

APPROVED

REVISED

June 20 2021

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 24-146

DATE June 20, 2024

C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: METRO REGION, 43RD LOTUS FESTIVAL – ACCEPTANCE OF PROPOSED DONATION FROM YAAMAVA’ RESORT & CASINO THROUGH THE LOS ANGELES PARKS FOUNDATION

B. Aguirre M. Rudnick
B. Jones C. Santo Domingo
*C. Stoneham C.S N. Williams

[Signature]
General Manager

Approved X Disapproved Withdrawn

RECOMMENDATION

- 1. Accept a donation from Yaamava’ Resort & Casino (Yaamava’) through the Los Angeles Parks Foundation (LAPF), for in-kind services at a value up to \$100,000.00 as a sponsorship for the 43rd annual Lotus Festival.
2. Waive the prohibition on accepting sponsorships from companies or businesses that conduct activities regarded as “adult-oriented” as set forth in the Department of Recreation and Parks’ Sponsorship Policy (Attachment 1) with regards to the donation described in this Report.

SUMMARY

The Department of Recreation and Parks (RAP) will host the 43rd Annual “Lotus Festival” on July 13 and 14, 2024 at Echo Park Lake, located at 751 Echo Park Avenue, Los Angeles, California 90026 in the 13th Council District.

The Lotus Festival celebrates Asian Pacific Cultures annually in July when the eponymous flower is in bloom. Highlights of the weekend will feature the people and culture of the Philippines through display of art, music, dance, and food. There will be activities for the entire community, both young and old. The Lotus Festival will also feature public and private agencies that provide community services and networking opportunities.

Available RAP funds are not adequate to fund the entire cost of producing a large festival. Therefore, staff raises revenue by soliciting sponsors working with the Los Angeles Parks Foundation. Yaamava’ has proposed to generously donate \$100,000.00 to RAP, through the LAPF, as a sponsorship for the 43rd annual Lotus Festival. A portion of the donation will go to entertainment and a drone show that will feature Yaamava’ as a sponsor for the Lotus Festival.

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In recognition of its donation, Yaamava' will receive booths at the Lotus Festival, and invitations to the press luncheon, opening ceremony, VIP reception, and other Festival events. In addition, the Yaamava' name and/or logo will be displayed on the main stage, promotional materials, social media and TV media, as well as promotion by guest influencers. All recognition shall comply with the requirements set forth in RAP's sponsorship policy (Attachment 1).

Yaamava' community involvement includes funding educational programs, homelessness services, and programs for veterans and military families. They also partner with community based organizations that provide services for Native communities, including healthcare services and workforce development. Yaamava' also funds programs to preserve Native culture through – among other things – cultural education programs, cultural gatherings, and language preservation.

It should be noted that RAP's existing sponsorship policy (attached as Attachment 1) restricts sponsorships from “ [A] company or organization, or subsidiary, that conducts or has business or operational activities substantially derived from or involved with the sale, production, or distribution of alcohol, tobacco, firearms, pornography, or any other business or activities regarded as “adult oriented””. Though Yaamava's business includes the operation of a casino, RAP staff recommends that this sponsorship prohibition be waived in this instance in order to accept the donation described in this Report.

FISCAL IMPACT

There is no fiscal impact to RAP's General Fund, except for unknown savings, as the donation may offset some expenditures.

STRATEGIC PLAN INITIATIVES AND GOALS

Approval of this Report advances RAP's Strategic Plan by supporting:

Goal No. 2 : Offer Affordable and Equitable Recreational Programming
Outcome No. 1 : Improve health and social equity for young Angelenos

This Report was prepared by Bertha Calderon, Management Analyst, Metro Region

LIST OF ATTACHMENTS

1) RAP Sponsorship Policy

City of Los Angeles Department of Recreation and Parks
Sponsorship Recognition Policy, Procedures and Guidelines for Recognizing Organizations and
Individuals who Contribute to and/or Support City of Los Angeles Parks and Programs

The mission of the Department of Recreation and Parks (“RAP”) is to enrich the lives of the residents of Los Angeles by providing safe, welcoming parks and recreation facilities and affordable, diverse recreation and human services activities for people of all ages to play, learn, contemplate, build community and be good stewards of our environment.

RAP’s objective is to enhance and expand recreational programs and services through public and private collaborations.

POLICY:

RAP recognizes that there are many opportunities and potential benefits to be gained from RAP collaborations with private and public entities for monetary, in-kind (product and/or services), and capital contributions (collectively referred to herein as “Sponsorships”) benefiting RAP facilities, programs, events, services and/or activities. These contributions often merit some form of recognition to acknowledge and thank the sponsor, donor, and/or contributor (collectively, “Sponsors”) for their contribution to RAP. However, it shall be understood that any transaction between RAP and a private and public entity involving the naming of a park, recreation facility, amenity, landmark or other park asset, in exchange for financial support shall be in accordance with the RAP Naming Policy, which is separate and independent of this Policy.

RAP supports, in principle, public-private relationships that generate financial and/or other types of support for RAP’s mission. Accordingly, the Board of Recreation and Park Commissioners (“Board”) has adopted this Sponsorship Recognition Policy (“Policy”) establishing the criteria and setting forth the guidelines and procedures for thanking, acknowledging, and/or recognizing significant contributions provided to RAP by private and public entities. The intent of this Policy is to establish a mechanism under which RAP may thank, acknowledge and recognize private and public entities who contribute to parks and related programs and services for the primary benefit of the general public. The Board has hereby designated RAP’s General Manager or her or his designee (collectively, “GM”) to implement this Policy.

Pursuant to this Policy, RAP shall have the authority to determine the criteria, requirements, and restrictions under which a proposed form of Sponsorship Recognition shall be evaluated and approved, whether included herein or established in the future. It shall be understood that all forms of Sponsorship Recognition shall be temporary in nature, and that the duration of time that such Sponsorship Recognition shall remain in place and/or be in effect is subject to the prior approval of the Board.

RAP shall identify and solicit potential Sponsors, and evaluate Sponsorship proposals from private and public entities in accordance with this Policy, and if such Sponsorship is approved and implemented, shall recognize such Sponsors for providing monetary and/or in-kind support for RAP parks and recreation facilities, programs and/or services, and grant the authority for the Sponsor to associate its name or function with RAP parks and facilities, programs and services, and/or RAP name, as approved by the Board. RAP may provide Sponsorship Recognition, other than a displayed acknowledgement on RAP property (recognition signage), such as but not limited to, use of the RAP name or logo, association with RAP in communications, media opportunities, event participation, and distribution of information and/or product sample.

GENERAL PROVISIONS:

RAP shall retain complete discretion and authority at all times in determining whether, with whom, where, how, and when contributions shall be accepted, Sponsorships approved, and Sponsorship Recognition provided, subject to the approval of the Board. Sponsorship signage shall comply with all applicable laws.

1. Criteria for Sponsorship Agreements. The following criteria, in its entirety, shall be considered in evaluating sponsorship proposals:
 - a. The Sponsorship must support, and conform to, the Mission of RAP.
 - b. The Sponsorship must provide a direct benefit to the park, facility or amenity.
 - c. Sponsorship benefits may be commensurate with the value of the support offered through the Sponsorship.
2. Sponsorship Considerations. RAP shall consider the following when evaluating a Sponsorship proposal.
 - a. The timeliness, readiness, and requirements associated with a potential Sponsor entering into an agreement with RAP.
 - b. Any current or future RAP operating or maintenance costs associated with the Sponsorship or impacts on other agencies.
 - c. The Sponsor's record of responsibility in past involvement with the City, RAP, and/or community.
 - d. Sponsorships, Sponsorship benefits, and Sponsorship Recognition shall enhance rather than detract from the design standards and visual integrity of the sponsored program, activity or facility.
3. Sponsorship Recognition Requirements and Responsibilities. Subject to prior determination by RAP, Sponsorship Recognition requirements and responsibilities may include, but not be limited to the following:
 - a. RAP shall exercise full control and authority over the form and content of the Sponsorship Recognition, including but not limited to, retaining editorial and design control over signage, publications, the sponsor name, logo and all other graphic materials.
 - b. Prior to the implementation of any form of Sponsorship Recognition portraying any physical or intellectual image incorporating the RAP logo or name, and/or indicating the existence of an affiliation between RAP and the Sponsor, such recognition shall be approved by the Board.
4. Sponsorship Benefits. Sponsor benefits may include, but not be limited to:
 - a. Public exposure of corporate logo through placement on RAP publications (facility brochures and program fliers), RAP website and/or social media, on apparel (for participants and volunteers), or on other materials such as bags, or giveaways.
 - b. Recognition through press and other events, and media mentions.
 - c. Participation in RAP events.
 - d. Distribution of product samples at RAP events and/or facilities.
 - e. The placement of a Sponsor logo on an athletic field or court surface.

- f. Recognition Signage. In addition to the general provisions of this Policy, the following shall be considered when determining the appropriateness of placing Recognition Signage on park property.
 - (i) Recognition Signage may include, but not be limited to, banners, wraps, plaques, placards, dasher boards, or signs.
 - (ii) RAP shall maintain control over the printing, manufacturing, or otherwise fabricating of Recognition Signage to be placed on park property, and shall oversee the installation of all Recognition Signage, which may be accomplished by RAP staff or by a third party acting under RAP's direction and control, whether funded at Contributor's expense or RAP's expense.
 - (iii) Signage in recognition of a Sponsor's furtherance of RAP's mission through contributions in support of RAP programs or activities, and/or improvement of RAP facilities, shall expressly include a phrase confirming that RAP is recognizing, acknowledging, and/or thanking the Sponsor, which text shall be prominently featured, and of a reasonable size proportionate to space and location, and identifying RAP as the entity responsible for the content and placement of the Sponsorship Recognition.
- 5. Sponsorship and Recognition Restrictions. In general, the following shall be restricted under this Policy:
 - a. Sponsorship Restrictions:
 - (i) A company or organization, or subsidiary, that conducts or has business or operational activities substantially derived from or involved with the sale, production, or distribution of alcohol, tobacco, firearms, pornography, or any other business or activities regarded as "adult oriented".
 - (ii) A Sponsorship that could cause a conflict of interest or policy deviation.
 - (iii) A Sponsorship made conditional upon RAP performance with respect to level of public participation or response, event outcome, or objectives achieved.
 - (iv) An individual Sponsor that limits RAP's ability to seek other sponsorship opportunities, unless agreed to by RAP.
 - b. Recognition Signage Restrictions:
 - (i) The placement of individual Recognition Signage shall not limit RAP's ability to seek other Sponsorship opportunities, unless agreed to by RAP.
 - (ii) Billboards shall not be authorized under this Policy for use on park property.
 - (iii) Signs that contain a call to action by a commercial sponsor, for the public or RAP to purchase a good or service, shall not be authorized for use on park property.

SPONSORSHIP RECOGNITION APPROVAL REQUIREMENTS

Prior to any form of Sponsorship Recognition being implemented, sponsorship proposals shall be evaluated by RAP staff, with recommendations to the GM for possible consideration by the Board, which shall be provided in a report detailing the scope of the proposal (sponsorship, donation, cost, funding, duration, etc.) and the terms and conditions of any related Sponsorship Agreement, when applicable.