

REPORT OF GENERAL MANAGER

**APPROVED**

NOV 04 2009

NO. 09-286

DATE November 4, 2009

**BOARD OF RECREATION  
and PARK COMMISSIONERS**

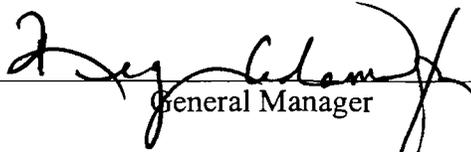
C.D. 9

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PERSHING SQUARE PARK - AMENDMENT TO THE SCHEDULE OF RATES AND FEES

R. Adams \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
S. Huntley \_\_\_\_\_  
\*V. Israel ✓

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

  
\_\_\_\_\_  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board approve an amendment to the Pershing Square section of the Department of Recreation and Parks' (Department) Schedule of Rates and Fees, as outlined in the attachment, effective upon Board approval.

SUMMARY:

Pershing Square is a concert and event center in the heart of downtown Los Angeles comprising approximately five acres, with a maximum capacity of six thousand people. The Department conducts many programs, concerts and special events for the public at the site. Pershing Square is also a popular site for community events and rentals, and is in demand as a local filming location.

Following a review of the Department of Recreation and Parks' Schedule of Rates and Fees staff determined that the existing fees needed clarification and restructuring in order to better reflect the variety of programming, events and rentals requiring various levels and types of permits. Permit fees have not been adjusted since 2007.

Department staff have reviewed the Schedule of Rates and Fees for Pershing Square Park and recommend the changes submitted in order to clarify fees, more accurately recover Department costs, and 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, and support services to the City's residents and visitors. Specific changes are identified in the attachment, new items identified by **bold** text and items proposed for deletion are indicated by ~~strikeout~~ text.

REPORT OF GENERAL MANAGER

PG. 2

NO. 09-286

FISCAL IMPACT STATEMENT:

The proposed amendments to the Schedule of Rates and Fees will provide additional revenue which will not impact the Department of Recreation and Parks General Fund (General Fund).

Fifty percent of the permit fees collected is deposited to the General Fund, and fifty percent to the facility account.

This report was prepared by Ann Vollmer, Principal Recreation Supervisor I, Pershing Square.

**PERSHING SQUARE**

(Revised 07/07 11/09)

**Pershing Square Park is a concert and event center located in the middle of Downtown Los Angeles. The facility occupies an entire city block, is approximately five acres, and has a maximum occupancy of 6,000 people. With its unique fountain and amphitheatre it is a popular location for filming and special events.**

Fifty percent (50%) of the fees will be deposited into the MRP account for Pershing Square Amphitheater and Fountain Area Park. The other 50% goes to the Department General Fund.

**FILM FEES**

|                                  |   |
|----------------------------------|---|
| <b>First two hours</b>           | <b>\$450.00</b>   |
| <b>Each additional hour</b>      | <b>\$100.00</b>   |
| <b>Maintenance/breakage fees</b> | <b>\$600.00 (\$400.00 refundable if no damages)</b>         |
| <b>Catering Fee</b>              | <b>\$250.00</b>   |
| <b>Student Films</b>             | <b>\$50.00 4 hours maximum, one day only</b>                |
| <b>Still photos</b>              | <b>\$100.00 every two hours, up to two hours (1 camera)</b> |

**These fees are for the use of a portion of Pershing Square. You may choose the amphitheater (north) and/or fountain (south) end. Staff will determine additional costs for unique situations or activities. All fees must be paid in full at least 48 hours prior to permit. The Park Film Office must also be contacted.**

**SPECIAL EVENT REQUIREMENTS**

**INSURANCE:**

**Event holder must submit proof of insurance by a licensed carrier to the City Administrative Officer (CAO) of the City of Los Angeles at least seven days prior to the scheduled event. The insurance policy must meet all of the requirements specified by the CAO for such coverage.**

**PORTABLE SANITARY FACILITIES: Requirement meets Health Department Standards  
One (1) for every 200 (or fraction there of) participants**

**EVENT FEES**

**Event Open to the Public**

| <b>Non-profit Group/Event</b> | <b><u>First 2 hours</u></b>         | <b><u>Each additional hour</u></b>  |
|-------------------------------|-------------------------------------|-------------------------------------|
| Amphitheater                  | <del>\$350.00</del> <b>\$450.00</b> | <del>\$100.00</del> <b>\$125.00</b> |
| Fountain Area                 | <del>\$350.00</del> <b>\$450.00</b> | <del>\$100.00</del> <b>\$125.00</b> |
| <b>Profit Group/Event</b>     |                                     |                                     |
| Amphitheater                  | <del>\$450.00</del> <b>\$550.00</b> | <del>\$100.00</del> <b>\$125.00</b> |
| Fountain Area                 | <del>\$450.00</del> <b>\$550.00</b> | <del>\$100.00</del> <b>\$125.00</b> |

Exclusive Use (Closed to Public)

1 – 250 persons

|               |                     |                 |                     |                 |
|---------------|---------------------|-----------------|---------------------|-----------------|
| Amphitheater  | <del>\$450.00</del> | <b>\$650.00</b> | <del>\$100.00</del> | <b>\$125.00</b> |
| Fountain Area | <del>\$450.00</del> | <b>\$650.00</b> | <del>\$100.00</del> | <b>\$125.00</b> |

251 or more persons

|               |                     |                 |                     |  |
|---------------|---------------------|-----------------|---------------------|--|
| Amphitheater  | <del>\$700.00</del> | <b>\$900.00</b> | <del>\$200.00</del> |  |
| Fountain Area | <del>\$700.00</del> | <b>\$900.00</b> | <del>\$200.00</del> |  |

ADDITIONAL CHARGES

**SPECIAL USE FEE**                      ~~\$200.00~~                      **\$300.00**                      plus deposit and event monitor fee

Special use of the Pershing Square Amphitheater and Fountain Area is available for City agencies and Department sponsored groups.

**DEPOSITS**

| <u>Anticipated Attendance</u> | <u>Refundable</u>                    | <u>Non-Refundable</u>                | <u>Total Deposit</u>                     |
|-------------------------------|--------------------------------------|--------------------------------------|--|
| 1 – 500 persons               | <del>\$500.00</del> <b>\$300.00</b>  | <del>\$250.00</del> <b>\$500.00</b>  | <del>\$ 750.00</del> <b>\$800.00</b>     |
| 501 – 1,000 persons           | <del>\$600.00</del> <b>\$500.00</b>  | <del>\$300.00</del> <b>\$500.00</b>  | <del>\$ 900.00</del> <b>\$1000.00</b>    |
| 1,001 + persons               | <del>\$800.00</del> <b>\$700.00*</b> | <del>\$500.00</del> <b>\$800.00*</b> | <del>\$1,300.00*</del> <b>\$1500.00*</b> |

\*Minimum fees – higher fees are negotiable based on group size and must be approved by the appropriate Recreation Supervisor.

**STAFF FEES**

**\*Management will determine what additional personnel will be required, based on the scope of the event and the number of people anticipated. An estimated cost will be provided in advance, but permittee will be charged the actual cost of service provided on the day(s) of the event.**

**If full-time staff is required for the event/activity, permittee will be charged at the current overtime rate plus an 8% administrative fee for that individual.**

**Potential additional staff include: Event monitor(s), maintenance staff, security Staff: minimum of two security officers for a minimum of four hours**

**EQUIPMENT RENTAL (each, per day, includes set-up)**

|   |                        |                          |
|---|------------------------|--------------------------|
| Tables, round with four (4) chairs and umbrella | <del>\$25.00</del>     | <b>\$ 50.00 per set,</b> |
| <b>Chairs, plastic (50 minimum)</b>             | <del>\$4.00 (ea)</del> | <b>\$200.00 (for 50)</b> |
| <b>Tables, plastic round</b>                    | <del>\$25.00</del>     |                          |
| <b>Umbrella</b>                                 | <del>\$20.00</del>     |                          |
| <b>Tables, six foot banquet</b>                 | <del>\$25.00</del>     |                          |

|                                 |                     |                                   |
|---------------------------------|---------------------|-----------------------------------|
| Canopies (each, includes setup) |                     | \$100.00 per canopy               |
| Refundable breakage deposit     | <del>\$100.00</del> | 50% of total equipment rental fee |

**UTILITY FEE**

**The basic electrical hook-up fee is for minimum usage and will be applied when PA systems or individual musical instruments are used.**

|                                 |  |  |
|---------------------------------|--|--|
| Basic fee                       |  | \$25.00                                  |
| Water (per event)               |  | \$25.00                                  |
| Daily electrical per food booth |  | \$25.00 (is included in food vendor fee) |

**COMMERCIAL PRODUCT PROMOTION**

|                            |                               |
|----------------------------|-------------------------------|
| 4 hour flat fee            | \$ 500.00 per day, per vendor |
| All Day (5-12hrs) flat fee | \$1000.00 per day, per vendor |

**VENDOR FEES**

In addition to the vendor fee, a deposit and cancellation fee will be charged

**Booth: Unless otherwise indicated, a booth will be defined as a 10 foot x 10 foot booth or equivalent activity area.**

**Basic vendors**

**Public Agency/Education booths (no sales of any kind) No Fee**

|                          |                     |                              |
|--------------------------|---------------------|------------------------------|
| Non-Profit Organizations | <del>\$100.00</del> | \$150.00 per day, per vendor |
| For Profit Organizations | <del>\$200.00</del> | \$300.00 per day, per vendor |

**Arts & Crafts Vendors**

|                          |          |                              |
|--------------------------|----------|------------------------------|
| Non-Profit Organizations | \$50.00  | \$ 75.00 per day, per vendor |
| For Profit Organizations | \$100.00 | \$150.00 per day, per vendor |

**Food vendors**

**Vendors must provide, in advance, all Recreation and Parks Department required permits and insurance.**

**One day event\***

|                        |                              |
|------------------------|------------------------------|
| 4 hour flat fee        | \$200.00 per day, per vendor |
| 5 – 12 hours: flat fee | \$400.00 per day, per vendor |

**Weekly rate\* (Monday through Sunday, or any part thereof)**

**4 hour flat fee                      \$500.00, per vendor**

**5-12 hours flat fee                      \$600.00, per vendor**

**Monthly rate\* (calendar month, unless otherwise indicated)**

**Flat fee                                      \$1000.00, per vendor**

**\*February through October only**

**Winter Holiday Season Rates (November through January)**

**One day event              Flat fee              \$500.00, per vendor**

**Weekend                      Flat fee              \$250.00, per vendor**

**Season                      Flat fee              \$2500.00, per vendor**

**PAYMENT OF FEES**

**For an event reservation a deposit of 50 % of the invoiced fee must be paid more than 91 days in advance of the scheduled event. The remaining 50% is due ten days prior to the event.**

**There is a specific schedule of forfeiture of a deposit if reservations are canceled: cancellation 91 or more days prior to the event is 25% of deposit; 61 to 90 days is 50%; and, 60 days or less prior to the event will result in the forfeiture of 100% of the deposit.**