

**APPROVED**  
04-06-2016  
BOARD OF RECREATION  
& PARK COMMISSIONERS

REPORT OF GENERAL MANAGER

NO. 16-084

DATE April 06, 2016

C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PLAZA DE LA RAZA - PERMISSION TO SERVE ALCOHOLIC BEVERAGES

R. Barajas \_\_\_\_\_  
H. Fujita \_\_\_\_\_  
V. Israel \_\_\_\_\_

\*K. Regan \_\_\_\_\_  
N. Williams \_\_\_\_\_

*Yael D. Williams*  
\_\_\_\_\_  
General Manager

Approved

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board approve the sale and serving of alcoholic beverages at four (4) special fundraising events to take place at Plaza de la Raza, in accordance with the Board's Policy on Alcoholic Beverages.

SUMMARY:

Plaza de la Raza is a non-City of Los Angeles facility that is located within the premises of Lincoln Park, within the Metro Region. It has been operated by a non-profit organization as a multi-discipline, cultural and arts-education center since 1970. The Department of Recreation and Parks (RAP) has had an agreement with Plaza de la Raza since 1999.

Plaza de la Raza is planning to hold four (4) special fundraising events on April 30, 2016; July 30, 2016; August 27, 2016; and on November 5, 2016. As part of the events, pending Board approval, it is intended to have alcoholic beverages available for purchase in a Beer Garden. The serving of alcohol will be allowed in the "secured alcohol area," and will meet all State and local regulations, as well as the Board's Alcoholic Beverage Policy. In addition, Plaza de la Raza will provide security at all four (4) events at their own expense.

The Board's Alcohol Beverage Policy requires that an event where alcoholic beverages are sold beyond the five (5) events allowed per region, per calendar year, must obtain additional approval from the Board. The Metro Region anticipated alcohol-related events for 2016 include the Pershing Square series, Seoul International Korean Festival, Echo Park Lotus Festival, Arroyo Seco Lummi Days Festival, and Council District 1 Jazz Festival.

Attached is a letter of support from Councilmember Gilbert A. Cedillo, First Council District (Attachment 1).

FISCAL IMPACT STATEMENT:

There is no negative impact to the Department's General Fund.

This report was prepared by Bertha Calderon, Management Analyst, Metro Region.



ATTACHMENT 1

**GILBERT A. CEDILLO**  
COUNCILMEMBER  
FIRST DISTRICT

March 14, 2016

Sophia Pina-Cortez, Superintendent  
Los Angeles Department of Recreation and Parks  
Metro Region Headquarters  
3900 Chevy Chase Drive  
Los Angeles, California 90039

Dear Ms. Pina-Cortez::

I am writing in support of Plaza de la Raza and the center's ongoing events and public programs. I understand that on occasion, the organization requests temporary liquor licenses for its events and I fully support their efforts.

Since 1970, Plaza de la Raza has remained a place where artists and performers come together to showcase what is best about our community through cultural expression. In order to maintain and strengthen the organization and make Plaza de la Raza's mission a continuing reality, the organization's board of directors, staff and volunteers work together to implement and find creative ways to cover ongoing operations. It is for this very reason that I fully support the occasional need for a temporary liquor license for certain events and fundraisers.

Through its many programs, Plaza de la Raza is uniquely equipped to support the arts and to impact families, artists and businesses in our community. I trust that you give Plaza de la Raza every consideration in their continuing efforts to serve the community

Sincerely,

Gilbert A. Cedillo  
Councilmember, First District