

APPROVED
MAR 19 2015

REPORT OF GENERAL MANAGER

NO. 15-055

DATE. March 19, 2015

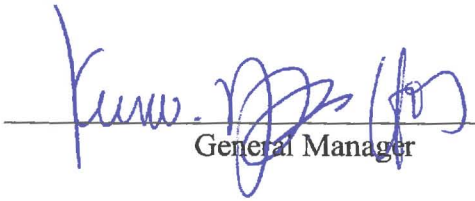
**BOARD OF RECREATION
& PARK COMMISSIONERS**

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MONTECITO HEIGHTS RECREATION CENTER AND VARIOUS PARK SITES – DONATION OF SCOREBOARD AT MONTECITO HEIGHTS RECREATION CENTER; REPLACEMENT OF SCOREBOARD LOGO AND RECOGNITION SIGNAGE AT DODGERS DREAMFIELDS PARK SITES

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



 General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Accept a donation from the Los Angeles Dodgers Foundation, Inc. (LADF) for the benefit of Montecito Heights Recreation Center, consisting of a new scoreboard with an estimated value of up to approximately thirteen thousand dollars and no cents (\$13,000.00);
2. Approve the inclusion of the LADF and LA84 Foundation (LA84) corporate logos on the donated scoreboard at Montecito Heights Recreation Center and on recognition signage to be placed on the recreation center building facade and Dreamfield fence, in recognition of LADF And LA84 contributions and support at Montecito Heights Recreation Center and other Department of Recreation and Parks (RAP) Dreamfield locations, and that the donor(s) be recognized for their generosity in accordance with standard Board procedures; and,

REPORT OF GENERAL MANAGER

PG. 2

NO. 15-055

3. Approve the replacement and/or update of existing Dreamfield scoreboard logo(s) and signage which presently recognize the former “Dodgers Dream Foundation” at eighteen (18) RAP Dreamfield locations (listed herein), with the new LADF logo and signage recognizing the current “Los Angeles Dodgers Foundation”.

SUMMARY:

The Los Angeles Dodgers Foundation, Inc. (LADF) is a 501(c)(3) non-profit organization and the official team charity of the Los Angeles Dodgers. LADF’s primary focus is to strengthen and support cornerstone programs in sports, recreation, education, literacy, health, and wellness, benefiting children and families in need throughout the greater Los Angeles region. LADF, in collaboration with other charitable and philanthropic organizations, has successfully constructed twenty-four (24) Dodger Dreamfields at various Department of Recreation and Parks (RAP) sites.

In preparation for the upcoming youth baseball season at Montecito Heights Recreation Center, located at 4545 Homer Street, LADF is requesting authorization to replace the existing Dreamfield scoreboard with a new 16 foot by 5 foot scoreboard, which would have LADF’s new logo on it, as illustrated by Exhibit A attached here, and replace existing recognition signage located on the building façade and Dreamfield fence, attached here as “Exhibit B-2”, with signage that has the new LADF logo. All other language on the signage will remain the same. The value of the scoreboard is estimated up to approximately thirteen thousand dollars and no cents (\$13,000.00). Considering the relatively minor scope and value of the project in comparison to prior Dodgers Dreamfield projects at other sites, as well as the limited time available to complete the project before the commencement of the upcoming RAP baseball season on or about the 25th of April, 2015, LADF chose to donate said Improvements to the City without a formal gift agreement.

REPORT OF GENERAL MANAGER

PG. 3

NO. 15-055

The LADF has also requested RAP's authorization to update scoreboard logos and recognition signage at eighteen (18) existing Dodgers Dreamfields that have references to the old "Dodgers Dream Foundation" on them, replacing the logo on these scoreboards and signage with the current "Los Angeles Dodgers Foundation" logo and name reference. Such updated scoreboard and signage shall be similar to that illustrated by Exhibit B-1. Renderings for each of the eighteen (18) sites have not been produced yet by the LADF.

Signage over the years has not been the same from field to field, so there is no uniform way of updating the signage. At some fields, LADF may only replace panels that have the old logo and merely replace certain panels containing the old name references on the signage. In cases where it may not be possible to simply switch the logos, LADF will replace the pertinent panel (not the whole scoreboard) or put a new cover on the scoreboard.

LADF will be responsible for all costs associated with this request, contracting directly with one or more licensed contractor(s) and sub-contractors (collectively, "Contractors"), making invoice payments directly to such Contractors, at no cost to the City. Contractor access to all sites listed on Exhibit C will be authorized through a Right Of Entry Permit (ROE) issued by RAP's Planning, Construction, and Maintenance Branch (PCM).

The Assistant General Manager of the Operations Branch and the Superintendent(s) of the Metro, Valley, and Pacific Regions are aware of the proposed projects, and each concurs with staff's recommendations, pursuant to PCM's approval of the project specifications and issuance of an associated ROE.

ENVIRONMENTAL IMPACT STATEMENT:

Staff has determined that through a donation the subject project will consist of construction or

REPORT OF GENERAL MANAGER

PG. 4

NO. 15-055

placement of minor structures accessory to (appurtenant to) existing park, and therefore, is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 11 (1) of the City CEQA Guidelines.

FISCAL IMPACT STATEMENT:

This project will not have any fiscal impact on RAP's General Fund as the cost of the new Montecito Heights Recreation Center scoreboard, and scoreboard and signage updates at the other eighteen (18) Dreamfield sites, will be funded and installed entirely by the LADF through direct payments to applicable vendors and Contractors, at no cost to the City. The future maintenance of the Montecito Heights scoreboard and other updated sites, will be addressed through RAP's normal equipment repair process as they are located at existing RAP Dreamfield sites with existing maintenance budgets.

This Report was prepared by Joel Alvarez, Senior Management Analyst, and Chinyere Stoneham, Senior Recreation Director, Partnership Division.

Exhibit A

Montecito Heights Proposed New Scoreboard

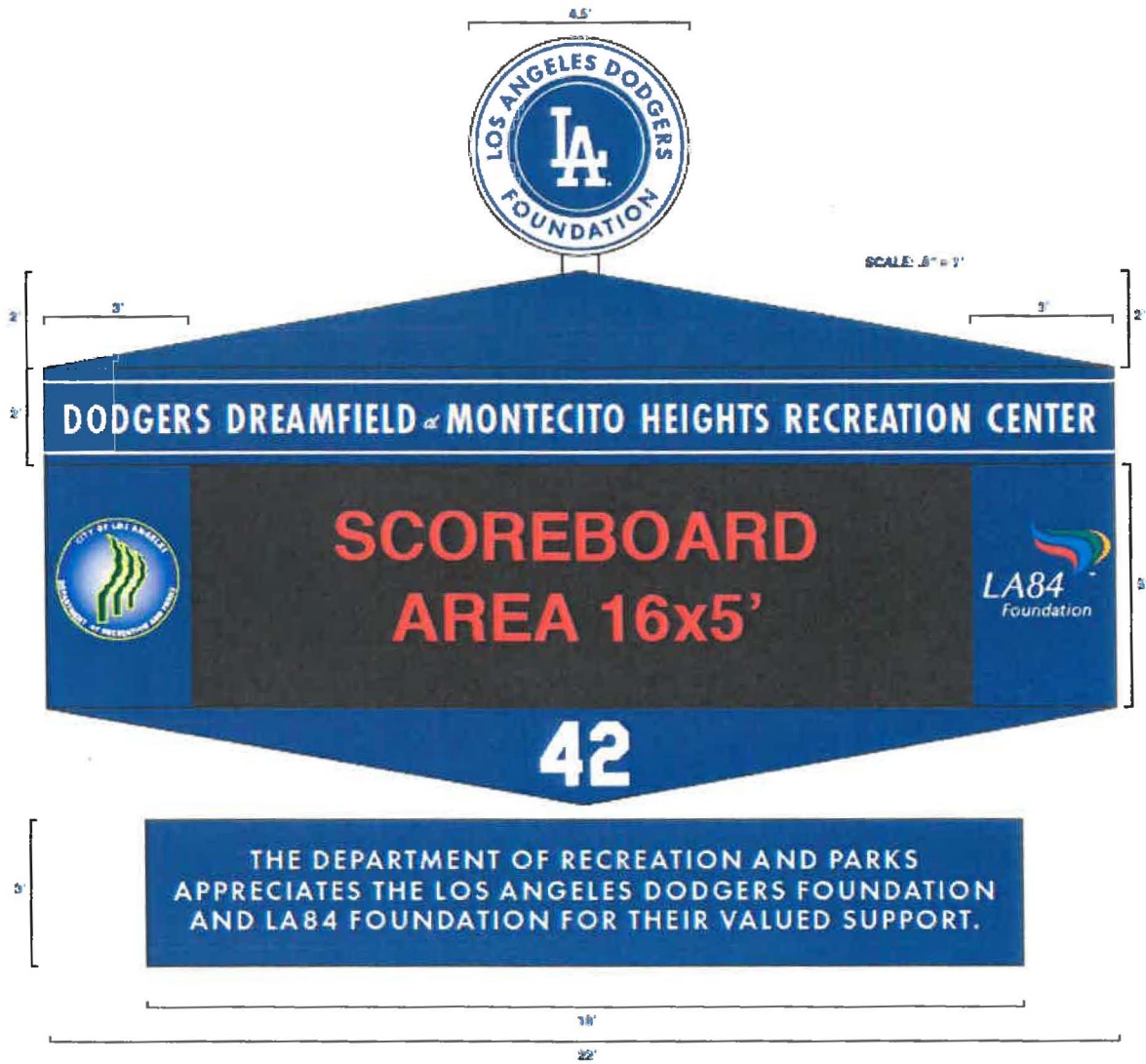


Exhibit B-1

New Montecito Heights Recognition Signage



DODGERS DREAMFIELD
at
MONTECITO HEIGHTS RECREATION CENTER

PROJECT PARTNERS

LOS ANGELES DODGERS
JAMES K. HAHN, MAYOR
ED P. REYES, COUNCILMAN 1ST DISTRICT
CITY OF LOS ANGELES
DEPARTMENT OF RECREATION AND PARKS

MAY 2, 2003

Exhibit B-2

Existing Montecito Heights Recreation Center Signage,
and Sample of Existing “Dodgers Dream Foundation” Signage at other Dreamfield Sites



Exhibit C

Updated Scoreboard and Field Signage Locations

1. Algin Sutton Recreation Center 8800 South Hoover Street, Los Angeles, 90044
2. Bishop Canyon Ball Fields 929 Academy Road, Los Angeles, CA 90012
3. Cheviot Hill Recreation Center 2551 Motor Avenue, Los Angeles, CA 90064
4. Evergreen Recreation Center 2844 East 2nd Street, Los Angeles, CA 90033
5. Harbor City Recreation Center 24901 Frampton Avenue, Harbor City, CA 90710
6. Lemon Grove Recreation Center 4959 Lemon Grove Avenue, Los Angeles, CA 90029
7. Martin Luther King Jr. Recreation Center 3916 S. Western Avenue, Los Angeles, CA 90062
8. Montecito Heights Recreation Center 4545 Homer Street, Los Angeles, CA 90031
9. Normandie Recreation Center 1550 South Normandie Avenue, Los Angeles, CA 90006
10. Northridge Recreation Center 18300 Lemarsh Street, Northridge, CA 91325
11. Pan Pacific Recreation Center 7600 Beverly Boulevard, Los Angeles, CA 90036
12. Pecan Recreation Center 127 South Pecan Street, Los Angeles 90033
13. Reseda Recreation Center 18411 Victory Boulevard, Los Angeles, CA 91335
14. Ritchie Valens Recreation Center 10736 Laurel Canyon Boulevard, Pacoima, CA 91331
15. Seoul International Park 3250 San Marino Street, Los Angeles, CA 90006
16. Toberman Recreation Center 1725 Toberman Street, Los Angeles, CA 90015
17. Valley Plaza Recreation Center 12240 Archwood Street, North Hollywood, CA 91606
18. Wrigley Field Little League 429 East 42nd Place, Los Angeles, CA 90011