

REPORT OF GENERAL MANAGER

NO. 02-378

DATE: November 6, 2002

C.D. \_\_\_\_\_

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AUTHORIZATION TO SUBMIT A SPONSORSHIP PROPOSAL TO NIKE INC. IN THE AMOUNT OF \$247,800 TO EXPAND THE GIRLS PLAY LOS ANGELES BASKETBALL PROGRAM

L. Barth \_\_\_\_\_  
A. Corrales \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
M. Matthews \_\_\_\_\_

\*J. Combs \_\_\_\_\_  
J. Duggan \_\_\_\_\_  
J. Kolb \_\_\_\_\_



General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

It is recommended that the Board:

1. Authorize the General Manager to submit a sponsorship proposal to NIKE Inc. in the amount of \$247,800 to expand the Girls Play Los Angeles basketball program; and,
2. Authorize the General Manager to request authority from the Mayor and City Council to accept the resulting grant award, in accordance with Executive Directive No. 26; and,
3. Authorize the General Manager to execute the grant agreement, and any subsequent amendments thereto, pursuant to Administrative Code Section 14.6 et seq. as may be amended, on behalf of the City, subject to approval as to form by the City Attorney.

SUMMARY:

Gale Minnifield, who runs the Girls Play Los Angeles (GPLA) basketball program for the Department, was invited by a NIKE Inc. community relations official, to present a sponsorship proposal to the sports and fitness company. GPLA, a gender equity "Raise the Bar" program created by the Citywide Youth Sports Committee, currently provides basketball league competition for girls ages 13-15. GPLA, subsidized as a line item allocated from the Mayor's office, is offered at 44 recreation centers. Sponsorship by NIKE would allow expansion of the program to include girls ages 8-12.

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It would fund uniforms, equipment, awards, pictures, promotion, tournaments, guest speakers, opening and closing ceremonies and special officials, registration and insurance fees.

The Municipal Sports Section would implement the program by providing training to directors, distribute materials and equipment, design a system of regional representation, reporting, tracking and monitoring. There is no match requirement.

This Board Report was prepared by Vicki Israel, Community Services Branch.