

February 3, 2022

INFORMATIONAL BOARD REPORT

CITY OF LOS ANGELES
DEPARTMENT OF RECREATION AND PARKS

TO: BOARD OF RECREATION AND PARK COMMISSIONERS

FROM: MICHAEL A. SHULL, General Manager 

SUBJECT: Supplemental Informational for Report No. 22-026:

CAMP VALCREST – AGREEMENT BETWEEN THE DEPARTMENT OF RECREATION AND PARKS AND GROWTH OPPORTUNITIES THROUGH ATHLETICS, LEARNING, & SERVICE, FOR THE RESTORATION, IMPROVEMENT, REPAIR, OPERATION AND MAINTENANCE OF CAMP VALCREST AS A RECREATIONAL, OVERNIGHT WILDERNESS CAMP FOR YOUTH; CATEGORICAL EXEMPTION FROM THE PROVISIONS OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) PURSUANT TO ARTICLE III, SECTION 1, CLASS 1(14) [LICENSE TO USE AN EXISTING FACILITY INVOLVING NEGLIGIBLE OR NO EXPANSION OF PREVIOUS USE] AND CLASS 1(4) [RESTORATION AND REHABILITATION OF DETERIORATED OR DAMAGED STRUCTURES TO MEET CURRENT STANDARDS OF PUBLIC HEALTH, SAFETY AND ENVIRONMENTAL PROTECTION] OF CITY CEQA GUIDELINES AS WELL AS TO ARTICLE 19, SECTION 15301 OF CALIFORNIA CEQA GUIDELINES

This Informational Report is provided to supplement Report No. 22-026, which is requesting the Board's approval for a proposed agreement with GOALS, authorizing their future restoration, operation, and maintenance of Camp Valcrest (Camp), at no cost to RAP or the youth participants who will be served at the Camp once it is operational.

The following information pertains to GOALS' background and experience in working with governmental agencies in the use of municipal properties with the City of Anaheim, performing capital improvement projects on municipal properties, and experience in providing recreational programming opportunities for youth.

Capital Improvement and Repair Projects

Since their inception over 25 years ago, GOALS has successfully developed, or been the catalyst for the development of major construction projects collectively valued at approximately \$20 million dollars, all dedicated to benefit of youth and the general public. Several projects were performed for GOALS's own operations and public programming, and others to assist communities in need and provide opportunities for youth and young adults to obtain experience in the design and implementation of such construction projects. Additionally, certain municipal

improvement, repair, and upgrade projects at public facilities were performed as part of their Summer of Service and youth development programs, at no cost to the municipality.

- **Anaheim Ice Arena** (originally “Disney ICE”, now known as “D-Rinks Anaheim”). The Redevelopment Authority conveyed a 3.5 acre parcel of land to the GOALS not for profit entity for the purpose of developing a 2 ice sheet indoor arena designed to serve multiple community purposes, including the NHL Anaheim Ducks (formerly, “Mighty Ducks”), community leagues, public ice skating and the implementation of a free year-round GOALS ice hockey program, free to underserved children in surrounding neighborhoods, organized and managed by GOALS. This facility opened in 1995 and has operated continuously since then. Over 30,000 youth from economically challenged households have enjoyed the developmental programs provided by GOALS at no cost to participants who are fully outfitted, coached, transported, and supported by GOALS.
- **Courthouse and Jail Restoration.** In 1997 GOALS partnered with the City of Anaheim through a license agreement authorizing the restoration and adaptive use of a 5,000 square foot Orange County Courthouse and 1,000 square foot County Jail, which now serve as the GOALS headquarters. The license agreement included a substantial amount of surrounding open space and parking. GOALS completed this project in 1998 and has since used this facility as their hub for major capital improvement developments and regional programs which have served tens of thousands of youth from economically challenged households, free of charge.
- **La Palma Park Recreation Center.** This facility had been closed for several years, but in 2005 GOALS completed the restoration of the 8,000 square foot “Martin Recreation Center”, located in La Palma Park which is in the vicinity of the GOALS Headquarters. GOALS has collaborated with the Anaheim Parks Department through a municipal license for recreational programming at this facility for approximately 17 years (roller hockey, lacrosse, skating, concerts, assemblies and service training, all free of charge.
- **Dreamscape Project Development.** A multi-acre athletic complex designed by, and construction managed by, GOALS on two municipal properties licensed to GOALS. The first major portion of this project was completed in 2010, which featured a 1/8th mile running track, turf sports arena, and two fully lit championship grade tennis courts. The second phase completed in 2016, features a fully lit NBA size outdoor basketball court built with support from the L.A. Lakers and the LA84 Foundation. Additionally, two sport rinks were built along with a 1,000 square foot modular facility which was installed to enable on-site management of various recreational sports programs. Approximately thirty major contractors and supporters were involved in the construction of this project, which included financial and in-kind contributions estimated at approximately \$2 million dollars.
- **Education Complex Development.** GOALS acquired this property in 2014 through a private real estate transaction and developed a 25,000 square foot education complex fully permitted and engineered under municipal requirements, including the “GOALS Education Building”, surrounding parking lot, play area, and picnic areas.

- **GOALS Growing Garden - Community Gardens.** Formerly vacant lot eyesores once dubbed “the worst vacant lots in the City”, GOALS was able to convert these two lots into two community gardens which also include a large open grassy area and play zone for kickball and wiffleball which features a replica of the famous Fenway Park “Green Monster” outfield wall. Completed in 2016, both municipal properties were licensed to GOALS to be developed, managed, programmed, and maintained all free of charge.
- **GOALS - A Better Community Site.** This West Anaheim site was licensed to GOALS by a private sector homeowners association which had suffered from high crime rates in the community. As with all GOALS projects, the redevelopment of this property was managed by GOALS and implemented through private/philanthropic funding and in-kind professional contributions from licensed contractors. This project featured the complete restoration of a long-abandoned and practically destroyed 1,000 square foot clubhouse. Additionally, the property redevelopment included a new outdoor hockey rink (donated by the NHL Anaheim Ducks), an outdoor amphitheater and stage, tetherball zone, handball zone, turf play zone (created after filling in an abandoned pool), and 1,000 square foot play court, which all opened in 2019.
- **Additional Smaller Projects.** In addition to the samples of the major projects described above, which GOALS completed to establish, support, and expand the various recreational facilities and programming they offer community youth and their families at no cost, GOALS has also performed smaller-scale, local municipality and community-based service projects at no cost to the recipient. With their inventory of trucks, vans, and supply trailers, GOALS can easily mobilize staff, volunteers, and program participants to provide this service as part of their Summer of Service Program and other developmental youth and young adult volunteer programming benefitting underserved communities. This has served well to fill municipal and/or school district funding gaps for which funding was not readily available. Some 2020 to 2021 examples are:

 - Restoration projects in support of local nature centers;
 - Repair and improvement projects at municipal public golf courses;
 - Small building rebuilds from foundation to roof;
 - Wall repairs and major painting of facilities;
 - Reconstruction of split-rail fence lines; and,
 - Other deferred maintenance municipal projects.
- **In-Kind Relationships.** GOALS has working relationships with a variety of construction related entities, such as but not limited to the McCarthy Company (major commercial construction), Ben’s Asphalt, Berg Electric, the Walt Disney Company, and a variety of others, who provide GOALS with in-kind contributions through volunteerism (labor, planning, etc.), materials and supplies, and expertise. With such assistance, GOALS has been able to satisfy all municipal and regulatory agency requirements, including the creation and submission of architectural and engineering plans, processing of permits, and extensive interaction with such agencies during the planning, coordination, approval, and project implementation phases, which often involved major electrical, plumbing, roofing, foundation, framing, and access issues.

- **Camp Valcrest Service.** As stated in Report No. 22-026, GOALS has performed extensive security and safety work at the Camp at various points of time between the summer of 2020 and today. During that period GOALS has secured buildings, repaired crumbling infrastructure, and generally made the camp presentable along with preventing continuing major decline and vandalism. GOALS has expended staffing and fiscal resources which combined are estimated at over \$200,000.00.

Recreational Programming

GOALS not only develops facilities, but also implements recreational programming and related opportunities at such facilities. With underserved communities in mind, GOALS identifies areas with certain needs and focuses on developing facilities and programs that will satisfy those needs. In addition to the traditional sports related, cultural, and other recreational opportunities described in Report No. 22-026, the following entries describe GOALS additional program activities and working relationships in further detail. It should be noted that GOALS intends to eventually obtain American Camping Association (ACA) accreditation, and currently has a GOALS staffer assigned to researching ACA manual and accreditation requirements, and exploring the application process.

- Recreational programs, which are entirely free to youth participants, are custom designed and organized through barrier free community involvement focused on community interests and priorities. The result has been approximately 2,000 youth, ages 18 and under being served annually, including persons with special needs.
- GOALS works to link outlying communities with their core facilities through its fleet of three (3) passenger buses with a capacity of thirty (30) to eight (80) seats per vehicle. As part of the GOALS commitment to operating the Camp for the benefit of underserved youth, and included in the proposed agreement between RAP and GOALS, is a GOALS commitment to transport youth from RAP recreation centers to the Camp, free of charge.
- GOALS has existing long-term programmatic relationships with Orange County area municipalities, such as but not limited to, Anaheim, Placentia, Huntington Beach; as well as with certain school districts such as but not limited to, the Placentia-Yorba Linda Unified School District, Ocean View School District, Anaheim Elementary School District, and Magnolia School District.
- GOALS operates multiple after-school enrichment sites that are open to youth on a daily basis, featuring homework assistance, weekly field trips to other GOALS facilities, on-site athletics and fitness programs, specialized education support and guidance, and opportunities to participate in GOALS local summer camps, Summer of Service Program (teens only), and various special events. A relatively new growth area for GOALS revolves around the launch of a school district-wide program called “GOALS for Healthy Futures”, which is a fitness based endeavor at fourteen (14) regional school sites with over 750 youngsters currently participating and having a target of 1,000 kids enrolled by June 2022.

- GOALS operates a daily program called “Everybody Counts” which involves partnering with “My Day Counts”, a nonprofit organization which offers fitness, gardening, and art programs at GOALS facilities serving persons with special needs.

Funding Sources and Other Available Resources

Although GOALS is a modestly sized nonprofit organization, its leadership team has established valuable working relationships with a variety of private and public entities including federal, state, county and local governmental agencies, which has allowed GOALS to leverage existing resources with outside contributions provided through philanthropic, government, and professional trade entities, allowing GOALS to “get a bigger bang for its buck” in developing, improving and operating recreational facilities and programs.

- GOALS maintains working and service based relationships with a variety of private entities and nonprofit organizations to leverage resources and maximize their capacity to successfully implement projects and programs in a cost effective manner. GOALS has a long-standing contractual relationship with AmeriCorps, with GOALS having been one of the largest Summer Associate placement sites for this federal program over past summers.
- Strong relationships with the philanthropic world are essential to GOALS in order to maintain their ability to provide free programming and services, and essentially sustain themselves financially, is reliant upon entities such as but not limited to, the Eisner Foundation (Los Angeles), Lakers Youth Foundation (Los Angeles), LA84 Foundation (Los Angeles), Ueberroth Family Foundation, Muzzy Family Foundation, Draper Family Foundation, Anaheim Cares Foundation, OC Community Foundation, and the State of California ASES (After School Safety Education) Grant Program.
- GOALS has informed RAP that it currently owns and/or controls (through leases and licenses) approximately \$8 million dollars in real estate assets, all used in the provision of public programming free of charge to participants.
- GOALS maintains funding liquid reserves of approximately \$1 million dollars, and has zero debt. Therefore, intermediate or long-term fiscal support is readily available if needed.
- In their history, GOALS has never defaulted on any municipal or private agreement or license.
- GOALS has an excellent liability and risk management record, never having any legal judgements against GOALS dating back to 1994.
- GOALS’ accounting work is performed by an independent accounting firm, “Eide Bailly LLP”. Their payroll services are performed by “K-Time HR”.

It should be noted that although the GOALS team performs many of the smaller projects “in-house” through its staff, volunteers, and program participants, GOALS is quick to appeal for assistance for high-end projects where significant financial resources and expertise are required. This is how GOALS has survived and been able to do so much with modest levels of pertinent investment, by leveraging available resources and in-kind assistance from outside

supporters. Much of GOALS' success is due to their outside relationships with a variety of supporters, but such success can also be attributed to the GOALS approach, which is flexible, innovative, and targeted, allowing them to play a unique role in the community in providing barrier free access to recreational and youth development opportunities that may otherwise not be available; or at least not for free.

With this additional information coupled with the Recommendations and content of Report No. 22-026 and its Attachments, staff recommends the Board's approval of the proposed Agreement with GOALS, for the restoration, operation, and maintenance of Cam Valcrest.