

APPROVED

02-01-2017

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 17-019

DATE February 01, 2017

C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PLAZA DE LA RAZA – PERMISSION TO SERVE ALCOHOLIC BEVERAGES

AP Diaz _____
R. Barajas _____
N. Williams _____

*V. Israel  _____
H. Fujita _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

Approve the sale and serving of alcoholic beverages at seven (7) special events to take place at Plaza de la Raza.

SUMMARY:

Plaza de la Raza Cultural Center for the Arts and Education (Plaza de la Raza) is a multidisciplinary community arts venue that has operated since 1970. It offers affordable classes in four major disciplines: visual art, dance, music, and theatre for students of all ages. Plaza de la Raza is housed in a non-City of Los Angeles facility that is located within the premises of Lincoln Park, within the Metro Region. The Department of Recreation and Parks (RAP) has had an agreement with Plaza de la Raza since 1999.

Plaza de la Raza is planning to hold seven (7) fundraising events in 2017. They are tentatively set for February 11, March 11 and 25, May 6, July 29, October 14, and November 4, 2017. As part of the events, pending board approval, it is intended to have alcoholic beverages available for purchase in a Beer Garden. The serving of beer and wine will be allowed in the "secured alcohol area" and will meet all State and local regulations, as well as the Board's Alcoholic Beverage Policy. In addition, Plaza de la Raza will provide security at all seven (7) events at their own expense.

The Board's Alcohol Beverage Policy requires that an event where alcoholic beverages are sold beyond five (5) events allowed per region, per calendar year, must obtain additional approval from the Board. The Metro Region anticipated alcohol-related events for 2017 include Seoul International Korean Festival, Debs Parks Audubon Society Event, Echo Park Lotus Festival, Arroyo Seco Lummis Days Festival, and Council District 1 Jazz Festival.

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In lieu of paying 20% of the alcohol sales (approximately Two Thousand Five Hundred Dollars, (\$2,500.00) total for all events) to RAP in accordance with the Board's Policy on Alcoholic Beverages, Plaza de la Raza provides support to enhance special events at Lincoln Park Recreation Center throughout the year. Plaza de la Raza has co-sponsored, or provided staff and/or entertainment at Baseball Opening Day and Banquet, Fishing Derby, Halloween - Day of the Dead, gifted senior citizens with turkeys at Thanksgiving, and provided mariachis for the Winter Holiday Program.

FISCAL IMPACT STATEMENT:

All proceeds that would have been collected in accordance with the Alcohol Policy will be kept by Plaza de la Raza, in exchange for services that they provide RAP as indicated in this report.

This report was prepared by Bertha Calderon, Management Analyst II, Metro Region.