

Enriching Lives



# ADOPTED

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

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December 01, 2015

14 December 1, 2015

#### Board of Supervisors

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The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

  
PATRICK OGAWA  
ACTING EXECUTIVE OFFICER

Dear Supervisors:

### **APPROVE PROPOSED NAMING RIGHTS PLAN AT THE FORD THEATRES (ALL SUPERVISORIAL DISTRICTS) (3 VOTES)**

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Laura Zucker  
Executive Director

#### **SUBJECT**

Request approval of a Naming Rights Plan that will grant the Ford Theatre Foundation the right to name certain portions of the improvements at the Ford Theatres for major donors.

#### **IT IS RECOMMENDED THAT THE BOARD:**

1. Find that approval of the Ford Theatres Naming Rights Plan is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to California Code of Regulations, title 14, section 15311 (CEQA Guidelines, Class 11).
2. Approve the Ford Theatres Naming Rights Plan as proposed by the Ford Theatre Foundation, as provided in the resolution and instruct the Executive Officer of your Board to execute the resolution.

## **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

Approval of the recommended action will allow the Ford Theatre Foundation (Foundation) the right to name certain portions of the improvements on the property at the Ford Theatres (Ford) for major donors.

The Naming Rights Plan (Plan) will outline a process for an important new contributed revenue source to support current and future capital improvements at the Ford and to contribute to the long term sustainability of the Foundation, which raises funds to support the physical amphitheater and to produce free and accessible programming at the Ford and related programming in communities throughout Los Angeles County.

All proceeds and interest from the Naming Rights Plan shall be (a) applied to fund construction and renovation activities of Foundation at the Ford, (b) contributed to an endowment or reserve fund of the Ford Theatre Foundation, the income from which shall be applied to support the operation and programming activities of the Foundation at the Ford or the Ford's programming directly, or (c) applied in another manner set forth in the Naming Rights Plan.

The Plan includes proposed naming opportunities as identified in Enclosure A. Any donor signage will be installed in accordance with the signage guidelines for the site and subject to approval by the Foundation Board, which is comprised of 15 members, including four ex officio positions held by a representative of the Supervisor of the Third District, the Vice President of the Arts Commission, the Director of the Department of Parks and Recreation, and the Executive Director of the Arts Commission.

Naming rights will be granted for specific periods of time as negotiated with donors with a maximum term of 30 years.

## **Implementation of Strategic Plan Goals**

The proposed recommendations will further the County's Strategic Plan Goals of Operational Effectiveness (Goal 1) by enhancing infrastructure of the theatre site, which will enable the Ford to improve service delivery to the residents of Los Angeles County and compete with other venues as a state-of-the-art facility; Fiscal Sustainability (Goals 2) by increasing revenues to strengthen and enhance the County's capacity to sustain essential county services, and Integrated Service Delivery (Goal 3) by enhancing recreational opportunities for residents and visitors of the County of Los Angeles.

## **FISCAL IMPACT/FINANCING**

The recommended action will have no impact on the County's General Fund.

## **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

The Ford is a 1,180 seat performing arts venue owned by the County of Los Angeles. Part of a 32-acre County regional park, the Ford is operated through a three-way partnership between the Los Angeles County Departments of Parks and Recreation, which maintains the park and theatre grounds and structures, the Los Angeles County Arts Commission, which operates the theatre and directs the Ford's arts programming, and the Ford Theatre Foundation, a nonprofit organization that

supports the Ford's fundraising and programming efforts.

The Board of Supervisors directed the formation of the Foundation through approval of a board motion brought by Supervisor Ed Edelman on November 15, 1994. The Foundation entered into a contract agreement with the County in 1995, renewed in 2001, to devote its time and resources to the purposes of developing financial resources for the Ford, presenting cultural and family programs, preserving the theatre, and directing activities for the accessibility of the residents of Los Angeles County. Overseeing the Naming Rights Plan falls within this scope of contracted activities of the Foundation.

The County has established extensive precedents for naming rights in County facilities, including the Hollywood Bowl, Descanso Gardens, the Music Center, the Natural History Museum, and the Los Angeles County Museum of Art. The placing of plaques and signage at the Ford will be consistent with donor plaques and signage which exists at the Hollywood Bowl, Descanso Gardens, the Music Center, the Natural History Museum, and the Los Angeles County Museum of Art.

County Counsel has approved the attached resolution as to form.

### **ENVIRONMENTAL DOCUMENTATION**

CEQA Guidelines section 15311 exempts from the provisions of CEQA the "placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities," including "[o]n-premise signs[.]" Additionally, the County Environmental Document Reporting Procedures and Guidelines, Appendix G, Class 11 (Accessory Structures), exempts from CEQA review the "[e]rection of informational or directional on-premise signs[.]"

The signage authorized under the proposed Plan consists exclusively of informational plaques and signage recognizing the contributions of Foundation donors. The plaques and signage will only be placed on or in newly constructed or future improvements on the Ford campus, and will not be placed on, impact or detract from any of the Ford's primary defining historic structures or features.

### **IMPACT ON CURRENT SERVICES (OR PROJECTS)**

This Plan will provide the Foundation with a significant tool to support planned capital improvements at the Ford. Once completed, these capital improvements will significantly enhance artist and audience amenities, which is expected to, in turn, increase the number of events, grow ticket sales and raise the visibility of the Ford as an important cultural resource for Los Angeles County artists and communities.

### **CONCLUSION**

Please instruct the Executive Officer of the Board to forward three adopted copies of this letter to the Department of Parks and Recreation for distribution.

The Honorable Board of Supervisors

12/1/2015

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Respectfully submitted,

A handwritten signature in black ink, appearing to read "Laura Zucker", with a long horizontal line extending to the right.

LAURA ZUCKER

Executive Director

AD:hr

Enclosures

c: Chief Executive Officer  
County Counsel  
Board of Supervisors  
Parks and Recreation



Ford Theatre Foundation  
Ford Theatres Naming Rights Plan  
April 2015

## **INTRODUCTION**

The Ford Theatres (Ford) are owned and operated by the County of Los Angeles. Located in a 32 acre County regional park, the facility is run through a three-way partnership among the Los Angeles County Arts Commission, the Department of Parks and Recreation and the Ford Theatre Foundation (Foundation). The Ford complex is one of the oldest performing arts venues in Los Angeles still in use. Each year, the Ford partners with LA County-based arts organizations to present culturally diverse music, dance, theatre, film and family events.

To continue to meet modern safety, access and performance standards, the Ford's historic site and buildings require on-going renewal and investment. In 2008, through an allocation from Los Angeles County, the Ford developed a comprehensive multi-phased plan, the Ford Theatres Project, that provides for the rehabilitation of portions of the existing amphitheatre and development of new buildings and outdoor spaces, all within the current boundaries of the Ford property. The planned facility upgrades and restorations will provide enhanced theatrical infrastructure and performer amenities and will address long-deferred maintenance and needed repairs, resulting in a state-of-the-art venue that will continue to serve the Los Angeles community with high quality, artistic events and performances for years to come.

The Ford Theatres Naming Rights Plan described below will provide additional financial resources to support the Ford Theatres Project and will ensure the Ford continues to retain and expand its position as a major cultural and educational resource for the residents of Los Angeles.

## **NAMING RIGHTS**

The Naming Rights Plan is a campaign to raise funds for the Ford's capital improvements and activities from a select group of corporate, foundation, high-net-worth individuals and other contributors. A naming rights donor will receive recognition for his/her gift at one or more specified sites at the Ford. The amount of a gift required to secure naming rights is relative to the size, scale and visibility of the item or space to be named, along with the costs of any planned capital improvement. A sample list of premier naming opportunities is included as Attachment A: Sample Naming Opportunities. Additional naming opportunities may be developed to recognize gifts in a smaller, five-figure range.

**USE OF FUNDS**

All funds raised through the Ford Theatres Naming Rights Plan will be reserved for Ford-related expenses exclusively and will be held in a separate account for that purpose by the Foundation. As with all building and renovation projects at the Ford, any such projects funded under this Naming Rights Plan will require the approval of the Foundation Board, which includes ex-officio members of the Department of Parks and Recreation, the Third Supervisorial District and the Arts Commission. All proceeds and interest from the Naming Rights Plan shall be (a) applied to fund construction and renovation activities of Foundation at the Ford, (b) contributed to an endowment or reserve fund of the Foundation, the income from which shall be applied to support the operation and programming activities of the Foundation at the Ford or the Ford's programming directly, or (c) applied in another manner set forth in this Naming Rights Plan.

**TERM LENGTHS**

Naming Rights will be granted for specific periods of time as negotiated with donors on a case-by-case basis. The maximum term guaranteed will be for 30 years, with an option to renew once the initial time period lapsed. Naming rights once lapsed will revert to the County or be made available for another donor to secure with an appropriate level of donation.

**DONOR RECOGNITION AND SIGNAGE PLACEMENT**

Donor recognition via signage will be in accordance with the signage guidelines for the site and subject to approval by the Foundation Board. Signage will consist of informational plaques and signage recognizing the contributions of Foundation donors. The plaques and signage will only be placed on or in newly constructed or future improvements on the Ford campus, and will not be placed on, impact, or detract from any of the Ford's primary defining historic structures or features.

**PROSPECTIVE DONORS**

The Foundation will identify and solicit a select group of prospective donors, often in one-on-one meetings and through tailored written proposals. Prospects will include corporations, foundations, high-net-worth individuals, and other supporters drawn from the Foundation's Board of Directors and its networks of donors and subscribers, as well as other interested parties throughout the community.

The total number of donors to be solicited will depend on the success of the campaign and the size of gifts received. The Foundation anticipates soliciting, but is not limited to soliciting, approximately 100 individuals, corporations and foundations. A sample pledge agreement is included as Attachment B, "Sample Pledge Agreement."

**ADHERENCE TO COUNTY POLICIES**

The Foundation will grant Naming Rights in compliance with LA County policy and ordinances governing County Parks.

**TIMELINE**

The Naming Rights Plan will commence pending approval of the Board of Supervisors and is expected to continue for several years in advance of, and past the Ford Theatres' centennial in 2020.

## ATTACHMENT A

SAMPLE NAMING OPPORTUNITIES

The following list includes sample naming opportunities for the scope of work scheduled for completion in June 2016. This list of opportunities will be augmented as additional components of the Ford Theatres Project are undertaken. Construction and improvements in future phases will be limited to the scope of work detailed in the Environmental Impact Report for the Ford Theatres Project approved by the Board of Supervisors on October 7, 2014 meeting.

**Sound Wall:** At 37', this two sided design feature is one of the most visible elements of the newly renovated John Anson Ford Theatres

**Terrace:** Will accommodate up to 150 patrons for pre and post show receptions

**Water Feature:** Distinctive, highly visible element centrally placed on the Terrace

**Shade Structure:** Extending across the audience and stage, this structure will provide protection for both artists and audiences from the elements

**Concessions/Kitchen/Offices:** The concession and Conference Room

**Theatrical Lighting:** Includes new lighting, lighting towers, lighting/sound proscenium truss and upgraded lighting platform

**Dressing Rooms:** Two semi-private dressing rooms located near the stage

**Green Room:** Flexible space that can be used as a lounge or impromptu rehearsal space

**Ensemble Room:** Large dressing room and flexible space for groups of 20 or more.

**Landscape:** Sustainability and conservation are key elements of the landscape design, which provides visual interest while establishing areas for patrons to gather.

**Audio/Visual:** Includes AV infrastructure, AV equipment and the Projection and Control booth

**Food Marketplace:** Adjacent to the main outdoor plaza, the Marketplace will offer a variety of healthy self-serve food options

**Landscaped Retention Wall:** An innovative eco-friendly storm water system that will feature a newly designed entry monument for the theatre

**Hiking Trail:** A seven foot wide ridgeline trail, approximately 0.75 linear miles. The trail will connect to existing City of Los Angeles trail systems located to the east of the Ford Theatres.

ATTACHMENT B

SAMPLE PLEDGE AGREEMENT

I, [DONOR NAME], hereby pledge to the Ford Theatre Foundation (Federal Tax ID #: 95-4530031) a gift of [GIFT AMOUNT]. This gift is made in consideration of the naming of \_\_\_\_\_ at the Ford Theatres as follows \_\_\_\_\_.

This gift is designated for A) Ford Theatres capital expenditures and/or B) the Ford Theatre Foundation endowment and/or C) activities of the Ford Theatre Foundation such as operations, education, maintenance, audience development, technology, programming and/or program enhancements. Ford Theatre Foundation management will determine which Ford Theatres activities will be selected for funding. Ford Theatre Foundation will invest contributed funds in a designated account reserved exclusively for Ford Theatres related expenses.

The Donor will make contributions by [September 30] of each year according to the following schedule:

[PAYMENT SCHEDULE]

I understand that any scheduled payment can be prepaid.

I acknowledge that this gift is made in consideration of the gifts of others and the Ford Theatre Foundation, in reliance of the gift, is undertaking obligations to its detriment and therefore intends the gifts to be irrevocable and enforceable.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



RESOLUTION TO APPROVE NAMING RIGHTS PLAN FOR  
FORD THEATRE FOUNDATION AT THE JOHN ANSON FORD THEATRES

WHEREAS, the County and Ford Theatres Foundation (Foundation) entered into an agreement effective May 2, 2001, whereby the Foundation agreed to devote its time and resources to developing the financial resources for the John Anson Ford Theatres (Ford);

WHEREAS, Foundation has submitted its proposed Naming Rights Plan to develop financial resources from major donors in exchange for naming certain portions of capital improvements on the property at the Ford;

WHEREAS, all proceeds and interest from the Naming Rights Plan shall be (a) applied to fund construction and renovation activities of Foundation at the Ford, (b) contributed to an endowment or reserve fund of the Ford Theatre Foundation, the income from which shall be applied to support the operation and programming activities of the Foundation at the Ford or the Ford's programming directly, or (c) applied in another manner set forth in the Naming Rights Plan;

WHEREAS, proceeds and interest from the Naming Rights Plan will allow the Ford to retain and expand its position as a major cultural and educational resource; and

WHEREAS, the proposed Naming Rights Plan is categorically exempt from the California Environmental Quality Act (CEQA).

NOW THEREFORE BE IT RESOLVED by the Board of Supervisors of the County of Los Angeles, State of California as follows:

The Ford Theatre Naming Rights Plan, granting the Foundation the right to name certain portions of the improvements for major donors on the property of the Ford as outlined in Attachment I "Ford Theatres Naming Rights Plan," is approved and accepted.

The foregoing resolution was on the 1st day of December, 2015, adopted by the Board of Supervisors of the County of Los Angeles and ex officio the governing body of all other special assessment and taxing districts, agencies and authorities for which said Board so acts.



Patrick Ogawa, Acting Executive Officer-  
Clerk of the Board of Supervisors  
County of Los Angeles

By [Signature]

APPROVED AS TO FORM:  
MARY C. WICKHAM  
Interim County Counsel

By [Signature]  
Principal Deputy Counsel