

REPORT OF GENERAL MANAGER

NO. 07-145

DATE June 20, 2007

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH OBSERVATORY – AMENDMENT TO THE SCHEDULE OF RATES AND FEES

J. Combs _____
H. Fujita _____
S. Huntley _____
R. Adams _____

J. Kolb _____
F. Mok _____
*K. Regan [Signature]
M. Shull _____

[Signature]
General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board approve an amendment to the Griffith Observatory section of the Schedule of Rates and Fees, as outlined in the body of this report, to be effective upon Board approval.

SUMMARY:

Since the reopening of the Griffith Observatory on November 3, 2006, staff has reviewed the use policies approved by Board Report No. 06-230. This review involved an assessment of the previous analysis and resulting policies, application of experience in operating the renovated facility during public operations, discussion with neighborhood groups and stakeholders, and a realistic projection of building capabilities in handling rental and other special use events. Based on this review, staff now recommends substantial changes to the previously approved use policies. These changes reflect both the practical realities of actually operating the building (as opposed to projections of how things should work) and the need for greater clarity in policy with regard to Observatory priorities, categories of use, and use requirements.

The attached policies amend all previous sections on event use and filming and are organized to address eight areas: (1) Observatory use and priorities; (2) policies relating to Friends Of The Observatory (FOTO) use; (3) policies and fees for rental of various areas; (4) policies and fees for filming use; (5) general use provisions and booking fees; (6) admission fees for the Samuel Oschin Planetarium; (7) shuttle bus and timed reservation cost recovery charge as approved by the Board on August 9, 2006 (Board Report No. 06-230); and (8) complimentary reservation policy.

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The following is a summary of the changes:

Observatory Use and Priorities

All facilities at Griffith Observatory are primarily for the use of the Observatory in accomplishing its mission of public astronomy and science education. The use of Observatory facilities for activities conducted or sponsored by the Observatory takes priority over all other uses at all times.

This new section outlines the nature of the Observatory's normal pattern of public usage of the building and grounds.

Friends of the Observatory (FOTO) Usage

Over the years, FOTO has supported the mission of Griffith Observatory in promoting public astronomy through activities such as sponsoring lecture series, actively participating in the master planning and renovation project planning efforts, and aggressively and successfully raising funds to complete the Observatory Renovation and Expansion Project. The proposed rates and fees memorialize past practices of facility use by FOTO in connection with Observatory fundraising and public outreach by allowing regular use of some areas, and also by authorizing limited use of event spaces outside the standard fees and requirements applied to the general public. This use structure conforms to the Memorandum of Understanding (MOU) recently approved between the City and FOTO (Board Report No. 06-126).

The Galactic Gala held on October 29, 2006, was handled as any other allowed FOTO fundraising or awareness activity under the proposed policy, without deducting from the total events allowed to FOTO per year in any category. FOTO will utilize one of their annual fundraising event days in December 2007 for a special event to be granted to the Galactic Gala title sponsor (\$100,000 level).

Rental Use Program

This new section defines new rental fee categories which are differentiated by whether the proposed rental affects public operations. The proposed language reflects the experience gained by Observatory staff during the months leading up to and since the reopening. Language has also been modified to provide greater clarity.

Griffith Observatory will consider appropriate and relevant requests for rental or commercial filming use of its facilities consistent with, and in support of, the Observatory's mission and the policies of the Department of Recreation and Parks. Requests will be reviewed and approved in advance by the Observatory Director and forwarded to the General Manager, Department of Recreation and Parks for final approval. Decisions of the General Manager are final. In addition, all prospective rental uses must comply with one of the following criteria:

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Criterion 1: Relevance to Observatory Mission – Integral to the purpose of the event and the use of the Observatory are goals of civic responsibility; promotion of science and astronomy; collaboration on issues in which the Observatory has a functional relationship, such as education and scientific research; or celebration of Griffith Park, its donor (Griffith J. Griffith), or the facility itself; or,

Criterion 2: Donor Recognition – A \$150,000 donor shall be subject to all of the various policies with which all prospective rental users of the facility must conform, including provisions regarding advance approval by the Observatory, prohibition of admission charges, displacement of existing events and activities, and reimbursement of direct costs.

Three categories of rental use are defined as follows:

- Classroom/Conference Room Use: Special guidelines for these unique building facilities
- Standard Use: When the Observatory is not in public operation
- Special Use: When the Observatory is in public operation

A new category has been added for the classroom and conference room, as those facilities have a different and lower impact on the building and may reasonably be scheduled when the public is present. Also, the concept of a “season” of rentals has been deleted. This designation was confusing and unclear for both users and staff.

To avoid impact to public operation, it is expected that most other rentals will fall into the Standard Use category. Standard Use category refers to those which do not affect public operation and, thus, would be the standard kind of events which the Observatory would consider. Observatory staff believes that segregating rentals into specific areas when the building is closed is possible so those options have been retained.

By contrast, the Special Use category refers to rentals which would occur during normally scheduled public operations. Based on staff experience during public operations, only selected areas of the Observatory such as the roof and the Leonard Nimoy Event Horizon Theater are being proposed to be rented individually during public operations to avoid disruption to the public. Fees for Special Use rentals are accordingly higher, reflecting either the lost revenue to the City or the impact on the public from closing all or part of the Observatory during scheduled hours of public operation.

The following is a summary of the proposed Classroom/Conference Room, Standard Use, and Special Use rental fee categories: 1) Classroom and Conference Standard Use rental fees start from \$200 to \$300 for the first two hours. Additional fees apply from \$100 to \$150 for each additional hour. Classroom and Conference Special Use rental fees range from \$300 to \$500 for the first two hours. Additional fees apply from \$150 to \$250 for each additional hour. 2) Standard Use rental fees vary depending on the area being rented. The rental fees for the first ten hours range from \$4,000 to \$25,000. Additional fees apply from \$400 to \$2,500 for each additional hour. 3) Special Use rental fees range from \$12,500 to \$50,000 for the first ten hours applied for rental of the roof, the Leonard Nimoy Event Horizon, or the entire building during normal operating hours. Additional fees apply

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starting from \$1,250 to \$6,000 for each additional hour.

Besides the rental fees, additional fees for security, maintenance, parking, use of technical and interpretive staff, or other services may apply and will be assessed at the current staff rate. The Attachment provides a detailed breakdown of the proposed rental fee categories and requirements. A significant change from the previous fee schedule is the assignment of 100% of rental and filming fees to the Observatory Surcharge account, which is intended to enable the Observatory to maintain the many unique, expensive, and absolutely vital high technology elements that were purchased as part of the Observatory renovation and expansion. One hundred percent of any additional fees for staff and security costs from rentals and filming will be deposited into the General Fund.

Filming Use Program

Griffith Observatory expects to continue its long heritage of commercial filming. This new section specifies the policies and requirements associated with arranging for commercial filming. These include provisions related to timing of filming, parking, required site visits, monitors, and fees.

The fee schedule for commercial filming is determined by two factors:

- Extent of Filming: Outside only or throughout the building and grounds
- Schedule of Filming: As with rental use, there is a distinction between when the building is not in public operation (Standard Use) and when filming displaces the public (Special Use).

The proposed Filming Use fees range from \$25,000 to \$40,000 for Standard Use and from \$35,000 to \$60,000 for Special Use. As with rental use, the rates for Special Use in the Filming Use category are also substantially higher than for Standard Use; this is due to both the displacement of the public and recovery of the lost revenue the Observatory would otherwise have earned when the building is opened to the public. A specific section has been added regarding policies and fees for commercial still photography, as have provisions regarding the news media, student filming, educational filming, and interviews with the Observatory staff.

In summary, a distinct section on filming has been added because of the unique character of use presented by commercial filming and photography activities. Many of the provisions listed here were part of the previous policy and have simply been moved. These new, streamlined categories reflect the realities of using the renovated building for filming. For example, where the previous policy allowed for rental of focused areas of the building, the reality in terms of impact on building operations and staff is that the only meaningful distinction is whether the commercial filming is taking place exclusively on the exterior or both inside and outside the building.

General Use Provisions and Booking Fees

These sections establish that the City's contracted concessionaires have exclusivity and prohibit other sales or admission charges. Policies for holding reservations, cancellation fees, refundable deposits,

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insurance requirements, and assessment of additional staffing fees, if necessary, are included in alignment with other Department rental facilities and special events activities. Alcohol service at catered events will conclude by 10:00 p.m., and parking for event use will be off-site. Exceptions to the 10:00 p.m. cut off of alcoholic service may be granted only by the approval of the Department of Recreation and Parks General Manager. Use of the Observatory name, logo, or image is also controlled.

The changes to this section are primarily placement of specific provisions. Many of the provisions were moved to the Rental Use Program section, because that is where they were most relevant. Booking fees and rates were also merged into this section.

Samuel Oschin Planetarium Admission

The Samuel Oschin Planetarium is one of the finest and most technologically sophisticated venues of this type in the world. The opening show "Centered in the Universe" is presented live by an Observatory Lecturer between eight and ten times each day. The show features the most accurate and compelling night sky, spectacular all-dome laser projected graphics, music composed specifically for the show, special lighting, and other effects. These capabilities enable presentation of a compelling story that weaves astronomy and the human experience together into a journey of discovery.

New fees for show buyouts are proposed for \$3,000 per weekday show and \$5,000 per weekend show. Given the current high public demand for admission to the show, these fees reflect the weekday and weekend estimated revenue and operational impact of closing the shows to the public during scheduled hours of public operation.

In addition, a school show pricing structure will be proposed to the Board later in the year.

Policy and Procedures for Complimentary Admission to the Samuel Oschin Planetarium Show

On rare occasions, the Observatory has an ongoing need to offer complimentary tickets to selected visitors. The visibility of the institution attracts distinguished public and private visitors, such as astronomical leaders, international delegations, prominent donors, and selected media, for whom charging admission would be inappropriate. These complimentary tickets, given only with the advance written approval of the General Manager or his designee, enable the Observatory to respond to extraordinary requests. Observatory officials engaged in the renovation and expansion of Griffith Observatory were often offered such consideration when visiting other institutions.

The proposed Policy and Procedure for Complimentary Admission to the Samuel Oschin Planetarium show is necessary to create a documented, trackable, and auditable system. No more than 1,500 complimentary tickets will be distributed in a fiscal year. At an average of \$5 per ticket, the issuance of all complimentary tickets would result in displacement of \$7,500 in revenue. The General Fund

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impact would be \$6,000 (80% General Fund deposit allocation) and the Observatory Surcharge Account impact (20% of revenue) would be \$1,500.

FISCAL IMPACT STATEMENT:

Though planetarium revenues are lower than original projections, they remain substantial because of the increase in percentage of visitors seeing the show. The Observatory staff is projecting that the fees collected from rental use and filming will be modest in the first year of operation, as the number of events is tempered by the need to focus both the building and staff on developing sustainable procedures and routines for public operation. Revenues from the Samuel Oschin Planetarium are deposited into both the General Fund (80%) and the Observatory Surcharge Account (20%). One hundred percent of revenues from rental and filming fees will now be deposited into the Observatory Surcharge account. (Surcharge Account is intended to provide for maintenance and improvements for the unique high technology elements that were purchased as part of the Observatory renovation and expansion.) The significant majority of funding would be used to maintain the Samuel Oschin Planetarium and its ability to provide public programming and associated revenue.

The estimated revenue impact of the changes proposed in this report for Fiscal Year 2006-07 are modest. Though a reduction of up to \$6,000 to the General Fund is possible due to the proposed distribution of complimentary tickets for the Samuel Oschin Planetarium, the amount is expected to be much lower due to this policy being implemented only in the last two months of the current fiscal year. Similarly, estimated revenue for rental and filming activity in Fiscal Year 2006-07 is projected to be no more than \$15,000 of which \$12,000 would have been allocated to the General Fund under the previous policy. Future projections from rental and filming use have not been estimated as limitations for the number of possible events have not been solidified.

This report was prepared by Vicki Israel, Acting Assistant General Manager; Dr. Ed Krupp, Observatory Director; and Mark Pine, Observatory Deputy Director.

“GRIFFITH OBSERVER”

Individual Issues: (Sales tax and shipping not included)

Individual Issues (Current Year)	\$2.50 each #
Back Issues (Previous Year) **	\$4.00 each #
Out of Print Issues (Photocopy)	\$8.00 each

Subscriptions: (12 Monthly Issues)

	<u>1 Year</u>	<u>Agency Rates</u>
U.S., 1-year Standard Mail	\$23.00	\$21.25
U.S., & Canada, First Class	\$30.00	\$28.25
Mexico, (First Class)	\$31.00	\$29.25
Overseas, Surface Mail	\$35.00	\$33.25
Overseas, Airmail	\$40.00	\$38.25

**Director may classify certain issues as excess and allow them to be sold at their cover price until backlog is reduced to regular level. The price would then revert to the \$4.00 rate. Director may also distribute excess issues free until regular level is reached.

Board Approved Subscriptions:

Friends of the Observatory (FOTO) &
Los Angeles Astronomical Society (LAAS) ————— \$1.20 per issue billed quarterly

subject to sales tax and postage at the current rates.

Note: Subscriptions are not taxable.

OBSERVATORY SURCHARGE ACCOUNT 20%

CERTIFIED ASTRONOMICAL LETTERS

Attorney’s law offices and insurance companies shall be charged a minimum fee for Certified Astronomical Letters of \$75.00 minimum.

USE POLICIES GENERAL INFORMATION

- ~~1. All catering services, including beverages, will be provided by the City's contracted Concessionaire for Café, Carts, and Catering. Official Observatory merchandise is provided exclusively by the City's contracted Stellar Emporium Concessionaire.~~
- ~~2. Events can be booked up to one year in advance only. To hold a reservation, 50% of fees must be paid in full. The total amount of all rental fees and deposits due shall be paid in full at least 90 days prior to the scheduled date of use.~~
- ~~3. The Observatory reserves the right to request advance copies of all publications, marketing materials, programs, advertisements, or other communications relating to the event. Use of the Observatory name, logo, or image, in any way other than as address or directional information requires coordination with the Observatory through the Events Office. The City's contracted Concessionaire for the Stellar Emporium is the exclusive provider of authorized Observatory merchandise.~~
- ~~4. No admission may be charged for events. No auctions or sales on the premises are permitted except those conducted by authorized Observatory Concessionaires under contract with the City.~~
- ~~5. For both Special Use and Standard Use, rental of any facility spaces ordinarily used in public operations will be permitted only as designated in rate schedule below, generally only when the Observatory is closed to the public and only during the Events Season, defined as October 1st through April 1st each year.~~
- ~~6. Standard Use Fees include Observatory administrative costs and event coordinator costs, and minimal security and maintenance.~~
- ~~7. Additional fees for security, maintenance, parking, technical and interpretive staff, or other services may apply and will be assessed at the discretion of the Events Office.~~
- ~~8. Insurance may be required. See Insurance Requirements.~~
- ~~9. A refundable building deposit of at minimum \$400 may be charged depending on scope of use and areas used, to be set by the Events Office.~~
- ~~10. Sale or dispensing of alcohol is permitted in connection with catered activities and special events only, and must conclude by 9:00 p.m.~~
- ~~11. Parking has limited availability. Vehicle parking or other guest and organizer access to the Observatory site is subject to arrangement with Events Office and may require offsite parking use and/or additional charges.~~
- ~~12. News media and media wishing to interview Observatory staff members are exempt from fees. News media must coordinate their activities through the Observatory to ensure orderly presence on the Observatory grounds. Requests for interviews with any staff member must be requested through the Observatory Director, and if approved, will be coordinated through the Events Office.~~

CANCELLATION FEES

- Cancellation or Postponement within 60 days of event 50% of all fees or \$150, whichever is greater
- Cancellation prior to 60 days \$150
- Postponement prior to 60 days \$50

OBSERVATORY USE

All Facilities at Griffith Observatory are primarily for use of the Observatory in accomplishing its public educational mission, and use of facilities by the Observatory or Observatory-sponsored activities takes priority over other use. With express authorization of the Observatory Director, any facility or combination of facilities within the Griffith Observatory premises can be utilized exclusively for Observatory or Observatory-sponsored activities in accordance with the Observatory's mission, at any time.

FRIENDS OF THE OBSERVATORY (FOTO) USE

As the designated non-profit partner with the Griffith Observatory, FOTO usage in connection with that relationship has priority over all other use except by the Observatory. Subject to scheduling availability in every case, and in accordance with existing capacities, FOTO is authorized no charge use of Observatory facilities according to the following schedule:

Without limitation as to frequency

- Conference Room and Classroom

Without limitation as to frequency, subject to express review and approval of the Observatory Director

- Leonard Nimoy Event Horizon theater
- Telescope Dome with operator

Twelve times (12) per calendar year, subject to express review and approval of the Observatory Director

- Roof

- East Terrace

Six (6) times per calendar year, subject to express review and approval of the Observatory Director

- Guntner Depths of Space (mezzanine and lower level)

Three (3) times per calendar year, subject to express review and approval of the Observatory Director

- Exclusive use of full building and grounds

Usage must comply with the following criteria:

1. Integral to the purpose of the event or activity and the use of the Observatory are goals of civic responsibility; promotion of science and astronomy; collaboration on issues in which the Observatory has a functional relationship, such as education, celebration of the Park, its donor, or the facility itself; collaboration with a donor.
2. Event cannot be competitive with the Observatory program or fundraising efforts;

~~3. Direct costs beyond standard services will be reimbursed to the City.~~

STANDARD USE PROGRAM

~~20% to Department 89, Fund 302, Account 620K (Observatory Surcharge)~~

~~Programs of the Observatory have priority over any other proposed use.~~

~~Filming requires a mandatory scout to be scheduled by the Observatory Events staff at no charge. A second scout or technical scout will also be accommodated at no charge. Time for scouts in addition to the two scouts will be charged at the current film monitoring rate per hour.~~

~~Additional policies:~~

- ~~• Load in and load out cannot be done after 10:30 p.m. or before 6:00 a.m.~~
- ~~• No public parking spaces or areas for transit drop-off and pick-up may be taken during operating days and hours.~~
- ~~• Monitors will be assigned for prep, hold, filming, and tear down, at the discretion of the Events Office, and charged at the current film monitoring fee rate.~~
- ~~• All filming and photography pays use fees according to the schedules below.~~

~~Special use is applicable to a person or an entity complying with one of the two categories below.~~

~~Special Use is available on weekdays, Monday through Friday, except holidays.~~

- ~~• Donor who has contributed at the level of \$10,000 for three or more consecutive years or who has equaled \$30,000 in their cumulative donations.~~

~~OR~~

- ~~• Meets all the following criteria~~
 - ~~1. Planning and executing the event is subject to review of the Observatory.~~
 - ~~2. Integral to the purpose of the event and the use of the Observatory are goals of civic responsibility; promotion of science and astronomy; collaboration on issues in which the Observatory has a functional relationship, such as education; or celebration of the Park, its donor, or the facility itself.~~
 - ~~3. Event cannot be competitive with Observatory programs or fundraising effort.~~
 - ~~4. Event holder reimburses direct costs to the City.~~

~~Daily, year-round use. Facility spaces which can be used year-round, during regularly staffed hours, subject to scheduling availability. Base rental is for a two hour block of time.~~

Space	Capacity	Special Use	All Other Rental, including Filming
Conference Room	12	\$75/\$40 ea add hr	\$225/\$120 ea add hr
Classroom	35	\$125/\$70 ea add hr	\$375/\$210 ea add hr

~~Limited, year-round use. Facility spaces which can be used Monday – Thursday (no holidays) year-round during regularly staffed hours as noted below, subject to scheduling availability. Base rental is for the available block of time (five hours) including event, set up and tear down.~~

Space	Capacity	Special Use	All Other Rental, including Filming
East Terrace after 5:00 p.m. to 10:00 p.m. only	50	\$500	\$1500
Roof before 3:00 p.m. only	150	\$1000	\$3000

Available to schedule during Events Season only. Spaces which can be used when the Observatory is closed to the public, during Events Season October 1 to April 1 annually. Total hours per booking is 12; six for preparation and clean up, six for event. Additional hours are available at the hourly rate.

Space	Capacity	Special Use	All Other Rental, including Filming
East Terrace	50	\$1000/\$75 ea add hr technical staff additional	\$3000/\$225 ea add hr technical staff additional
Leonard Nimoy Event Horizon theater	200	\$1000/\$75 ea add hr technical staff additional	\$3000/\$225 ea add hr technical staff additional
Gunther Depths of Space—Mezzanine and Lower Level	350	\$1750/\$125 ea add hr	\$5000/\$375 ea add hr
Roof	150	\$1750/\$125 ea add hr	\$5000/\$375 ea add hr
West Terrace	200	\$1750/\$125 ea add hr	\$5000/\$375 ea add hr
Front Lawn	1000	\$1750/\$125 ea add hr	\$5000/\$375 ea add hr
Samuel Oschin Planetarium theater	300	\$1750/\$125 ea add hr +\$500 for show	\$5000/\$375 ea add hr +\$500 for show
All facilities Interior and Exterior	3000	\$1750/\$500 ea add hr	\$20,000/\$1500 ea add hr

SAMUEL OSCHIN PLANETARIUM SHOWS

20% to Department 89, Fund 302, Account 620K (Observatory Surcharge)

Standard Discount for promotions \$2.00 adult, no discount for Seniors, Students, Children

- Adults \$7.00
- Seniors \$5.00
- Students \$5.00 (valid, current school identification required)
- Children \$3.00

Show Buyouts:

No more than one show can be bought out per pricing period each day.

- Before 6:00 p.m. Monday-Friday except holidays: \$1500 per show
- After 6: p.m. Monday-Friday, weeks and holidays: \$2100 per show

FOTO receives standard discount per ticket and first in theater seating.

VISITOR ACCESS MANAGEMENT PROGRAM

~~Per person charge for visitor access package of timed reservation and shuttle ticket to and from Observatory, inclusive of all credit card and other applicable charges except mailing fees, if applicable:
\$5.50~~

~~GRIFFITH OBSERVATORY VISITORS USING SHUTTLE:~~

~~General: _____ \$8.00
Children ages 5-12: _____ \$4.00
Seniors age 60 and over: _____ \$4.00
Children age 4 and under: _____ Free~~

~~VISITORS NOT USING SHUTTLE:~~

~~Free (up to 1,320 per day, timed entry only)~~

OBSERVATORY
(Revised 06/07)

USE POLICIES – GENERAL INFORMATION

All facilities at Griffith Observatory are primarily for use of the Observatory in accomplishing its mission of public astronomy and science education. The use of Observatory facilities for activities conducted or sponsored by the Observatory takes priority over all other uses at all times. Consideration is provided for uses by Friends Of The Observatory (FOTO), related to FOTO's public-private partnership with the Department to support the Observatory. Griffith Observatory will consider appropriate and relevant requests for rental or commercial filming use of its facilities consistent with the Observatory's mission and the policies of the Department of Recreation and Parks.

The Observatory defines an "event" as an activity which departs from normally described operations. Most events are actually initiated by the Observatory as an enhancement to normal public operations. Some events are initiated by FOTO, with advance approval of the Observatory Director, in order to enhance programming opportunities or assist in fundraising in support of the Observatory. A small subset of events are rental or filming activities, wherein outside organizations use Observatory facilities for some purpose aligned with the Observatory's astronomical and civic mission.

OBSERVATORY USE – GUIDELINES

Griffith Observatory's primary mission is to serve visitors through public operation of the facility. Regularly scheduled public operation occurs on the following schedule:

- | | |
|---|-------------------------|
| • Weekdays (Tuesday, Wednesday, Thursday, and Friday) | 12:00 p.m. – 10:00 p.m. |
| • Weekends (Saturday and Sunday) | 10:00 a.m. – 10:00 p.m. |
| • Mondays | Closed |
| • School show programs (weekdays during school year) | 9:30 a.m. – 12:00 p.m. |

Public operation of the facility is generally considered to encompass public areas of the building and the surrounding grounds. These include:

- Programs in the Samuel Oschin Planetarium
- Programs in the Leonard Nimoy Event Horizon Theater
- Public telescope viewing in the domes, on the front lawn, and on the east and west terraces
- Public access to exhibit galleries and staff interpretation
- Public access to the roof and grounds

Other Observatory uses of the building have often included:

- Monthly star parties and special observing events hosted by the Observatory and conducted in cooperation with the Los Angeles Astronomical Society and Sidewalk Astronomers
- Monthly meetings of the Los Angeles Astronomical Society and similar organizations
- Meetings of astronomical organizations, conferences, or other related groups
- Special lectures, symposia, or other astronomical programming

- News media activities and coverage, including press conferences
- Special civic events for the City of Los Angeles

FRIENDS OF THE OBSERVATORY (FOTO) USE

Friends Of The Observatory is the private, non-profit 501(c)(3) organization which supports Griffith Observatory. As the City's officially designated partner with Griffith Observatory, FOTO usage in connection with that relationship has priority except for use by the Observatory itself.

Subject to scheduling availability, and in accordance with existing capacities, FOTO is authorized no-charge use of Observatory facilities according to the following schedule.

Without limitation as to frequency:

- Conference Room and Classroom

Without limitation as to frequency, subject to review and approval of the Department of Recreation and Parks General Manager / Observatory Director:

- Leonard Nimoy Event Horizon Theater
- Telescope Dome with operator

Twelve (12) times per calendar year, subject to review and approval of the Department of Recreation and Parks General Manager / Observatory Director:

- Roof
- East Terrace

Six (6) times per calendar year, subject to review and approval of the Department of Recreation and Parks General Manager / Observatory Director:

- Gunther Depths of Space (mezzanine and lower level)

Three (3) times per calendar year, subject to review and approval of the Department of Recreation and Parks General Manager / Observatory Director:

- Exclusive use of full building and grounds

Usage must comply with the following criteria:

1. Integral to the purpose of the event or activity and the use of the Observatory are goals of civic responsibility; promotion of science and astronomy; collaboration on issues in which the Observatory has a functional relationship, such as education and scientific research; celebration of Griffith Park, its donor, or the facility itself;
2. Event should not be competitive with the Observatory program or fundraising efforts; and,
3. Direct costs beyond standard services will be reimbursed to the City.

RENTAL USE

100% of rental fees to be deposited in the Observatory Surcharge Account; 100% of additional staff and security fees to the General Fund.

Programs of the Observatory have priority over any other proposed use. All those wishing to make rental use of a portion of the Observatory must conform to the following policies:

- Event planning and execution are subject to review by the Observatory Director who will make the recommendation and will forward same to the General Manager, Department of Recreation and Parks. Decisions of the General Manager are final.
- Event may not compete with or disrupt Observatory programs.
- Event may not charge admission, conduct auctions, or permit any sales outside those coordinated by the Observatory’s authorized concessionaires.
- Event may not impose an unreasonable burden on Observatory staff, other Griffith Park facilities, or the surrounding neighborhood.
- Event may not displace or interfere with other Observatory activities.
- Event holder must reimburse direct costs to the City.
- Event limited to maximum of 1,800 total participants (including attendees and all required staff).
- Alcohol service, if applicable, must conclude by 10:00 p.m. and events at which alcohol is served should conclude no later than 10:30 p.m. Exceptions to the 10:00 p.m. cut off of alcoholic service or 10:30 p.m. event conclusion may be granted only by the approval of the Department of Recreation and Parks General Manager. If an event at which alcohol is served occurs during public operations, service and consumption of alcohol must take place out of public view.

In addition, all prospective rental uses must meet one of the following criteria:

Criterion 1: Relevance to Observatory Mission – Integral to the purpose of the event and the use of the Observatory are goals of civic responsibility; promotion of science and astronomy; collaboration on issues in which the Observatory has a functional relationship, such as education and scientific research; or celebration of Griffith Park, its donor, or the facility itself; or,

Criterion 2: Donor Recognition – Donor who has contributed at least \$150,000 in cumulative donations

The three Rental Use categories are:

- **Classroom/Conference Room Use:** Special guidelines for these unique building facilities.
- **Standard Use:** When the Observatory is not in public operation (i.e., Mondays and selected weekday mornings)
- **Special Use:** When the Observatory is in public operation

To avoid impact to public operation, it is the Observatory’s expectation that most rental usage – except for those of the classroom and public conference room – will fall into the Standard Rental Use category (*i.e.*, when the building is not being used for public operation).

Classroom and Conference Room Rental Use - Subject to availability and the criteria listed above, the Observatory’s conference room and classroom may be rented for meetings whether the building is open or closed to the public. These two rooms are available during regularly staffed hours. Base rental is for a two-hour block of time.

Space	Capacity	Standard Use Rates (OBS closed)	Special Use Rates
Conference Room	12	\$200/2 hrs (\$100 ea add hr)	\$300/2 hrs (\$150 ea add hr)
Classroom	35	\$300/2 hrs (\$150 ea add hr)	\$500/2 hrs (\$250 ea add hr)

Standard Rental Use - Includes all uses which are scheduled at times when the building is closed to the public AND is not hosting a school program. It is assumed that the entire event (including setup and tear-down) will occur outside hours of public operation and will not impact public operation.

Special Rental Use - Includes uses which occur during hours of public operation, during school programs, or during City of Los Angeles holidays when building staff would not normally be present. There is a substantial additional charge for uses which impact public operation.

Booking rates include 10 hours (five for preparation and clean up, five for the event). Additional hours are available at the hourly rate.

Space	Capacity	Standard Use Rates (OBS Closed)	Special Use Rates
East Terrace	50	\$4,000/10 hrs (\$400 ea add hr) Technical staff additional Limited restroom access	Interior and exterior building
West Terrace	200	\$5,000/10 hrs (\$500 ea add hr) Technical staff additional Limited restroom access	Interior and exterior building
Roof	150	\$5,000/10 hrs (\$500 ea add hr) Technical staff additional Limited restroom access	\$12,500/10 hrs (\$1,250 ea add hr) (Catering setup surcharge)
Front Lawn	800	\$6,000/10 hrs (\$600 ea add hr) Technical staff additional Limited restroom access	Interior and exterior building
Gunther Depths of Space – Mezzanine and Lower Level	350	\$7,500/10 hrs (\$750 ea add hr) Technical staff additional	Interior and exterior building
Leonard Nimoy Event Horizon Theater	200	\$5,000/10 hrs (\$500 ea add hr) Technical staff additional	\$12,500/10 hrs (\$1,250 ea add hr) (Catering not permitted)
Samuel Oschin Planetarium Theater	300	\$7,500/10 hrs (\$750 ea add hr) Technical staff additional Extra \$1,500 for ea show	Interior and exterior building
All Facilities Interior and Exterior	1,000	\$25,000/10 hrs (\$2,500 ea add hr) Technical staff additional Extra \$1,500 for ea show	\$50,000/10 hrs (\$6,000 ea add hr)

The fee schedule above includes Observatory administrative costs and event coordinator costs, as well as basic security and maintenance costs. Additional fees for security, maintenance, parking, use of technical and interpretive staff, or other services may apply and will be assessed at the current staff rates of the Observatory.

Insurance is required. See Insurance Requirements.

FILMING USE PROGRAM

100% of rental fees to be deposited in the Observatory Surcharge Account; 100% of additional staff and security fees to the General Fund.

Griffith Observatory has a long heritage of commercial filming. As with other rentals, however, it is expected that this activity will occur at times that do not compete with public operation.

Timing - Load-in and load-out must be counted as part of the rental time. Special accommodations for load-in and load-out will need to be negotiated in advance. Load-in and load-out are prohibited after 10:30 p.m. or before 6:00 a.m.

Parking - Parking is extremely limited. Special arrangements may be required for film crews. No public parking spaces or areas for transit drop-off and pick-up may be taken during operating hours.

Site Visits - Filming requires a mandatory site visit to be scheduled by the Observatory staff at the current staffing charge. A second site visit or technical site visit will be accommodated at the current staffing charge. Additional site visits will be billed at the current staffing charge.

Monitors - At the discretion of the Observatory staff, monitors will be assigned for prep, hold, filming, and tear down, charged at current film monitoring fee rate.

Fees - Fees for commercial filming are set at either Standard Use Rates (i.e., outside public operating hours) or Special Use Rates (during public operating hours) listed on the table on the previous page. As with other rentals, there is a substantial surcharge for filming activities which impact public operation. All filming fees must be paid in full and in advance before the City will issue a film permit. ALL filming proposals must also be cleared by the Griffith Park Film Office, which will also charge a processing fee.

Extent of Use	Standard Use Rates	Special Use Rates
Outside Only	\$25,000	\$35,000
Entire Building and Grounds	\$40,000	\$60,000

Commercial Still Photography – Those engaged in commercial still photography must describe clearly the extent of their proposed activities. As with filming, preference will be given to those proposals which do not impact public operations. In the special case of photography, however, consideration will also be given to proposals that do not require “pristine” conditions of the site (i.e., visitor and staff access does not need to be controlled rigorously). Rates for commercial photography start at \$2,000 for a four-hour block of time and \$500.00 for each hour.

Exemptions – Fees do not apply or may be waived in the following instances:

- **News Media Use** – News media wishing to report from the Observatory or interview Observatory staff members are exempt from fees. News media must coordinate their activities through the Observatory to ensure orderly presence on the Observatory grounds and lack of disruption to Observatory public operation. Requests for interviews with any staff member must be made through the Observatory Director.
- **Students** – Student filmmakers and photographers may be exempted from the production fees, but to qualify they must provide a letter signed by an authorized administrator of the school or institution they attend on official school or institution letterhead. The letter should state that the student is enrolled at the school and is working on an assigned student project which will NOT be presented commercially.

- **Educational Programming** – Any bona fide educational production which enhances the image of Griffith Observatory, is related substantively to the Observatory’s content and resources, and informs a wide audience regarding these topics may be exempted from the fees by the Observatory Director. In addition, any commercial production in which the Observatory’s operations and programming are specifically presented to a wide audience may be exempted from the fees.
- **Interviews with Observatory Staff** – Any producer wishing to film or photograph an Observatory staff member in connection with astronomical or other scientific matters or with Observatory matters may be exempted from the fees. All such interviews must be authorized well in advance by the Observatory Director. If the Observatory staff member is compensated for such an appearance, the time spent with the production crew is to be considered off-duty.

GENERAL USE PROVISIONS AND BOOKING FEES

1. **Catering and Alcohol** - All catering services, including beverages, will be provided exclusively by the City’s contracted concessionaire for café, carts, and catering. The concessionaire and its employees (and any subcontractors) shall strictly comply with all laws, rules, and regulations applying to the sale and/or service of alcoholic beverages. Sale or dispensing of alcohol is only permitted in connection with private catered events; no alcoholic beverage will be sold or supplied at the café or from carts to the general public. Service of alcohol at catered events must conclude by 10:00 p.m. and events at which alcohol is served must conclude no later than 10:30 p.m. Exceptions to the 10:00 p.m. cut off of alcoholic service or 10:30 p.m. event conclusion may be granted only by the approval of the Department of Recreation and Parks General Manager. If an event at which alcohol is served occurs during public operations, service and consumption of alcohol must take place out of public view. There shall be no more than 26 significant events per year (and no more than three in a particular month) at which alcohol is served, where a “significant” event is defined as occurring anywhere in the building other than the classroom or conference room.
2. **Merchandise and Sales** - Official Observatory merchandise is provided exclusively by the City’s contracted Stellar Emporium concessionaire.
3. **Print Materials** - The Observatory reserves the right to request advance copies of all publications, marketing materials, programs, advertisements, or other communications relating to the event. Use of the Observatory name, logo, or image, in any way other than as address or directional information requires coordination with the Observatory through the Events Office.
4. **Parking** - Parking is extremely limited. Event organizer must make their own offsite parking arrangements and shuttle capabilities which may be subject to additional charges for more than 200 attendees. A parking and traffic plan must be prepared and submitted by event organizer for Observatory review and approval two weeks in advance of any event.
5. **Security** – For every 100 attendees expected, the permittee shall provide the services of one uniformed security officer, but not less than two officers per event.
6. **Noise** – Events shall avoid the use of amplified sound outside the building to the extent possible. If amplified sound is required, it must be set at a level that cannot be detected by the neighborhood.

Those wishing to make use of the Observatory facilities will need to follow these booking and cancellation policies:

- Events may be booked up to one year in advance only.
 - To hold a reservation, 50% of fees must be paid as a deposit.
 - The total amount of all rental fees shall be paid in full at least 90 days prior to the scheduled date of use.
- Fee for cancellation or postponement of classroom or conference room uses:
 - Within 7 days of event \$200
 - Over 7 days prior to event \$100
- Fee for cancellation or postponement of standard rental uses:
 - Within 60 days of event: 50% of all fees or \$5,000, whichever is greater
 - Over 60 days prior to event: \$1,000
- Fee for cancellation or postponement of special rental uses:
 - Within 60 days of event: 50% of all fees or \$5,000, whichever is greater
 - Over 60 days prior to event: \$2,000

SAMUEL OSCHIN PLANETARIUM SHOWS

20% to be deposited in the Observatory Surcharge Account

- Adults \$7.00
- Seniors (60 yrs +) \$5.00
- Students \$5.00 (valid, current school identification required)
- Children (5-12 yrs) \$3.00

There is a standard discount on an Adult ticket (only) of \$2.00 for members of Friends Of The Observatory (FOTO) who show their membership card. FOTO members may receive preferential seating.

With advance notice and approval of the Observatory Director, it may be possible to buy out one show in the Samuel Oschin Planetarium each day. Fees for show buyouts:

- Weekdays (Tuesday-Friday): \$3,000 per show
- Weekends (Saturday-Sunday): \$5,000 per show

SHUTTLE BUS AND TIMED RESERVATION COST RECOVERY

Per person charge for visitor access package of timed reservation and shuttle ticket to and from the Observatory, inclusive of all credit card and other applicable charges except mailing fees, if applicable:

- Adults \$8.00
- Seniors \$4.00
- Children (5-12 yrs) \$4.00
- Children (4 yrs & under) FREE

LIMITED FREE TIMED RESERVATIONS:

Free (up to 1,320 per day, timed entry only, may park in Greek Theatre parking lot and use free shuttle to the Observatory – 48 hours advance reservation required)

GRIFFITH OBSERVER

Individual Issues: (Sales tax and shipping not included)

Individual Issues (Current Year)	\$2.50 each #
Back Issues (Previous Year) **	\$4.00 each #
Out of Print Issues (Photocopy)	\$8.00 each

Subscriptions: (12 Monthly Issues)

	<u>1 Year</u>	<u>Agency Rates</u>
U.S., Standard Mail	\$23.00	\$21.25
U.S., & Canada, First Class	\$30.00	\$28.25
Mexico, (First Class)	\$31.00	\$29.25
Overseas, Surface Mail	\$35.00	\$33.25
Overseas, Airmail	\$40.00	\$38.25

****Director may classify certain issues as excess and allow them to be sold at their cover price until backlog is reduced to regular level. The price would then revert to the \$4.00 rate. Director may also distribute excess issues free until regular level is reached.**

Board Approved Subscriptions: Friends Of The Observatory (FOTO) & Los Angeles Astronomical Society (LAAS)	\$1.20 per issue billed quarterly
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**# subject to sales tax and postage at the current rates.
Note: Subscriptions are not taxable.**

OBSERVATORY SURCHARGE ACCOUNT

Observatory Surcharge Account funds are intended to provide a capital maintenance and improvement account for the many unique, expensive, and absolutely vital high technology elements that were purchased as part of the Observatory renovation and expansion. The significant majority of funding would be used to maintain the Samuel Oschin Planetarium and, thus, its ability to provide public programming and associated revenue.

Samuel Oschin Planetarium Revenues	20% deposited into Surcharge Account
Rental or Filming Fees	100% deposited into Surcharge Account

CERTIFIED ASTRONOMICAL LETTERS

Attorney’s law offices and insurance companies shall be charged a minimum fee for Certified Astronomical Letters of \$75.00 minimum.

GUIDELINE PROCEDURES FOR RENTALS AND SPECIAL EVENTS
AT GRIFFITH OBSERVATORY

All facilities at Griffith Observatory are primarily for the use of the Observatory in accomplishing its mission of public astronomy and science education. The use of Observatory facilities for activities conducted or sponsored by the Observatory take priority over all other uses. Special consideration is provided for uses proposed by Friends Of The Observatory (FOTO), related to FOTO's public-private partnership with the City to support the Observatory. On occasion, Griffith Observatory will consider other appropriate requests for rental use of its facilities consistent with the policies of the Department of Recreation and Parks and the Observatory's mission.

All rental requests must be filed with the Observatory as specified in the procedures described below. Observatory rental uses may range from short meetings in a conference room to use of the entire building and grounds for events or filming. Rental uses of the Observatory will require the payment of use fees, as specified by the Board of Recreation and Park Commissioners.

PROCEDURE FOR GRIFFITH OBSERVATORY RENTAL REQUESTS

A. Initial Application Process - Those interested in renting one or more facilities at Griffith Observatory should:

1. Direct all inquiries for rental use of Observatory facilities to the Observatory staff
 - a. Requests received by/through Observatory concessionaires (including Wolfgang Puck Catering and Events, LLC) must be referred to the Observatory staff for evaluation.
2. Review rental information posted on Observatory website.
3. Complete basic rental application form. A completed form must include the following:
 - a. Basic description of the proposed facility usage
 - b. Approximate number of attendees, with a maximum of 1,800 total participants in the event (participants include both attendees and all required event staff)
 - c. Date and time, including set up and tear down
Load-in and load-out are prohibited after 10:30 p.m. or before 6:00 a.m.
 - d. Hours of alcohol service will be specified in rental agreement. Alcohol service, if applicable, will conclude by 10:00 p.m. and events at which alcohol is served will conclude by 10:30 p.m. Exceptions to the 10:00 p.m. cut off of alcoholic service and the 10:30 p.m. event ending time may be granted only by the approval of the Department of Recreation and Parks General Manager. If an event at which alcohol is served occurs during public operations, service and consumption of alcohol must take place out of public view.
 - e. Catering needs and other special facility requirements
 - f. Traffic and parking concept. As Observatory parking is extremely limited, any proposal for more than 200 attendees must include multi-passenger vehicles. Such vehicles should be as quiet and non-polluting as technologically possible.
4. Submit rental application form by email or fax to Observatory staff.

B. Initial Observatory Review Process - Once the Observatory has received a rental application form, it will review it as follows:

1. Observatory staff conducts preliminary evaluation of requests for completeness and clarity.
2. Observatory staff discusses completed requests with Observatory Deputy Director, who reviews and evaluates requests based on these criteria:

- a. **Linkage with Observatory educational mission and purpose**
 - b. **Level of disruption to public operation**
 - c. **Impact on other Griffith Park venues and nearby neighborhoods**
 - d. **Degree of required event support by Observatory staff**
 - e. **Observatory calendar and schedule availability for proposed event. In particular, there shall be no more than 26 significant events per year (and no more than three in a particular month) at which alcohol is served, where a “significant” event is defined as occurring anywhere in the building other than the classroom or conference room.**
3. **Deputy Director discusses requests with the Observatory Director.**
 4. **Observatory Director will make the determination and will forward to the General Manager, Department of Recreation and Parks, for final approval. Decisions of the General Manager are final.**
- C. Detailed Application Process – Approved applications will require detailed documentation regarding the event. The amount of documentation will depend on the nature of the event (i.e., a simple meeting in the classroom vs. an evening event with catering). The following steps must be adhered to:**
1. **Designate a “single point-of-contact” for the Observatory staff to work with event planning. This one person should contact the Observatory staff regarding the event, unless the Observatory staff directs otherwise.**
 2. **Complete all paperwork and forms provided or requested by the Observatory staff. These may include, but are not limited to:**
 - a. **Detailed rental event application (for permitting purposes)**
 - b. **Detailed program for the event or activity**
 - c. **Detailed plan for access (parking, shuttles, valet)**
 - d. **Detailed plan for security (if required)**
 - e. **Detailed schedule leading up to and after the rental (set-up and take down)**
 - f. **Catering application from Wolfgang Puck Catering and Events, LLC (if catering is part of the event) and detailed catering plan**
 - g. **Detailed specifications for the service of alcohol, if applicable, taking account of Observatory requirements regarding alcohol service**
 - h. **Insurance certifications (if required)**
 - i. **Plot plan for fire permit**
 - j. **Film permitting (if required)**
 - k. **Detailed requirements and fees for Observatory-provided services (security, maintenance, parking, technical services, and interpretive services)**
 3. **50% of fees must be paid as deposit.**
- D. Event Log and Schedule – The Department of Recreation and Parks shall keep a log of all events at which alcohol is served; such a log will be available for inspection at the Observatory Director’s office. To the extent practicable, the Department shall also prepare and publish a schedule of planned events at the Observatory.**

**POLICIES AND PROCEDURE FOR COMPLIMENTARY ADMISSION TO
THE SAMUEL OSCHIN PLANETARIUM SHOW**

PURPOSE

Create a documented, trackable, and auditable system for providing complimentary tickets for the Samuel Oschin Planetarium.

RATIONALE

The Observatory has an ongoing need to offer complimentary tickets to selected visitors on rare occasions. The visibility of the institution attracts distinguished public and private visitors (such as astronomical leaders, international delegations, prominent donors and selected media) for whom charging admission would be inappropriate. These complimentary tickets, given only with the advance written approval of the Observatory Director, Deputy Director or Assistant General Manager enable the Observatory to respond to extraordinary requests. It is worth noting that Observatory officials engaged in the planning for the renovation and expansion of Griffith Observatory were often offered such consideration when visiting other institutions.

The Observatory estimates that it would issue no more than 1,500 tickets in any given fiscal year.

PROCEDURE

Criteria may include but not be limited to: astronomical leaders, international delegations, prominent donors and selected media. All requests for complimentary tickets would need to follow this procedure:

1. An Observatory staff member will fill out the “Complimentary Ticket Request Form,” including a rationale for why the person(s) should receive complimentary admission. Requests made by those outside the Observatory will contact an Observatory staff member to fill out the request form. The form should be prepared and submitted no less than 72 hours in advance of the requested show time.
2. Form is reviewed by Deputy Director, who will consult with the Director and Assistant General Manager.
3. If the request is appropriate and necessary, the Director, Deputy Director and/or Assistant General Manager will sign form. ONLY forms signed by the Director, Deputy Director or Assistant General Manager may be processed.
4. The Operations Manager or designee will process the approved request into the Gateway ticketing system in the form of a “complimentary reservation.” This will be a new category programmed into the system with a zero price. The word “complimentary” will be printed on the ticket.
5. The approved form will be placed into a notebook kept by the Operations Manager and also noted in a summary monthly log in that notebook. This log will be compared to the Gateway report on a monthly basis by the Management Analyst for redeemed complimentary reservations. Any discrepancy will be noted in a report to the Assistant General Manager.

- 6. The Deputy Director will file a monthly report with the Assistant General Manager indicating the number and type of complimentary tickets issued.**