

AGENDA

REGULAR MEETING OF THE LOS ANGELES MEMORIAL COLISEUM COMMISSION

Thursday, June 27, 2019 at 2:30 p.m.

Coliseum Commission Board Room
3911 South Figueroa Street, Los Angeles, CA 90037

In compliance with Government Code Section 54957.5, nonexempt writings that are distributed to all, or a majority of all, of the Coliseum Commission members by any person in connection with a matter subject to discussion or consideration at an open meeting of the Coliseum Commission, are disclosable public records under the California Public Records Act. These public records may be viewed at 3911 S. Figueroa Street, Los Angeles, CA 90037, at the web page <http://lamcc.lacounty.gov/Meetings> or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Ms. LaChelle Smitherman, lsmitherman@bos.lacounty.gov, (213) 893-0202.

(POSTED: Monday, June 24, 2019 at 2:30 p.m.)

MEMBERS:

County of Los Angeles	Ms. Janice Hahn, President Mr. Mark Ridley-Thomas Ms. Anita DeFrantz, Alternate
City of Los Angeles	Mr. Solomon Rivera, Vice President Mr. Curren D. Price, Jr.
State of California	Ms. Rosalind Wyman Mr. Mark E. Pulido, Alternate
State Senate	Ms. Holly J. Mitchell ¹
State Assembly	Mr. Reginald B. Jones-Sawyer, Sr. ²

STAFF:

Chief Administrative Officer & Secretary	Mr. Al Naipo
Treasurer	Mr. Joseph Kelly
Acting Controller	Ms. Arlene Barrera
Co-Counsel	Ms. Noreen Vincent
Co-Counsel	Mr. Michael Custodio
Co-Counsel	Ms. Sonia L. Chan

At the discretion of the Los Angeles Memorial Coliseum Commission ("Commission"), all items appearing in this Agenda, whether or not expressly listed for action, may be deliberated and may be subject to action by the Commission.

^{1 2} Ex-officio (non-voting)

OPEN SESSION

1. CALL TO ORDER
2. ROLL CALL
3. PRESIDENT'S COMMENTS
4. GENERAL PUBLIC COMMENT
5. APPROVAL OF MINUTES OF MEETING OF JUNE 14, 2019
6. CHIEF ADMINISTRATIVE OFFICER'S REPORT (Receive and file)
7. LOS ANGELES MEMORIAL COLISEUM GENERAL MANAGER'S REPORT (Receive and file)
 - A. Event operations
 - B. Coliseum planned and in-progress projects
8. UPDATE FROM LOS ANGELES FOOTBALL CLUB (Receive and file)
9. PUBLIC INTEREST EVENT REQUEST – VETERANS DAY PROGRAM
(Discussion and possible action)
10. PUBLIC INTEREST EVENT REQUEST – WALK FOR WISHES 2020
(Discussion and possible action)
11. PUBLIC INTEREST EVENT REQUEST – FASHION WEEK GALA
(Discussion and possible action)
12. ADJOURNMENT

NOTICE: All meetings of the Coliseum Commission are open to the public. A member of the public may address the Commission on any Agenda item, and a request to address the Commission must be submitted in person prior to the start of the meeting. The Commission may limit the public input on any item, based on the number of people requesting to speak and the business of the Commission. In addition, a member of the public has the right to address the Commission on items of interest which is within the subject matter jurisdiction of the Commission during the Public Comment portion of the Agenda.

As a covered entity under Title II of the Americans with Disabilities Act, the Los Angeles Memorial Coliseum Commission does not discriminate on the basis of disability and upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least three (3) business days prior to the meeting you wish to attend by contacting Ms. LaChelle Smitherman at (213) 893-0202.

Persons having matters before the Los Angeles Memorial Coliseum Commission should read the following notice in connection with prohibited contributions to members of this agency.

**NOTICE TO PERSONS HAVING MATTERS BEFORE THIS
AGENCY REGARDING PROHIBITED CONTRIBUTIONS**

Any person to a proceeding before this Commission involving a license, permit, or other entitlement (including all entitlements for land use, contracts -- other than competitively bid labor or personal employment contracts -- and all franchises) must disclose on the record any contributions in excess of \$250.00 to any elected or appointed officer of the Commission, including alternates, made within the preceding 12 months by the party, or his or her agent. The California contributions limitations of Government Code Section 84308 also prohibit contributions in excess of \$250.00 for three months following the date of any final decision rendered by the Commission in such proceeding. Commissioners who have received such contributions within the past 12 months may not participate in the proceeding. Also, Commissioners may not receive such contributions while a matter affecting a contributor is pending.

Si requiere servicios de traducción, favor de notificar a la oficina 3 días de trabajo (72 horas) antes del evento. Si necesita ayuda con esta agenda, por favor llame a nuestra oficina al (213) 893-0202.

**MINUTES OF SPECIAL MEETING OF
THE LOS ANGELES MEMORIAL COLISEUM COMMISSION**

Friday, June 14, 2019

1. CALL TO ORDER

The special meeting of the Los Angeles Memorial Coliseum Commission (the "Commission") was held in the Coliseum Commission Board Room on Friday, June 14, 2019, and was called to order at 1:05 p.m. by President **HAHN**.

2. ROLL CALL

PRESENT: Ms. Janice Hahn, President
Mr. Mark Ridley-Thomas (1:10)
Mr. Curren D. Price, Jr.
Ms. Anita DeFrantz (Alternate)
Mr. Mark E. Pulido (Alternate)

Four (4) and a quorum

ABSENT: Mr. Solomon Rivera, Vice President
Ms. Rosalind Wyman
Mr. Reginald B. Jones-Sawyer, Sr. (Non-voting)
Ms. Holly J. Mitchell (Non-voting)
Ms. Sonia Chan, Co-Counsel
Ms. Noreen Vincent, Co-Counsel

STAFF PRESENT: Mr. Al Naipo, CAO and Secretary
Mr. Michael Custodio, Co-Counsel
Ms. Caitlin Taylor, Co-Counsel

ALSO PRESENT: Mr. Skip Miller Mr. Mark Baucum
Mr. Larry Hafetz Ms. Claudia Gutierrez
Ms. Mary Wickham Ms. Angie English
Mr. David Galaviz
Mr. Brian League
Mr. DJ Moore

3. President **HAHN** commented on the Coliseum torch lighting ceremony hosted by the Commission on Thursday, June 6, 2019, in honor of D-Day and thanked everyone who assisted with the program.
4. **RECEIVED** public comment from **MR. TOM LABONGE** supporting the torch lighting ceremony.
5. **APPROVED** a motion from Commissioner **PULIDO**, seconded by Commissioner **PRICE**, to accept the Minutes of the Commission's Special Meeting on May 30, 2019.

Ayes: **HAHN, RIDLEY-THOMAS, PRICE AND PULIDO**
Absent: **RIVERA AND WYMAN**

The Commission entered closed session at 1:15 p.m.

**CS-1 Conference with Legal Counsel – Anticipated Litigation
(California Government Code Section 54956.9)**

The Commission authorized the settlement of this matter. The parties and details of the settlement will be available to any persons upon inquiry, once finalized by all parties.

Ayes: **HAHN, RIDLEY-THOMAS, PRICE AND PULIDO**
Absent: **RIVERA AND WYMAN**

The Commission entered open session at 1:35 p.m.

6. **ADJOURNED** at 1:36 p.m.

Secretary

COMMISSION STAFF

AL NAIPO
CHIEF ADMINISTRATIVE OFFICER
SECRETARY

EX-OFFICIO MEMBERS

STATE SENATOR
HOLLY J. MITCHELL

ASSEMBLYMEMBER
REGINALD JONES-SAWYER



**SITE OF 1932 AND 1984
OLYMPICS ATHLETICS COMPETITION
OPENING & CLOSING CEREMONIES**

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STATE OF CALIFORNIA

ROSALIND WYMAN
MARK E. PULIDO (Alternate)

AGENDA ITEM # 6

CHIEF ADMINISTRATIVE OFFICER’S REPORT

AL NAIPO

Proposed Action: **RECEIVE** and **FILE** the Chief Administrative Officer’s report.

A. July 4 Fireworks Program

A reminder that the Commission-approved public interest event for the July 4 Fireworks show is just a week away. The program is sponsored by the office of Councilmember and Coliseum Commissioner Curren Price.

B. Veterans Day 2018

The Commission along with USC and the Rams hosted a Veterans Day/Armistice Day ceremony at the Coliseum on Nov. 11, 2019 during the Rams-Seahawks game.

The Rams recently provided the Commission with a video of that ceremony featuring a tribute to a WWI unit of the US Army’s Rainbow Division, which trained in Exposition Park. Jim Davis, a WWII veteran and son of one of those local soldiers was honored at the game on the 100th anniversary of the signing of the Armistice.

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AGENDA ITEM # 7

LOS ANGELES MEMORIAL COLISEUM GENERAL MANAGER'S REPORT

DAVID GALAVIZ

Proposed Action:

RECEIVE and **FILE** the Los Angeles Memorial Coliseum General Manager's Report from David Galaviz, USC Associate Vice President for Government and Community Relations.

Overview:

USC's Los Angeles Memorial Coliseum General Manager's Report was received on June 21, 2019 by the Commission's Chief Administrative Officer from Coliseum General Manager Joe Furin.

The report summarizes event operations and planned and in-progress projects (for the General Manager's Report (Attachment 7.1)).

LOS ANGELES MEMORIAL
COLISEUM

**University of Southern California
Coliseum Management Report
Apr. 15, - June 15, 2019**

1. EVENT OPERATIONS

- A. Completed Coliseum Events
 - i. Cinco De Mayo, May 5
 - ii. Memorial Day Ceremony
 - iii. 75th Anniversary of D-Day Ceremony

- B. Upcoming Large Events
 - i. CHLA Walk, June 29
 - ii. Annual 4th of July Celebration
 - iii. Ribbon Cutting Ceremony, Coliseum Construction Completion, Aug. 15
 - iv. LA Rams vs Denver Broncos, Aug. 24
 - v. USC Football vs Fresno State, Aug. 31
 - vi. Intl Soccer: Argentine vs Chile, Sept 5,
 - vii. USC Football vs Stanford, Sept. 7
 - viii. Intl Soccer: Brazil vs Peru, Sept. 10,
 - ix. LA Rams vs New Orleans Saints, Sept. 15
 - x. USC Football vs Utah, Sept. 20
 - xi. LA Rams vs Tampa Bay Buccaneers, Sept. 29
 - xii. LA Rams vs San Francisco 49ers, Oct. 13
 - xiii. USC Football vs Arizona, Oct. 19
 - xiv. USC Football vs Oregon, Nov. 2
 - xv. LA Rams vs Chicago Bears, Nov. 17
 - xvi. USC Football vs UCLA, Nov. 23
 - xvii. LA Rams vs Baltimore Ravens, Nov. 25 (Monday night)
 - xviii. LA Rams vs Seattle Seahawks, Dec. 8
 - xix. LA Rams vs Arizona Cardinals, Dec. 29

2. COLISEUM PROJECTS

- A. Coliseum Renovation Project
 - i. Construction/Labor Report - Please See Exhibit A

- ii. Peristyle Mural – Please see Exhibit B

B. Site Upgrades and Improvements

- i. Refresh of Coliseum Concession Stands – ongoing
- ii. Playing field restoration

C. Infrastructure and Maintenance Projects

- i. Football Season equipment cleaning and prep
- ii. Field equipment preventative maintenance
- iii. Arizona Machinery Cleaning Equipment
- iv. Bobco Metals – repair and maintenance projects

Note: A complete, itemized list of capital improvement items and associated costs for the fiscal year will be provided in the Annual Report due September 30, 2019.

3. OTHER ITEMS

END OF REPORT

ATTACHMENT A

Coliseum Renovation Project Update

June 27, 2019



FIGHT ON!



PROJECT SUMMARY

- Renovation Project approved by the Commission July 28, 2016
- Work commenced – January 8, 2018
 - Project Duration – 19 Months
 - Anticipated Completion Date – August 1, 2019
- During construction, the Coliseum will host football games and other events on a limited basis, including the eight Commission designated Public Interest Events
- A community hotline number (213-798-4828) has been established for local residents to express concerns or questions
- Architect – DLR Group
- General Contractor – Hathaway Dinwiddie AECOM Hunt

CONSTRUCTION UPDATE

Milestones:

Tower enclosed and protected from elements (interior work unaffected by weather).

Replacement of seats – 70,000 installed to date.

Mural restoration finished.

Stadium WiFi install ongoing.

Bowl repairs, including painting, ongoing.

Basement, Concessions, Founders level & Press Boxes – 95% completed



LABOR UPDATE

Total Labor Force to Date –	2,668
Total Labor Hours to Date –	867,498
Subcontractors Hired to Date –	57
Subcontractors On Site Currently –	54
Local Hire Goal –	30%
Local Hire Goal Cumulative Achieved to Date -	64%
Local Hire Within 5 Mile Radius –	342 (18%)
Local Hire Within L.A. County –	1,629 (62%)
Local Hire Minus 5 Mile Radius –	341 (13%)
Disadvantaged Local Workers – Goal is 10%	355 (21%)

Note – Percentages reflect cumulative for Project, Hrs. Worked Onsite

LOCAL HIRE COMMUNITY PARTNERS

- Ongoing engagement with community-based organizations:
 - Anti Recidivism Coalition (ARC)...
 - LA Trade Tech College
 - 2nd Call
 - My Brother's Keeper
 - Various WorkSource Centers
 - LA Rescue Mission
 - LA Urban League
 - WINTER
 - LA County Dept. of Probations
 - Flintridge Center
 - South LA Clergy / Churches

To date - **803** Local Apprentices have been sponsored into local unions/ work onsite.

Hathatway Dinwiddie awarded 2 scholarships of \$5,000 each to Anti Recidivism Coalition and 2nd Call to assist with local workers identification, boots & hard hat purchases, plus union registration fees

2ND TIER DIVERSE BUSINESS PARTICIPATION

2nd Tier Activity				
Standard Drywall				
	Perez Construction	2,048,919	MBE	Framing/Finishes - Drywall
	Manutec Ventures	100,000	MBE	Equipment Rental
Calex Engineering				
	Trucking	531,892	MBE	Hauling
Coreslab				
	Regal Industries	66,690	SBE	Precast - Joint Caulking
Iwin Seating				
	Gymtek	2,626,942	WBE	Seats Installation
Southland Industries				
	G&C Equipment	225,810	MBE	Equipment Rental
	Total: =	\$5,600,253		

54 SUBCONTRACTORS HAVE WORKED ONSITE

- Angelus Waterproofing
- Borbon Painting
- Calex Engineering
- Cell Crete
- Conco Companies
- Continental Tile & Marble
- Corradini Corp
- Cosco Fire
- CSI Electrical
- Mike Payne & Associates
- Pacific Arch. Millwork
- Doortek
- DV Constructors
- Frank Smith Masonry
- Washington Iron
- GGG Demolition
- Giroux
- Gymtek
- Karcher Insulation
- Kone
- Letner Roofing
- Vomar Signage
- Martinez Steel
- Murray Company
- Perez Construction
- Performance Contracting Inc.
- Regal Industries
- Rosendin Electric
- Southwest Steel

COMMUNITY DIVERSE BUSINESS PARTNERS



LA Latino Chamber of Commerce

National Assoc. of Minority Contractors in LA

City Councilman Curren Price and
County Supervisor Mark Ridley-Thomas

Latin Business Association

City of LA Business Assistance Virtual Network

Women Business Enterprise Network

USC Small Business Diversity Office

So. Calif. Minority Supplier Diversity Council

LA Trade Tech Work Source Center

Transportation Business Advisory Council

US Veteran Business Alliance

LA Business Council



EXHIBIT B

Completion of the Los Angeles Memorial Coliseum Peristyle Mural Restoration

The Peristyle mural was originally painted in 1969 by German-born artist Heinz Rosien. At the time, Los Angeles was hopeful to win the bid for the 1976 Olympic Games and were looking for ways to celebrate the Coliseum. Rosien was given complete artistic freedom in the choice of artwork and he wanted to recreate the spirit of the original Greek Olympics by painting the flaming Olympic torches on either side of the mural and feature a sun-like symbol with zodiac signs in the middle; bordering the mural are Hellenic-style trimmings. Ultimately, the City of Montréal won the bid for the 1976 Summer Games, but Los Angeles hosted the Games just eight years later in one of the most successful Olympic Games in history, with Rosien's mural on full display.

As part of the current renovation, USC committed to restoring the Peristyle to its prominence, including a full restoration of the mural which had been untouched since the original 1969 painting.

Zebala & Partners was retained to start the restoration work in March 2019. Prior to work commencing, the Peristyle roof first had to be repaired and waterproofed after years of neglect. Once that was completed, Aneta Zebala, Suzanne Morris and other artists worked daily for three months to complete the work which included techniques of cleaning, touch up, paint-over, or removal and repaint, working hard to preserve as much of the original paint and gold leaf as possible.



Before



After

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SECRETARY

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ASSEMBLYMEMBER
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AGENDA ITEM # 8

UPDATE ON LOS ANGELES FOOTBALL CLUB PROJECT

BENNY TRAN

Proposed Action:

RECEIVE and FILE the Los Angeles Football Club report for the Banc of California Stadium presented by LAFC Sr. VP Benny Tran.

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AGENDA ITEM # 9

CONSIDERATION FOR PUBLIC INTEREST EVENT – VETERANS DAY

COMMISSION PRESIDENT JANICE HAHN

Proposed Action: **DISCUSSION** and **POSSIBLE ACTION**

Overview:

In light of the Coliseum Commission’s continuing commitment to honoring military veterans for their service to this country, President Hahn is proposing that the Coliseum Commission host a special recognition ceremony at the Coliseum on Veteran’s Day, November 11, 2019.

The request (see **Attachment 9.1**) would identify this program as a public interest event and therefore seek to waive the facility rental fee as provided in the lease agreement with USC.

Planning for the event is underway involving representatives from USC and various military organizations. Additional details will be presented at the next Commission meeting.

Staff recommends approval as requested.



BOARD OF SUPERVISORS COUNTY OF LOS ANGELES

822 KENNETH HAHN HALL OF ADMINISTRATION / LOS ANGELES, CALIFORNIA 90012

Telephone (213) 974-4444 / FAX (213) 626-6941

JANICE HAHN
CHAIR

June 21, 2019

Al Naipo
Chief Administrative Officer
Los Angeles Memorial Coliseum Commission
3711 S. Figueroa Street
Los Angeles, CA 90037

Dear Mr. Naipo:

On Monday, November 11, 2019, my office plans to host a countywide Veterans Day event at Exposition Park and the Los Angeles Memorial Coliseum. This family-friendly event will be free for the public to attend and will include live music, food, various merchandise vendors, and non-profit booths.

This letter is formally requesting use of the Coliseum for the Veterans Day event from November 9 - 11, 2019 for set-up, production, and clean-up, as well as, use of the Coliseum 110 freeway sign. Furthermore, I request the waiver of all rental fees in accordance with the Coliseum's policies and procedures.

If you have any further questions, please contact my Field Deputy Lynda Johnson at (562) 345-4004 or lyjohnson@bos.lacounty.gov.

Sincerely,

A handwritten signature in blue ink that reads "Janice Hahn".

JANICE HAHN
Chair, Board of Supervisors
County of Los Angeles

JH:lj

COMMISSION STAFF

AL NAIPO
CHIEF ADMINISTRATIVE OFFICER
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AGENDA ITEM # 10

CONSIDERATION FOR PUBLIC INTEREST EVENT – WALK FOR WISHES

MARC SAWYER

Proposed Action: **DISCUSSION** and **POSSIBLE ACTION**

Overview:

In 2019 and in previous years, Make-A-Wish Greater Los Angeles has held its annual Walk for Wishes fundraising event at the Los Angeles Memorial Coliseum.

MAWGLA representatives are requesting that the Coliseum Commission approve its proposed 2020 Walk for Wishes as a rent-free public interest event to be held at the Coliseum on April 4, 2020. (See **Attachments 10.1** and **10.2**)

Staff recommends approval as requested.



June 3, 2019

Al Naipo
 Los Angeles Memorial Coliseum Commission
 Los Angeles County Board of Supervisors – Executive Office
 500 W. Tempe Street, Room 383
 Los Angeles, CA 90012

Dear Mr. Naipo,

This letter is to request that Make-A-Wish Greater Los Angeles' (Tax ID Number: 95-4107024) annual "Walk for Wishes" be designated as a rent-free "Public Interest Event" for its 2020 event. Per Commission instruction for requests, we are providing the following for your consideration of our request:

a. Make-A-Wish Greater Los Angeles - Board of Directors:

Tricia Justice, *Chair*, VP, Human Resources, BrightView
 Leah Abikzer, Media & Entertainment Division Manager, ACT-1 Entertainment Solutions
 Chad Biagini, Managing Director North America, Nolan Partners
 Corey Breton, EVP, Los Angeles Football Club
 Ronit Cohn
 Alex Cox, SVP, Citibank
 Lauren Crosby, MD, Partner, La Peer Pediatrics
 David Elbaz, Partner, Kopple, Klinger & Elbaz, LLP
 Ted Fentin, Managing Director, AECOM Capital
 Rick Ghazy, Attorney, Goldwin Foundation
 Jim Greeley, Chief Legal Officer, sbe
 Alana Hadid, Co-Founder & Designer, La Detresse
 Shrankhla Holecek, Founder & CEO, Uma Oils
 Perry Hollowell, Portfolio Manager, Guggenheim Partners
 Jason Keller, Managing Director, Oaktree Capital Management, L.P.
 Jennifer Longnion, Chief People Officer, Dollar Shave Club
 Yoshi Maruyama, Chairman of the Board, SeaWorld Entertainment
 Peter McPartlin, Strategic Planning and Business Operations, Paramount Pictures
 Bo Pearl, Partner, O'Melveny & Myers LLP
 Milana Rabkin, CEO, Stem Disintermedia
 Carlos Rosales, Regional Banking & District Manager, Wells Fargo
 Troy Rudd, Executive VP & Chief Financial Officer, AECOM
 Jonathan Shokrian, Founder & Executive Chairman, MeUndies
 Debra Shuwarger, Vice President & Counsel, Business Affairs Executive, William Morris Endeavor
 Natalie Vonderburg, Producer, Sunday Visitor

Management team:

Mike Kallhoff, Chief Executive Officer
 John Seiber, Chief Development Officer
 Jaya Vadlamudi, Director, Marketing and Communications
 Kelly Schumann, Director, Mission Delivery
 Sarina Aguirre, Director, Community Engagement

b. Organization’s mission statement

The mission of Make-A-Wish Greater Los Angeles (MAWGLA) is to grant the wishes of children with critical illnesses, to enrich the human experience with hope, strength, and joy – all critical to the recovery process.

Our focus is serving every eligible child in our own LA County. Given that a primary aim of the event is outreach to the county-wide community, holding our event at a central, iconic location serves that goal to reach every eligible child.

c. Contact information of the organization’s authorized representative:

Marc Sawyer, Director of Development: 310-788-9474, ext.2029; msawyer@la.wish.org

d. Detailed description of the proposed event:

i. Range of expected attendance: 1,500-2,000 attendees

ii. Line-item event budget including all anticipated revenue sources and expenditures:

REVENUE	
Corporate Sponsorships	80,000
Registrations & Team Fundraising	110,000
Raffle and Day-of Sales	4,000
EXPENSES	
DDBE – Parking Fees	(1,900)
DDBE – Site Fees	(6,800)
DDBE – Entertainment/Production	(7,000)
DDBE – Catering/Food & Beverage	(500)
DDBE – General Supplies	(300)
DDBE – Photography	(600)
DDBE – Awards & Gifts	(150)
DDBE – Incentive Prizes	(1,500)
DDBE – T-Shirts	(2,200)
DDBE – Signage	(2,000)
DDBE – Miscellaneous	(300)
Total Walk for Wishes	\$170,750

iii. Broadcasting arrangements

We do not plan to broadcast the entire event for television, but we plan to have local radio and television cover the event.

iv. Expected media coverage

Our expectation is to have at least one media partner for both radio and television.

v. History of event

In 2020, MAWGLA will be celebrating the 13th annual Walk for Wishes. This successful walk-a-thon/festival event engages the community and raises over \$150,000 (net), attracting over 1,500 walkers per year. Corporations participate by forming walk teams, as well as by sponsoring the event. In addition, approximately 50 wish kids and their families join us for the fun-filled day with its festival atmosphere, which includes participants trying to knock out 10,000 steps, while enjoying food trucks, activity booths, giveaways, face painting, characters/mascots to meet, and many other fun activities.

e. **Reasons why the event should be considered for designation as a rent-free Commission Event, including the benefits to the community**

MAWGLA is a non-profit organization is 501c3 status. It has served the community of Los Angeles County for more than three decades granting the wishes of children with critical illnesses. Current programs include Wish Granting, Wish Assist, Medical Outreach, Volunteer and Kids for Wish Kids/Wishmakers on Campus programs. Through these programs, MAWGLA reaches more than 12,000 people per year living in the Los Angeles County, including wish kids, their families, medical professionals, students, and volunteers.

To continue this vital work, the Walk for Wishes event serves as a platform to raise much-needed funds along with providing education, outreach, and support services to the community. The reduction in cost for the venue ensures stronger support to the mission and higher efficiency to the organization.

f. **Reasons why the Memorial Coliseum is the preferred location for the event**

The MAWGLA Walk for Wishes is one of its largest community events in Los Angeles. It not only serves as a vehicle for raising necessary support for the Make-A-Wish Greater LA mission, but also is a day of education, celebration, and support for the community.

With its rich history and strong contribution to the city of Los Angeles, the Memorial Coliseum is the ideal location for the MAWGLA Walk for Wishes event. Rooted in a history of bringing the broader LA community together, the Coliseum mirrors how MAWGLA currently grants wishes to local kids by local volunteers with local funding. This critical message could be amplified in hosting an event in one of the most iconic locations in Los Angeles.

The Coliseum is central to the geographical area covered by MAWGLA and offers a contained, communications-friendly, kids-safe environment to educate and engage the community, allow “wish ambassadors” to easily interact with LA residents in a comfortable space, recruit volunteers, reach families in need, attract community/business partners, all in celebration of the MAWGLA mission.

In addition, the Rams organization, LA Football Club (LAFC) and USC student body both have participated in fundraising and community service with MAW before and have expressed interest in being involved again in our annual Walk for Wishes. We believe holding our event at their “home” will once again increase the appeal to the community and be a shining moment for Los Angeles in spring 2020!

g. **Preferred dates for the event, including move-in and move-out periods**

Move-in and set-up will take place on 4/3/20; Event, break-down, and move-out will take place on 4/4/20.

Sincerely,



Marc Sawyer
Director of Development
Make-A-Wish Greater Los Angeles

Celebrating 10,000 Wishes with 10,000 Steps!

Make-A-Wish®
GREATER LOS ANGELES

WALK
FOR WISHES®

The background is a solid blue color with several white stars of varying sizes scattered across it. The stars are positioned in the top-left and bottom-right corners, with some smaller stars interspersed between them.

OUR MISSION

Together, we create *life-changing*
wishes for children with
critical illnesses.

About Make-A-Wish Greater LA



10,000!

Wishes granted in LA since inception



336

Wishes granted in 2018



600+

Volunteers who help achieve our mission



34

Number of minutes, on average, that a wish is granted in the U.S.



\$11,000

Average Cost of a Wish
(*International travel wishes are the most expensive)



5

Common wish types



Walk for Wishes

Saturday, April 6, 2019

Los Angeles Memorial Coliseum

- ☆ MAWGLA's 10,000th wish celebration
- ☆ Over **1,500** walkers, supporters, volunteers, and Wish Families joined us for this community celebration
- ☆ Each walker knocked out 10,000 steps in honor of 10,000th wish
- ☆ Step activities included: walk route, silent disco, sports challenges, family games, and more!

2019 Event Summary

☆ \$185,000 Raised

- (19) Wishes granted!
- Raised funds through online fundraising, pre-walk events and cause marketing

☆ 1,500 Participants

- 60+ Wish Families
- 100+ Walk Teams
- 100+ Volunteers

☆ On-Site Media Coverage

- KTLA



2019 Walk for Wishes



LA Sports Teams



Steps Activities



2019 Walk Teams



Wish Kids!



2020 Walk for Wishes

☆ Date Request

- Saturday, April 4, 2020

☆ Expected Attendance

- 1,500-2,000 participants

☆ Steps for Wishes

- On-site activities to engage participants to log steps in honor of all of our Wish Kids!





Thank *you!*

COMMISSION STAFF

AL NAIPO
CHIEF ADMINISTRATIVE OFFICER
SECRETARY

EX-OFFICIO MEMBERS

STATE SENATOR
HOLLY J. MITCHELL

ASSEMBLYMEMBER
REGINALD JONES-SAWYER



SITE OF 1932 AND 1984
OLYMPICS ATHLETICS COMPETITION
OPENING & CLOSING CEREMONIES

LOS ANGELES MEMORIAL COLISEUM COMMISSION

3911 South Figueroa Street, Los Angeles, CA 90037

COMMISSION MEMBERS

COUNTY OF LOS ANGELES

JANICE HAHN, PRESIDENT
MARK RIDLEY-THOMAS
ANITA L. DEFRANTZ (Alternate)

CITY OF LOS ANGELES

SOLOMON RIVERA
VICE PRESIDENT
CURREN D. PRICE, JR.

STATE OF CALIFORNIA

ROSALIND WYMAN
MARK E. PULIDO (Alternate)

AGENDA ITEM # 11

CONSIDERATION FOR PUBLIC INTEREST EVENT – FASHION WEEK

EDUARDO KHAWAM

Proposed Action: **DISCUSSION** and **POSSIBLE ACTION**

Overview:

The Los Angeles Fashion Walk of Fame Board of Directors is requesting that its Metropolitan Fashion Week Closing Gala and Fashion Awards be held at the Los Angeles Memorial Coliseum on October 5, 2019, and that it be designated as a public interest event with a waiver of facility rental fees. (See **Attachments 11.1** and **11.2**)

Organizers indicate the event will benefit many local charities.

President and Founder of Metropolitan Fashion Week Eduardo Khawam will provide additional details on their request.



EIN: 47-1941545
C3720990

Al Naipo
Chief Administrative Officer
Los Angeles Memorial Coliseum Commission
Los Angeles County Board of Supervisors – Executive Office
500 W Temple Street, Room 383 Los Angeles, CA 90012

Dear Mr. Naipo:

On behalf of the Los Angeles Fashion Walk of Fame Executive Board of Directors, we would like to request a Public Interest event rental waiver for the upcoming Metropolitan Fashion Week Closing Gala and Fashion Awards on October 5, 2019 at the Los Angeles Memorial Coliseum. This event will benefit many charities including: Los Angeles Fashion Walk of Fame, City of Hope and Youth Internships.

The mission of the LAFWOF and Metropolitan Fashion Week, is to promote tourism and enhance the business, culture and civic well-being of downtown Los Angeles and the fashion industry by recognizing those who have had an impact in the business of fashion. We have forecasted that the Los Angeles Fashion Walk of Fame will attract about 5 million visitors annually to the downtown Los Angeles area and generate an estimated \$35 Billion in revenue over the next 10 years.

We urge you to take an active role in shaping fashion and tourism in Los Angeles by approving this request. For more information, please contact me any time.

Sincerely,

Paul Jaramillo
President
Los Angeles Fashion Walk of Fame
310-999-9042
paulj@metropolitanfashionweek.net

ABOUT LOS ANGELES FASHION WALK OF FAME:

The Los Angeles Fashion Walk of Fame is comprised of custom engraved stones, imbedded in the sidewalks in Downtown Los Angeles. The “stars” are a permanent public monument to achievement in the fashion industry. LAFWOF is similar of the Hollywood Walk of Fame and will include dedications to individuals in fashion design, costume design, fashion industry business personalities and fashion icons. 6-12 stars will be dedicated each year. LAFWOF is a non-profit 501 (c) (3) public charity organization and is supported by the City of Los Angeles.

ABOUT METROPOLITAN FASHION WEEK:

Metropolitan Fashion Week is one of the fastest growing fashion weeks in the United States, with shows in Seattle, Los Angeles, Las Vegas. Metropolitan is the only fashion week that features both Fashion Designers and Costume Designers, from around the world, on one runway. Metropolitan Fashion Week has made a global impact on the fashion scene by presenting events held in dramatic, non-traditional venues that showcase not only fashion designers and costume designs, but also the most beautiful venues each city has to offer. Celebrating the world of fashion and costume designers in the categories of Avant Garde and Couture Gowns, Metropolitan Fashion Week spotlights over 150 works of art created by international fashion and costume designers and are original “one-of-a-kind” creations.

LOS ANGELES FASHION
WALK OF FAME
BOARD OF DIRECTORS



Paul Jaramillo

Metropolitan Fashion Magazine,
Metropolitan Fashion Week

Eduardo Khawam

Metropolitan Fashion Week,
Metropolitan Fashion Awards

Janylle Koren

GioMoto

Eva Bitar

Los Angeles Mayors office
Film and Television Production

Vicki Isreal

City of Los Angeles Parks and
Recreations

Donnell Dunnigan

Hollywood Trust,
Hollywood Museum

Sue Cabrel-Ebert

Hollywood Chamber of
Commerce
Makeup and Hairstylist Guild

ENDORSED BY:



- Organization's board members and management team

Paul Jaramillo

Metropolitan Fashion Magazine,
Metropolitan Fashion Week

Eduardo Khawam

Metropolitan Fashion Week,
Metropolitan Fashion Awards

Janylle Koren

GioMoto

Eva Bitar

Los Angeles Mayors office
Film and Television Production

Vicki Isreal

City of Los Angeles Parks and Recreations

Donnell Dunnigan

Hollywood Trust,
Hollywood Museum

Sue Cabrel-Ebert

Hollywood Chamber of Commerce
Makeup and Hairstylist Guild

- Organization's mission statement

The mission of the LAFWOF and Metropolitan Fashion Week, is to promote tourism and enhance the business, culture and civic well-being of downtown Los Angeles and the fashion industry by recognizing those who have had an impact in the business of fashion. We have forecasted that the Los Angeles Fashion Walk of Fame will attract about 5 million visitors annually to the downtown Los Angeles area and generate an estimated \$35 Billion in revenue over the next 10 years.

- Organization's non-profit number

EIN: 47-1941545
C3720990

- Name and contact information of the organization's authorized representative

Paul Jaramillo

111 S. Wilton Place

Los Angeles, CA 90004

310-999-9042

paulj@metropolitanfashionweek.net

- Description of the proposed event

Metropolitan Fashion Week Closing Gala and Fashion Awards will take place on Saturday, October 5, 2019 at the iconic Los Angeles Memorial Coliseum and will showcase a unique, exclusive runway show that will feature avant-garde costumes and couture evening gowns inspired by Greek mythology. Masterpieces are created by national and international celebrity costume and fashion designers.

The METROPOLITAN FASHION AWARDS has been called the Oscars of Fashion, will honor outstanding achievements in motion pictures, television and live performance. The winners will be announced at the Closing Gala.

- Reasons why the event should be considered for designation as a rent-free Commission Event, including the benefits to the community

The Metropolitan Fashion Week Closing Gala and Fashion Awards attracts guests including entertainment industry and fashion industry professionals, celebrities, international designers and influencers in the fashion world. Over the years Metropolitan Fashion Week has raised over \$13 million for charity. This year's Project Imagination will raise funds for: The Los Angeles Fashion Walk of Fame, City of Hope and Youth Internship programs.

Metropolitan Fashion Awards is attended by industry professionals and includes most major studios including: Disney, Warner Bros., Universal, Netflix, Fox, ABC, CBS, NBC, WB, HULU, and more.

The events attract one of the largest media coverage in Los Angeles. Past media coverage includes:

TV: over 25 million impressions

ABC, CBS, NBC, FOX, UNIVISION, TELEMUNDO, ESTRELLA, AZTECA, WB, LATINATION, LATV, KTLA, EXTRA, ACCESS HOLLYWOOD, ENTERTAINMENT TONIGHT, NEW YORK TIMES, LA TIMES, PEOPLE MAGAZINE, ALEGRIA, AVANT GARDE MAGAZINE, METROPOLITAN FASHION MAGAZINE, APPAREL NEWS, and more.

- Preferred date(s) for the event, including move-in and move-out periods

Event: October 5, 2019

If available we can set up the evening of October 4, 2019, otherwise we can set up the morning of October 5.

Location: Los Angeles Memorial Coliseum Olympic Plaza and Peristyle



ERIC GARCETTI
MAYOR

October 5, 2019

Dear Friends,

On behalf of the City of Los Angeles, welcome to the 7th annual Metropolitan Fashion Week.

Since 2012, Metropolitan Fashion Week has brought world-class haute couture and costume design to the creative capital of the world, taking Angelenos on a journey that spans borders and cultures. L.A. is honored to host this important dialogue between designers, influencers, retailers, and the entertainment industry.

I would like to extend a special congratulations to Metropolitan Fashion Week founder Eduardo Khawam, whose vision and dedication is an inspiration to artists around the world.

I send my best wishes for a memorable event and continued success.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Garcetti'.

ERIC GARCETTI
Mayor