

APPROVED

REPORT OF GENERAL MANAGER

NO. 12-044

DATE February 15, 2012

FEB 15 2012
CARD OF RECOMMENDATION
and PARK COMMISSIONERS

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: WESTWOOD RECREATION CENTER – DONATION FROM LISA LESLIE BASKETBALL AND LEADERSHIP ACADEMY LLC OF A LISA LESLIE FRAMED RETIREMENT PHOTO AND CONCEPTUAL APPROVAL OF THE LISA LESLIE BASKETBALL AND LEADERSHIP ACADEMY

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

General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Accept a donation from the Lisa Leslie Basketball and Leadership Academy LLC, consisting of a framed and autographed retirement photo of Lisa Leslie, to be hung at Westwood Recreation Center, valued at \$4,500.00 and that appropriate recognition be given to the donors;
2. Authorize staff to have the photo installed in the lobby of Westwood Recreation Center;
3. Grant conceptual approval of the Lisa Leslie Basketball and Leadership Academy (Academy) at Westwood Recreation Center; and,
4. Authorize staff to work with the Lisa Leslie Basketball and Leadership Academy LLC to negotiate and prepare an agreement setting forth the terms and conditions for the operation of the Academy, in accordance with Department of Recreation and Parks (Department) policies.

SUMMARY:

The Lisa Leslie Basketball and Leadership Academy LLC, has offered to donate a Lisa Leslie retirement photo taken by Getty Museum Senior Photographer, Jobe Benjamin. The framed, mounted, and autographed oversize photo is valued at \$4,500.00. The photo was presented at Westwood Recreation Center (Center) on January, 15, 2012, during the 3rd Annual International

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Dream Games, to recognize the Department's relationship with the Los Angeles Sparks and Lisa Leslie Basketball and Leadership Academy LLC. Once accepted, the photo will remain mounted outside one of the gymnasiums at the Center.

Former Women's National Basketball Association (WNBA) basketball player and current TV sports commentator Lisa Leslie submitted a proposal for her organization to host a basketball skills clinic and leadership academy at the Center to promote the development of youth athletes as students and leaders.

Ms. Leslie envisions her program as a long-term collaboration with the Department at the Center, providing benefits to the Department and the community. A Revocable Right of Entry Permit was drafted to allow for a 10-week pilot program while details for a partnership agreement could be determined.

Staff met with Ms. Leslie to offer use of the Center for the 10-week pilot program at full charges under Rates and Fees for fee generating (commercial) activity (approximately \$39,000). Ms. Leslie offered to provide in-kind services as givebacks to possibly offset some fees. These givebacks include on-air mention of her collaboration with the Department during her appearances on ABC Channel 7 Eye Witness News "Sports Zone" and her appearance at the Los Angeles Park Foundation's Rose Award in 2012.

The Lisa Leslie Basketball and Leadership Academy LLC., is willing to pay the Department's full commercial fees for the initial 10-week pilot period only. During this pilot, Lisa Leslie will provide the public relations givebacks mentioned above as well as scholarships for children to her Academy. These in-kind services are offered during the pilot program with the understanding that in good faith the Department will work with her to complete a partnership agreement to continue 10-week sessions of her Academy year round. Ms. Leslie will continue the initial givebacks and in-kind services, and is willing to do more to cover the difference between Basic and Fee-Generating fees. Examples include but are not limited to: additional scholarships for the Academy and clinics, appearances at other Department functions as her calendar allows, creation of a Public Service Announcement (PSA) for girls and women in sports, and additional corporate donors to underwrite portions of other Department expenses. More detailed information will be included in the negotiated agreement that will be presented to the Board pending this conceptual approval.

The Partnership Division will monitor activities and results under the Revocable Right of Entry for the pilot program while working on and negotiating a partnership agreement.

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FISCAL IMPACT STATEMENT:

Acceptance of this donation and conceptual board report results in no fiscal impact to the Department's General Fund. The Department shall recover basic rental fees for use of the facility and gain invaluable public relations from a girl's and women's sports role model and spokesperson.

This report was prepared by Joel Alvarez, Senior Management Analyst, Partnership Division.