



**City of Los Angeles**  
 Mayor Antonio R. Villaraigosa



**Department of Recreation and Parks**



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- Regina Adams, Executive Officer
- Vicki Israel, Assistant General Manager,  
Partnership & Revenue Branch
- Kevin W. Regan, Assistant General Manager,  
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**Partnership Division**

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**The City of Los Angeles  
 Department of Recreation and Parks**



**PARTNERSHIP DIVISION**



**“Creating collaborative partnerships  
 to provide positive programming”**

# City of Los Angeles Department of Recreation and Parks

## City Map



# RAP Assets and Resources—15,000+ Acres of Parkland



183 Recreation Facilities



368 Playgrounds



256 Ball Fields



61 Pools



10 Lakes



14 Skate Facilities



19 Universal Access Playgrounds



31 Senior Centers



12 Museums



417 Park Properties



321 Tennis Courts



9 Dog Parks

Visit [www.laparks.org/partnerships](http://www.laparks.org/partnerships) for more information

# Partnering with RAP

## Partnership Benefits

The quality of life in Los Angeles relies on the people, parks, and programs offered through the Department of Recreation and Parks. As a partner, you have an opportunity to make a difference in the lives of residents and visitors by expanding and enhancing RAP programs and services.

By partnering with Recreation and Parks you will have access to:

- **Collaboration** with a world renowned leader in recreation that has been recognized through numerous awards on the state, national, and international level for park development and programming.
- **Full-service recreation agency** with highly-trained professional staff who know the neighborhoods and have connections with the local businesses, community leaders, and residents.
- **Marketing opportunities** to cross-promote your organization with RAP and tap into our audience of 1.3 million households. We offer public recognition and links to our website, as well as, exposure at special events, social media and other possibilities.
- **Diverse localities** - RAP facilities are located in each community in the City of Los Angeles. Over 800,000 children 14-years-old and under live within walking distance of a Los Angeles park.
- **Unique benefits** that can be tailored to your organization's mission.

*\*Contributions to the Department are tax deductible.*

*\*\*Recreation and Parks is also supported by the Los Angeles Parks Foundation, a 501(c)(3) charitable foundation organized to enhance, preserve and expand the recreational opportunities and facilities of our over 400 city parks that serve all the people of Los Angeles.*  
<http://www.laparksfoundation.org/>

# Department of Recreation and Parks

## Overview

As the second largest city in the United States, the City of Los Angeles Department of Recreation and Parks (RAP) is the City's most comprehensive social service agency, providing affordable recreational, and cultural programs and activities for Los Angeles.

RAP manages all municipally owned and operated recreation and park facilities within the City. Some of the most famous icons in Los Angeles are managed by RAP - from the Griffith Observatory to the Venice Beach Boardwalk, from the Hollywood Sign to the Exposition Park Rose Garden.

For over 100 years, we have brought people together to celebrate, to compete, to learn new skills, and to relax with family and friends in safe, welcoming parks and recreational facilities - with no membership fees.



## Our Mission

To enrich the lives of the residents of Los Angeles by providing safe, welcoming parks and recreation facilities and affordable, diverse recreation and human service activities for people of all ages to play, learn, contemplate, build community and be good stewards of our environment.

## Our Vision

To provide affordable recreational, physical and cultural opportunities for all of Los Angeles residents, with a focus on families, youth development and building healthy communities. The programs and services offered by the Department will provide excellent value and quality. RAP programming emphasizes the equitable distribution of resources throughout the City.

# Partnership Information

## *Partnership Division*

RAP created the Partnership Division to enhance and expand existing programs and services beyond the traditional RAP programming.

## *Partnership Division Goals*

- Enhance community resources.
- Increase recreation and park services to fulfill greater programming opportunities.
- Support the mutual needs of both organizations.

## *Partnership Types*

- Donations and gifts
- Free or reduced cost programs
- Capital improvements

An ideal partner provides opportunities in the following areas:

- Recreational Programs
- Sports programs and clinics
- Support of museums and cultural programs
- Community gardens and other open space utilization
- After School Programs
- Activities and services for seniors
- Life skills and personal development opportunities
- Acquisitions of parkland, capital development and park improvements



***Get involved and build your community!  
Partner with RAP!***

## *Becoming a Partner*

To become a Partner with the Department of Recreation and Parks, an individual, agency or organization must submit an application and written proposal. In order for a potential partner to be considered, the Department's Partnership Criteria and Standards must be satisfied.

Please visit our Website, [www.laparks.org/partnerships](http://www.laparks.org/partnerships), to access the Partnership Application and additional partnership information.

## *Partnership Criteria*

1. Must complement the Department's Mission and Vision.
2. Ideal partner is a fully self-funded, non-profit or for-profit organization that enhances recreation opportunities for residents of Los Angeles. [Please note: For-profit concessionaries do not qualify.]
3. Must comply with Standard Provisions for a City contract.
4. Must provide current proof of insurance as determined by City Risk Manager.
5. Must be willing to provide written results including: program's progress; goals achieved; barriers or obstacles faced; future program goals; proposed changes for future programs; annual participation surveys; expenditures; demographics and attendance records.
6. All employees and volunteers of partnership programs must be fingerprinted.
7. Programming opportunities must be free, low-cost, reduced in price, or similar in price to programs in same community.
8. Program's enrollment or beneficiaries must be inclusive of neighboring communities and partner must be able to show proof of marketing within an acceptable radius of the site.

***"Creating collaborative partnerships  
to provide positive programming"***