



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

C-24

April 3, 2007

2760 N. Studebaker Road, Long Beach, CA 90815-1697

(562) 570-3100 • FAX (562) 570-3109

www.lbparks.org

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute a third amendment to Cooperative Agreement No. 24560 between the Rancho Los Cerritos Foundation and the City of Long Beach to enable the implementation of a commemorative recognition program to acknowledge significant contributors to Rancho Los Cerritos with a donor wall and other appropriate recognition methods on City-owned property. (District 8)

DISCUSSION

On May 7, 1996, the City Council authorized the City Manager to enter into Cooperative Agreement No. 24560 (Agreement) between the Rancho Los Cerritos Foundation (Foundation) and the City of Long Beach, establishing roles and responsibilities of both entities with regard to Rancho Los Cerritos (Rancho) (Attachment A). On May 1, 2001, the City Council authorized the execution of a First Amendment to extend the term of the Agreement five years, ending May 6, 2006, with an option to extend an additional five years (Attachment B). Another extension was authorized on August 15, 2006, extending the term ten years and adding one more five-year renewal option (Attachment C).

The Foundation was formed for the specific purpose of raising funds for planning, programming, marketing, restoration, preservation, and new construction at the Rancho in order to strengthen the site's educational and historical value. Funds raised by the Foundation are intended to enhance funding from the City and are dedicated to the sole support of the Rancho. Operating since 1994, the Foundation currently has assets over \$1.2 million. The Foundation Board of Directors recently committed to a \$5 million dollar capital campaign to support construction of a new visitor education center and a caretaker residence, as well as entryway and landscaping improvements. To encourage community participation in the campaign and commemorate the generosity of supporters, the Foundation seeks the authority to institute a commemorative recognition program at the Rancho.

Recognition will include a donor wall within the new Visitor Education Center, as well as a limited number of tastefully designed plaques, which will be part of the interior décor of the new building. In order to respect and preserve the historic nature of the property, outdoor recognition opportunities will be incorporated into the natural surroundings, placed within appropriate outdoor furnishings or educational elements, or situated in the

main gathering area of the Visitor Education Center. Under no circumstances will commemorative signage be placed on or within the historic 1844 structure, the courtyard, or the main garden. The Foundation will underwrite all costs associated with commemorative recognition opportunities as part of its overall capital campaign for Rancho improvements. All other terms and conditions of the Agreement remain unchanged.

This matter was reviewed by Deputy City Attorney Gary Anderson on March 14, 2007, and Budget and Performance Management Bureau Manager David Wodynski on March 16, 2007.

TIMING CONSIDERATIONS

City Council action is requested on April 3, 2007, to facilitate donations to the Foundation's capital campaign.

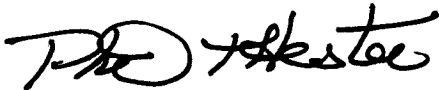
FISCAL IMPACT

There is no fiscal impact associated with the implementation of the proposed commemorative recognition program.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:EC:GP
Attachments: A-C

APPROVED:



GERALD R. MILLER
CITY MANAGER



CITY OF LONG BEACH

Department of Parks, Recreation and Marine

2760 Studebaker Road, Long Beach, CA 90815-1697

May 7, 1996

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

SUBJECT: Cooperative Agreement Between the Rancho Los Cerritos
Foundation and the City of Long Beach (8)

COST: \$0

It is recommended that the City Council request the City Attorney to prepare and authorize the City Manager to execute a Cooperative Agreement between the Rancho Los Cerritos Foundation and the City of Long Beach that establishes roles and responsibilities of both entities with regard to Rancho Los Cerritos Historic Site.

BACKGROUND

In 1990, the Mayor appointed an Advisory Task Force to assist the City in setting a future course for Rancho Los Cerritos Historic Site. The Task Force established a new interpretive direction for the Rancho and recommended the formation of a non-profit, fund raising corporation to support restoration needs and new programming. The Mayor and City Council approved the formation of the Rancho Los Cerritos Foundation in April, 1994. The Foundation was incorporated as a non-profit organization in 1995.

The proposed Cooperative Agreement formally establishes the relationship between the Foundation and City and documents the intentions of both entities to use their resources to develop the full potential of the Rancho as a major community asset. The Agreement notes that the Foundation will raise funds from private, corporate and public sources for planning, interpretive programming, marketing, restoration, preservation, and new construction at the Rancho to strengthen its educational and historical value. Funds raised are intended to enhance, not replace, funding from the City and are dedicated to the sole support of the Rancho.

The Cooperative Agreement shall end five years from the date of this document, and may be renewed or rewritten upon the mutual consent of both parties.

The terms of this Agreement have been reviewed by Deputy City Attorney Donna Gwin.

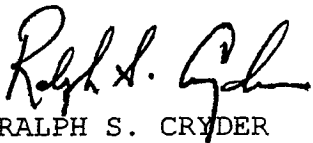
(310) 570-3100
FAX (310) 570-3109

HONORABLE MAYOR AND CITY COUNCIL
May 7, 1996
Page 2

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Request the City Attorney to prepare and authorize the City Manager to execute a Cooperative Agreement between the Rancho Los Cerritos Foundation and the City of Long Beach that establishes roles and responsibilities of both entities with regard to Rancho Los Cerritos Historic Site.

Respectfully submitted,


RALPH S. CRYDER
Director
Parks, Recreation and Marine

RSC:EC:BGN

APPROVED:



JAMES G. HANKLA
CITY MANAGER



CITY OF LONG BEACH

Department of Parks, Recreation and Marine

2760 Studebaker Road, Long Beach, CA 90815-1697

(562) 570-3100 • FAX (562) 570-3109

May 1, 2001

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach

California

SUBJECT: First Amendment to Cooperative Agreement No. 24560 Between Rancho Los Cerritos Foundation and the City of Long Beach

DISCUSSION

In 1990, the Mayor appointed an advisory task force to assist the City in setting a future course for the Rancho Los Cerritos Historic Site (Rancho). The advisory task force established a new interpretive direction for the Rancho and recommended the formation of a nonprofit, fund raising corporation to support restoration needs and new programming. The Mayor and City Council approved the formation of the Rancho Los Cerritos Foundation (Foundation) in April 1994. The Foundation was incorporated as a nonprofit organization in 1994.

On May 7, 1996, the City Council authorized the City Manager to enter into a Cooperative Agreement between the Foundation and the City of Long Beach that established roles and responsibilities of both entities with regard to the Rancho. The Rancho is a National and State historic landmark, noted for both its architectural and historical significance. The Foundation was formed for the specific purpose of raising funds for planning, programming, marketing, restoration, preservation, and new construction at the Rancho in order to strengthen its educational and historical value. Funds raised by the Foundation are intended to enhance funding from the City and are dedicated to the sole support of the Rancho.

Since the commencement of the agreement, the Foundation has raised over \$500,000. The first major project funded by the Foundation was the development of a comprehensive master plan for the site. The Foundation has also secured grants to support part-time educational help, to develop an educational video and to develop grounds restoration projects and has established a permanent endowment for the site.

Staff recommends that the City Council approve an extension of the agreement, for five years, effective May 7, 2001, and ending May 6, 2006, with an option to extend an additional five years, in order to allow the resources of both entities to develop the full potential of the Rancho as a major community asset.

HONORABLE MAYOR AND CITY COUNCIL
May 1, 2001
Page 2

The proposed terms of the amendment were reviewed by Deputy City Attorney Donna Gwin on March 9, 2001.

TIMING CONSIDERATIONS

The current term of this permit expires on May 6, 2001. City Council action is requested prior to that date.

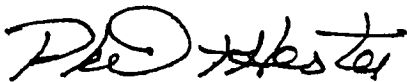
FISCAL IMPACT

The proposed action will not impact expenditures or the Department of Parks, Recreation and Marine's budget appropriation. Funds raised by the Foundation are intended to enhance funding from the City and are dedicated to the sole support of the Rancho.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Authorize the City Manager to execute the First Amendment to Cooperative Agreement No. 24560 between the Rancho Los Cerritos Foundation and the City of Long Beach, for a period of May 7, 2001, through May 6, 2006, with an option to extend an additional five years.

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:RDL

APPROVED:



HENRY TABOADA
CITY MANAGER



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

2760 N. Studebaker Road, Long Beach, CA 90815-1697

(562) 570-3100 • FAX (562) 570-3109

www.lbparks.org

August 15, 2006

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute a Second Amendment to Cooperative Agreement No. 24560 between the Rancho Los Cerritos Foundation and the City of Long Beach to extend the term ten years with an additional five-year option to renew. (District 8)

DISCUSSION

On May 7, 1996, the City Council authorized the City Manager to enter into a Cooperative Agreement (Agreement) between the Rancho Los Cerritos Foundation (Foundation) and the City of Long Beach that established roles and responsibilities of both entities with regard to Rancho Los Cerritos (Rancho). The Rancho is a National and State historic landmark, noted for both its architectural and historical significance. The Foundation was formed for the specific purpose of raising funds for planning, programming, marketing, restoration, preservation, and new construction at the Rancho in order to strengthen its educational and historical value. Funds raised by the Foundation are intended to enhance funding from the City and are dedicated to the sole support of the Rancho. In May 2001, the five-year Agreement was renewed for another five years.

The Foundation has operated since 1994 and currently has assets over \$1 million. Accomplishments include raising more than \$2 million since its inception, awarding grants to support educational projects, developing grounds restoration projects, and establishing a permanent endowment for the site. During this time, significant projects have been completed, including the development of a comprehensive master plan for the site. Extending the term of the Agreement will support the Foundation's efforts to secure additional funds from private, corporate and foundation sources for master plan projects.

The Foundation also has a facility use permit for the site which is a companion document to the Agreement. The permit allows the Foundation to use the site to conduct meetings and to hold events and activities related to the purpose for which the City was given the property.

HONORABLE MAYOR AND CITY COUNCIL
August 15, 2006
Page 2

This matter was reviewed by Senior Deputy City Attorney Donna Gwin on August 1, 2006, and Budget Management Officer David Wodynski on August 1, 2006.

TIMING CONSIDERATIONS

City Council action is requested on August 15, 2006, to enable the execution of the Agreement.


FISCAL IMPACT

There is no fiscal impact associated with the proposed action. Without the Agreement and the work of the Foundation, however, the City's ability to maintain the site would be greatly diminished. Funds raised by the Foundation are intended to enhance funding from the City and are dedicated to the sole support of the Rancho.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:GP:rg

APPROVED:



GERALD R. MILLER
CITY MANAGER