

REPORT OF GENERAL MANAGER


NO. 15-137

DATE: June 18, 2015

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PARTNERSHIP DIVISION – 7-ELEVEN, INC. SPONSORSHIP FROM FRANCHISEES IN SUPPORT OF "7-11 DAY" – ONE DAY FREE SWIM FOR YOUTH AT AQUATIC FACILITIES

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



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

1. That the Board approve and accept a donation from thirty-five (35) 7-Eleven, Inc., franchisees and matched by 7-Eleven, Inc., at the corporate level, in the amount of twenty-five thousand dollars (\$25,000.00) in sponsorship of "7-11 Day", to allow all youth ages 17 and under to swim at one (1) of forty-seven (47) Department of Recreation and Parks' (RAP) pools, free of charge for one (1) day, Saturday, July 11, 2015; and,
2. Approve appropriate Sponsor Recognition at each of the sponsored pools as described below, in conformance with the RAP Policy for Recognition of Sponsors, Donors, and Contributors, approved June 5, 2013 (Report No. 13-160).

SUMMARY:

The collaboration between RAP and the Corporate Market District No. 2173 of 7-Eleven, Inc., which encompasses many franchisees in the east and central Los Angeles areas, has been growing steadily for the past several months. Working with the Partnership Division, Corporate Market No. 2173 has paved a path for area franchisees to give back to their respective communities through in-kind donations to recreation and senior centers, which foster emotional engagement and good will with existing and potential store clients, and strengthen community relationships.

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Corporate Market No. 2173 has been seeking additional ways to help increase the visibility of their franchisees in respective communities with RAP facility patrons. For the past several months, Corporate Market No. 2173 and many of their 7-Eleven, Inc. franchisees have donated, in total, over six thousand five hundred dollars (\$6,500.00) worth of in-kind items and free in-store coupons for various RAP facilities and programs.

Through on-going discussions with Corporate Market No. 2173, and working with the RAP Aquatics Division (Aquatics), the Partnership Division and Corporate Market No. 2173 came up with a potential sponsorship opportunity to celebrate “7-11 Day” – a free swim day for youth, ages 17 and under, at RAP pools on Saturday, July 11, 2015. A sponsorship amount of twenty-five thousand dollars (\$25,000.00) was agreed upon to cover the costs of a free swim day, offsetting the one dollar (\$1.00) youth admission fee and additional costs of operation associated with extra lifeguards, pool attendants, and aquatic supplies in anticipation of increased patronage. Forty-seven (47) pools were identified by Aquatics to be utilized for “7-11 Day” (see Attachment A). The sponsorship may benefit over ten thousand (10,000) youth across the city, who might not otherwise be able to afford the cost of attending one of RAP’s pools during the summer season.

This sponsorship opportunity is well supported by Corporate Market No. 2173 and Aquatics. Through 7-Eleven, Inc.’s internal planning, thirty-five (35) 7-Eleven franchisees were identified to participate in the event as their stores are nearby the participating aquatic facilities (Attachment B). Each of their contributions was matched 100% by 7-Eleven, Inc., at the corporate level, to reach a total of \$25,000.00.

In recognition of their donation in sponsorship of “7-11 Day”, 7-Eleven, Inc., requests the following:

- Display of 7-Eleven logo on a banner beginning June 28 through July 11th at each of the forty-seven (47) aquatic facilities offering “7-11 Day” free admission for youth;
- Recognition through RAP social media channels and website;
- Participation in a press-release event conducted by RAP on or prior to “7-11 Day” at a selected pool;
- Opportunity for product sampling and coupon distribution at all forty-seven (47) participating aquatic facilities on “7-11 Day.”

Staff recommends that the “7-11 Day” sponsorship donation be approved and accepted, thereby allowing over ten thousand (10,000) youth to participate in a free swim day on July 11, 2015.

Staff has discussed the event with the Aquatics Principal Recreation Supervisor I and Assistant General Manager of Recreation Operations Branch and both welcome the sponsorship to benefit youth at our aquatic facilities citywide.

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FISCAL IMPACT STATEMENT:

It is anticipated that there will be no impact to the RAP General Fund, as the donation amount of \$25,000.00 will cover the admission costs for up to ten thousand (10,000) youth, plus additional costs for extra lifeguards and aquatic staff at each site, to accommodate the additional patrons and custodial impacts.

This report was prepared by Joel Alvarez, Senior Management Analyst and Leslie Richter, Senior Recreation Director, Partnership Division

Attachment A

Summer Aquatic Facilities 2015

<i>Pool Name</i>	<i>Address</i>	<i>City</i>	<i>Zip Code</i>	<i>Phone</i>
Seasonal Facilities				
Algin Sutton Pool	8800 S. Hoover St.	Los Angeles	90044	(323) 789-2826
Cheviot Hills Pool	2693 Motor Ave.	Los Angeles	90064	(310) 202-2844
Costello Pool	3121 E. Olympic Blvd.	Los Angeles	90023	(323) 526-3073
Downey Pool	1775 N. Spring St.	Los Angeles	90031	(323) 227-5025
Fernangeles Pool	8851 Laurel Canyon Blvd.	Sun Valley	91352	(818) 771-0986
Granada Hills Pool	16730 Chatsworth St.	Granada Hills	91344	(818) 360-7107
Green Meadows Pool	431 E. 89th St.	Los Angeles	90003	(323) 789-2726
Griffith Pool	3401 Riverside Dr.	Los Angeles	90027	(323) 644-6878
Harbor Park Pool	1221 N. Figueroa Pl.	Wilmington	90744	(310) 835-6590
Highland Pool	6150 Piedmont Ave.	Los Angeles	90042	(323) 227-5924
Jackie Tatum/Harvard Pool	6120 Denker Ave.	Los Angeles	90047	(323) 753-2197
Lanark Park Pool	21817 Strathern	Canoga Park	91304	(818) 887-1745
Mar Vista Pool	11655 Palms Blvd.	Los Angeles	90066	(310) 390-2016
North Hollywood Pool	5301 Tujunga Ave.	North Hollywood	91601	(818) 755-7654
Northridge Pool	10088 Reseda Blvd.	Northridge	91324	(818) 709-7475
Pan Pacific Pool	141 S. Gardner St.	Los Angeles	90036	(323) 957-4524
Pecan Pool	120 S. Gless St.	Los Angeles	90033	(323) 526-3042
Reseda Pool	18411 Victory Blvd.	Reseda	91335	(818) 709-7475
Ritchie Valens Pool	10731 Laurel Canyon Blvd.	Pacoima	91331	(818) 834-5176
Ross Snyder Pool	1501 E. 41st St.	Los Angeles	90011	(213) 847-3430
Rustic Canyon Pool	601 Latimer Rd.	Pacific Palisades	90402	(310) 230-0137
Sepulveda Pool	8727 Kester Ave.	Panorama City	91402	(818) 894-0144
South Park Pool	345 E. 51st St.	Los Angeles	90011	(323) 846-5366
Stoner Pool	1835 Stoner Ave.	Los Angeles	90025	(310) 575-8286
Sun Valley Pool	8123 Vineland Ave.	Sun Valley	91352	(818) 252-0835
Sylmar Pool	13109 Borden Ave.	Sylmar	91342	(818) 367-6727
Valley Plaza Pool	6715 Laurel Grove Ave.	North Hollywood	91606	(818) 756-9362
Verdugo Hills Pool	10654 Irma Ave.	Tujunga	91402	(818) 353-1365
Westchester Pool	9100 Lincoln Blvd.	Los Angeles	90045	(310) 641-8734
Yosemite Pool	1840 Yosemite Dr.	Los Angeles	90041	(323) 226-1668
Year-Round Facilities				
Banning Pool	1450 N. Avalon Blvd.	Wilmington	90744	(310) 548-7420
Celes King III Pool	5001 Rodeo Rd.	Los Angeles	90016	(213) 847-3406
Cleveland High School Pool	8129 Vanalden Ave.	Reseda	91335	(818) 756-9798
Echo Deep Pool	1419 Colton St.	Los Angeles	90026	(213) 481-2640
EG Roberts Pool	4526 Pico Blvd.	Los Angeles	90019	(323) 936-8483
Fremont Pool	7630 S. Towne Ave.	Los Angeles	90019	(213) 847-3401

Glassell Pool	3704 Verdugo Rd.	Los Angeles	90065	(323) 226-1670
Hollywood Pool	1122 Cole Ave.	Los Angeles	90038	(323) 957-4501
Hubert Humphrey Pool	12560 Filmore St.	Pacoima	91331	(818) 896-0067
JC Argue Swim Stadium	3980 Bill Robertson Lane	Los Angeles	90037	(213) 763-0125
LACES Pool	5931 W. 18th St.	Los Angeles	90035	(323) 933-8345
Peck Park Pool	560 N. Western Ave.	San Pedro	90732	(310) 548-2434
Richard Alatorre Pool	4721 Klamath St.	Los Angeles	90032	(323) 276-3042
Roosevelt Pool	456 S. Mathews St.	Los Angeles	90033	(213) 485-7391
Van Nuys Sherman Oaks Pool	14201 Huston St.	Van Nuys	91423	(818) 783-6721
Venice High School Pool	2490 Walgrove Ave.	Los Angeles	90066	(310) 575-8260
Westwood Pool	1350 Sepulveda Blvd.	Los Angeles	90025	(310) 478-7019

Attachment B

Store Number	7-Eleven Store Owner	Address	Zipcode	Phone Number
13834	GREWAL, HARMANDER S. & PARMINDER KAUR (GREWAL STORES, INC.)	8475 Sunland Blvd.	91352	(818) 767-2400
13868	SAMRA, JAGTAR S. & SANDEEP K.	21618 Roscoe Blvd	91304	(818) 340-4687
13891	MALIK, ASHOK K. & MANJUULA	18916 Roscoe Blvd.	91324	(818) 885-0243
13894	MALIK, ASHOK K. & MANJUULA	18514 Plummer Street	91324	(818) 349-0797
16283	MONDEGARI, SHAYAN (SHAPA, INC.)	11666 Burbank Blvd.	91601	(818) 760-8711
17304	GILL, HARJEET & VIRINDER	6077 West Third Street	90036	(323) 939-1621
17497	KAMBOJ, MUKHTIAR S.	1910 Colorado Ave.	90041	(323) 254-8421
18607	VADOLI, NOSH & BEHROZ (MAZDA SAI, INC.)	12463 Victory Blvd.	91606	(818) 985-7272
18821	SHIM, WON PO & MICHA	11075 W. Olympic Blvd.	90064	(310) 478-6852
18867	GREENE, JAMES D. & BETTY C. (CONVENIENCE GROUP, INC.)	5880 W. Manchester Ave	90045	(310) 645-0345
19667	ALI, ANIL M. (CHAAR, INC.)	6701 Santa Monica Blvd.	90038	(323) 467-5431
19985	ALAGH, CHANDER & PUSHPA (C & P ALAGH CORPORATION)	4220 Eagle Rock Blvd.	90065	(323) 257-4786
20814	DHALIWAL, KARAM SINGH & MANJIT (KMD, INC.)	8363 Foothill Blvd	91040	(818) 353-0321
22381	SINGH, MANVIR (INFINITE C-STORES, INC)	5138 N. Figueroa Street	90042	(323) 257-1784
23949	VARNER, RAYMOND & CAROL	1519 South Bundy Drive	90025	(310) 207-0944
24198	MOTAZEDI, HOUSHANG & MANIJEH (HM MANAGEMENT, INC)	18519 Victory Blvd.	91335	(818) 344-4007
25330	WOLDEMARIAM, DESS & ASSEFA, FASIL	5791 Rodeo Road	90016	(323) 937-2304
26175	SIDHU, HARVINDER	13901 Ventura Blvd.	91423	(818) 986-4238
26874	DHIMAN, JAIPAL K. (SORAV ENTERPRISES)	10690 Balboa Blvd	91344	(818) 363-6153
33028	CHILLAR, JAGDISH S. & MADHU D. (TAPOVAN, INC)	2200 W. Sunset Blvd.	90026	(213) 989-1528
34147	GREWAL, JAGBIR & KAUR, BALWANT	3201 N. Broadway	90031	(323) 342-0129
34341	HANIFFA, MOHAMMED A. (MY STORES, INC)	8243 Sepulveda Blvd.	91402	(818) 672-2121
34761	DHAMI, RANDEEP S. & NAVJOT K.	111 W Pacific Coast Hwy	90744	(310) 830-0051
34911	DHAMI, RANDEEP S. & NAVJOT K.	945 Pacific Coast Hwy	90744	(310) 522-0294
35768	KUMAR, VIJAY & JIGNA (KUMAR & ASSOCIATES INC)	12411 Sheldon Street	91352	(818) 771-0619
36961	JAMMU, KARAMBIR S. & NIMERTA (FLORENCE VENTURES, INC.)	301 East Florence Ave.	90003	(323) 759-9423
37042	SHARMA, RAHUL & RUPA (SHARMA GROUP, INC.)	11255 Normandie ave	90044	(323) 755-7205
39021	SINGH, KASHMIR (KASHMAN, INC.) (BCP)	4930 W. Pico Blvd.	90019	(323) 926-0754
39364	HUSSAIN, KIRAN (BCP)	10690 Laurel Canyon Bl.	91331	(818) 897-5800
39384	SIMMONS, CHARLES & STONER, SUZETTE	1800 E. Olympic Blvd	90021	(213) 627-5008
39456	ALI, SHOUKAT H. (ALI'S ENTERPRISES, INC 2) (BCP)	1916 S. San Pedro Street	90011	(213) 749-6711
39538	LIM, SUN KI (MISK ENTERPRISE, INC.)	5376 Huntington Drive S.	90032	(323) 222-8979
39560	JAMMU, KARAMBIR S. (AJ2, INC.)	5401 S Figueroa St	90037	(323) 758-0711
39624	HAHN, JOHN (4TH & 5 MART, INC.)	2005 East 4th Street	90033	(323) 266-7000
39685	ALI, MOIZ M. (12225 SANTA MONICA BLVD., INC.)	11285 Santa Monica Blvd	90025	(310) 479-5632