

REPORT OF GENERAL MANAGER

DATE January 16, 2013

BOARD OF RECREATION AND PARK COMMISSIONERS

APPROVED
FEB 06 2013

**BOARD OF RECREATION
& PARK COMMISSIONERS**

NO. 13-017

C.D. 4

SUBJECT: CAMPO DE CAHUENGA HISTORICAL MUSEUM – AGREEMENT WITH THE CAMPO DE CAHUENGA HISTORICAL MEMORIAL ASSOCIATION TO OPERATE AND MAINTAIN THE FACILITY AND AMENDMENT TO THE SCHEDULE OF RATES AND FEES TO ADD CAMPO DE CAHUENGA HISTORICAL MUSEUM

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


General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Accept the offer of services for operation and maintenance of the Campo de Cahuenga Historical Museum from the Campo de Cahuenga Historical Memorial Association as described more fully in the Summary below;
2. Approve a proposed Agreement between the City of Los Angeles and the Campo de Cahuenga Historical Memorial Association, substantially as on file in the Board Office, subject to approval of the Mayor and of the City Attorney as to form;
3. Direct the Board Secretary to transmit the proposed Agreement to the Mayor, in accordance with Executive Directive No. 3, and concurrently to the City Attorney for review and approval as to form;
4. Authorize the Board President and Secretary to execute the Agreement subsequent to all necessary approvals;
5. Approve the proposed Schedule of Rates and Fees for use of the Campo de Cahuenga Historical Museum as described in the Summary of this Report and on the Attachment, to be effective March 1, 2013;

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6. Authorize staff to amend the Schedule of Rates and Fees to include the proposed fees;
7. Direct the Chief Accounting Employee to deposit cost recovery reimbursement and facility use permit fees received from organization in Fund 302, Department 89, Account 89705H, Museum, Museum Support Group; and,
8. Authorize the General Manager or his/her designee to make technical corrections as necessary to those transactions included in this Report.

SUMMARY:

In 1923, the City of Los Angeles purchased the Campo de Cahuenga Historical Museum (Campo) site, now placed under the jurisdiction of the Department of Recreation and Parks (Department), and now operated by the Campo de Cahuenga Historical Memorial Association (CDCHMA). On January 13, 1847, the Treaty of Cahuenga was signed at the Campo between Lt. Col. John C. Fremont and General Andres Pico which ended hostilities between the United States and Mexico and paved the way for California to become a state two years later. The adobe-like museum building was dedicated in 1951 and in 1964 the Campo became City of Los Angeles Cultural-Historic Monument No. 29. The Campo is State Landmark No. 151. Beginning in 1995, excavations for the Metro Rail subway project discovered remains of an adobe measuring 40 x 100 feet beneath the Campo and extending under Lankershim Boulevard. In early 2000, the excavation site was covered and sealed, and an interpretive excavation site of the foundation, using adobe bricks, was built atop the discovery and serves as a key historical exhibit at the Campo today.

CDCHMA is a non-profit corporation with a mission to preserve the unique historical significance of the Campo through development, advocacy, exhibition, education, and promotion. The organization currently operates and maintains the museum, housing important historical and cultural artifacts related to California heritage, the native gardens, and the adobe excavation exhibit. CDCHMA opens the Campo free to the public on the first Saturday of the month and provides knowledgeable docents who enhance the public's experience. The organization also produces an annual re-enactment event each January to mark the signing of the Treaty. The Department has no staff presence at the Campo and does not have the resources to keep the Campo open to the public.

Under the proposed Agreement, CDCHMA will continue to operate and maintain the Campo for a term of three years at no cost to the City. CDCHMA shall pay Cost Recovery Reimbursement Fees to the Department in the amount of \$1,476.00 per year for utilities, trash removal, and staff. Working closely with the Department, CDCHMA will be authorized to permit the Campo to third-party groups for meetings, receptions, and other one-time private events. A proposed Schedule of Rates and Fees, to include use policies respectful of the historic value of the site, has been developed by staff in collaboration with CDCHMA, based primarily on the approved Rates and

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Fees for other historic sites and museums owned and operated by the Department. Upon the Board's approval of the proposed Schedule and its effective date, CDCHMA will use the Schedule to charge permit groups approved Facility Use Fees. They will pay 30% of the Facility Use Permit Fees charged to the Department and 70% of the Facility Use Permit Fees shall be retained by CDCHMA and be used to support the Campo according to their mission and to the City's and the public's mutual benefit. CDCHMA shall maintain insurance coverage and undergo an Annual Performance Review to ensure compliance to the terms and conditions of the Agreement.

CDCHMA is an ideal organization to operate and maintain the Campo due to the historical nature of the site and this organization's track record of performing these duties over the past many years.

Staff has determined that the issuance of the proposed agreement is for operation of recreational programming at an existing park facility involving negligible or no expansion of use and, therefore, is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 1 (14) of the City CEQA Guidelines.

FISCAL IMPACT STATEMENT:

The operation and maintenance of the Campo is work that the Department is not budgeted to perform and, therefore, this Agreement with CDCHMA shall contribute to the City by providing a facility for the public's benefit at no cost to the City. The revenue share of Facility Use Permit Fees, value unknown, will add to the Department's General Fund and generate funds that will support the Campo.

This report was prepared by Joel Alvarez, Senior Management Analyst and Robert De Hart, Senior Recreation Director II, Partnership Division.

CAMPO DE CAHUENGA HISTORICAL MUSEUMFACILITY USE FEES

30% of retained fees are to be deposited in the Department of Recreation and Parks General Fund Account (RAP). 70% to be retained in the Campo de Cahuenga Historical Memorial Association Account (CDCHMA) to be used to support the facility and grounds.

Outdoor Area

Includes Weddings, Meetings, Social Events, Filming, Production Services and Craft Services
(Maximum capacity 400)

	<u>1st 4 hrs</u>	<u>Each add'l hour</u>
Prime Time (Friday – Sunday & Holidays)	\$800	\$150
Non-Prime Time (Monday – Thursday)	\$500	\$100

Main Exhibit Room

(Maximum capacity 100)

Meetings include standard set-up of tables and chairs.

\$250	\$60
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Commercial Still Photography

1-15 persons*: 50% of fees listed above; 100% of fees listed below (as applicable)

16+ persons*: 100% of fees listed above and below (as applicable)

*"Persons" includes those who are present at the shoot to observe or facilitate the project both in front of and behind the camera, such as: parents of children involved, animal trainers, clients, models, and any crew member.

Tours

Youth Groups (including Public and Private schools)	\$25
Adult Groups	\$50

ADDITIONAL CHARGES

	<u>1st 4 hrs</u>	<u>Each add'l hour</u>
Kitchen	\$100	\$25

	<u>1st 2 hrs</u>	<u>Each add'l hour</u>
Rehearsal Fee	\$100	\$50

Rehearsals may be scheduled within 60 days of event.

Reservation Deposit (non-refundable within 2 weeks prior to event)	\$50% of total fees
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Refundable Building (Security) Deposit	\$300 minimum
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Furniture Rental (Meetings include standard set-up of tables and chairs)

Rental of Tables	
Less than 10	\$75.00
10 or more	\$100.00
Rental of Chairs	
Less than 100	\$50.00
100 or more	\$100.00

Parking Only Fee

Patron must supply own security, additional insurance may be required.

The parking only fee is for use of the lot as parking for any off-site activity. If the parking lot is used for any activity beyond parking, the Outdoor Area Facility Use Fees will apply.

15 cars or less \$10 per car per day

More than 15 cars** \$50 per hour

**or any number of vehicles if semi-pulled trailers or over-sized vehicles are included

Catering Trucks

1st 2 hours

Each add'l hour

\$40 per Truck

\$20 per Truck

Monitor/Staff Fees

\$20 per hour (if applicable)

100% to Organization providing the staff (either CDCHMA or RAP)

VENDOR FEE

Table/2 chairs/10'x10'
equivalent activity area

Public Agency/Foundation (no sales of any kind)

No fee

Non-Profit Organizations (may have sales)

\$50

For-Profit Organizations / Individuals (may have sales)

\$100

Commercial (purpose is display of company logo/

\$200

product/name and/or commercial sales are conducted)

ALCOHOL SALES, SERVING, AND CONSUMPTION

(See ALCOHOLIC BEVERAGE POLICY for entire details)

SALES: Of the total gross receipts of Alcoholic Beverages (Beer and Wine only): 20% to be deposited into the Department of Recreation and Parks General Fund Account. 20% to be retained in the Campo de Cahuenga Historical Memorial Association Account to be used to support the facility and grounds.

CONTROL: When alcoholic beverages are to be served, a Department employee shall be on duty and immediately available for the duration of the event. Permittee shall reimburse the Department for the full cost of any overtime worked by the employee during the scheduled event. In addition, for every 100 participants expected the permittee shall employ the services of one uniformed security officer, but not less than two officers per event.

FEES: \$150 minimum refundable deposit (in addition to Refundable Building Deposit)

CANCELLATION FEES

Cancellation or Postponement

Within 60 days of the event

40% of all fees or \$125 (whichever is greater)

Cancellation prior to 60 days

\$100

Postponement prior to 60 days

\$50

PAYMENT OF FEES

The total amount of all rental fees and deposits due, shall be paid in full at least 30 days prior to the scheduled date of use, otherwise the reservation may be canceled.

PROHIBITED SPECIAL USE EVENTS

Revenue producing events, subletting or assignments of Special Uses are not permitted.

DEPARTMENT USE

Requests for use of these facilities must be submitted in writing and signed by an Assistant General Manager and approved by the General Manager or an appointed designee. There is no charge for approved Department use.

CAMPO DE CAHUENGA HISTORICAL MUSEUM
GENERAL RULES AND REGULATIONS

1. Applications for Campo de Cahuenga Historical Museum are accepted up to one year to the month of reservation. Reservation deposit (50% of total fees) is due at time of submitting application.
2. Cancellation Policy: Cancellation or Postponement within 60 days of the event will be 40% of all fees or \$125 (whichever is greater); cancellation prior to 60 days will be \$100; Postponement prior to 60 days will be \$50.
3. Applicants must be 21 years of age or older and submit applications in person. All applications are submitted to Campo de Cahuenga Historical Memorial Association (CDCHMA) representative.
4. Deposits will be kept by CDCHMA if any part of the permit has not been met by the applicant, their guest or contracted vendors. This includes any damage by the applicant, their guests, and/or contracted vendors. If all the requirements of the permit have been met, the deposit will be refunded 4-6 weeks after the event. Deposit will be refunded only in the permit holder's name and cannot be changed.
5. Use of the facility before and after the event for activities including food handling, decorating, set-up, deliveries, extra clean-up, pick-up, etc. must be included in time frame in which the facility is being rented.
6. All other fees are due 30 days prior to the event. If the facility is rented less than 30 days prior to the event, fees are due five days after confirmation.
7. All fees must be paid in cash, check or money order.
8. Activities and events connected with the rental event, such as promotion, advertising, programs, and invitations must be reviewed and approved in advance by CDCHMA.
9. No structure may be erected or assembled on the premises, nor may any electrical, mechanical or other equipment be brought thereon for use in an event, unless approved by CDCHMA.
10. No decorations may be fastened to any part of the building or shrubbery. The use of glitter, confetti, rice and/or bird seed is prohibited. No staples, pins or nails may be used on any part of the building or equipment. No balloons may be released on the facility. Any decoration, special effects of lighting planned in connection with the event must be reviewed and approved in advance.
11. The facility, gardens, grounds, and equipment are to be left at the conclusion of the event in the same order, condition, and degree of cleanliness as existed at the beginning of the rental.
12. Permission and approvals of a rental event is exclusive to the permittee and not transferable to any other person or organization.
13. Security, catering, clean up, are the responsibility of the permittee.

I have read and agree to adhere to the above listed policies.

Signed _____

Date _____