

Council Meeting of  
November 5, 2013

Honorable Mayor and Members  
of the City Council  
City Hall  
Torrance, California

Members of the Council:

**SUBJECT: Parks and Recreation Commission and Community Services –  
Approve Donor Wall and Sponsorship Program for the sports  
fields located at 555 Maple Avenue.**

### **RECOMMENDATION**

Recommendation of the Parks and Recreation Commission and the Community Services Director that City Council:

- 1) Approve the Donor Wall and Sponsorship Program at the sports fields located at 555 Maple Avenue, and
- 2) Assign the City Council Ad Hoc Naming of Public Facilities Committee to develop guidelines and expectations for Naming Rights for the Facility.

### **FUNDING**

Funding for the construction of this project is included in FEAP 817 (555 Maple Avenue Recreational Sports Fields), with all revenue offsetting project costs. The total funding approved for this project is currently \$3,288,207.

### **BACKGROUND**

On May 21, 2013, City Council approved a Capital Project for the construction of recreational sports fields at 555 Maple Avenue. Included in the project is roughly 6 acres of multi-sport synthetic turf, restroom facilities, and an entry plaza.

On September 10, 2013, City Council requested that staff develop a concept for a Donor Wall to be incorporated in the design of the project. On September 24, 2013, Council approved the concept presented by staff and requested that the Donor Wall be presented to the Parks and Recreation Commission for additional public comment.

On October 9, 2013, the Parks and Recreation Commission reviewed the Donor Wall concept and Sponsorship Program and recommended that City Council approve the program. During the discussion the Commission voiced their support of programs that involve both the community and local businesses, and encouraged City staff to take

great care in providing a personal touch for all sponsorship requests, especially to those businesses that routinely support the City both financially and through various community events and activities (Attachment A).

On October 15, 2013, City Council approved additional funding for the construction of the sports fields, and awarded contracts for construction, lights, and turf for the project. Staff have estimated completion of this project in February 2014.

### **ANALYSIS**

Staff consulted Land Concern, Ltd., the landscape architect for the project, and have developed a conceptual design showing a Donor Wall located just inside the entry plaza (Attachment B). This location offers high visibility during periods of use, and protection from vandalism when the facility is closed. The donor wall is a feature that is designed to engage the community in a sponsorship opportunity while offsetting some of the costs associated with the construction of the facility.

The Donor Wall, as recommended by staff, will feature three (3) separate plaques, each of which feature two (2) separate donation levels. Included in attachments B and C are the proposed dimensions and specifications for each Donor Wall plaque. The plaques themselves will be constructed of ¼" brushed aluminum panels that will be attached to the block in a recessed section of the wall specifically designed for the donor wall. The brushed aluminum panels will be silk-screened with the donor's information relative to the size of the donation (or sponsorship level).

The Sponsorship Program that is recommended provides six different categories of donations. These sponsorship levels are intended to create opportunities for residents, non-profit organizations, service clubs, small businesses, and large businesses to contribute to the project at a level that is comfortable to them.

The recommended sponsorship levels, values, and text sizes are as follows:

<u>Sponsorship Level</u>	<u>Value</u>	<u>Text Height*</u>
Hall of Fame	\$50,000	2"
MVP	\$10,000	1.5"
Champion	\$5,000	1"
All-Star	\$1,000	¾"
Coach	\$500	¾"
Fan	\$250	½"

*\*the actual height may vary based on the number of donors per section*

The cost estimate for the donor wall is approximately \$5,500, which includes the park name plaque, the three donor plaques, the installation of the plaques on the block wall, and the original lettering that is available at the time of order. Should donations be

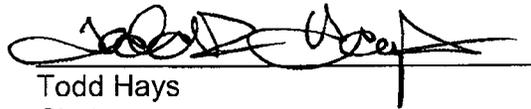
submitted after the opening of the fields, additional names can be added to the plaques on site at an additional cost (approximately \$150 application).

Should an organization wish to contribute an amount greater than the Hall of Fame Sponsorship Level, that donation would be reviewed by the City Council Ad Hoc Naming of Public Facilities Committee. It is the recommendation of staff that the City Council assign the Naming of Public Facilities Committee to develop the basic requirements and expectations, including the creation of a promotional packet to send to the interested donors.

With your approval of the Sponsorship Program, staff will draft sponsorship letters and immediately begin publicizing this exciting opportunity throughout the community. Therefore, at this time the Parks and Recreation Commission and the Community Services Director requests that the City Council approve the Construction of the Donor Wall and Sponsorship Program for the sports fields located at 555 Maple Avenue.

Respectfully submitted,

PARKS AND RECREATION COMMISSION

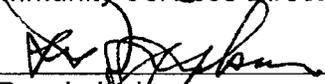
  
Todd Hays  
Chairperson

JOHN JONES  
COMMUNITY SERVICES DIRECTOR

By   
Jason Minter  
Senior Business Manager

CONCUR:

  
John Jones  
Community Services Director

  
LeRoy J. Jackson  
City Manager

- Attachment: A) Excerpt of minutes from the Parks and Recreation Commission meeting held on 10.9.2013
- B) Conceptual Design
- C) Donor Wall Landscape Plan
- D) Donor Wall Dimensional Layout

**EXCERPT OF MINUTES**✓ **Minutes Subject to Approval**

October 9, 2013

**MINUTES OF A REGULAR MEETING OF THE  
TORRANCE PARKS AND RECREATION COMMISSION****1. CALL TO ORDER**

The Torrance Parks and Recreation Commission convened in a regular session at 7:02 p.m. on Wednesday, October 9, 2013 in the West Annex meeting room, Torrance City Hall.

**2. ROLL CALL/MOTIONS FOR EXCUSED ABSENCE**

Present: Commissioners Baxter, Greenberg\*, Love, Mayeda, Uchima, and Chairperson Hays.

Absent: Commissioner Reilly.

Also Present: Community Services Director Jones, Senior Business Manager Minter, Recreation Services Manager Brunette, Park Services Manager Carson, and Administrative Analyst Orpe.

\*Commissioner Greenberg arrived at 7:45 p.m.

**8. NEW BUSINESS****8A. RECOMMENDATION TO REVIEW AND ACCEPT THE SPONSORSHIP PROGRAM FOR THE DONOR WALL LOCATED AT 555 MAPLE**

Senior Business Manager Minter provided background on the multi sports facility at 555 Maple Avenue. He reported that City Council recently approved a concept for a Donor Wall to be incorporated in the design of the project and has asked that the Commission review it before final approval. He noted that the Donor Wall would engage the community in a sponsorship opportunity while offsetting some of the \$2,500,000 associated with construction of the facility.

He described a conceptual design developed by Land Concern, Ltd. in attachment A that shows the Donor Wall located just inside the entry plaza. He stated that attachments B and C show the proposed dimensions and specifications for the Donor Wall as recommended by staff. He noted that there would be six levels of sponsorship and the cost estimate of \$5,500 includes the park name plaque, three donor plaques, installation of the plaques, and original lettering. He noted that all donations would go toward the project, with any excess funds going to the Open Space fund.

Responding to Commissioner Baxter's inquiries, Senior Business Manager Minter provided clarification that City Council has seen this exact proposal and that staff looked at several donor walls before selecting this design option. He added that the project is scheduled to go to City Council next week for award of contract as part of the capital budget process.

In response to Commissioner Mayeda's inquiries, Director Jones explained that the property at 555 Maple Avenue was set aside by the State to build a new courthouse but it appears unlikely that they will use it. He noted that the initial lease for the property is eight years and that there is not an official name for the facility yet.

Senior Business Manager Minter stated that they would solicit as many donations as possible prior to installation of the wall; however, there would be an opportunity to add names later. When he explained that the City Manager's office and Economic Development office are partnering to solicit donations, Commissioner Mayeda suggested that it would be effective to form a fundraising team that has expertise in fund development and forming relationships with large sponsors.

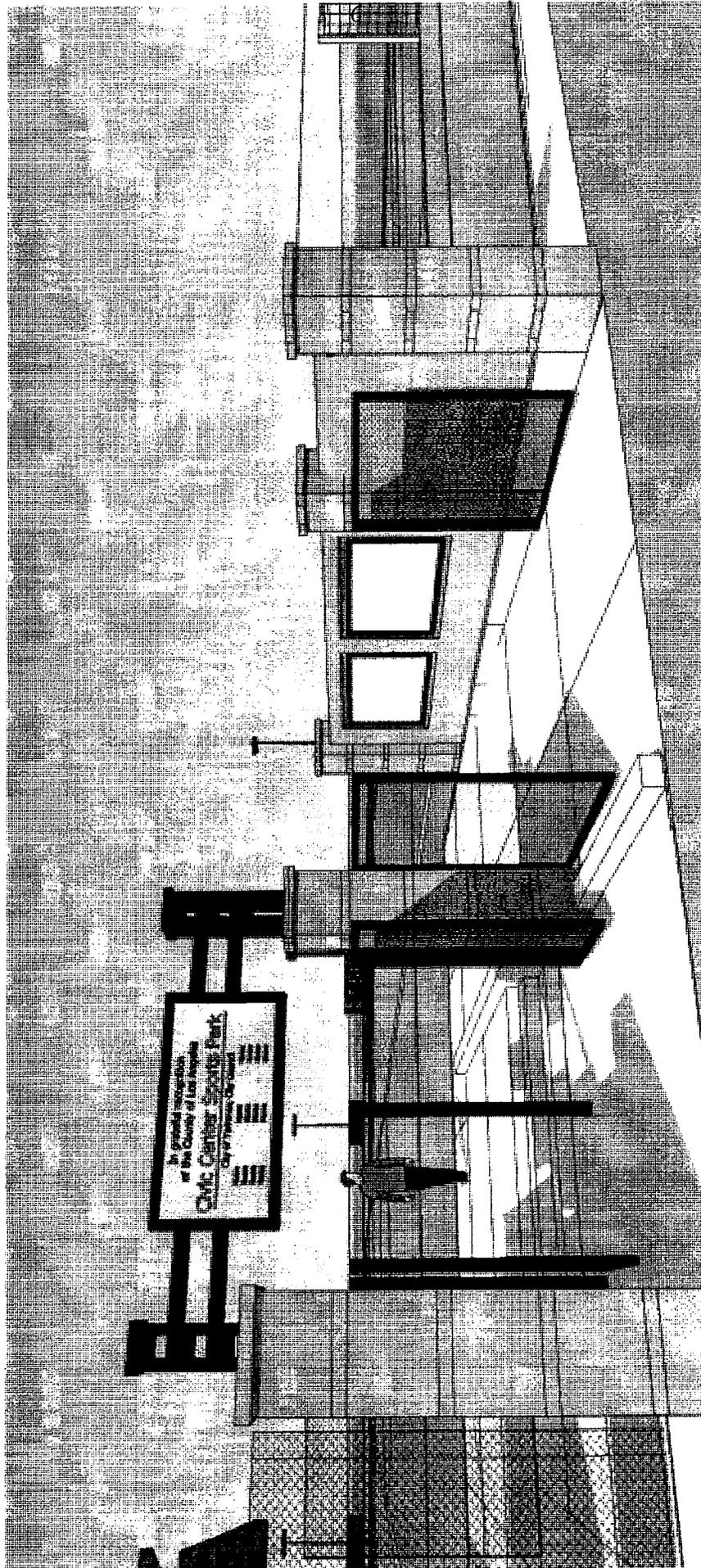
Commissioner Love inquired about parking and staff advised that there would be no parking within the confines of the complex, adding that people would be able to park at the Courthouse.

When Youth Council member Daniel Park suggested naming the facility after a war hero, Community Services Director Jones advised that naming would be up to City Council and would probably be tied to financial involvement.

**MOTION:** Commissioner Uchima moved to forward a recommendation to City Council to approve the concept for the Donor Wall Program as presented. Commissioner Mayeda seconded the motion; a voice vote reflected unanimous approval (absent Commissioners Greenberg and Reilly).

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ATTACHMENT B

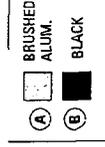




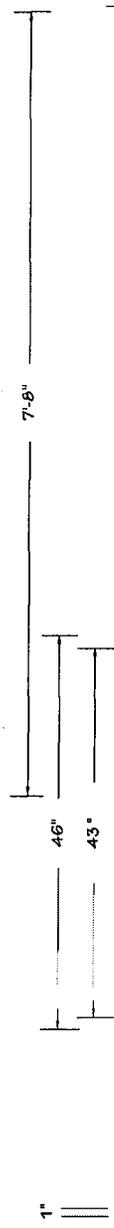
OPTION A

S/F DONATION SIGN

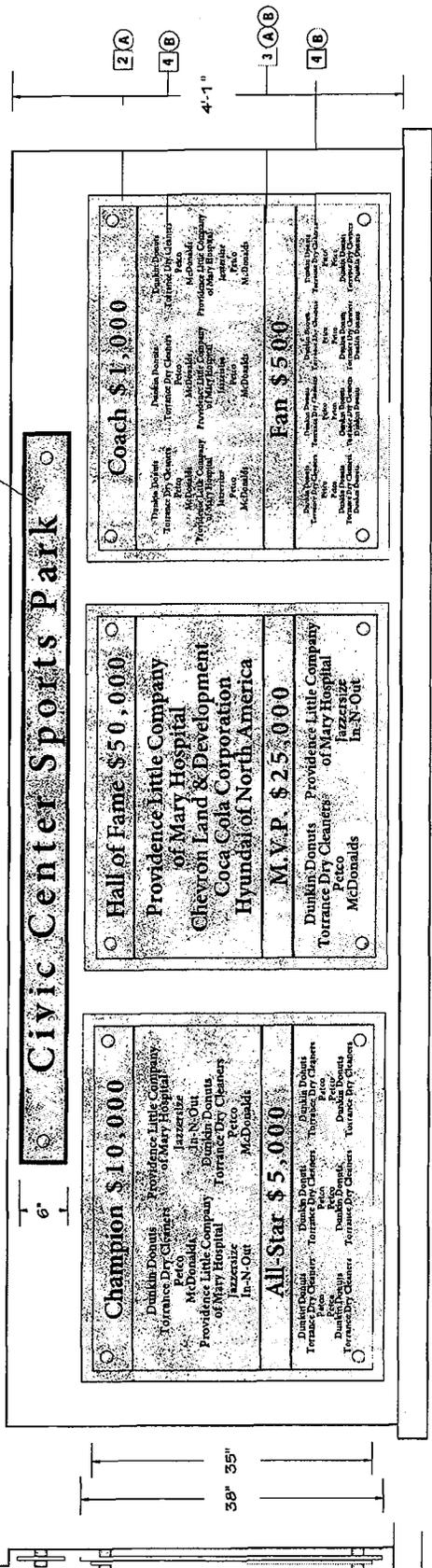
- 1 1/4" THICK BRUSHED ALUM. HEADER PANEL  
3/4" THICK ALUM. CUT OUT COPY  
MOUNTED TO WALL W/ STANDOFFS  
PAINTED 8608.
- 2 1/4" THICK BRUSHED ALUM. BACKPANEL
- 3 1/4" THICK BRUSHED ALUM. FACEPANEL  
W/ SILK SCREENED COPY BOTH PANELS  
MOUNTED TO WALL W/ STAND-OFFS  
50-151 BARRELS & 50 CAP ID
- 4 VINYL DONOR NAMES



NOTE: SIGNS MOUNTED IN EXISTING NICHE AREA  
NOTE: CONFIRM SIZE OF NICHE PRIOR TO PRODUCTION



1 (A) (B)



8

4'-1"

FRONT

SIDE

**OUTDOOR DIMENSIONS**  
5225 E. HUNTER AVENUE  
DENVER, CO 80231  
714-578-9535 FAX 714-693-9578

**CLIENT APPROVAL:**  
(Please Check Box)  
 AS SHOWN  
 WITH CHANGES  
 CLIENT SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**REVISIONS:**  
 A  
 A  
 A  
 A  
 A  
 A

**PROOF:**  
 1st  
 2nd  
 3rd

**SCALE:** 3/4" = 1'-0"

**CONCEPTS:**   
**WORKING:**   
**DRAWING:**

**DATE:** 9/19/13  
**PROJECT:** SPORTS PARK, CIVIC CENTER  
**CLIENT:** LAND CONCERN  
**SALES REP.:** MCO  
**DESIGNER:** AGENCY/M C2.5

**A-1**

YOUR SIGNATURE AND BUSINESS TITLE IS REQUIRED BY DESIGN LAYOUT AND CONTRACT. RELEASE OUTSIDE DIMENSIONS FROM RESPONSIBILITY IN REGARD TO INACCURATE DESIGN AND INFORMATION. THE COUSES SHOWN ARE ONLY REPRESENTATIVE OF ACTUAL FINE COLOR MATERIALS USED. YOUR NAME WILL BE INCORPORATED AS POSSIBLE INTO THE DESIGNS ARE THE PROPERTY OF OUTDOOR DIMENSIONS UNTIL PURCHASED BY CLIENT.