

APPROVED

REPORT OF GENERAL MANAGER

DEC 12 2007

NO. 07-297

DATE December 12, 2007

BOARD OF RECREATION  
and PARK COMMISSIONERS

C.D. 8

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: EXPO CENTER - MEMORANDUM OF AGREEMENT BETWEEN DEPARTMENT OF RECREATION AND PARKS, THE LOS ANGELES PHILHARMONIC ASSOCIATION, AND THE HARMONY PROJECT FOR THE IMPLEMENTATION OF A YOUTH ORCHESTRA PROGRAM

R. Adams \_\_\_\_\_  
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J. Kolb \_\_\_\_\_  
F. Mok \_\_\_\_\_  
K. Regan \_\_\_\_\_  
M. Shull \_\_\_\_\_

*[Handwritten Signature]*  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board:

1. Approve a three-year Memorandum of Agreement (MOA), substantially in the form on file in the Board office, between the Department of Recreation and Parks (RAP) EXPO Center, the Los Angeles Philharmonic Association (LAPA), and the Harmony Project (Harmony) for the implementation of a Youth Orchestra Program at EXPO center, subject to approval of the Mayor and City Attorney as to form;
2. Direct the Board Secretary to transmit forthwith the proposed MOA to the Mayor in accordance with Executive Directive No. 3 and concurrently to the City Attorney for review and approval as to form; and,
3. Authorize the General Manager to execute the MOA, upon receipt of the necessary approvals.

SUMMARY:

Each year since its founding in 1919, the Los Angeles Philharmonic (Philharmonic) has been hailed as one of Southern California's leading performing arts institution. Today, under the dynamic leadership of Esa-Pekka Salonen, who became the orchestra's tenth music director in

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1992, the Philharmonic is recognized as one of the world's outstanding orchestras. Both at home and abroad it has, as the Berliner Zeitung stated, "...proved that it belongs among the best in the United States."

This is a view shared by the more than one million Southern Californians who experience performances by the Philharmonic each year. There is a 30-week winter subscription season at the Walt Disney Concert Hall; and a 12-week summer festival at the legendary Hollywood Bowl, where "Music Under the Stars" has been a popular tradition since 1922.

The orchestra's involvement with Los Angeles extends far beyond regular symphony concerts in a concert hall. It embraces the schools, churches, and neighborhood centers of a huge and vastly diverse community. In fact, the Philharmonic devotes much of its energy and resources to ensuring that its presence is felt in every corner of Los Angeles. A special press conference announcing this partnership was held on Monday, October 29, 2007 at the Walt Disney Concert Hall. Both the Mayor's office and the Councilmember of the Eighth District support this partnership.

The Harmony Project (Harmony) is a non-profit organization established in April 2001, with a vision of serving the cultural and artistic needs of underprivileged children in the Los Angeles area. Their mission is:

- To promote the healthy growth and development of children through the study, practice and performance of music
- To build healthier communities by investing in the positive development of children through music
- To develop children as musical ambassadors of peace, hope and understanding amongst people of diverse cultures, backgrounds and beliefs

Harmony currently provides private and group orchestral instrument instruction, music theory, choral singing, recital performances and regular field trips to live events at the Expo Center. These programs are presently being funded through the Weingart Foundation. Music lessons offered by qualified teachers and musicians, as well as all musical instruments, are provided to each child at no cost to the child or their family. Eligibility for participation in the program is based upon family income.

Based on Harmony's establishment of an after-school instrumental instruction at the EXPO Center as of Fall of 2006, staff is now recommending that the music instruction program be expanded to include more instrumental classes and ensemble work, leading to the creation and growth of the EXPO Center Youth Orchestra. This is especially valuable because the youth

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members served by the EXPO Center do not have the advantage of music lessons within their schools. Studies have indicated that involvement in orchestra ensemble music has shown to improve children's views of self and sense of accomplishment, establishes meaningful relationships with caring adults around activity of consequence, results in better focus and ability to achieve in school as well as out of school, and relies on a holistic approach to children's development within their families and communities.

The proposed partnership between the Department of Recreation and Parks (RAP) and the Los Angeles Philharmonic Association (LAPA) will engage the Philharmonic, in alliance with Harmony, to provide after-school instruction in orchestra musical instruments, formation of ensembles, and ensemble coaching which will lead to the formation and growth of a youth orchestra. The LAPA will utilize the expertise of renowned musicians, staff and teaching artists and will provide the entire Youth Orchestra Program as a free service to the public. The LAPA and Harmony have identified grant funding to pay for the instruments, instruction and ensemble coaching. The EXPO Center has agreed to provide in-kind support of the program by recruiting volunteers from the USC Thornton School of Music to assist in program operations. The EXPO Center will also provide the program space. The LAPA, Harmony and the EXPO Center will seek grant funding for needed musical supplies, storage space, and staff support necessary to provide on-site coordination and scheduling of classes, ensemble rehearsals, and performances. Promotion of the program and communication with parents, families and schools will also be a responsibility shared by the EXPO Center and its other partners.

This is a three-year agreement; however, it is expected that the EXPO Center, over a five-year period, will take on responsibility to sustain the EXPO Center Youth Orchestra administratively and financially, as the LAPA transitions and supports this youth orchestra as it does its other Youth Orchestra Partners (by providing master-classes and coaching sessions for youth orchestra students with Philharmonic musicians, guest artists and teachers, access to open rehearsal and performance opportunities, and other benefits to be determined).

### FISCAL IMPACT STATEMENT:

The proposed agreement between RAP, LAPA, and Harmony is contingent upon the MOA between the parties as well. Funds have already been identified to support the work of the LAPA and Harmony at the EXPO Center for the first three years of the project. The EXPO Center will be expected to support the project by arranging and scheduling regular class space, rehearsal space, concerts, parent meetings, outreach to the community to publicize the classes and the concerts, and providing music materials and storage space for instruments, stands, etc. Any instruments purchased by the EXPO Center will be owned by the EXPO Center. It is expected that LAPA and Harmony will provide instruments for children, if they are not already provided by school day programs. Sustainability over the three to five year period of an EXPO Center Youth Orchestra at the site will be contingent upon the EXPO Center identifying resources to

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support the growth and continued participation of students. It is expected that the program will serve at least 100 fourth and fifth grade children.

This program represents an enhancement to the EXPO Center's programs without additional costs to the Department's General Fund.

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