

REPORT OF GENERAL MANAGER

NO. 04-268

DATE September 1, 2004


C.D. 8

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: APPROVAL TO PERMIT EXCLUSIVE USE OF EXPOSITION PARK INTERGENERATIONAL COMMUNITY CENTER (EPICC) TO OUTSIDE GROUPS ON COLISEUM EVENT DAYS WHEN ACCESS TO EPICC IS CLOSED TO THE GENERAL PUBLIC BY THE DEPARTMENT OF TRANSPORTATION

K. Chan _____
J. Combs _____
H. Fujita _____

J. Kolb _____
F. Mok _____
*G. Stigile _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the permitting out of Exposition Park Intergenerational Community Center (EPICC) to private groups to conduct special events on days the facility is closed to the general public due to the declaration of a Coliseum Event held at the Coliseum and other venues within Exposition Park, and
2. Adopt the rates proposed within the body of this report and direct staff to amend the Department Schedule of Rates and Fees accordingly, effective upon Board approval.

SUMMARY:

Throughout the year, thousands of spectators attend sporting events held at the Coliseum and other venues within Exposition Park. For occasions when these events within Exposition Park attract 20,000 or more spectators, the Department of Transportation implements a special circulation plan to ensure proper traffic flow to accommodate the ingress and egress of a high volume of spectators, including the closure of Menlo Avenue, the main entrance into the EPICC facilities.

REPORT OF GENERAL MANAGER

PAGE 2

NO. 04-268

On Coliseum Event days, EPICC is unable to open to the general public because of the traffic restrictions. Staff proposes offering the facility for private use for which there is no traffic impact. By allowing the facility to be rented out by private groups who are already on-site due to the Coliseum Event, this proposal will create an opportunity to generate revenue during otherwise idle time to help off-set maintenance costs for the specialized services required at EPICC.

The Department undertook a study, through Pulse Marketing, one of the Department's economic consultants, to conduct a market assessment of EPICC as a viable event venue. Pulse Marketing found that there is a significant number of trade, professional, governmental, fraternal, civic and private groups within this area, which lacked event, meeting and function space. EPICC is a viable event venue which could draw from the downtown market and provide an alternative meeting space for smaller events (i.e. events too small for the Los Angeles Convention Center and Staples Center) as well as attract groups interested in conducting pre- or post-event festivities related to the Coliseum Event. The report indicated that the design of the EPICC facility is appealing because of its versatility, offering a variety of different spaces which could be used simultaneously, as part of the same event or areas which could serve dual functions. EPICC also has the capacity to accommodate large groups requiring general and breakout sessions or reception and dining space.

A market analysis of facilities in the area, revealed one similar meeting/conference/event venue, the neighboring USC Davidson Conference Center. The USC Davidson Conference Center charges \$6,500 per group, \$3,000 per meeting day, and \$40.00 per attendee. Its largest meeting room can accommodate approximately 400 people theater-style and 200 people for a sit-down event. The consultants recommended rates for the EPICC venue considering the fees charge at the USC Davidson Conference Center and the Department's commitment to charge fees at the lower end of market rates.

The fees attached, are proposed by the economic consultant based on their market analysis. These fees differ from the rate structures adopted at other Department facilities because they are based exclusively on the marketplace factors surrounding EPICC. The simplified fee structure is geared specifically for event purposes as adjoining Exposition Park venues present one all-inclusive fee for use of their venue. For example: The daily rental rate for the Los Angeles Memorial Coliseum is \$25,000 and the daily rental rate for the Sports Arena is \$12,500.

By adopting these new rates and fees, EPICC can join-in on revenue-generating opportunities which other Exposition Park entities have benefited from. The additional revenue generated from the new special event fee structure will be deposited to the facility maintenance MRP account to offset the high maintenance requirements associated with operating this state of the art complex.

This recommendation is supported by the EPICC Board of Directors and Councilmember Bernard Parks, Eighth Council District.

Submitted by Belinda Jackson, Executive Director

EPICC – SPECIAL EVENT FEES ON “COLISEUM EVENT DAYS”

100% of fees are to be deposited to the EPICC MRP with exception of staff fees which are to be deposited to accounts from which they were expended.

EXCLUSIVE USE – FACILITY USE FEES

	<u>Rate per area</u> <u>per six hour increment or portion thereof</u>
Amphitheater	\$1,850.00
Boardwalk Area	\$ 800.00
Community Room	\$1,200.00
EPICC Front Lawn	\$1,000.00
Gymnasium	\$1,800.00
Multi-Purpose Room	\$ 350.00
Patio Area	\$ 500.00
Pool & Deck Area	\$3,500.00
Rental of pools includes access to restrooms and changing rooms. Lifeguard requirements and related fees apply.	

Additional Fees

Reservation Deposit	50% of total fees is required no later than 90 day prior to event
Cancellation Fee	50% of total fees, 30 days or less prior to event 25% of total fees, 31-90 days prior to event
Equipment rental	Fee schedule on request, based on actual costs
Utility Fee	Quoted on request, based on actual costs
<i>To be deposited to General Services Department utility account 100-62</i>	

Other Fees

At the discretion of the EPICC Executive Director, some events or activities may require additional maintenance, security, traffic control, and/or event monitoring staffing, or require additional dumpsters, portable toilets, or other items due to size, location, scope of activities, or other factors. Part-time staff fees are established in the GENERAL INFORMATION section. Full-time staff fees will be charged at the current overtime rate. All applicable fees will be quoted on request and based on actual costs.