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September 21, 2012

To: Supervisor Zev Yaroslavsky, Chairman
Supervisor Gloria Molina
Supervisor Mark Ridley-Thomas
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer

GRAND PARK EVENT AND FILM RENTAL RATES

In July 2012, Grand Park opened its first section of the Grand Park, from Grand Avenue to Hill Street, and showcased the restored Arthur J. Will historical fountain and performance lawn. In September 2012, the second section of the Grand Park, from Hill Street to Broadway, revealed the Community Terrace and Garden of Historic American Flags. The last section of the Grand Park, from Broadway to Spring Street, is scheduled to open in October 2012, including the new event lawn, public restrooms, dog area, ATM, and additional park offices. With the Grand Park open to the public, and programming being planned, the Chief Executive Office (CEO) has received the event and film rental rates from the Park Director, to be administered by the Performing Arts Center of Los Angeles County pursuant to their maintenance, operating, and programming agreement.

In May 29, 2012, the Board authorized the Chief Executive Officer to execute the Maintenance, Operating, and Programming Agreement with the Performing Arts Center of Los Angeles County for the programming, operations, and maintenance of the Park, which include establishing event and film rental rates for the Park. The Board also authorized the CEO and the Auditor-Controller to collect revenue from Starbucks, Bank of America, County owned parking lots, rental events, and other concessionaires located at Grand Park and deposit it to the Grand Park Operating budget.

Grand Park was designed to serve as an active, welcoming setting for daily activities, and to create a civic gathering place for community celebrations, cultural and ethnic celebrations, festivals, holiday events, political gatherings and the like. Grand Park is first and foremost a park for everyone to enjoy, but also can be utilized as an event venue and film and photography location to generate revenue to offset operating expenses and to provide free programming to patrons.

Grand Park's event and film rental rate structure (Attachment I) is summarized below:

- Event space rentals are categorized by corporate and commercial rates, non-profit and individual rates, and preferred rates that are offered to government agencies, producing partners, and Music Center and resident companies. Event space rent ranges from $750 to $25,000 depending on the size and location of the event;

- Film location rental fees are $20,000; and

- Photography location rental fees are at $5,500.

The proposed rate structure is comparable to rates at similar event and film location venues at other local and national locations, including the Arboretum of Los Angeles County, Bryant Park, Yerba Buena Gardens, and Millennium Park (Attachment II). The event and film rental rates do not include costs for security, site management, and utilities but protects the County from incurring additional costs due to damage from a rental opportunity.

The event and film rental rates will take effect on October 1, 2012.

If you have any questions regarding this matter, your staff may contact Dawn McDivitt at (213) 974-2620.

WTF:RLR:DJT
DKM:CF:mda

Attachments

c: Executive Office, Board of Supervisors
County Counsel

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GRAND PARK EVENT AND FILM RENTAL RATES

EVENT SPACE RENTAL RATES			
Space*	Corporate & Commercial Rates	Non-Profit & Individual Rates	Preferred Rates**
Overlook Plaza	$2,000 - 5,000	$1,000	$750
Fountain Plaza	N/A	N/A	N/A
Olive Court	$2,000 - 5,000	$1,000	$750
Performance Lawn***	$5,000 - 8,000	$2,500	$1,000
Community Terrace	$2,000 - 5,000	$1,000	$750
Event Lawn***	$15,000 - 25,000	$5,000	$2,500

* Smaller spaces not included on this list may be available for rent

** Preferred Rates are offered to Government Agencies, Producing Partners, and Music Center/Resident Companies

***10% of gross ticket sales, but not less than the rental rate amount indicated, and exclusive of facility users fee, if applicable

FILM/PHOTOGRAPHY LOCATION RENTAL RATES	
Type of Shoot	Rate Per Block
Film	$ 20,000
Photography	$ 5,500

Film/Photography Shoot Rate Assumptions

1. Location space is reserved for 14 hours. Additional time will incur additional charges.
2. Location space is dependent on availability and accessibility.
3. Mandatory Site Manager, Security, and Union Call charges are an additional cost.
4. Add-on charges for Housekeeping, Usher staff, Engineering, and Fountain Operation will apply on a case-by case basis.
5. Security deposit required based on size of shoot.

GRAND PARK EVENT AND FILM RENTAL RATES COMPARISON

CATEGORY 1 - LARGE EVENTS

Location	Venue	Capacity	Size	Corporate/Commercial	Non-Profit	Notes
Grand Park, LA County	**Event Lawn**	**3,500 - 5,000 est.**	**33,320 sf**	**$15,000-$25,000**	**$5,000**	**Preferred rate $2,500**
Arboretum, LA County	Bauer Lawn	5,000		$5,000	$3,000	Lower rates applied to smaller events
Bryant Park, New York	Lawn	3,000 - 5,000	50,000 sf	$250,000		Not generally leased to public
Millennium Park, Chicago	Great Lawn	4,000 - 7,000 seated		$40,000	$20,000	Includes stage and choral room
Expo Center, LA	South Lawn West	75,000 est.	750,000 sf	$3,750	$1,875	

CATEGORY 2 - MEDIUM EVENTS

Location	Venue	Capacity	Size	Corporate/Commercial	Non-Profit	Notes
Grand Park, LA County	**Performance Lawn**	**1,500 - 2,000 est.**	**18,500 sf**	**$5,000 - $8,000**	**$2,500**	**Preferred rate $1,000**
Music Center, LA County	Plaza	1,000 - 3,000	20,000 sf	$3,000 - $6,000	$1100 - $6,000	
LA Plaza de Cultura y Artes	Grass Stage	2,100		$6,000	$3,000	
Campus at Playa Vista	Bandshell	1,500		$3,000 - $15,000	$3,000 - $15,000	
Griffith Park, LA County	Picnic Grounds	800		$800 - $1,600	$800 - $1,600	rent based on attendance
LACMA, Los Angeles	LA Times Court	600 - 1,500	14,400 sf	$8,500	$6,500	
Millennium Park, Chicago	Chase Promenades	1,200 - 1,800	15,000 sf	$7,000 - 20,000	$7,000 - 20,000	higher rate w/tent
Griffith Observatory, LAC	Grounds	1,800		$12,500	$12,500	restricted use
LACMA, Los Angeles	West Penthouse	700 - 900	20,772 sf	$9,000	$7,000	
Ford Amphitheatre, LAC	Amphitheatre	1,200		$4,200 + Facility Fee	$3,500	Includes stage, A/V

CATEGORY 3 - SMALL EVENTS

Location	Venue	Capacity	Size	Corporate/Commercial	Non-Profit	Notes
Grand Park, LA County	**Overlook Plaza**	**320 - 375 est.**	**3,200 sf**	**$2,000 - $5,000**	**$1,000**	**Preferred rate $750**
Grand Park, LA County	**Olive Court**	**500 est.**	**5,040 sf**	**$2,000 - $5,000**	**$1,000**	**Preferred rate $750**
Grand Park, LA County	**Community Terrace**	**575 est.**	**5,655 sf**	**$2,000 - $5,000**	**$1,000**	**Preferred rate $750**
Music Center, LA County	Walt Disney Concert Hall Garden	250 - 700	15,000 sf	$500 - $2,500	$375-$1,750	
Music Center, LA County	Keck Amphitheatre	150 - 400		$250-$1,250	$150-$750	$1,500 performance rate - no catering
LACMA, Los Angeles	Roundtable Garden	50 - 100	730 sf	$2,500	$1,500	
Arboretum, LA County	Lawns & Gardens	up to 550		$500 - $4,500	$500 - $4,500	rent based on attendance, wedding vs. reception
MOCA, Los Angeles	ARCO Court	120 - 300	1,900 sf	$5,000	$3,500	rent based on guest count
MOCA, Los Angeles	Sculpture Plaza	200 - 500	5,600 sf	$10,000	$6,000	rent based on guest count
LA Plaza de Cultura y Artes	Patio	200		$4,000	$2,000	
Millennium Park, Chicago	Wrigley Square	200		$250/hour	$250/hour	wedding ceremonies only; max 3 hours
MOCA, Los Angeles	Roof Terrace	100 - 200	2,600 sf	$5,000 - $10,000	$3,500 - $6,000	based on guest count
Millennium Park, Chicago	Rooftop Terrace	450 - 1300	4,452 - 9,180 sf	$13,000	$6,000	price and sf can include existing tent + patio

GRAND PARK EVENT AND FILM RENTAL RATES COMPARISON

FILM/PHOTOGRAPHY LOCATION FEES

Location	Venue	Film	Photography	Insurance	Included	Additional Expenses	Notes
Grand Park, LA County	Per block	$20,000	$5,500	$1,000,000 Required		Water & power, site management, Local 33, security & operations services	14 hour day
Bryant Park*	Various spaces	$2,000 - $60,000	$2,000 - $60,000	$1,000,000 Required	Water & Power, site management, security & operations services		
Millennium Park*	Various spaces	$5,000 - $80,000	$5,000 - $80,000	$1,000,000 Required	Water & Power, site management, security & operations services		
Yerba Buena Gardens*	Various spaces	$3,000 - $40,000	$3,000-$40,000	$1,000,000 Required	Water & Power, site management, security & operations services		
California Plaza		$20,000	$10,000	$1,000,000 Required	Water & Power, site management, security & operations services		Local 33 N/A
Gibson Amphitheatre		$25,000		Required	Local 33, water & power, site management, security & operations services		
Music Center, LA County	Walt Disney Concert Hall or Dorothy Chandler Pavilion	$8,500	$5,500	$1,000,000 Required	Site management, water & power	Local 33, security & operations services	12 hour day/4 union
Department of Water and Power		$2,000	$1,500	$1,000,000 Required	Water & Power, site management, security & operations services		Local 33 N/A
Los Angeles Memorial Coliseum	Christmas Tree Lane	$600	$600	$1,000,000 Required	Water & Power, site management, security & operations services		Local 33 N/A

*Fees are dependent upon actual project. Fees range widely due to the different spaces they manage.