

REPORT OF GENERAL MANAGER

NO. 05-231

DATE August 17, 2005

C.D. 8

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: EXPOSITION PARK INTERGENERATIONAL COMMUNITY CENTER -
REDUCTION OF FEES FOR THE AFRICAN MARKETPLACE AND
CULTURAL FAIRE

J. Combs _____
H. Fujita _____
S. Huntley _____
B. Jensen _____

J. Kolb _____
F. Mok _____
* K. Regan [Signature]
M. Shull _____

[Signature]
General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board approve a request for a fee reduction in the amount of \$65,900 (from \$85,900 to \$20,000), for the African Marketplace and Cultural Faire to be held on consecutive weekends from Friday, August 19 through Monday, September 5, 2005 (August 19, 20, 21, 26, 27, 28, and September 3, 4, and 5).

SUMMARY:

African Marketplace (AMP) is a non-profit 501(C)3 organization that started as a Cultural Affairs program and is considered to be one of the top tourism attractions in California, bringing thousands of visitors to Los Angeles from a variety of different cultures from around the world. This year, AMP is celebrating its 20th year anniversary. For the past three years AMP has held this event at the Los Angeles Sport Arena. Due to a scheduling conflict this year, AMP was forced to change venues. AMP applied for permits to host this year's event at the Exposition Park south lawn which is co-managed by the City of Los Angeles Department of Recreation and Parks (RAP) and the State of California (State). The State's permit fees for its portion of the south lawn (east section) have been reduced to an amount not to exceed \$27,200. Based on RAP's Schedule of Rates and Fees, the permit fees for the Department's portion of the lawn (west section) are \$85,900.

In addition to facing an increase in permit fees, because of delays in securing a venue, AMP has been unable to solicit sponsorships from major corporations for this event, and major

REPORT OF GENERAL MANAGER

PG. 2

NO. 05-231

advertisements have been put on hold. The logistical topography of the south lawn area has also required AMP to scale back the size of the fair. Instead of the anticipated daily attendance of 15,000, AMP estimates only 3,000 daily spectators.

During public comments at the August 10, 2005, Board meeting, organizers from AMP and staff from Council District Eight requested that the Commission consider a reduction in permit fees. As a result of these comments, staff was directed to meet with AMP representatives to address their concerns. Staff met with representatives of AMP and, based on that meeting, staff makes the following recommendations:

- Waive booth fees: \$60,900
- Waive maintenance fees: \$ 5,000
- Charge staff fees: \$ 2,800
- Charge daily use fees: \$ 17,200

Staff recommends the total permit fees invoiced be reduced from \$85,900 to \$20,000 which pays for \$2,800 in staff costs and \$17,200 in park use fees. The south lawn area grounds remediation fees are being assessed by the State in the amount of \$7,500. Waiving RAP's maintenance fees avoids unnecessary duplication of fee charges.

This recommendation is supported by Councilmember Bernard Parks, Eighth Council District and Councilmember Jan Perry, Ninth Council District.

FISCAL IMPACT STATEMENT:

All permit use fees generate additional revenue for the Exposition Park Intergenerational Community Center (EPICC), and the proposed fees will generate \$20,000 in revenue for EPICC operations.

This Board Report was prepared by Belinda Jackson, Executive Director, EPICC