

APPROVED

12-14-2016

BOARD REPORT

**BOARD OF RECREATION
AND PARK COMMISSIONERS**

NO. 16-252

DATE: December 14, 2016

C.D. 2

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PARTNERSHIP DIVISION – DONATION FROM NESTLE PURINA PET CARE COMPANY AND SECOND COUNCIL DISTRICT OFFICE IN SUPPORT OF WHITNALL OFF-LEASH DOG PARK

AP Diaz	_____	*V. Israel	_____
R. Barajas	_____	K. Regan	_____
H. Fujita	_____	N. Williams	_____



 General Manager

Approved ✓ Disapproved _____ Withdrawn _____

RECOMMENDATIONS

1. Accept a donation in the amount of Twenty Thousand Dollars (\$20,000.00) from Nestle Purina Pet Care Company (Purina) and Twenty Thousand Dollars (\$20,000.00) from Councilmember Paul Krekorian's Office, Second Council District (CD-2), in support of Whitnall Off-Leash Dog Park, as noted in the Summary of this Report and that appropriate recognition be given to the donors;
2. Authorize the Department of Recreation and Parks (RAP) Chief Accounting Employee to deposit the Beneful funding in the amount of Twenty Thousand Dollars (\$20,000.00) into Account Number 89270K, Sub-Account Number WN, to be used for future dog park improvements in accordance with the terms and conditions of the Beneful Dream Dog Park Contest Donation Agreement, and to deposit CD-2 matching funds in the amount of Twenty Thousand Dollars (\$20,000.00) into Account Number 89270K, Sub-Account number WD, and authorize future staff expenditures for improvements and related matters benefiting Whitnall Off-Leash Dog Park and dog park patrons;
3. Approve the installation of recognition signage as described and illustrated in the Summary of this Report, in accordance with RAP Sponsorship Recognition Policy; and
4. Authorize the RAP's Chief Accounting Employee to make technical corrections as necessary to carry out the intent of this Report.

SUMMARY

On August 18, 2016, the Partnership Division received correspondence from Cone Communications, a public relations and marketing agency representing Beneful - a Purina dog food product. Beneful invited RAP to participate in the Los Angeles Beneful Dream Dog Park Contest (Contest), which Beneful conducts annually in collaboration with Walmart. Purina would award the Contest winner Twenty Thousand Dollars (\$20,000.00) for dog park improvements.

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Since 2010, Beneful's mission has been to support dog park construction and improvement projects across the nation, through contests in which consumers vote for their favorite dog park located within their respective city or community, with hope of winning the monetary donation for a dog park "makeover". This year's Contest voting was conducted electronically through social media outlets.

Beneful uses the following criteria to identify potential dog parks to be considered for their Beneful Dream Dog Park Contest:

1. Dog park projects must be to either improve an existing fenced-in, off-leash dog park or for new construction of an off-leash dog park already approved for construction by the overseeing municipality or other public agency.
2. Dog parks should be free and open to the public.
3. Dog parks may not be privately owned and/or operated on a for-profit basis.
4. Beneful's contribution to the project must enable the dog park operator to begin construction of a new park, or installation of improvements within approximately six months following the receipt of the donation.

Subsequent to Beneful's review of RAP's dog park webpages and confirmation that the selected RAP off-leash dog parks met the Contest selection criteria, Beneful chose four RAP dog parks for the Contest, out of the nine dog parks that RAP maintains: Arroyo Seco Dog Park at Hermon, Sepulveda Basin Dog Park, Silver Lake Dog Park, and Whitnall Dog Park. There were no other dog parks located within the County of Los Angeles that were chosen for Contest consideration, whether maintained by RAP or any other municipality.

Prior to committing to Contest participation, Partnership Division Staff discussed the Contest with RAP Management and the RAP Superintendent of Maintenance, considering Contest requirements and to determine what improvements could be feasible at each of the identified dog parks. Upon receipt of Management's approval to proceed with participation in the Contest, it was stipulated to Beneful that following determination of the contest winner and award of the corresponding donation, a community process would have to be performed in order to obtain input from the community on what improvements are needed and most appropriate for the particular dog park; but most particularly from the dog owners who frequent the dog park.

The Contest, which began September 15, 2016, ended November 1, 2016. The winning dog park was identified as Whitnall Off-Leash Dog Park (Whitnall), located at 5801-½ Whitnall Highway, North Hollywood, CA 91601. This announcement proved to be very exciting for the local community, as Whitnall's participation in the Contest was strongly and actively supported by CD-2, Senior Lead Officer John Catalano – North Hollywood Area of the Los Angeles Police Department, and local dog park patrons. Additionally, inspired by the enthusiasm associated with Whitnall Dog Park winning the Contest, CD-2 committed to matching the Beneful prize-donation of Twenty Thousand Dollars (\$20,000.00), allowing RAP to explore more possible improvements to the Whitnall Dog Park. As with the Beneful funding, the CD-2 donation is earmarked for expenditures related only to Whitnall Dog Park improvements.

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A celebration event sponsored and hosted by Purina, took place on December 7, 2016 at Whitnall, with Purina announcing the Contest winner to the public and media. RAP collaborated in this event, which included CD-2 and the Mid-Town North Hollywood Neighborhood Council. Beneful provided RAP with a check in the amount of Twenty Thousand Dollars (\$20,000.00), which will be used to fund various improvement upgrades at Whitnall.

To convey RAP's appreciation for Purina's donation, and in accordance with Contest requirements, Staff recommends that the proposed recognition signage, attached to this Report as Attachment 1, be approved for installation when the selected improvements are performed. In accordance with the RAP Sponsorship Recognition Policy, which allows for the placement of sponsor recognition signage at sponsor-supported facilities, a 12" x 18" sign conveying RAP's appreciation and acknowledging the Donor's generosity was prepared, and is included here for the Board's consideration. Following the completion of the designated improvements, the sign will be displayed on an existing fence nearest to the location of the completed improvement(s), and will be displayed for a term of one-year.

Pursuant to the terms of the donation, RAP must begin construction and/or installation of the improvements within six months of receiving the donation from Purina. Within that time, RAP will conduct one or more community meetings, inviting the public to attend and discuss improvement ideas. In order to ensure that the project stays within budget, RAP Staff will make sure that all meeting participants are aware of, and take into account, all costs associated with the contemplated improvements, including labor. The Partnership Division will work closely with RAP's Planning, Construction, and Maintenance Branch, while keeping Purina apprised of the project's progress. However, representatives from Purina may also visit the dog park during the planning and/or installation phase(s) for their direct awareness.

Contest requirements include a donation contract (Contract) stipulating the terms and conditions for the receipt of the Contest winning prize-donation, as described above, to be executed between Purina and RAP. The City Attorney has reviewed the Contract and approved for the General Manager's signature pursuant to Los Angeles Administrative Code Section 10.1.1, which authorizes the General Manager to execute contracts valued at Twenty Thousand Dollars (\$20,000.00) or less, and with a term of one year or less.

FISCAL IMPACT STATEMENT

The Board's acceptance of the Purina donation will have no fiscal impact to the RAP General Fund, as improvements performed at Whitnall will be funded through the donation.

This Report was prepared by Joel Alvarez, Senior Management Analyst II, Partnership Division.

LIST OF ATTACHMENTS

- 1) Beneful Recognition Signage

**City of Los Angeles
Department of Recreation and Parks
Thanks and Acknowledges**



2016

Donation Recipient

#DreamDogPark

