

REPORT OF GENERAL MANAGER

APPROVED
JUL 19 2012

NO. 12-218

DATE July 19, 2012

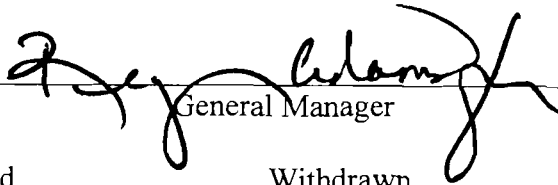
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BOARD OF RECREATION
AND PARK COMMISSIONERS

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: EXPO CENTER – AMENDMENT TO THE SCHEDULE OF RATES AND FEES

R. Adams	_____	K. Regan	_____
H. Fujita	_____	M. Shull	_____
V. Israel	_____	*N. Williams	<u>NDW</u>



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve an amendment to the EXPO Center section of the Department of Recreation and Parks' (Department) Schedule of Rates and Fees, as outlined in the Summary of this Report and attached Schedule effective July 2012; and,
2. Authorize staff to amend the Schedule of Rates and Fees to incorporate these changes.

SUMMARY:

Each year, Department staff reviews the Schedule of Rates and Fees and recommends changes in order to clarify policy issues that have been raised in the previous year, to revise fees to more accurately recover Department costs, and to generate new revenues. As the cost of providing services to the public continues to rise, the Department remains committed to providing quality and affordable recreational opportunities to the City's residents and visitors. However, it will be necessary to increase rates and fees to enable the Department to fulfill this commitment.

A Summary of the proposed changes is included below while specific changes are identified in the attachments. Only those sections of the Rates and Fees Manual proposed for revision are included in the attachments with new items identified by bold text, and items proposed for deletion indicated by ~~strikeout~~ text.

REPORT OF GENERAL MANAGER

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NO. 12-218

EXPO Center is a recreation center in South Los Angeles comprised of approximately six acres. EXPO Center conducts many programs, meetings, and special events for the public. EXPO Center is also a popular site for community events and rentals.

Soboroff Sports Field is a new facility; therefore, staff based the suggested rates and fees on the most comparable synthetic sports field, which is in Griffith Park.

FISCAL IMPACT STATEMENT:

A modest increase in revenue will be created with the proposed increase in rates and fees, which is unlikely to impact the Department of Recreation and Parks General Fund significantly. There will also be a minimal increase in fees deposited to facility Municipal Recreation Programs (MRP) Fund accounts that will be used to fund staff and maintenance needs.

This report was prepared by Belinda Jackson, Executive Director, EXPO Center.

EXPO CENTER
(Revised ~~07/09~~ 07/12)

100% of all rental fees to be deposited into EXPO Center's Special Fund Account.

EXPO Center's Roy C. Anderson Recreation Center

Facility Use Fees

	<u>Social Gatherings w/Refreshments first 3 hours</u>	<u>Fee Generating Activities/ Business first 3 hours*</u>	<u>Each additional hour</u>
<u>Room Rental</u>			
50 person maximum	\$100.00	\$225.00	\$30.00
100 person maximum	\$200.00	\$400.00	\$40.00
100+	\$300.00	\$600.00	\$50.00
Community Comrie Hall	\$300.00	\$600.00	\$50.00

Additional Charges

Reservation Deposit	50% of total fees
Kitchen Fee	\$150.00/day
Cancellation Fees	50% of total fees 3 weeks notice
Clean Up/Breakage Refundable Deposit	\$100 minimum
Table Rental**	\$50.00 for 10 or less \$100.00 for 10 or more
Chair Rental**	\$50.00 for less than 100 chairs \$100.00 for 100 or more

EXPO CENTER - (continued)

<u>Gymnasium Rental Fee:</u>	<u>First 3 hours</u>	<u>Each Additional hour</u>
Single Gym	\$200.00	\$40.00
Double Gym	\$400.00	\$100.00
<u>Additional Charges</u>	<u>Single Gym</u>	<u>Double Gym</u>
Reservation Deposit (Min)	\$100.00	\$200.00
<u>Refundable Security Deposit</u>		
Groups of 100 or less	\$100.00	\$200.00
Groups of 101 or more	\$200.00	\$300.00
<u>Cancellation Fees</u>		
9 – 20 days prior to event	25% of all fees paid	
8 day or less prior to event	50% of all fees paid	
Use of scoreboard and operator	\$10.00/hour plus staff fees	
Use of Stage Sound and Lighting System (includes required technician)	435.00/hour	

Staff Fees: At the discretion of the EXPO Center Executive Director, some events or activities may require additional maintenance, security, traffic control, and/or event monitor staffing, due to size, location, scope of activities or other factors. Part-time staff fees are established in the FEES section. Full-time staff fees will be charged at the current overtime rate.

EXPO CENTER - (continued)

FACILITY USE PERMIT PROCEDURES

Permit Processing:

- Tours for permit groups are scheduled by appointment only. Please call 213-763-0114 Ext. 214 to make a reservation. Patrons requiring additional site tours and consultations will be assessed additional staff fees (see fees section.)
- Permit forms can be picked up at the Special Events office located on the first floor of the Roy A. Anderson Recreation Center, 3980 S. Menlo Ave **Bill Robertson Lane**, Los Angeles, CA 90037.
- Facility Use Application must be submitted 6 weeks prior to the event date. No exception! Written notice of cancellation must be submitted to the Expo Center office at least 4 weeks prior to the event.
- Final payments must be made no later than 3 weeks prior to the event.
- Submit a plot plan layout 4 weeks prior to the event or event space will not be confirmed.
- Hours for facility use are from 8:00 AM ~~8:00 PM~~ **12:00 AM**. Other hours must be pre-approved. Please note: All parking arrangements must be made with Classic Parking at (213) 749-5654. Expo Center does not provide any parking for events.
- EXPO Special Events Office Hours 10:00AM-4:00PM Monday-Friday.

Fees:

- Checks or money orders must be made out to the City of Los Angeles. NO CASH
- All requests for the use of EXPO Center facilities will be assessed a \$35.00 non-refundable Facility Use Application processing fee. City and other governmental entities are exempt from this fee.
- A minimum clean-up deposit of \$100.00. The deposit fee is subject to change based on the nature of the event.
- At the end of the event, a walk-through of the facility will be conducted to assure that there is no damage to the facility.
- Any event requiring cooking will require an additional deposit fee of \$250.00.
- A \$35.00 fee is required for the picture permit.
- Any changes and/or alterations within 4 days of the event are subject to additional fees.

EXPO CENTER - (continued)

- The Board of Commissioners for Recreation and Parks has established a NO-FEE Waiver Policy.
- There are no fee waivers for special programs, groups, non-profits, etc.
- Cost for event staff time is \$20.00 per hour. (An increase may occur due to salary increases from the City).
- If event terminates prior to the scheduled time due to security or other issues not caused by the City, the City shall retain all fees and deposits.
- If any equipment, furniture, supplies, or other items are left on premises after 24 hours of event, deposit will be retained by Expo Center for storage fees.

Outdoor Events:

- Trash cans/plastic bags will be provided for an additional fee.
- Roll off bin is required.
- Astroturf is required for cooking and serving food.
- Cooking oils need to be disposed offsite and not on Expo Center facility.

Additional Information:

- Smoking is prohibited on all City property. Alcohol consumption requires a permit and prior authorization from ~~RAP Commissioners~~ **General Manager**.
- All material (decoration, banners, etc.) that are attached to walls, fences, etc. must be pre-approved by the event coordinator.
- Extension cords and other equipment must be clearly stated on Facility Use Application. Additional fees may be assessed.

Rules for Alcohol:

- ~~• Approval for alcohol to be served must be acquired from the Board of Recreation and Park Commissioners which require 8 weeks advance notice.~~
- ~~• If alcohol is being served at an event of over 100 people there must be a peace officer present during the event.~~
- **The RAP General Manager has the authority to approve up to 5 events serving alcohol per calendar year in accordance with the Department's Alcohol Policy.**
- **When the alcoholic beverages are to be served, for every 100 participants expected, the permittee shall employ the services of one uniformed security officer, but not**

EXPO CENTER - (continued)

- **less than two officers per event.**

Elevator Use:

- Elevator use restricted to those with disability. Children under the age of 18 are not allowed in elevator without an adult.

EXPO Center's Rules

To ensure a refund of the clean-up deposit fee, please adhere to the following rules:

Kitchen Use:

- Wipe down the countertops and drawers.
- Sweep the floor if there is dry food or trash. The floor must be swept and trash must be placed in the trash container.

Room Use:

- Pick up any debris or food off the floor.

Hallway Use:

- Dispose all food in trash.
- Sweep the floors if there is debris or food.

Gym Use:

- Absolutely no food or drinks in the gym.

Outside Boardwalk or Outdoor Amphitheater:

- Any form of trash needs to be picked up.
- Trash cans must be disposed of in the bins.

EXPO CENTER - (continued)

LA84/John C. Argue Swim Stadium
(Revised 07/09 07/12)

PRIVATE USE (Pool is closed to the public)

Special Note: 100% of all exclusive pool permit rental fees to be deposited into EXPO Center's Swimming Pool MRP Fund Account. All reservations require an advance of 50% of the total fees.

Required Lifeguards

EXPO Center (Aquatic Division) has budgeted staff to provide lifeguard coverage of pools during normally scheduled hours of operation only. The facility use fees stated below, for use of facilities when pools are normally closed, shall include an additional lifeguard fee at the current part-time staff fee per the FEES page (to be deposited into MRP Fund Account), based on the following formula for minimum lifeguard staff requirements (higher lifeguard ratio than standard pools due to the two swimming pools at the site).

<u>Participants</u>	<u>Lifeguards</u>
1-50 persons	3 Lifeguards
51-100 persons	4 Lifeguards
101-200 persons	5 Lifeguards
201-300 persons	7 Lifeguards
ADDITIONAL STAFF	At the discretion of the Aquatic Director
MAINTENANCE FEE	\$100 per locker room
EQUIPMENT RENTAL	(See Aquatic Pool Manager III)

Permit Charges

Private exclusive use per swimming pool.

<u>Participants</u>	<u>Per hour, 3 hour minimum</u>
1-50 persons	\$90.00
51-100 persons	\$145.00
101-200 persons	\$200.00
201-300 persons	\$345.00

EXPO CENTER - (continued)

If admission is charged for the event, a flat fee of \$100.00 to be deposited into the facility's MRP Fund Account will be assessed.

Board of Education/Community College Facility Use Fee

All educational use will be based on a 2 to 50/Lifeguard to student ration with teacher supervision on deck.

Classes/Team Practices (2 hour minimum) Parties (1 hour minimum)

<u>Participants</u>	<u>Per hour,3 hour minimum</u>
1-50 persons	\$12.00 per hour
51-100 persons	\$24.00 per hour
Swim Meets (3 hour minimum)	\$35.00 per hour

Private Educational Institution Facility Use Fee:

All educational use will be based on a 2 to 50/lifeguard to student ratio with at least one certified instructor under Title 24 on deck; otherwise, the standard lifeguard staffing formula will apply. Fees listed under Aquatics General page.

Training Group Pool Use (long and short courses):

Fees listed under Aquatics General page. If the facility is closed to the public, the ratio is 2 lifeguards per 50 swimmers.

EXPO CENTER - (continued)

Ahmanson Senior Citizen Center

Special Note: 100% of all rental fees to be deposited into EXPO Center's Special Fund Account.

<u>Facility Use Fees</u>	<u>First 3 hours</u>	<u>Each Additional Hour</u>
Ballroom	\$300.00	\$50.00
Kitchen	\$75.00	None
Patio Areas(ea.)	\$175.00	\$40.00

~~All reservations require an advance of 50% of the total fees.~~

<u>Additional Charges</u>	
Public Address System (Set up Fee)	\$25.00
Refundable Clean-up deposit	\$100.00

EXPO CENTER - (continued)

William M. Keck **Outdoor** Amphitheater

Special Note: 100% of all rental fees to be deposited into EXPO Center's ~~MRP~~ Special Fund Account. All reservations require an advance of 50% of the total fees.

<u>Facility Use Fees</u>		<u>Additional Charges</u>	
First 2 hours	\$500.00	Electronic Hook-Up Fee	\$50.00
Each additional hour	\$100.00	Refundable Clean-up Deposit	\$500.00

Other Fees: At the discretion of EXPO Center Executive Director, some events or activities may require additional maintenance, security, traffic control, and/or event monitoring staffing, or require additional dumpsters, portable toilets, or other items due to size, location, scope of activities, or other factors. Part-time staff fees are established in the FEES section. Full-time staff fees will be charged at the "current overtime rate." All applicable fees will be quoted on the request based on actual costs.

Ralph M. Parsons Pre-School

(Multipurpose Room & Kitchen Available Saturdays and Sundays only)

Special Note: 100% of all rental fees to be deposited into EXPO Center's Special Fund Account. All reservations require an advance of 50% of the total fees.

<u>Facility Use Fees</u>		<u>Additional Charges</u>	
First 2 hours	\$100.00	Staffing (Per hour)	\$20.00
Each additional hour	\$25.00	Kitchen Fee	\$25.00

EXPO CENTER - (continued)

South Lawn-EPICC EXPO Center

Rate per day or portion thereof

South Lawn (West)	\$3,000.00
Set-up & Take Down	\$500.00

Additional Charges:

Refundable/replacement deposit	\$500.00 (minimum)
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Security Fee

Minimum of two Park Rangers for a minimum of four hours. The Park Rangers will determine if additional security personnel will be required, depending on the event and number of people.

Clean-Up Fee

If clean-up is not completed by designated time, additional fees will be charged (see "Other Fees").

Fee to Hold Reservations

50% of total rental costs (the remaining 50% due 3 weeks prior to the event)

Cancellation Fees

91 or more days prior to event	
20-90 days prior to event	25% of all fees paid
61 to 90 days prior to event	
8 day or less prior to event	50% of all fees paid

Other Fees

At the discretion of the EPICC EXPO Center Executive Director, some events or activities may require additional maintenance, security, traffic control and/or event monitoring staffing, or require additional dumpsters, portable toilets, or other items due to size, location, scope of activities or other factors. Part time staff fees are established in the GENERAL INFORMATION FEES section. Full time staff fees will be charged at the "current overtime rate." All applicable fees will be quoted on request and based on actual costs.

EXPO CENTER - (continued)

Exposition Rose Garden
(Revised 07/09 07/12)

Facility Use Fees

<u>Gazebos</u>	First 2 hours	Additional hour
1-50 persons	\$250.00	\$50.00
51-200 persons	\$350.00	\$50.00
<u>East & West Garden Areas</u>	\$300.00	\$75.00
<u>Fountain Area</u>	\$400.00	\$100.00

*Includes picture permit.

Additional Chargers

100% of to be deposited into EXPO Center's Special Fund Account.

Equipment Rental

Folding Chairs	\$1.00 per chair
Round tables w/ 4 chairs, umbrella	\$15.00 per set
Refundable/replacement deposit	\$100.00
Canopies	\$50.00 each (includes set-up)
Group Tours	by appointment only

Miscellaneous

Group Tours \$30.00 per group

Souvenir Photos \$10.00 per photo

Clean Up Fee

If clean-up is not completed by designated time, additional rental costs will be charged. (see "Other fees").

Fee to Hold Reservations

50% of total rental costs. The remaining 50% is due 3 weeks prior to the event.

Cancellation Fees

9-20 days prior to event 25% of all fees paid

8 days or less prior to event 50% of all fees paid

EXPO CENTER - (continued)

Commercial Photography

\$200.00

Guidelines to Photography Sales Permit

- Vendor must complete an application for Photography Sales permit. Permits will be issued to one photographer per day per facility as arranged by the Executive Director.
- Permittee must adhere to all conditions of the permit.
- Permittee is solely responsible for adherence to all Federal, State and Local tax.
- Recreation and Parks makes no guarantee of any minimum business volume.

Other Fees

At the discretion of the EXPO Center Executive Director, some events or activities may require additional maintenance, security, traffic control and/or event monitoring staffing, or require additional dumpsters, portable toilets, or other items due to size, location, scope of activities or other factors. Part-time staff fees are established in the FEES section. Full-time staff fees will be charged at the "current overtime rate." All applicable fees will be quoted on request and based on actual costs.

LIVESCAN FINGERPRINTING

(Established 07/08)

No Charge for RAP/City use.

Service charge for Livescan: \$20.00

Other Fees

DOJ Fee: \$32.00 (for State of California clearances)

FBI Fee: \$19.00 (if required)

EXPO CENTER - (continued)

EXPO CENTER- SPECIAL EVENT FEES ON "EXPO CENTER EVENT DAYS"

100% of fees are to be deposited to the Expo Center Special Fund Account with exception of staff fees which are to be deposited to accounts from which they were expended.

EXCLUSIVE USE – FACILITY USE FEES (Revised ~~07/09~~ 07/12)

	<u>Rate per area per day or portion thereof</u>
Amphitheater	\$2,250.00
Boardwalk Area	\$1,000.00
Swim Stadium Lobby Area	\$500.00
Community Comrie Hall	\$1,500.00
Expo Center Front Lawn	\$1,250.00
Gymnasium (per gym)	\$2,250.00
Multi – Purpose Room (per room)	\$450.00
Pool & Deck Area	\$4,375.00
Rental of pools includes lifeguards, as well as access to restrooms and changing areas.	
Senior Citizen Center (includes patios)	\$1,650.00
Rose Garden – (Selected locations)	\$3,125.00
South Lawn (West)	\$3,750.00

Additional Fees

Reservation Deposit 50% of total fees is required no later than 90 days prior to event.

Cancellation Fees

31-90 days prior to event	25% of all fees paid
30 days or less prior to event	50% of all fees paid

EXPO CENTER - (continued)

Equipment rental Fee schedule on request, based on actual costs.

Other Fees

At the discretion of the EXPO Center Executive Director, some events or activities may require additional maintenance, security, traffic control and/or event monitoring staffing, or require additional dumpsters, portable toilets, or other items due to size, location, scope of activities or other factors. Part-time staff fees are established in the FEES section. Full-time staff fees will be charged at the "current overtime rate." All applicable fees will be quoted on request and based on actual costs.

EXPO CENTER - (continued)

EXPO CENTER

SPECIAL USE FEES AND PROCEDURES

(Established ~~03/06~~ Revised ~~12/08~~ **07/12**)

SPECIAL USE (City and other Governmental Agencies)

Special Use is available on weekdays, Monday through Friday, from 8:00 AM to 9:00 PM for City of Los Angeles Departments and Agencies. Other government agencies may qualify for the Special Use Rate subject to availability and the purpose of the event. The purpose of such usage should involve training, or work meetings, is subject to approval by the RAP General Manager ~~or the Expo Center Executive Director~~. Staff charges **All staff related costs must be paid to EXPO Center** for the cost of the department employee(s) required to be on duty.

THE FOLLOWING CONDITIONS APPLY TO ALL SPECIAL USES:

Authorization for Special Use

- Requests for use of facilities must be submitted in writing by the requesting agencies General Manager or the General Manager's designee, and approved by the RAP General Manager or the Expo Center Executive Director.

Scheduling of Special Use Events

Use of the facility is subject to availability determined by the following guidelines:

- Special use may be scheduled only 60 days in advance of the event date. The City of Los Angeles Department of Recreation and Parks is exempt from this guideline.
- Any group may not exceed two days per week.
- None of the above guidelines precludes a Special Use agency from maintaining or procuring additional dates or hours under the regular rate provisions.
- Permitting of Special Use may require additional hourly staffing fees.

EXPO CENTER - (continued)

SPECIAL USE FEES

	RAP Use	City/Governmental Agencies
Use Fee	No Charge	50% of fees
Kitchen Fee	No Charge	N/A
Cancellation Fee	No Charge	No Charge
Cancellation within 48 hours	No Charge	No Charge

PROHIBITED SPECIAL USE EVENTS

Revenue producing events, and subletting or assignments for Non-profit groups of Special Use is not permitted.

EXPO CENTER FILM PERMIT FEES

(Revised ~~07/09~~ 07/12)

Film Permit Fees

70% to Department of Recreation and Parks General Fund Account
30% to be deposited in EXPO Center Special Fund Account

Rate per area per day

EXPO CENTER - (continued)

Amphitheater	\$2,800.00
Boardwalk Area	\$1,250.00
Swim Stadium Lobby Area	\$625.00
Community Room	\$1,875.00
Expo Center Front Lawn	\$1,575.00
Gymnasium (per gym)	\$2,800.00
Multi – Purpose Room (per room)	\$575.00

EXPO CENTER - (continued)

Pool & Deck Area \$5,475.00
Rental of pools access to restrooms

and changing areas.

Senior Citizen Center (includes patios) \$2,050.00

FEE EXEMPTIONS

~~1. Students may receive an exemption on daily charges for filming, prepping,~~

~~striking, and parking. Students must submit a letter, written on letterhead of a recognized United States educational institution, and signed by a school administrator or instructor, stating that the applicant is currently enrolled in that institution and that the film is not for commercial purposes. Student films are not eligible for waiving or reduction of monitoring requirements and fees if any one or more of the following elements are present:~~

- ~~• Filming longer than five days~~
- ~~• Any construction will take place~~
- ~~• Catering trucks are required to service cast and/or crew~~
- ~~• Unusual activity such as helicopter use or road closures~~

~~2. Non-profit organizations are eligible for the exemption on daily charges for filming, prepping, striking, and crew parking.~~

~~a. Organizations must provide proof that they have tax exempt status in accordance with Section 501 c (3) (1) of the Internal Revenue Code or Section 23701 (d) of the California Revenue and Taxation Code to qualify.~~

~~b. Production companies producing projects for bona fide non-profit organizations may qualify for the fee reduction if the non-profit organization involved provides proof of tax exempt status as required by Section B. 2. a. above, and if the non-profit organization states in writing that the production company involved has been retained by them to produce the project and any fees reduced by the City will result in a direct equivalent reduction in costs to the non-profit organization.~~

~~c. Local television stations producing public service announcements shall be considered non-profit for the purpose of obtaining fee reductions. The request must be made in writing and be signed by an official of the station. This applies only to those filming permits requested for the public service announcements.~~

~~3. Government agencies — Agencies of the federal government or any state, county, city, district or other political subdivision are eligible for fee exemptions.~~

EXPO CENTER - (continued)

Government agencies must apply for this in writing on agency letterhead and have the form signed by an official of the agency.

~~4. Entities producing programming for broadcast over public access channels of cable television systems franchised within the City of Los Angeles may also be eligible for fee reductions. Producers of this type of programming must submit a request in writing and agree to pay the City all fees if the production is used for commercial purposes. Such requests must be verified in writing by an official of the cable system which will broadcast the production.~~

~~5. PAY PARKING LOTS, SPECIAL FACILITY FEES, SERVICE FEES, AND MONITOR FEES CANNOT BE REDUCED OR WAIVED~~

Other Fees

~~At the discretion of the EXPO Center Executive Director, some events or activities may require additional maintenance, security, traffic control and/or event monitoring staffing, or require additional dumpsters, portable toilets, or other items due to size, location, scope of activities or other factors. Part time staff fees are established in the FEES section. Full-time staff fees will be charged at the "current overtime rate." All applicable fees will be quoted on request and based on actual costs.~~

EXPO CENTER - (continued)

SOBOROFF SPORTS FIELD
Artificial Turf Field
(Established 07/12)

100% of all rental fees to be deposited into EXPO Center's Special Fund Account. All reservations require an advance of 50% of the total fees no later than 90 days prior to event.

FIELD USE FEE

ADULT RENTAL GROUPS

	Non-Fee Generating	Fee Generating
Day Play	\$55.00 per hour	\$110.00 per hour
Night with Lights	\$60.00 per hour	\$120.00 per hour

YOUTH LEAGUE RENTAL GROUPS

	Non-Fee Generating	Fee Generating
Day Play	\$15.00 per hour	\$30.00 per hour
Night with Lights	\$20.00 per hour	\$40.00 per hour

USE OF PLAYFIELD REQUIRING THE INSTALLATION OF TERRACOVER

Playfield (Daily Rental)	\$3,750.00
Set-up & Take Down	\$17,500.00 (mandatory)

CANCELATION FEES

31-90 days prior to event	25% of all fees paid
30 days or less prior to event	50% of all fees paid

INSURANCE

See the **INSURANCE REQUIREMENTS** section for further details.

OTHER FEES

At the discretion of the EXPO Center Executive Director, some events or activities may require additional maintenance, security, traffic control, and/or

EXPO CENTER - (continued)

event monitor staffing, due to size, location, scope of activities, or other factors. Part-time staff fees are established in the FEES section. Full-time staff fees will be charged at the current overtime rate.