

DIRON.USA

RON-USA.COM





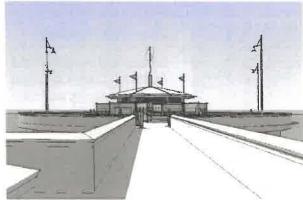
WELCOME TO THE FUTURE WEST

At the core of the **American West** lies craftsmanship: from saddlers to spur and bit makers, bruiders, silversmiths, boot makers, fashion designers and artists.

IRON's mission is to preserve the rich heritage of traditional Western crafts, alongside IRON's own branded Collection and Rodeo series.

Ride with us - for the best is yet to come

The Venice Oceanarium has big plans for the future.



The proposed Venice Oceanarium at the end of the Venice Fishing Pier



Members make a difference!

Join us in bringing an exciting new Museum to Venice Beach.

All new members receive

an official

Venice Oceanarium cap!

To Join:

Send a check to:

Venice Oceanarium, 330 Market Street, Venice, CA 90291 or visit www.veniceoceanarium.org and click on the "Join" link.

All memberships are tax-deductible.



A museum without walls





The new Venice Oceanarium Pavilion will offer an educational Venue at the Venice Fishing Pier.

It will serve as a Marine Museum and aquarium and will display animals local to Venice Beach.

It will be built with a simple design consistent with the environment.

It is intended to be free of charge to the public.

To donate or to get involved visit us at www.veniceoceanarium.org or email us at info@veniceoceanarium.org



Member Benefits

- Official Oceanarium cap
- Invitation to special members only events
- Subscription to all Oceanarium newsletters and publications
- Discount

Membership Levels

•	Sea Star	\$50
•	Octopus	\$100
•	Sea Lion	\$500
•	Shark	\$1,000+
•	Marlin	\$5,000+
•	Whale	\$10.000+







Our Mission

is to impart a better understanding of the ocean and the life within it through the arts and sciences and to celebrate the unique natural beauty of Venice Beach.

A museum without walls

The Pier

The Venice Oceanarium sets up an exhibit at the end of the pier (at the end of Washington Blvd) most Sundays from 11:00 to 3:00.

Cenice Oceanarium

Come join us and view our ever-changing presentation and display. It's a great way to spend a Sunday afternoon.



Events



The Venice Oceaniarium hosts a variety of events almed at attracting visitors to the beach and encouraging them to discover and learn about the ocean and shore.

Grunion Parties

Grunion are unique to the Southern California coast. During the Spring and Summer they come up onto the shore by the thousands to lay their eggs. When they do this, it's called a Grunion Run and we throw a party, that attracts hundreds of people to the beach to witness this remarkable event.

Moby Dick

Since 1995, The Venice Oceanarium has hosted an annual reading of Moby Dick on the beach in Venice. We welcome volunteer readers and listeners alike.

We even made it into the LA Weekly, which called our reading one of the "100 best things to do in LA".



School Programs

The Venice Oceanarium offers school activities and after-school programs.

We work with both public and private schools to provide educational fieldtrips and beach visits for students.

There's plenty to learn and fun to be had at the beach.

Visit us at www.veniceoceanarium.org for more information.

Honorable Commissioners

Thank you for the opportunity to talk with you. I am Tim Rudnick. I am the founding director of the Venice Oceanarium.

I am here today to advocate for the establishment of a permanent facility for the Oceanarium on the Venice Fishing pier – One that will be completed before the 2028 Los Angeles Olympics.

For over 30 years the Venice Oceanarium has been an invaluable educational and cultural resource, inspiring thousands of Angelinos and visitors alike with it's engaging programs on marine life, coastal ecosystems and ocean conservation.

However, without a permanent home, our ability to fulfill our mission remains limited.

XXXXXXXXXXX

The 2028 Olympics present a once in a lifetime opportunity to show- case Los Angeles as a global leader in environmental education and sustainability.

A permanent Oceanarium on the Venice Pier would provide an iconic and accessible space where residents and international visitors can learn about the rich diversity of our Coast line.

It would not only enhance the visitors experience but would also align with the Citie's commitment to environmental stewardship.

XXXXXXXXXXX

But, this project is not just about education----it's also about community enrichment and economic vitality.

A world class Oceanarium would attract tourism, create jobs and strengthen the identity of Venice Beach as a hub for science, culture and conservation.

Moreover, integrating this facility with the existing pier infrastructure ensures that we are making smart, sustainable use of our public spaces

XXXXXXXXXXXXXXX

I urge you to support this vision and take the necessary steps to secure this site for the Venice Oceanarium..

Together we can create a legacy that will inspire generations to come



Los Angeles Times



TRAVEL & EXPERIENCES

This must be Venice



By Adam Tschorn Senior Features Writer | X Follow Photography by Alon Goldsmith



Sept. 6, 2024 3 AM PT

FOR SUBSCRIBERS

By Adam Tschorn

1

- 1 - ----- ,

Artist Robin Murez's whimsical, human-powered merry-goround is interactive public art at its finest, serving up a children's amusement-park attraction with a side of Venice history that parents will appreciate. Offering free rides to the little ones for just an hour each Saturday and Sunday (currently 11 a.m. to noon) from a temporary home along Linnie Canal, it can accommodate up to 15 kids, who choose from a handful of hanging swings, a chariot or one of eight animals, each lovingly hand-carved out of basswood by Murez. Among them are Robbie, an ostrich with a heart of gold (a nod to the ostrich farms of Abbot Kinney's day), Arielle, a capewearing lioness (an homage to the winged-lion symbol of Italy's Venetian Republic) and Paa'ar, a Tongva turtle whose presence references the original Indigenous inhabitants of the area. The mechanics of the machine itself, Murez says, reference the rides made by the Dentzel Carousel Company that could be found in Venice in the early 1900s.

Murez's kinetic history lesson, which eventually will have a permanent home in Venice's Centennial Park (she's currently gathering petition signatures to speed up the stalled process), delights approximately 30 kids (120 pounds max) each hourlong session. They're buckled onto Orson the duck, Joelle L'Escargot (a crown-wearing snail), Ribbon the unicorn or of their carved companions for a brief ride propelled by the artist (or a helper) who stands in the center energetically

cranking what looks like a ship's wheel. "I've learned carousel etiquette," Murez said about how long each ride lasts. "It goes on for the length of one song, so that's about two minutes. I play a lot of Frank Sinatra, I play Brazilian jazz. I take requests." My request, no doubt shared by the local parents who bring their children two or three times a month to squeal with delight as they soar around the circle: Give the magical menagerie its forever home as soon as possible. In addition to the scheduled hour each weekend day, Murez's magical carousel is open by appointment for special events like birthday parties.

· · · ·



(Alon Goldsmith / For The Times)

Take your kids on a magical, people-power top history lesson at the Venice Flying Carousel



LOS ANGELES, MARCH 20TH, 2025

LOS ANGELES EQUESTRIAN CENTER (LAEC) MANAGED BY ASM GLOBAL 480 RIVERSIDE DR, BURBANK, CA 91506

STATEMENT ON ASM GLOBAL'S MANAGEMENT OF LAEC

SUMMARY OF THE DISPUTE WITH LAEC & ASM GLOBAL

In December 2024, IRON engaged in negotiations with the Los Angeles Equestrian Center (LAEC) and ASM Global to host an event. Initial discussions indicated a venue rental cost of approximately \$5,000, per the official 2025 rate sheet. However, LAEC subsequently issued multiple revised quotes, manipulated the official rate sheet with significantly increased and arbitrary fees, inconsistencies in pricing, and additional undisclosed charges.

Despite securing the venue, IRON faced continued obstructions, including last-minute permit requirements that rendered key event components unfeasible. LAEC further altered agreed-upon site layouts shortly before the event, leading to additional costs for IRON. On the event weekend, LAEC failed to provide adequate food and beverage services, negatively impacting guest experience and revenue. Post-event, LAEC falsely claimed ownership of the event in public communications, failing to credit IRON and unlawfully using IRON's intellectual property. The 'preliminary final show bill', submitted by Leigh Anne Claywell includes several arbitrary and undisclosed charges.

IRON'S STATEMENT ON ASM GLOBAL'S MANAGEMENT OF LAEC

IRON believes that ASM Global is gatekeeping a taxpayer-funded, city-owned facility while failing to operate with transparency regarding venue rentals for community events. ASM has engaged in price gouging, arbitrary fee inflation, and obstructionist behavior, directly contradicting its contractual obligations. Specifically, ASM Global is failing to adhere to key priorities outlined by Los Angeles Parks & Recreation, including:

· Ensuring equitable access to the equestrian center for public programming.

- · Providing opportunities for equine experiences for youth from communities throughout Los Angeles.
- · Prioritizing equestrian events over private, non-equestrian commercial events.
- · Maintaining fair and transparent pricing structures for event organizers and horse show promoters.
- · Engaging with community stakeholders and remaining accessible to address concerns.

ASM Global's deliberate obstruction and exploitative pricing tactics are in direct violation of the stated mission of LAEC. These actions raise serious concerns about their ethical and legal fitness to manage a public facility intended for the broader equestrian and local community.



BREACH OF ASM GLOBAL'S CONTRACTUAL DUTIES AND HINDRANCE TO PUBLIC ACCESS

ASM's conduct during negotiations and production of IRON's event at LAEC constitutes a fundamental failure to comply with its management agreement. The following points summarize its most egregious breaches:

1. Price Gouging & Arbitrary Fees (Violation of Fair Pricing Practices)

• ASM's official 2025 rate sheet quoted approximately \$5,000 for the venue rental, but ASM arbitrarily increased this amount to over \$22,000 the day following IRON's event announcement to the public.

• Fabricated fees were introduced pre- and post-agreement, as well as in the preliminary final show bill, including a "rehearsal day fee", "gross rental success commissions", "extra-cleaning", parking of \$25 per car and an increase in facility fees from \$3/ticket to 10% of total ticket revenue (see attachments).

• Internal emails confirm that ASM's justification for the increase was that IRON's event was "not like any other event", indicating pricing discrimination.

2. Breach of Contract: Unilateral Venue Layout Changes

· ASM revoked access to key event spaces after signing the contract, despite pre-approved event maps.

• The sudden removal of the 'Garden' area forced IRON into a less favorable layout, directing attendees <u>away from IRON</u> <u>vendors</u> and towards <u>ASM's own food & beverage outlets</u>, ensuring greater profit for ASM at IRON's expense.

This last-minute change caused over \$8,500 in financial losses due to unusable set design elements and additional design and logistics costs.

3. Obstruction via Permit Manipulation

• ASM withheld critical permit information until 29 days before the event, requiring IRON to obtain a One Night Dance (OND) permit from LAPD and LAFD—which requires 30 days' notice.

• This deliberate concealment ensured that IRON could not obtain the necessary permits, blocking live music and stage builds, thereby sabotaging core elements of the event and causing substantial loss of ticket sales.

· ASM then failed to assist in securing the permit, despite claiming they would.

4. Gross Mismanagement of Event Operations

• ASM's food & beverage teams were completely unprepared for the expected guest count, despite IRON repeatedly providing accurate attendance figures. Consequences:

· Wait times exceeded 45 minutes.

- · Food stalls closed before 5 PM, forcing guests to leave for meals before the main Rodeo show
- Bar services shut down at 8 PM instead of 10 PM, violating contractual obligations.
- · Severe impact on attendee experience, undermining IRON's event reputation.

5. Unauthorized Misappropriation of Intellectual Property

· ASM falsely claimed ownership of IRON's event by posting on LAEC's official Instagram, failing to credit IRON.

· The caption and branding implied LAEC/ASM hosted the event, while removing all references to IRON.

6. Lack of Transparency & Failure to Engage with Community

ASM Global is contractually obligated to:

- · Ensure fair and accessible pricing for equestrian events.
- · Prioritize equestrian-related programming over private commercial functions.

Instead, multiple complaints have been filed against ASM for:

- · Lack of transparency in venue operations and pricing.
- · Prioritizing private events (weddings, corporate functions) over equestrian shows.
- · Ignoring outreach from equestrian stakeholders.

CONCLUSION: ASM GLOBAL'S CONTINUED CONTROL OVER LAEC 1S A THREAT TO THE EQUESTRIAN COMMUNITY

ASM Global's gross mismanagement, unethical pricing tactics, and obstruction of equestrian events demonstrate a blatant disregard for their contractual obligations. Their actions are actively harming the equestrian community, restricting public access to a city-owned facility, and prioritizing profit-driven exploitation over the public interest.

ASM's repeated pattern of misconduct raises serious legal and ethical concerns about their continued management of LAEC. If left unchallenged, their actions will further displace equestrian programming, restrict accessibility to local riders, and push out community-driven events in favor of high-revenue, non-equestrian commercial ventures.

LEGALLY QUESTIONABLE AND DAMAGING ACTIONS BY LAEC & ASM GLOBAL

1. Price Gouging & Arbitrary Fees

- a. Initial quote of \$5,000 escalated to over \$22,000 through unjustified pricing increases.
- b. Addition of fabricated fees, including a "rehearsal day" fee and "gross rental fee commissions"
- c. Admission by Leigh Anne Claywell that higher charges were imposed because IRON's event was "not like any other."

2. Breach of Contract & Unilateral Changes

- d. After contract execution, LAEC altered the agreed-upon event layout, removing access to the 'Garden'
- e. Last-minute relocation forced IRON to incur over \$8,500 in additional costs.
- 3. Failure to Disclose Critical Permit Requirements
 - f. LAEC failed to inform IRON about the mandatory One Night Dance (OND) Permit until 29 days before the event.
 - g. LAPD/LAFD require a 30-day submission, making it impossible for IRON to obtain, effectively preventing live music and stage builds.
- 4. Negligence & Disruption of Event Operations
 - LAEC's food and beverage team failed to provide adequate service, despite prior communication of attendance numbers.
 - i. Food stalls closed early, forcing guests to leave for meals.
 - j. Bars closed two hours before the agreed contractual time.
- 5. Misappropriation of Intellectual Property & False Representation
 - k. LAEC publicly claimed ownership of IRON's event on social media.
 - I. LAEC removed all mention of IRON and used their own branding, misleading the public.
- 6. Lack of Transparency & Mismanagement
 - m. LAEC and ASM Global have a history of complaints regarding non-transparent venue operations and preferential treatment of private events over equestrian activities.
 - n. Despite multiple attempts, LA Parks & Recreation failed to intervene, instead forwarding IRON's complaints back to LAEC, allowing continued mismanagement.

ABOUT IRON'S EVENT AT THE LAEC:

IRON's mission is to preserve the rich heritage of traditional Western crafts, alongside IRON's animal-friendly and community-driven Rodeo series (compliant with proposed LA City regulations). The event attracted close to 2,000 guests and members of the community, engaging in interactive equestrian workshops, panel discussions, film screenings and two Rodeo shows that involved all major riding clubs and communities in LA, as well as, members of the LA County Sheriff's Department, LA Park Rangers and first responders. A key sponsor was Kevin Costner and his latest film franchise, Horizon, who brought actors and producers to the event, sharing their knowledge and experiences with IRON's guests.



TIMELINE OF NEGOTIATIONS WITH LAEC:

- December, 3rd: following initial call, Shana Montanez informs us that:
 - o "Parking and alcohol will be owned by venue, and there is a rental fee as well as \$3/ticket facility fee"
- December, 14th: Leigh Anne Claywell apologizes for delay and sends official rate sheet for 2025, available dates
 and informs us that "any indoor spaces would be additional
 - o Official Rate Sheet 2025 attached
 - o Total cost of IRON event per rate sheet: roughly \$5,000 for the weekend
- December, 20th: IRON confirm two dates in March and request a final quote, including two indoor spaces for the
 artisan market
 - o no reply from LAEC
- January, 8th: IRON follows up with a long list of production questions, request for contract etc.
 No reply from LAEC (most likely due to fire evacuations)
- January, 16th: Shana Montanez does not reply to any of our questions, but asks us to choose between March 8th or March 15th weekend because "I have a few inquiries regarding your dates"
 - IRON confirm weekend of March 15th
- January, 20th: IRON calls Kaelya Sommer, voicing concerns about no feedback. Kaelya schedules a kick-off meeting for January, 29th (initially a call, then as a in-person meeting at the LAEC)
- January, 29th: Shana Montanez emails two hours prior to meeting that "we're going to reschedule today's
 meeting" because they are "under the weather", but attaches the first quote. IRON insist to have a sit-down as our
 team was already on their way to the LAEC:
 - o Room Rental: \$20,800
 - o Janitorial: \$4,900
 - Facility fee: 10% of total ticket sales (up from \$3/ticket)
 - o LAEC to own food (was added), beverage and parking income
- · January, 30th: IRON requests to remove all interior spaces as we cannot afford the quote sent
- January, 31st: Shana Montanez sends updated quote:
 - o Room Rental: \$15,800
 - o Janitorial: \$4,900
 - o Vendor Space Rental: \$65/vendor (was added)
- February, 3rd: IRON ask for a clear breakdown of costs and point out inconsistent pricing structure, arbitrary amounts and requests an explanation as to why the costs differ so much from the official Rate Sheet 2025
- February, 5th: Leigh Anne Claywell responds (see email and 'rate sheet/quote' attached), stating "Shana does typically get \$10,000+ per day for Equidome rental" although the official rate card states \$1,500 per day. The updated quote now lists:
 - o Facility Rental: \$15,150 (a 'rehearsal day fee' was added, even if we don't need it)
 - Janitorial: \$6,150 (up from \$4,900)
 - o Gross Rental Fee: 5.5% (was added)
 - Total quote now \$22,471 (up from \$20,700)
- February 6th: Leigh Anne Claywell explains in further email exchanges that "pricing structure would be different" because IRON's proposed Rodeo event "is not like any other event".

B

IRON

- February 7th: IRON reached out to long-standing members on the LA Equine Advisory Committee, who advise the City of LA's Parks & Recreation Commission—the ultimate owners of LAEC.
 - Through them, IRON learned that multiple complaints have been filed against ASM Global regarding lack of transparency in venue operations and decision-making, unexplained increases in boarding fees without clear justification, prioritization of private events (weddings, corporate gatherings) over horse shows and community equestrian events—despite LAEC's primary purpose.
 - IRON is advised to forward all email communications to Joe Salaices, Superintendent of LA Parks & Recreation. IRON emailed him twice, called, and left a message—but received no response. However, Mr. Salaices forwarded our emails to Leigh Anne Claywell at LAEC instead of addressing them directly.
- February 12th: Following IRON's email to the Commissioners of LA Parks & Recreation, Leigh Anne Claywell informs us that they are willing to revert to the official rate card provided on December 14th and apologizes for the situation. The attached official rate card was clearly manipulated and is attached to this statement.
 - Leigh Anne Claywell reiterates that ASM Global will still charge 10% of IRON's gross ticket income should that exceed the rental fees, which was added to the official price list.
 - o Leigh Anne Claywell also requests a Facilities Use application, which IRON provided the same day.
 - IRON suggests that the 10% go to a charity, which Leigh Anne Claywell declines stating "as a city government owned property, with fiduciary responsibilities, we are unable to make charitable contributions"
- February 14-18th: Leigh Anne Claywell provides the initial contract, precisely 29 days prior to the event. Claywell, for the first time, informs us that we are required to obtain a 'One Night Dance' (OND) permit to host our event at the LAEC:
 - The OND permit must be submitted 30 days prior to an event to LAPD and LAFD, and we are informed by both authorities that it is too late to get such permit, hindering us from providing live music or building stages or structures.
 - This was immediately raised with the LAEC, who stated that they will assist in securing the permit but never followed up. IRON proceeded without its planned live music component, resulting in a loss of sales and cancellation of musicians.
- February 28th: LAEC is informed of a walk-through by the IRON team, its art & design team and external AV/Tech
 teams. Upon arrival, Leigh Anne Claywell informs the group that the event plot has to be changed completely,
 despite a signed contract in place and the full event map submitted to the LAEC weeks prior:
 - Leigh Anne Claywell states that the "Garden" is part of a rental package with the interior ballroom, which IRON did not rent, therefore she was not willing to include that any longer.
 - The proposed solution was to funnel all guests through the LAEC Polo Bar and their Grab&Go food market, ultimately benefitting ASM Global as opposed to IRON's artisan vendors, which would have been set up in the 'Garden' as previously agreed.
 - The cost of relocation of IRON's artisan market on such short notice, and the amount of set design props purchased that IRON could no longer use, inclusive of additional design work by our team exceed \$8,500.



- March 15-16th: Despite IRON's continuous communication of attendee numbers for both days, the LAEC food & beverage team were completely overwhelmed, causing:
 - Wait times of over 45 minutes for food and beverage
 - o Closure of food stalls before 5pm, resulting in IRON's guests to leave the event to get dinner elsewhere
 - Closure of bar facilities at 8pm instead of IRON's official event closing, which contractually was agreed to 10pm for both event days
- March 16th: At 7:20pm, while the event was still running, Leigh Anne Claywell provided IRON with the 'preliminary show bill' including several arbitrary and bogus charges that were not contractually agreed, and/or charges that are not in line with the official 2025 rate sheet:
 - o Green waste disposal: flat rate of \$650.00 instead of \$3/horse (\$3 x 40 IRON horses = \$120.00)
 - Horse Shavings: \$1,050.00 although per 2025 rate sheet these are included in the stall rental fee.
 - Technical support: \$1,200.00 for 3 days of technical support at \$400/day, totaling. IRON has not received any technical support, as per rate sheet all facility services are already included in the rent.
 - Extra Clean Up: flat rate of \$1,000.00. No explanation as to what this service entails, although clean-up was included in the facility rental as per the 2025 rate sheet.
 - LAFD Permit: \$2,032.00. As IRON understands it, LAEC's operation of a live BBQ, which financially only benefitted LAEC/ASM, a fire marshal was requested to be on site. Leigh Anne Claywell added the costs of paying LAFD for the operation of their BBQ station to IRON's bill.
- March 17th: The LAEC posts on their Instagram claiming ownership over IRON's event, thanking the guests, speakers and performers and adding the LAEC logo on the posts without any reference to IRON.
 - Caption text: "In That's a wrap on Hollywood Rodeo at LAEC! This past weekend, the Equidome came alive with the grit, grandeur, and spirit of the West, paying tribute to Hollywood's legendary role in shaping the Western genre. From electrifying rodeo action to stunning horsemanship and star-studded storytelling, it was an unforgettable celebration of Western culture."
 A huge thank you to our incredible partners, speakers, and vendors for bringing this event to life

and to everyone who joined us for this one-of-a-kind showcase. Until next time-ride on! 🖤

o Link to post

ATTACHMENTS:

- 2025 LAEC Event Rates
- 2025 LAEC Event Rates (manipulated by Leigh Anne Claywell to add additional fees)
- IRON X LAEC Executed Event License Agreement
- LAEC Proposal Quote 1 submitted by Shana Montanez
- LAEC Proposal Quote 2 submitted by Shana Montanez
- Emails Received from Leigh Anne Claywell: February 5 And February 12
- Fabricated 2025 LAEC Event Rates Sent by Leigh Anne Claywell
- Instagram Post on @thelaec posted on March 17th, 2025
- Preliminary Show Bill submitted by Leigh Anne Claywell
- Agreement For Temporary Facility Management of The Los Angeles Equestrian Center



SCHEDULE 'A' FACILITY RENTAL CHARGES FOR HORSE SHOWS

Listed below are the estimated charges, based on proposed facility use. Final charges will be determined by the actual quantity, facility, time and/or days used.

Description of Facility	Unit Charge	# Day(s) #Used Total
<u>Show Facilities to be Used:</u> Equidome Day	\$ 1,500.00 Per Day	As Used
Equidome Evening	\$ 350.00 Per Day	As Used
Hap Hansen Day	\$ 1150.00 Per Day	As Used
Hap Hansen Evening	\$ 350.00 Per Day	As Used
East Ring Day	\$ 1000.00 Per Day	As Used
East Ring Evening	\$ 350.00 Per Day	As Used
Allen Ring (2 Rings & Warm Up)	\$ 2,000.00 Per Day	As Used
Trails End Arena	\$ 1000.00 Per Day	As Used
Green Waste Disposal	\$ 3 Per Horse	

Show facility rentals are from 7:00 a.m. to 6:00 p.m. for a day use and 6:00 p.m. to 10:00 p.m. for evening use. Usage after 10:00 p.m. must be granted by ASM in writing prior to commencing. Any additional usage after 10:00 p.m. will be charged at \$300.00 per hour. The sound system may not be allowed or may be restricted after 10:00 p.m. in consideration of neighbors and the City of Los Angeles and the City of Burbank sound ordinances.

Stabling, R.V. Hook-ups &Vendor Space

Stability, my, Hoon and avert	101 00000	
Show Stalls (Wood)	\$ 24 Per Day	As Used
Show Stalls Early Arrival/Late Departure (Wood)	\$ 35 Per Day	As Used
Portable Stall Surcharge	\$ 30 Charge Per Show Per Stall plus \$ 4 Per Day Per Stall	As Used
**Counts will be done at 12:00 i welcome to participate.	noon each day. A designated representative fror	n Licensee is
Trailer-Ins	\$ 25 Per Horse Per Day	As Used
Recreational Vehicles	\$ 65 Per Day	As Used
Vendor Space	\$ 65 Per Day, electric \$15 per day	As Used
<u>Facility Interface</u> Technical Support	\$ 400 Per Day (event days and set up day)	As Used
Lounge - Daily Cleaning	\$ 50 Per Day	
End of Day Janitorial	\$ 250 Per Evening (later shows may incur additional fees)	As Used

Drags: Included in each arena fee is up to 4 drags per day. Additional water and/or drags #5, #6, #7 is an additional \$200 per/ring.





GRIFFITH PARK

FACILITY RENTAL CHARGES FOR HORSE SHOWS

Listed below are the estimated charges, based on proposed facility use. Final charges will be determined by the actual quantity, facility, time and/or days used.

Description of Facility	Unit Charge #	# Day(s)	#Used Total	
Show Facilities to be Used	/. -			
Equidome Day	\$ 1,500.00 Per Day		As Used	(2)
Equidome Evening	\$ 350.00 Per Day		As Used	
Hap Hansen Day	\$ 1150.00 Per Day		As Used	
Hap Hansen Evening	\$ 350.00 Per Day		As Used	
East Ring Day	\$ 1000.00 Per Day		As Used	
East Ring Evening	\$ 350.00 Per Day		As Used	
Allen Ring (2 Rings & Warm Up)	\$ 2,000.00 Per Day		As Used	
Trails End Arena	\$ 1000.00 Per Day		As Used	
Green Waste Disposal	250 or fewer horses - \$650; over 250 hors	es - \$750		

If an admission fee is charged, the above rental fees are the minimum charge for each performance. The actual rental fee is based on the per performance charge against ten percent (10%) of the gross gate receipt, whichever is greater., plus five and one half percent (5.5%) gross gate receipts for the Concession Service Fee.

snow racility rentals are from 7:00 a.m. to 6:00 p.m. for a day use and 6:00 p.m. to 10:00 p.m. for evening use. Usage after 10:00 p.m. must be granted by ASM in writing prior to commencing. Any additional usage after 10:00 p.m. will be charged at \$300.00 per hour. The sound system may not be allowed or may be restricted after 10:00 p.m. in consideration of neighbors and the City of Los Angeles and the City of Burbank sound ordinances.

Stabling, R.V. Hook-ups &Vendor Space

Show Stalls (Wood)	\$ 24 Per Day	As Used
Show Stalls Early Arrival/Late Departure (Wood)	\$ 35 Per Day	As Used
Portable Stall Surcharge	\$ 30 Charge Per Show Per Stall plus \$ 4 Per Day Per Stall	As Used
**Counts will be done at 12:00 i welcome to participate.	noon each day. A designated representative from	n Licensee is
Trailer-Ins	\$ 25 Per Horse Per Day	As Used
Recreational Vehicles	\$ 65 Per Day	As Used
Vendor Space	\$ 65 Per Day	As Used
<u>Facility Interface</u> Technical Support	\$ 400 Per Day (event days and set up day)	As Used
Lounge - Daily Cleaning	\$ 50 Per Day	
End of Day Janitorial	\$ 250 Per Evening (later shows may incur additional fees)	As Used

Drags: Included in each arena fee is up to 4 drags per day. Additional water and/or drags is an additional \$200 per/ring.



323.556.1483 - 480 Riverside Dr. Burbank, CA 91506 - www.thelaec.com



GRIFFITH PARK

Footing Change

Changing the footing in the Equidome will result in an additional fee of \$8,000

Included Items

Included in the facility rental is: the basic horse show office (does not include certain locked storage spaces), warm-up area for each rented show ring, working sound system for each show ring, paging system for the barn areas, daily general trash clean-up, manure and bedding (shavings only) and trash removal. ASM shall provide suitable tractor, arena drag(s), water truck and driver for show ring preparation prior to each day, plus show ring maintenance (water and/or tractor) up to two (2) more times per day per rental rings and the accompanying warm-up area. Any additional show ring work will be charged at the drag fees listed above.

Portable Stall Surcharge

Portable Stall Surcharge, \$30 per portable stall, is for the ASM provided set up/tear down labor and equipment and utility charges to supply electrical outlets and water spigots for the portable stalls. Each portable stall set up will be charged. The \$4.00 per day charge is for manure and bedding (shavings only) and trash clean up each day the portable stall is used for a horse, tack or grooming stall. Stalls will be counted as used or vacant with the daily scheduled stall, RV, vendor count with the designated representative of Licensee. Vacant stalls will not be charged.

LAEC reserves the right to change rings and/or barns as necessary due to the size and scope of events and to accept animals with current health papers during emergencies.





2025 LICENSE AGREEMENT FOR USE OF LOS ANGELES EQUESTRIAN CENTER

This Agreement is by and between ASM Global, hereinafter referred to as "ASM," and the financially responsible person/s and/or entity known as: **FUTURE WEST, INC.:** Hereinafter referred to as the "LICENSEE." ASM grants LICENSEE a license on the following terms and conditions:

1. Purpose

LICENSEE may use certain portions of the Los Angeles Equestrian Center facility hereinafter referred to as the "CENTER" for the purpose of the production of the following described event as herein identified on Schedule 'A', event.

IRON | RODEO 10: Hereinafter referred to as the "EVENT" and for no other purpose without first having obtained the written consent of ASM.

2. Event Schedule

LICENSEE shall adhere to the following timetable for the EVENT:

Move in period shall begin at:	8:00 a.m.	Sat., 03/15/2025
The EVENT shall commence at:	2:00 p.m.	Sat., 03/15/2025
The EVENT shall end at:	10:00 p.m.	Sun., 03/16/2025
Move-out for horses completed by:	8:00 a.m.	Mon., 03/17/2025
Move-out for office/equip. completed by:	12:00 noon	Mon., 03/17/2025

ASM will have the listed facilities prepared for use by LICENSEE during the times specified above. Note: EVENT may not go past 10:00 p.m. on any event day without written permission from ASM.

LAEC reserves the right to change rings and/or barns as necessary due to the size and scope of events and to accept animals with current health papers during emergencies.

3. Reservation Fee

A NON-refundable reservation fee must be paid to reserve the dates above. The fee shall be applied to the total sum due for the EVENT. The reservation is not final (and the EVENT may not be held), however, until this License Agreement is executed by both ASM and LICENSEE. **The Reservation Fee is \$ 5,000.00.**

4. Open Date Booking Procedure

ASM provides facilities for licensed and approved events. The scheduling of events is based on open and available dates and facilities on the ASM calendar. ASM does not warrant or guarantee the number, nature, size, type, ownership or management of the events which may be booked by ASM on any open date. ASM agrees not to book a competing event on the same dates.





LICENSEE may change originally contracted arenas, providing existing events can be accommodated at the same level, and with approval of ASM.

5. Other Payments

LICENSEE agrees to pay additional sums due and owing as outlined below: Internet/Phone Service Fee: Will be included on the Billing Statement ASM has installed a permanent Internet, WiFi, and Phone service into the show office. WiFi passwords will be given out at the horse show. The prize list can also state that WiFi will be available at the Rein Cafĕ and the Horse Show Office.

6. Closeout Procedures

LICENSEE is required to provide estimated information at least one (I) day prior to the show ending, when applicable, the EVENT counts for stall, haul-in, RV, and vendor use. The estimated billing statement must be paid in full by the completion of the EVENT. In the instance there are still indeterminable charges, they must be paid no later than five (5) days after notification to LICENSEE of the amount due.

7. Facility Rental Charges

In the event that facilities other than specified in Schedules 'A or B or C' are used, or that other charges are contracted for other than specified in Schedules 'A or B or C', LICENSEE agrees to pay ASM for those facilities and/or charges no later than five (5) days after notification to LICENSEE of amount due. Any events on-site associated with the horse show must be approved by management and may be contracted separately.

8. Facility Service Fee

A FACILITY SERVICE FEE WILL BE CHARGED RELATIVE TO YOUR EVENT. EVENTS are subject to the payment of a concession service fee and shall pay such fee over and above all other charges. Other persons or entities selling items in connection with an EVENT are also subject to the payment of a concession service fee based upon their gross receipts; Licensee is not responsible for collection or accuracy of these fees. Schedule 'B' attached sets out these fees as they apply to EVENT.

9. Insurance

LICENSEE shall provide evidence of insurance for the term of this Agreement. Coverage shall take the form of a Commercial General Liability policy with a minimum of \$2,000,000.00 each occurrence, and at least \$5,000,000.00 aggregate, and at least \$100,000.00 Damage to Rented Premises each occurrence. Such evidence shall be supplied by filing an Accord Certificate of Liability with ASM, at least 30 days prior to the EVENT. The certificate shall name the below entities as Additional Insured. Forward both certificates to ASM, 480 W. Riverside Drive, Burbank, CA 91506, email to horseshows@equestrianla.com



Los Angeles EQUESTRIAN CENTER

GRIFFITH PARK

ASM Incorporated, its agents and employees. c/o ASM Events office 480 Riverside Drive, Burbank, CA 91506 The City of Los Angeles 200 N. Spring Street Los Angeles, CA 90012

10. Release Forms

LICENSEE must have release or hold harmless form for the EVENT which is required to be signed by the participants, "ASM Incorporated" and "City of Los Angeles" MUST also be named released and held harmless on the form. ASM suggests that the LICENSEE consult with a professional legal representative for assistance and counsel with their release. See Schedule 'C' for an example of including ASM Incorporated and City of Los Angeles. Please see Schedule C for example.

11. Utilities

ASM shall provide the existing utilities, lighting, recreation vehicle hook ups as available at ASM and communications systems for the EVENT at the charges listed on Schedule 'A'. LICENSEE shall not alter existing utilities, lighting, recreational vehicle hook ups or communication systems without the prior written consent of ASM. Any other expenses for utilities shall be the sole responsibility of the LICENSEE unless otherwise specifically provided for in this License Agreement. LICENSEE agrees to only use a licensed electrician with approval from ASM.

12. Cleaning/Damage Deposit

A Cleaning/Damage deposit must be made ten (10) days prior to the event. LICENSEE agrees to pay all costs of repair and/or replacement for any and all damages of whatever origin or nature, excluding acts of God, which may have occurred during the term of this License Agreement and are caused by LICENSEE and/or employees, agents, contracted services, exhibitors, trainers, servants or guests of the LICENSEE. Such repair and/or replacement shall restore the licensed areas and/or other property and premises affected by the damage to a condition equal to that prior to the EVENT. ASM will provide Licensee with an estimate of the cost of repairs prior to repair work commencing. ASM will provide documentation of any damages found. LICENSEE shall have the right to repair any damage with its own licensed contractor (except for damages to the electrical, plumbing or mechanical systems) and will be provided a reasonable amount of time, in ASM's reasonable determination, to complete repairs. Applicable charges shall be made against the deposit and the balance, if any, will be refunded or credited to the final bill.

13. Paid Admissions

LICENSEE agrees to keep true and accurate records of all gate receipts, and to promptly account to ASM Global as soon as possible and no later than seven (7) days following any performances with paid admission. For all EVENTS, paid admission or not, ASM reserves Equidome Box 13 for its own use and Box 13 is not included in the space available for sale by the EVENT. LICENSEE agrees to provide ASM with adequate passes





GRIFFTITI PARK

to gain access to Box 13 at all times during the EVENT. LICENSEE agrees to provide ASM at no cost with a minimum of thirty general admission tickets to each performance. *Additional Boxes may be requested based upon facility sponsorships as needed.*

14. Crowd Control

LICENSEE shall comply with all ordinances, statutes, rules, and regulations of any kind or nature applicable to the operation of the EVENT and shall provide adequate security, police protection, and crowd management personnel as required by ASM and/or other regulatory agencies having jurisdiction. ASM reserves the right to hire additional personnel at the LICENSEE'S expense, for the purpose of enforcement of crowd control at a charge not to exceed \$25 per hour. Definition of lack of control shall be the reasonable discretion of ASM or regulatory agencies having jurisdiction. LICENSEE shall allow free access to the EVENT for ASM employees, agents and staff by coordinating identification requirements with ASM's Events Office.

15. Right to Refuse Admission

ASM and the City of Los Angeles reserves the right to refuse admission to effect or cause to be ejected from the CENTER any person or persons displaying inappropriate behavior, drunkenness, deliberate disregard for Facility Rules and Regulations, creating excessive noise or disturbance or engaging in any activity that creates or results in a potential threat to public health or safety. LICENSEE reserves the right to refuse admission and/or seek law enforcement to assist in removing any person not complying with law or posted policies, rules and procedures of the LICENSEE.

16. Permits and Licenses

LICENSEE agrees to obtain any and all licenses and permits required by any and all regulatory agencies having jurisdiction over the event. ASM reserves the right to pay such fee upon official notification of failure by LICENSEE and to charge LICENSEE the required fee plus an acquisition charge of \$50.00 per license or permit.

17. Right to Use for Publicity Purposes

ASM reserves the right to use the name, image, photograph, likeness or any other reproduction, taken or acquired by ASM, for publicity purposes of ASM without notifying or compensating individuals therein.

18. Event Publications

ASM reserves the right to secure one (I) full page black and white advertisement at no charge in LICENSEE'S related event horse show prize list. ASM will provide artwork according to LICENSEE'S specifications.

19. Broadcasting

LICENSEE has the right to broadcast, televise, transmit, or in any other manner, record the EVENT without additional compensation to ASM. No other performance or event presented at the CENTER shall be broadcast, televised, transmitted, or in any manner, recorded



Los Angeles EQUESTRIAN CENTER

GRIFFITH PARK

without a specific written agreement between the parties relating to permitting of such broadcast, transmission or reproduction.

20. Cameras

ASM has security cameras throughout the property taping and/or broadcasting to the web for its internal use.

21. Vendors, Sponsors and Concessionaires

ASM reserves all rights other than those specifically granted LICENSEE, including but not limited to sale of food, beverages (including beer, wine & alcohol) and parking privileges unless an agreement to the contrary is made in writing prior to the EVENT.

22. Signs and Displays

All advertising signage, product displays and the like of any kind or nature on the licensed premises and adjacent thereto shall be expressly approved in writing by ASM, which will not be unreasonably withheld. ASM has various facility sponsors and associated permanent signage placed about the CENTER. LICENSEE signage, with ASM permission, may be displayed during shows. However, in no case may the LICENSEE signage cover or obstruct the view of ASM permanent signage. ASM has the right to prohibit the display or advertisement of any signs, advertisements, show bills, newspapers, magazines, lithographs, posters, cards, or bumper stickers of description on any part of the CENTER which are not appropriate for the nature of the CENTER.

23. Food and Beverage (alcoholic and non-alcoholic)

ASM reserves all rights to any and all food and beverages sold or provided during the EVENT at the CENTER. Contact SAVOR ASM's Food and Beverage Department for all food and beverage service. (Peter Lydon, Director of Food & Beverage –

<u>plydon@equestriania.com</u>). LICENSEE acknowledges that ASM is the sole provider of food and beverage at the CENTER and agrees to not provide any outside food and beverage without the prior written consent of ASM. ASM may, in its sole discretion, contract with outside food vendors for additional options.

24. Liquor

It is unlawful for any person or organization to bring upon or have upon these premises, any alcoholic beverages other than alcoholic beverages that the licensed caterer of the Center is authorized to sell.

25. Feed/Bedding

ASM allows only the use of wood shavings in the stalls. LICENSEE is responsible to control this and will be charged for additional clean-up if another form of bedding is used. ASM provides feed and bedding services through its exclusive provider. **Any fees for prebedding will be added to settlement.**

All orders and payments will be made through **ASM designated vendor.** No other shaving or feed vendors may deliver to ASM without permission from ASM. Shavings





GRIFFITH PARK

can be brought on to ASM property individually by exhibitors or trainers, from outside sources, for the sole use by exhibitor or trainer (No deliveries of shaving from any other Feed and Bedding vendors).

26. Breach

Should action be instituted in law or in equity to enforce this Agreement or as a result of a breach of this Agreement in whole or in part, the prevailing party shall be entitled to recover all damages, costs and disbursements and any or all costs actually incurred, including actual reasonable attorney's fees.

27. Indemnification

LICENSEE shall indemnify, defend and hold harmless ASM, the City of Los Angeles, and each of their respective subsidiaries, parents, officers, agents, employees, affiliates, successors and assigns (each a "Licensor Entity," and collectively, the "Licensor Entities") from any claims, demands, debts, suits, losses, damages, fines, penalties, liabilities, costs and expenses, including attorney's fees, expenses, court costs, or causes of action whatsoever of every name and nature, both in law and in equity, (i) arising from or claimed to have arisen from the omission, fault, act, negligence, or misconduct of LICENSEE, LICENSEE's sublicensees of any tier, or LICENSEE's, invitees, agents, servants or employees, including, without limitation resulting from the failure of LICENSEE to perform and discharge its covenants and obligations under this License Agreement. LICENSEE agrees that the obligations assumed herein shall survive the expiration of this License Agreement, LICENSEE shall require all sub-licensee's of any tier to provide a similar indemnity to the Licensor Entities. In case any action or proceeding may be brought against ASM by reason of any of the foregoing, LICENSEE, upon notice and request by ASM, covenants and agrees to defend any such action or proceeding by counsel reasonably satisfactory to ASM at LICENSEE's sole cost and expense.

28. Limit of Loss

To the maximum extent that this License Agreement may be made effective according to law, LICENSEE agrees to use and occupy the CENTER at LICENSEE's own risk; and the Licensor Entities shall not have any responsibility or liability for any loss of or damage to any animals, equipment or personal property of LICENSEE resulting from LICENSEE's use of the CENTER for the EVENT except to the extent caused by such Licensor Entity's gross negligence or willful misconduct. LICENSEE shall neither assert nor seek to enforce any claim or breach of this License Agreement against any of ASM's assets other than to the extent of the fees paid by LICENSEE under this License Agreement, it being specifically agreed that no Licensor Entity, nor any successor holder of any Licensor Entity's interest hereunder, shall ever be personally liable for any such liability. In no event shall any Licensor Entity be liable for any indirect or consequential damages.

29. Assignability

LICENSEE shall not assign or in any way transfer this License Agreement, any of its parts or any right, title or interest hereafter without the prior written consent of ASM, which assert



Los Angeles EQUESTRIAN CENTER

GRIFFITH PARK

shall not be unreasonably withheld.

30. Termination

ASM may terminate this Agreement upon 72 hours prior notice and be relieved of any further performance thereunder for failure by LICENSEE to perform after receipt of written notice and reasonable opportunity to cure any material deficiency of LICENSEE's obligations under this License Agreement. This right shall be in addition to any other right or remedy.

31. Cancellation

LICENSEE may cancel the EVENT at any time by giving ASM notice in writing. However, it is expressly understood and agreed that any and all amounts paid by LICENSEE prior to receipt by ASM of such cancellation notice, including amounts for date reservations, deposits, and any interim payments, will constitute liquidated damages for such cancellation and will be retained by ASM. Cancellation due to acts of God or by regulatory agents due to disease or other non-foreseeable extraordinary circumstances are exempted, except for the non-refundable date reservation fee.

32. Independent Contractor

The LICENSEE hereunder is an independent contractor and not an officer, employee, agent or servant of ASM.

33. Amendment, Alteration or Termination

This Agreement may be terminated, altered, changed or modified in writing with the mutual consent of both parties.

34. Time of the Essence

Time is of the essence with regard to this Agreement and each and every one of the provisions. Within fifteen days of receipt, a signed copy of this Agreement must be returned. After fifteen days, the date will be considered an open date. The Agreement is not considered fully executed until returned with the General Manager's signature.

35. Successors

The provisions of this Agreement shall extend to, be binding upon, and inure to the benefit of the parties, their heirs, executors, administrators, successors, assigns or successors in interest.

36. Subordination

In the event of any conflict between this Agreement and the provisions of the ASM's Concession Agreement with the City of Los Angeles, as amended, the provisions of the latter shall prevail.



37. Prevailing Law

The provisions of this Agreement shall be construed in accordance with the laws of the State of California.

38. Unpaid Charges

In the event LICENSEE has not paid any charges required to be paid under this Agreement within five (5) days after such charges are due, ASM may charge the credit card on file for LICENSEE for such charges.

39. Entire Agreement

This Agreement contains the entire agreement between ASM and LICENSEE with regard to the matters set forth herein and shall be binding upon and shall inure to the benefits of executors, administrators, personal representatives, successors and assigns of each.

This agreement has been read, understood, and agreed to on this date of _02/18 /2024

....

ASM Global, LLC	Event:IRON Rodeo #10
480 W. Riverside Drive Burbank, CA 91506	Licensee: Future West Inc.
Signature: Leigh Anne Claywell	Agent: Stefan Siegel
Title: General Manager	Signature: Man Mini
ASM Main Phone: (818) 840-9063	Title: CEO
Events Office Phone: (818) 840-9063	Address:
Contact if different from above:	<u>City</u>
Name:	Telephone:
Email:	Email: 1
Telephone:	



Iron Rodeo- 3/15 & 3/16

PROPOSAL

ACCOUNT: Iron West CONTACT: Stefan Siegal EMAIL: PHONE: ADDRESS: SALES MANAGER: Shana Montanez EMAIL:

Saturday, March 15, 2025

PHONE:

EVENT SUMMARY

¥	Los Angeles Equestrian Center	3/ 15/ 2025	2:00 pm – 10:00 pm	Grand Prix Buyout, The Polo Buyout, Equidome, East Ring, and Hap Hansen Ring		3500
	Location	Date	Time	Areas	Event Type	GUACTE

ADDITIONAL CHARGES

23/15 & 3/16 Room Rental Includes: Equidome, Polo Room, Grand Prix, Hap Hansen (Large Oval) & East Ring\$10,000.00 \$20,000.001Security: CLIENT TO PROVIDE*********************************	Qty		Price	Total
1Janitorial during & post event: all rental spaces, restrooms, additional dumpster\$2,000.001Tech Support (Arena/Ring prep, etc)\$1,650.001Set up / Breakdown- [Furniture included in rental] FINAL COST TBD ONCE SETUP NEEDS ARE CONFIRMED\$1,250.001Green Waste Removal\$650.001Internet\$150.00	2	Equidome, Polo Room, Grand Prix, Hap Hansen (Large Oval)	\$10,000.00	\$20,000.00
additional dumpster1Tech Support (Arena/Ring prep, etc)\$1,650.001Set up / Breakdown- [Furniture included in rental] FINAL COST TBD ONCE SETUP NEEDS ARE CONFIRMED\$1,250.001Green Waste Removal\$650.001Internet\$150.00	1	Security: CLIENT TO PROVIDE		
1Set up / Breakdown- [Furniture included in rental] FINAL COST TBD ONCE SETUP NEEDS ARE CONFIRMED\$1,250.00 \$1,250.001Green Waste Removal\$650.00 \$150.001Internet\$150.00	1		\$2,000.00	\$2,000.00
COST TBD ONCE SETUP NEEDS ARE CONFIRMED1Green Waste Removal\$650.001Internet\$150.00\$150.00\$150.00	1	Tech Support (Arena/Ring prep, etc)	\$1,650.00	\$1,650.00
1 Internet \$150.00 \$150.00	1		\$1,250.00	\$1,250.00
	1	Green Waste Removal	\$650.00	\$650.00
1 Vendor Space rental- TO BE SETTLED POST EVENT	1	Internet	\$150.00	\$150.00
	1	Vendor Space rental- TO BE SETTLED POST EVENT		

ESTIMATED BILLING

		Updated: 1/29/2025
		Total
Misc		\$20,800.00
Labor		\$4,900.00
Subtotal		\$25,700.00
Grand Total		\$25,700.00
Deposit	Unpaid	\$12,850.00
Estimated Amount Due		\$25,700.00

٠

Iron Rodeo- 3/15 & 3/16

EVENT CONTRACT

ACCOUNT: Iron West **CONTACT:** Stefan Siegal **EMAIL:** PHONE: **ADDRESS:**

SALES MANAGER: Shana Montanez **EMAIL:**

Saturday, March 15, 2025

EVENT SUMMARY

Date	Time	Location	Areas	Event Type	Guests	Rental	Event F&B Min
3/15/ 2025	2:00 pm – 10:00 pm	Los Angeles Equestrian Center	Equidome and Hap Hansen Ring		3500		See a diver

ADDITIONAL CHARGES

Qty		Price	Discount	Discount Price	Total
1	3/15 & 3/16 Room Rental Includes: Equidome, Hap Hansen (Large Oval)	\$22,400.00	\$7,400.00 (flat)	\$15,000.00	\$15,000.00
1	Security: CLIENT TO PROVIDE				
1	Janitorial during & post event: all rental spaces, restrooms, additional dumpster	\$2,000.00			\$2,000.00
1	Tech Support (Arena/Ring prep, etc)	\$1,650.00			\$1,650.00
1	Set up / Breakdown- [Furniture included in rental] FINAL COST TBD ONCE SETUP NEEDS ARE CONFIRMED	\$1,250.00			\$1,250.00
1	Green Waste Removal	\$650.00			\$650.00
1	Internet	\$150.00			\$150.00
1	Vendor Space rental- \$65/per vendor- TO BE SETTLED POST EVENT				



PHONE:

ESTIMATED BILLING

		Total
Misc		\$15,800.00
Labor		\$4,900.00
Subtotal		\$20,700.00
Grand Total		\$20,700.00
Deposit	Unpaid	\$10,350.00
Estimated Amount Due		\$20,700.00

ACH Information

Account Name: CITY OF LOS ANGELES / RAP Equestrian Operations Bank Routing#: Account#: { From: Leigh Anne Claywell Iclaywell@equestrianla.com

Subject: RE: Follow-Up and Updates for Upcoming IRON Event Date: February 5, 2025 at 16:01

To: Stefan Siegel stefan@iron-usa.com, Shana Montanez smontanez@equestrianla.com

Cc: Sara Croce sara@iron-usa.com, Kaelya Sommer ksommer@equestrianla.com

Stefan,

When we talked, I believe I noted that for equestrian events that charge admission, we typically charge a higher rate than we do with regular horse shows The attached rate sheet reflects those charges as they would be applied to your event

For events such as EquestFest, if 10% of their gross ticket sales is greater than the rental fee for the Equidome and other epaces, then they pay the 10% as the restal fee, in addition to the other charges such as vendors, stalls, ship ins, etc. We collect all the parking fees as well. Your event would definitely fell in this model rather than in the typical horse show model, and we would charge accordingly. Also, FYI, the evening Equidome rate is in addition to the day rate, not a stand alone charge.

As for a per ticket or percentage fee, we're happy to work with you on that.

Alco as an FYI. Shana does typically get \$10,000+ per day for Equideme rental.

Please let us know if you have any further questions.

LEIGH ANNE CLAYWELL ASM Global Los Angeles Equestrian Cente 1:818.840.9063 ext.439 480 W. Riverside Dr. Burbank, CA 91506

for bran FQUESTRIANCEVILE $-pd^n$

> Notice: This email may contain confidential and/or proprietary information and is intended only for the use of the Individual(s) or entity(ies) named above. Any unauthorized use, dissemination, or copying of this email is strictly prohibited if you are not the intended recipient of this email. If you have received this email in error, notify the sender by replying to this message and delete the email from your system. When responding to this communication, remember that it could be lost in transit and viewed by a party other than the addressee.

From: Stefan Siegel <stefan@iron-usa.com> Sent: Monday, February 3, 2025 3:14 PM To: Shana Montanez <smontanez@equestrianla.com> Ce: Sara Croce <sara@iron-usa.com>; Kaelya Sommer <ksommer@equestrianla.com>; Leigh Anne Claywell <lclaywell@equestrianla.com> Subject: Re: Follow-Up and Updates for Upcoming IRON Event

CALCER SALE

Dear Shana.

I hope you had a great weekend. I just tried calling you and wanted to follow up regarding the latest quote you sent over

We'd appreciate a clear breakdown of the costs, as the pricing structure appears inconsistent with the official 2025 rate sheet we received from Leigh Anne on December 14 (see attached). Leigh Anne's email explicitly states that "any indoor spaces would be additional," yet we are now seeing several charges, despite confirming that-for now-we will not be utilizing indoor spaces.

Additionally, in your previous email, you outlined that LAEC would retain revenue from alcohol, food, and parking, as well as a \$3 per ticket facility fee. However, the latest quotes indicate an increased 10% or \$5 per ticket facility fee, a \$65/vendor fee, and several other charges that were not previously disclosed.

Based on the official 2025 rate sheet, our understanding of the costs should be as follows:

Equidome (March 15, Evening): \$350

Equidome (March 16, Daytime): \$1,500

Hap Hansen Arena (Daytime x2): \$2,300

Technical Support: \$400

End-of-Day Janitorial (x2): \$500

To finalize the rental agreement, we kindly request the full and detailed price list, including any additional terms and fees, so that we can accurately assess the total cost and ensure alignment with the official rates.

Please let us know as soon as possible, as transparency on this matter is critical since this is a community event with a charitable component, and we'd rather be aligned with our partners.

Best, Stefan

IRONI FUTURE WEST

STEFAN SIEGEL # SCH.

From: Leigh Anne Claywell Iclaywell@equestrianla.com

Subject: RE: Follow-Up and Updates for Upcoming IRON Event

- Date: February 12, 2025 at 17:14
 - To: Stefan Siegel stefan@iron-usa.com
 - Cc: Shana Montanez smontanez@equestrianla.com, Kaelya Sommer ksommer@equestrianla.com, Sara Croce sara@iron-usa.com, Kate Adams k8@k8adams.com, Darcy Conkle dconkle@darcy4loans.com, Joe Salaices joe.salaices@lacity.org, Lesa Williams lwilliams@equestrianla.com

Stefan.

I want to clarify the variations in quoting rates for use of LAEC for your event. Unfortunately, both our understanding of and your description of the event changed throughout the time the we discussed rates. ASM has separate rate structures for ticketed vs non-ticketed events and unfortunately this line was blurred with the varying conversations between different members of our staff.

Your initial conversations described a much more extensive production, focusing on the history of Hollywood Western, its costumes etc. Those conversations with Shana were based more on the private event side rather than an equestrian competition which are supported by stall rentals rather than ticket sales. Only after the fires was a charitable component mentioned, without specifies as to how contributions will be handled, what charities are being benefitted, etc. While we support this endeavor, this was a late addition to the conversations with both the community and ASM.

As you may know, many of our events, both private and equestrian, contain some charitable aspect. The Pink Classic, the William Shatner Hollywood Charity Horse Show and Gala, the Michael Nyuis Foundation Horse Show are just some of those. None of those events are given reduced rates, even on the private event spaces. They do receive Equestrian Event pricing on the horse show component, but not on any private event spaces, ticketed component, because they are considered primarily to be horse shows, which drive LAEC revenue from stall rentals, shavings sales and F&B sales. We do not differentiate between non-profit or for profit given the many valid nonprofits that utilize the vorue. This is also the policy of the Department of Recreation and Parks.

In our initial conversations, this event was described more as a multi-layered, ticketed event with an equestrian component. That is why it was priced through the Private Events side, as it contained significant use of private event space and would require a great deal of extra sctup, labor, etc. As I also mentioned, event taketed equestrian events are charged a higher fee than regular horse shows. However, seeing as there has been a misunderstanding on how ASM operates as well as the fees we charge for different types of events, we are prepared to offer you the horse show rental fee for the arenas for this year only. Should ten percent of your gross ticket sales be greater than the fee for the arenas, you would pay that amount, as well as other fees as detailed in the atlached rate sheet. Please let me know how you would like to proceed.

In closing, I think it is important that we receive a completed Facilities Use application providing all current details which can be incorporated into an agreement for your event. It is attached. Lapologize for the confusion but need you to understand that the event has changed from our initial discussions. We want to move forward but need to work together to nail down specifics and ensure that this a successful event.

LEIGH ANNE CLAYWELL General Manager ASM Global Los Angeles Equestrian Center

%18.840.9063 ext.439 1
 <u>1.1.5.400 Wintersteine Leann</u>
 <u>480 W. Riverside Dr. Barbank</u>, CA 91506



Notice: This email may contain confidential and/or proprietary information and is intended only for the use of the Individual(s) or entity(ies) named above. Any unauthorized use, dissemination, or copying of this email is strictly prohibited if you are not the intended recipient of this email. If you have received this email in error, notify the sender by replying to this message and delete the email from your system. When responding to this communication, remember that it could be lost in transit and viewed by a party other than the addressee.

From: Stefan Siegel <stefan@iron-usa.com>

Sent: Monday, February 10, 2025 3:11 PM To: Leigh Anne Claywell <lclaywell@equestrianla.com>

Cc: Shana Montanez <smontanez@equestrianla.com>; Kaelya Sommer <ksommer@equestrianla.com>; Sara Croce <sara@iron-usa.com>; Kate Adams <k8@k8adams.com>; Darcy Conkle <dconkle@darcy4loans.com>; Joe Salaices <joe.salaices@lacity.org> Subject: Re: Follow-Up and Updates for Upcoming IRON Event

CAUTION: EXCEPTION EMAIL - CONFIRMING OUTCE

Dear Leigh Anne,

We have reviewed the latest terms and remain concerned about the pricing. The new price is dramatically higher without justification and is not in line with your rate sheet.

In addition, it does not take into consideration that the event has implemented a substantial charitable component due to the fires, honoring the wider LA equestrian community and the volunteers who joined the efforts in January.

As explained, this event is now about giving fire victims, displaced ranchers, and the broader equestrian community a moment to come together, honor their resilience, and rebuild. The community was hit very hard by the fires. Hundreds of ranches were damaged or destroyed and as you know, hundreds of horses were evacuated. Many celebrities such as Bella Hadid, Kevin Costner, Shania Twain are considering their attendance and will address the community. The event will receive extensive news coverage.

We have committed substantial resources to this project in reliance on the pricing provided in December. At the new pricing level, we simply cannot afford to put on the event and will lose that investment. I ask you to please reconsider in light of all of the above.

If you are still not able to modify the pricing, I request that you put me in touch with ASM Global senior executives so that I can make them directly aware of the importance of this event and the benefit to the community and to ASM.

Thank you, Stefan

IRON | **FUTURE WEST**

STEFAN SIEGEL # TOYODER

On Feb 7, 2025, at 16:43, Leigh Anne Claywell < Iclaywell@equesiriania.com> wrote:

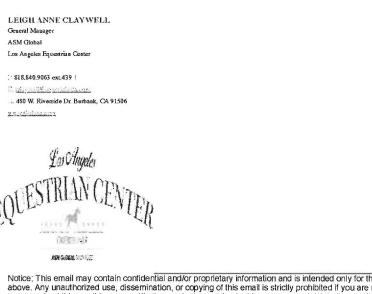
Stefan.

I did not say that our pricing does not cover our expenses I said your proposed revenue share on ticket sales in your worst case scenario would likely not cover our labor, COGS and overhead. Big difference,

You are correct, this is not like any other event. Which is why the pricing structure would be different, and should match that of EquestFest. That is the rate sheet sent to you most recently, after more detail was provided regarding days, length of show, etc. I noticed in the email you sent foe Salarces that you commented that the proposed quote included a rehearsal day fee "even if we don't need it". That's not the case. It included what a rehearsal day would typically cost. If you do not require a rehearsal day, it is not charged. The 5.5% fee on the gross overall rental is charged to all equestrian events, and had been even before ASM took over management of the facility.

EquestPest pays the per day fee most recently sent to you. If 10% of the gross ticket sales is greater than the total rental fee for just the Equidome, not including the other incidental fees, they pay that amount, plus incidentals and the 5.5% fee.

We'd be happy to discuss an arrangement like that, but taking any event based purely on revenue share is not something we can do.



Notice: This email may contain confidential and/or proprietary information and is intended only for the use of the Individual(s) or entity(ies) named above. Any unauthorized use, dissemination, or copying of this email is strictly prohibited if you are not the intended recipient of this email. If you have received this email in error, notify the sender by replying to this message and delete the email from your system. When responding to this communication, remember that it could be lost in transit and viewed by a party other than the addressee.

From: Stefan Siegel <<u>stefan@iron-usa.com</u>> Sent: Friday, February 7, 2025 2:22 PM

To: Leigh Anne Claywell <<u>lclaywell@equestrianla.com</u>>

CAUTION: FUTURE ADEMAN CONFIRM SOURCE

Cc: Shana Montanez <<u>smontanez@equestrianla.com</u>; Kaelya Sommer <<u>ksommer@equestrianla.com</u>; Sara Croce <<u>sara@iron-usa.com</u>; Kate Adams <<u>k&@k8adams.com</u>; Darcy Conkle <<u>dconkle@darcy4loans.com</u>; Joe Salaices <<u>joe salaices@tacity.org</u>> Subject: Re: Follow-Up and Updates for Upcoming IRON Event

Hi Leigh Anne,

Thanks for your reply. As you know, this event brings together the majority of LA's equestrian groups and riding communities, and both Darcy and Kate are part of our production team. They kindly stepped in to help navigate this situation because, frankly, I'm quite confused.

In early December, you provided an official price list, based on which we reserved the dates and began production. Now, just five weeks before the event, we're being quoted four times higher than those original rates-without any formal documentation explaining how your pricing system works.

If the rates in your official price list don't actually cover LAEC's costs, why are we only finding this out now? That seems like an internal issue that should be addressed with the City, not placed on an event that has already committed and begun production.

Beyond that, this isn't just another event-we are building something new and bringing fresh energy to LAEC, which ultimately benefits the venue as well.

We remain open to solutions and want to move forward in good faith, but we need a clear, consistent pricing structure to work with. Please either provide us with a workable alternative or share the exact model used for EquestFest so we can assess if that could be viable.

Looking forward to your response.

Best Stefan

IRON | FUTURE WEST

STEFAN SIEGEL # . O.S.

On Feb 7, 2025, at 13:05, Leigh Anne Claywell tota: wrote:

Stefan.

As previously mentioned, we have different pricing structures for events that charge admission. For example, EquestFest pays either a rental fee or a percentage of gross ticket sales, whichever is greater. They also pay a higher price on various other incidentals due to the labor involved in putting on their event, the trash generated, etc. Given that we have been tasked by the city to make this venue selfsustaining, it is neither practical nor feasible to rely on ticket sales for any event as the sole source of revenue. In your worst case scenario, the revenue you forecast for LAEC would likely not cover our labor, cost of goods and overhead.

We're happy to work with you on a model similar to EquestFest, but your proposal is simply not one that we can entertain.

I'm also unclear what roles Kate Adams and Darcy Conkle have in this discussion, so any clarity you could provide there would be helpful

Thank you,

LEIGH ANNE CLAYWELL		
General Manager		
ASM Global		
Los Angeles Equestrian Center		
2 818.840.9063 ext.439		
C. L. housing and induced		
A 480 W. Riverside Dr. Burbank, CA 91506		
the second second		
-simage001.jpg>		
<mageu01.jpg></mageu01.jpg>		
entity(ies) named above. Any unauthoriz recipient of this email. If you have receiv	Ital and/or proprietary information and is intended only for the zed use, dissemination, or copying of this email is strictly prol ved this email in error, notify the sender by replying to this me ommunication, remember that it could be lost in transit and vi	hibited if you are not the intended essage and delete the email from
From: Stefan Siegel < <u>stefan@iron-u</u> Sent: Thursday, February 6, 2025 4: To: Leigh Anne Claywell < <u>Iclaywell@</u>	:01 PM <u>Requestrian(a.com</u> >; Shana Montanez < <u>smontanez@er</u>	uestrianta.com>; Kaelya

Sommer <<u>ksommer@equestrianla.com</u>> Cc: Sara Croce <<u>sara@iron-usa.com</u>>; Kate Adams <<u>k8@k8adams.com</u>>; Darcy Conkle <<u>dconkle@darcy4baans.com</u>> Subject: Re: Follow-Up and Updates for Upcoming IRON Event

CAUTION: EXTENDING PERAL ACCOUNTS

Dear Leigh Anne, dear all,

I appreciate you getting back to me. We're very concerned to see a change in pricing from what we discussed in December, especially so close to the event, as this puts both us and the community in a difficult position. That said, I truly believe we all want this event to succeed and set the foundation for future partnerships.

Our last Rodeo in San Fernando welcomed 1,200 guests, with 888 purchasing tickets, totaling \$31,000 in sales (see our event revenues attached for transparency).

For our March event, after community feedback and considering the impact of the fires, we have adjusted ticket prices to \$55 for Saturday and \$45 for Sunday (family day), with free tickets to those who lost their homes. There are no other VIP packages.

Given these realities, a \$20,000 fixed venue fee is simply not feasible for us, particularly with no revenue share from F&B. However, I want to ensure this works for both of us.

Proposed Revenue-Based Rent Structure:

- LAEC receives a 12.5% percentage of ticket sales.
- · We provide full transparency by giving access to our Eventbrite system.
- The attached financial model outlines worst/standard/best-case ticket sales projections
- The Rodeo will bring substantial income for your F&B team

This reduces upfront risk for IRON while allowing LAEC to profit directly from a well-attended event. If the event sells out, LAEC earns more than what you quoted --aligning our incentives for success. If we sell out, we all win.

I hope this is a fair solution that allows us to move forward and start focusing on marketing and production.

Best, Stefan

<image002.png>

<image003.png>

IRON | FUTURE WEST

STEFAN SIEGEL # 1004000

On Feb 5, 2025, at 16:01, Leigh Anne Claywell < loawell@equestriania.com> wrote:

Stefan,

When we talked, I believe I noted that for equestrian events that charge admission, we typically charge a higher rate than we do with regular horse shows. The attached rate sheet reflects those charges as they would be applied to your event. For events such as EquestFest, if 10% of their gross ticket sales is greater than the rental fee for the Equidome and other spaces, then they pay the 10% as the rental fee, in addition to the other charges such as vendors, stalls, ship ins, etc. We collect all the parking fees as well.

Your event would definitely fall in this model rather than in the typical horse show model, and we would charge accordingly. Also, FYI, the overlag Equidome rate is in addition to the day rate, not a stand alone charge.

As for a per ticket or percentage fee, we're happy to work with you on that.

Also as an FYI, Shana does typically get \$10,000+ per day for Equidome rental.

Please let us know if you have any further questions.

LEIGH ANNE CLAYWELL

General Manager ASM Global Los Angeles Equestrian Center

E 818.840.9063 ext.439 1

T. Have the protote the

A. 480 W. Riverside Dr. Burbank, CA 91506

<mageuu1.jpg>

Notice: This email may contain confidential and/or proprietary information and is intended only for the use of the Individual(s) or entity(ies) named above. Any unauthorized use, dissemination, or copying of this email is strictly prohibited if you are not the intended recipient of this email. If you have received this email in error, notify the sender by replying to this message and delete the email from your system. When responding to this communication, remember that it could be lost in transit and viewed by a party other than the addressee.

From: Stefan Siegel <<u>stefan@irop-usa.com</u>> Sent: Monday, February 3, 2025 3:14 PM To: Shana Montanez <<u>strontanez@equestrianla.com</u>> Cc: Sara Croce <<u>sara@iron-usa.com</u>>; Kaelya Sommer <<u>ksommer@equestrianla.com</u>>; Leigh Anne Claywell <<u>claywell@equestrianla.com</u>> Subject: Re: Follow-Up and Updates for Upcoming IRON Event

GAUTION: EXCERNIAL CAMAR - CONFIDUR SOURCE

Dear Shana,

I hope you had a great weekend. I just tried calling you and wanted to follow up regarding the latest quote you sent over.

We'd appreciate a clear breakdown of the costs, as the pricing structure appears inconsistent with the official 2025 rate sheet we received from Leigh Anne on December 14 (see attached). Leigh Anne's email explicitly states that "any indoor spaces would be additional," yet we are now seeing several charges, despite confirming that—for now—we will not be utilizing indoor spaces.

Additionally, in your previous email, you outlined that LAEC would retain revenue from alcohol, food, and parking, as well as a \$3 per ticket facility fee. However, the latest quotes indicate an increased 10% or \$5 per ticket facility fee, a \$65/vendor fee, and several other charges that were not previously disclosed.

Based on the official 2025 rate sheet, our understanding of the costs should be as follows:

Equidome (March 15, Evening): \$350

Equidome (March 16, Daytime): \$1,500

Hap Hansen Arena (Daytime x2): \$2,300

Technical Support: \$400

End-of-Day Janitorial (x2): \$500

To finalize the rental agreement, we kindly request the full and detailed price list, including any additional terms and fees, so that we can accurately assess the total cost and ensure alignment with the official rates.

Please let us know as soon as possible, as transparency on this matter is critical since this is a community event with a charitable component, and we'd rather be aligned with our partners.

Best, Stefan

IRON | FUTURE WEST

STEFAN SIEGEL // FOUNDER

On Feb 1, 2025, at 10:46, Shana Montanez <srnontanez@equestrianla.com> wrote:

Please see the attached. The numbers were correct, but I hadn't updated all the spaces listed at the top. I've also set the pricing to show the discount from the standard rates.

and the short of a set

Event Name

Billing Statement

<u>Facility</u>

Equidome	2 1	Event Day Rehersal Day	00		1,500 2,500	\$ \$	<u>Gross</u> 9,000 2,500		
Large Oval	2	day	@	¢ 1	,500	\$	3,000		
Green Waste Dispos		flat fee	@	\$ \$	650	∘ \$	650		
Facility Sub-Total			-					S	\$15,150.00
Stabling, R.V.'s	an	d Vendors							
Stalls (Wood)									
Recreational Vehicle	0 S	stall days	@	\$	24				
Day of Show Haul-In	0	rv days	@	\$	65				
	5	haul-ins	@	\$	25				
Parking Passes		vehicles	@	\$	10				
Vendor Space		vendors	@	\$	65				
Stabling, R.V.'s, Ven	dor	s Sub-Total	Ū						
Technical Interf	ac	0							
Technical Support									
Trash Removal	2	days	@	\$	825	\$	1,650		
Janitorial	2	day	@	\$ 1	000,1	\$	2,000		
Internet Service Fee	2	day	@	\$1	000,1	\$	2,000		
	1	flat rate	@	\$	500	\$	500		
Barricades	1	flat rate	@	\$	200				
Technical Support S	ub-	Total						\$	6,150.00
Gross Rental Charges Sub-Total									
5.5% of the Gross R	ent	al Fee						\$	1,171.50

Gross Rental and City Concession Total

Balance

.

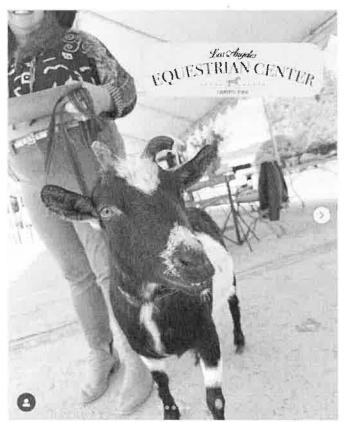
Thank you for choosing the Los Angeles Equestrian Center Please make all checks payable to: LAEC, Inc.

Billing inquiries can be addressed to: ASM Global, LLC 480 W. Riverside Drive Burbank, CA 91506



IRON

INSTAGRAM POST ON @THELAEC POSTED ON MARCH 17TH, 2025



thelaec - Following Los Angeles Equestrian Center

thelaec 🔝

That's a wrap on Hollywood Rodeo at LAEC! This past weekend, the Equidome came alive with the grit, grandeur, and spirit of the West, paying tribute to Hollywood's legendary role in shaping the Western genre. From electrifying rodeo action to stunning horsemanship and star-studded storytelling, it was an unforgettable celebration of Western culture.

A huge thank you to our incredible partners, speakers, and vendors for bringing this event to life and to everyone who joined us for this one-ofa-kind showcase. Until next time--ride on!



Add a commentation

 \odot

...

Iron Future West 2025 Proposal

Facility

5

and a second sec	_	Contraction of the local division of the	-		Contraction of the local division of the loc		
	1	flat rate	@	\$	650	\$	650
Green was	e dis	posal .					
	2	days	@	\$	1,150	\$	2,300
lap Hanse		uays	Q	Φ	1,000	3	-
East Ring	0	days	@	\$	1,000	S	
	2	eves	@	\$	350	\$	700
Equidome	eveni		0			+	-,
Equidome	2	days	0	\$	1,500	S	3,000

\$ 6,650.00

If an admission fee is charged, the above rental fees are the minimum charge for each performance. The actual rental fees are the minimum per performance charge against ten percent (10%) of the gross gate receipt, whichever is greater, plus five and one half percent (5.5%) gross gate receipts for the Concession Service Fee.

Stabling, R.V.'s and Vendors

Stalls (Wood)					
80	stall days	@	\$ 24	\$ 1,920	
Shavings					
70	bags	@	\$ 15	\$ 1,050	
Vendor Space	•	-			
44	vendor days	0	\$ 65	\$ 2,860	
	•	0			

Stabling, R.V.'s, Vendors Sub-Total

\$ 5,830.00

Technical Interface

Technical Supp		~		100			
3	days	@	\$	400	\$	1,200	
Jankonal		~					
2	davs	Q	\$	250	\$	500	
Extra Clean-up		~	•	4 000	•	4 8 8 8	
1 LAFD Permit	flat rate	(0)	Э	1.000	\$	1.000	
LAFD Permit	al an cas	0	¢	508	۳.	1.010	
2 8	days addl. Hours	@		127	\$ \$	1,016	
8	addi. Hours	@	Ф	127	Ф	1,016	
Technical Supp	ort Sub-Total			and the spin-	-		\$ 4,732.00
Gross Rental C Concession Fee		Tota	1				\$17,212.00 \$946.66
Gross Billing							\$ 18,158.66
Less Reservatio	on Fee Reservation	fee	of	Online pays \$5,000 due		act signing	\$ (5,000.00)
						5 5	
Total due							\$ 13,158.66
Less Final Payr	nent			Che	eck #		
Balance							\$13,158.66
Please make al	l checks paya	ble	to:	ASM Globa	al		
Dilling inquiries	aan ha addra						

Billing inquiries can be addressed to: ASM Global 480 W. Riverside Drive Burbank, CA 91506

REVISED



BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO.	22-114	

DATE May 5, 2022

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

LOS ANGELES EQUESTRIAN CENTER - ISSUANCE OF NOTICE OF SUBJECT: TERMINATION TO LAEC, INC.; APPOINTMENT OF ASM GLOBAL AS INTERIM FACILITY MANAGER: APPROVAL OF PROPOSED FACILITY MANAGEMENT AGREEMENT WITH ASM GLOBAL - CATEGORICAL PROVISIONS EXEMPTION FROM THE OF THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) PURSUANT TO ARTICLE III, SECTION 1. CLASS 1(14) [ISSUANCE OF A LICENSE TO USE AN EXISTING FACILITY INVOLVING NEGLIGIBLE OR NO EXPANSION OF USE OF CITY CEQA GUIDELINES AS WELL AS TO ARTICLE 19, SECTION 15301 OF CALIFORNIA CEQA GUIDELINES

AP Diaz		* M. Rudnick <u>MR</u>	MAY 05 2022
H. Fujita	3 14	C. Santo Domingo	WI/ (1 00 2022
J. Kim		N. Williams	

General Manager

Approved X Disapproved Withdrawn

RECOMMENDATIONS

- 1. Authorize the General Manager to issue a ninety (90) day notice of termination to LAEC, Inc., operator of the Los Angeles Equestrian Center (LAEC);
- 2. Appoint ASM Global (ASM) as the interim facility manager of the LAEC;
- 3. Approve the proposed facility management agreement (Attachment 1) between the City of Los Angeles (City) and ASM for the operation and management of the Los Angeles Equestrian Center for a two-year term with a one-year extension option;
- 4. Find that the services required are of a professional and expert quality and are temporary and occasional in nature; therefore, competitive bidding under Charter Section 371(e)(2) is neither practicable nor advantageous; and
- 5. Find that, pursuant to Charter Section 371(e)(10), the services required involve the performance of professional, scientific, expert or technical services and the use of competitive bidding would be undesirable, impractical or impossible or is otherwise excused by the common law; and

BOARD REPORT

PG. 2 NO. 22-114

- 6. Determine that the project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 1(14) [Issuance of a license to use an existing facility involving negligible or no expansion of use] of City CEQA Guidelines as well as to Article 19, Section 15301 of California CEQA Guidelines and direct staff to file a Notice of Exemption (NOE) with the Los Angeles County Clerk; and
- 7. Authorize RAP's Chief Accounting Employee to prepare a check to the Los Angeles County Clerk in the amount of \$75.00 for the purpose of filing a NOE and,
- Approve the allocation of One Million, Five Hundred Thirty-Seven Thousand Five Hundred Dollars (\$1,537,500) in Concession Improvement from Account No. 89070K-00 for the Los Angeles Equestrian Center Operation Account No. 302-89-89TBD.
- 9. Authorize the Department of Recreation and Parks' (RAP) Chief Accounting Employee or designee to make technical corrections as necessary to carry out the intent of this Report.
- 10. Authorize the Board President and Secretary to execute the proposed facility management agreement between the City and ASM upon receipt of the necessary approvals.

SUMMARY

The LAEC is a seventy-five (75) acre equine boarding and training facility and a banquet destination located north of the Los Angeles River and 134 Freeway within the boundaries of Griffith Park. Facilities to board over one thousand (1,000) horses are available at LAEC along with rings for training and competitive equestrian contests and a three thousand five hundred (3,500) seat riding and exhibition arena. In addition, LAEC has a total of 13,000 square feet of multi-use banquet and event space as well as a café that is operated during horse show events.

LAEC has operated the equestrian center under a concession agreement since May 1990, the set term of which is now expired (1990 Agreement). Under the 1990 Agreement, LAEC oversees all services, including: boarding, hosting horse shows and equine competitions, facility and horse barn maintenance, horse riding rentals and instruction, commercial filming coordination and the hosting of banquets, exhibitions, social and business meetings, etc. LAEC, Inc. had the right to hold sub-license agreements for the services listed above.

In 2019, LAEC, generated a total of \$7,054,618 in gross sales and paid \$251,378 in total rent to RAP. Banquet food and non-alcohol beverage sales, alcohol beverage sales, boarding fees and commercial filming made up the bulk of the revenue stream with percentage rent rates of two to four percent by category.

The 1990 Agreement contains a holdover provision for continuity of operations in the absence of a new concession agreement being executed. The holdover provision continues the terms and conditions of the 1990 Agreement forward, subject to termination (the agreement uses the term "cancellation") by either party with 60-days written notice sent by registered mail.

Board of Recreation and Park Commissioners

Request for Permission to Fundraise for Hombly Park Security

From Hombly Park Advisory Board

My name is Anna Fogelman, and I am here today representing The Hombly Park Advisory Board. I am the Vice President of our board.

We are here with a very singular request. We want your permission to fundraise to provide security for our park. We are not asking for money; we are asking for your consent and approval to allow us to raise the funds necessary to accomplish this goal by installing security cameras. Residents of our community have expressed their concerns, and it is those concerns we must address, and it is those concerns that we are here to represent today, and to solve. To accomplish this, we are requesting your permission to fundraise.

If you have any questions, please don't hesitate to reach out to Julie or myself.

Julie Shelton- President of the Hombly Park Advisory Board

Anna Fogelman- Vice President of the Hombly Park Advisory Board

Stoner Park, Commission Meeting 04/03/2025

Status of Sept. 2022 Commission-Approved Stoner Park Project No. 22-218 ?

Demolish and replace two tennis courts, 3 and 4.

Penmar Park Feb. 2023 Approved Project No. 23-033 to demolish and replace two tennis courts and resurface all six courts. Completed 2023.

Mar Vista Park resurface all six tennis courts Completed 2024.

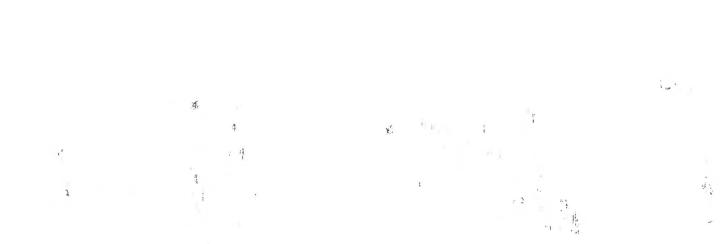
<u>Recreation Demand/Capacity</u> – Zip Code 90025, West L.A. has one of the highest residential densities in L.A., with hundreds of new multi-family developments, ADU's and up-zoning initiatives in last decade generating \$ millions of Quimby Fee directed to L.A. recreational facilities.

Tennis Courts History & Complaint -

We and numerous regular players at Stoner Park's six tennis courts <u>want the city's-promised</u> repairs of Court 3 and 4 to begin immediately for the following reasons:

- With the coming summer tennis season, area population growth, the added school and park tennis instruction group reserved court uses, and damaged Courts 3 and 4 out of service, present Stoner tennis court community play compacity is reduced to only two of six tennis courts;
- All courts were re-surfaced during 2017 with Lay Kold products, installed by local contractor "Childs Play";
- Courts 3 and 4 received an experimental Lay Kold cushioned-layer play surface called Lay Kold "Masters Gel" that bistered, delaminated and peeled just days after installation. Subsequent surface patching failed.
- The failed Masters Gel surface on Court 3 and 4 has since been left severely eroded, peeled and broken up on the court surfaces;
- Due to the Courts 3 and 4 dangerous condition for tennis players, Courts 3 and 4 have been intermittently locked up since May 2022, awaiting the City's promised tennis court repairs.
- Outdoor tennis courts surfaced with the common Lay Kold product generally need replacement every five to seven years.

Paul Taylor West Los Angeles 8



1. 3.,

STARRELL

MADAME PRESIDENT, HONORABLE COMMISSION MEMBERS, GOOD MORNING.

I'M ANDREW STARRELS, A LIFE-LONG RESIDENT OF PACIFIC PALISADES. I AM ALSO THE CHAIR OF THE PALISADES RECREATION CENTER PARK ADVISORY BOARD. AT THIS BOARD'S LAST MEETING, I SPOKE IN ACKNOWLEDGEMENT AND GRATEFUL THANKS FOR THE PALISADES PLAYGROUND REINVENTION PROJECT THAT YOU APPROVED, AND THE TRANSFORMATIVE GRANT FROM THE L.A. PARKS FOUNDATION THAT WILL RESTORE THIS ONE IMPORTANT PIECE OF OUR COMMUNITY'S BELOVED PARK – THE HEART AND SOUL OF THE PALISADES.

I WANT TO SPEAK TODAY TO EXPRESS OUR HOPE THAT THE BOARD WILL AGAIN WORK WITH US TO RESTORE THE PARK TO THE COMMUNITY. AS WE SIT HERE TODAY, THE PARK REMAINS OFF-LIMITS TO ALL USERS, AND HAS BEEN TAKEN

INTERIOR OFFICE FUNCTIONS. COMMUNITY MEMBERS HAVE IMPLORED ALL MANNER OF CITY DEPARTMENTS FOR A FRANK DISCUSSION – AND A TIMELINE – FOR WHEN THE DWP MIGHT MOVE THEIR IMPORTANT ACTIVITIES ELSEWHERE AND WHEN THE PARK CAN BE A PARK AGAIN.

HONORABLE COMMISSION MEMBERS – PARKS ARE **RESTORATIVE AND CAN HEAL. OUR COMMUNITY NEEDS** HEALING IN SO MANY WAYS. AND TODAY - COMMUNITY GROUPS HAVE RALLIED TO RAISE THE MONEY AND ARE READY TO DO THE WORK TO REPAIR AND PUT BACK INTO USE THE TENNIS COURTS, THE BALLFIELDS AND VETERANS' GARDENS, THE COMMUNITY'S BOCCE FACILITY THAT PROVIDES PLAY AND CAMARADERIE TO HUNDREDS OF PALISADIANS, MANY OF THEM SENIORS. THOSE THINGS CAN BE IN PLACE BY THIS SUMMER TO PROVIDE SOME SMALL ASPECT OF RECREATION TO THIS COMMUNITY THAT HAS SUFFERED SO IMMEASURABLY.

2

.

THE MONEY'S BEEN RAISED, THE WORK IS READY TO BE DONE – WE CALL THIS "LOW HANGING FRUIT" – THINGS THAT CAN BE EASIER AND MORE IMMEDIATE THAN THE LARGER, MORE TIME CONSUMING EFFORTS LIKE REBUILDING THE GYM BUILDING AND REIMAGING THE PARK, THE LIBRARY AND OTHER CIVIC INSTITUTIONS THAT ARE ALSO IN PROGRESS.

BUT NONE OF THAT LOW HANGING FRUIT CAN BE HARVESTED NOW, BECAUSE THE DWP DENIES ACCESS TO THE ENTIRETY OF THE PARK, AND BECAUSE <u>NO ONE</u> WILL ENGAGE WITH THE COMMUNITY TO MAP OUT A PATHWAY FOR WHEN THE COMMUNITY WILL GET ITS PARK BACK.

PLEASE HELP US . . . WE ARE A COMMUNITY OF PROBLEM SOLVERS, VOLUNTEERS AND PEOPLE WHO WILL PUT IN THE WORK TO RESTORE THE PALISADES. PLEASE HELP US DO THAT.