLEMENTATION OF "THE PEOPLE'S GAMES" AT SIX PARK SITES AND RELATED PROGRAMMING

The above item was described and presented to the Board by Department staff. Public comments were invited, however no requests were received. A detailed discussion by the Commission ensued.

Darryl Ford, Management Analyst, proposed the following amendment to the report:

Direct the Department of Recreation and Parks' ("RAP") Chief Accounting Employee to deposit funds into Fund 302 Department 89 Account No. 853M Los Angeles Parks Foundation, up to, and not-to-exceed, the amount of Fifty Thousand Dollars and No Cents (\$50,000), to be provided incrementally by LAPF to reimburse RAP for TPG program-related expenses incurred through RAP's participation in The People's Games inaugural basketball competition and any prize winnings;

Darryl Ford, Management Analyst, also proposed the following amendment to Section 4 (B)2 of the Agreement:

Except for the active negligence or willful misconduct of TPG and/or LAPF, CITY undertakes and agrees to defend, indemnify and hold harmless, TPG and LAPF, and all of their boards, officers, agents, employees, assigns and successors-in-interest from and against all suits and causes of action, claims, losses, demands and expenses, including but not limited to reasonable attorneys' fees and costs of litigation, for damage or liability of any nature whatsoever, for death or injury to any person, including CITY employees and agents, arising in any manner by reason of or incident to the performance of work under this Agreement on the part of CITY. ~~and/or any third party.~~

Motion

It was moved by Commissioner Williams, seconded by Commissioner Stanley, that General Manager's Report 11-047 be approved as amended. The motion carried unanimously.