



October 19, 1995

Los Angeles County  
Metropolitan  
Transportation  
Authority

TO: MTA BOARD OF DIRECTORS  
FROM: BARRY ENGELBERG *BE*

SUBJECT: SPECIAL EVENTS EXPENDITURES

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Los Angeles, CA 90017

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**Issue**

Director Antonovich requested information on rail related special event expenditures in Hollywood and in the remaining Los Angeles County area.

The following report summarizes the event related expenses of the Local Government and Public Affairs division, the Hollywood Construction Impact Program (HCIP), and the Marketing division for fiscal year 94-95.

**Purpose of Special Events**

As part of the External Affairs mandate to project a positive image of the MTA to our various publics, MTA routinely co-sponsors community events in areas impacted by MTA construction projects.

MTA's use of promotions, event sponsorships, advertising, marketing, and other pro-active outreach strategies are a reflection of the Board-adopted budget and the External Affairs Department Work Plan for community involvement.

The mitigation measures are specifically designed to help impacted merchants maintain access to and visibility of their businesses during construction, and to assist residents to maneuver through detours, recognize construction milestones, and support community sponsored events.

The attached table reflects the expenditures from *Local Government and Public Affairs* (Cost Center 2520), *Marketing division* (Cost Center 2630) and *HCIP* (R8M).

Mailing Address:  
P O Box 194  
Los Angeles, CA 90053

Local Government & Public Affairs  
(Cost Center 2520)

**MTA Rail Construction  
SPECIAL EVENTS**

FISCAL YEAR 94-95

<b>Metro Red Line WILSHIRE CORRIDOR</b>	<b>Date</b>	<b>2520 Expenses*</b>
<i>Block Party 2 Wilshire/Western</i> : Celebration of street & sidewalk restoration for area workers & residents	7/94	\$ 7,000.
<i>Lake Restoration @ MacArthur Park</i> - MTA & L.A Parks & Rec sponsored schools to stock lake w/ fish	9/94	\$ 7,000.
<i>Open House for Field Office</i> w/ Korean American Museum & Streetscape Showroom	2/95	\$ 1,500.
<i>1995 Los Angeles Marathon</i> - Sponsored table outside of field office; provided band	3/95	\$ 5,000.
<i>Los Angeles Shanti Event</i> - Provided venue for fundraiser for LA Shanti a non-profit organization in Hollywood	4/95	\$ 10,000.
<i>Wilshire Chamber of Commerce Concerts for Lunch</i> Series in conjunction w/ Wilshire Centennial	6/95	\$ 10,000.
<i>Wilshire Chamber of Commerce MTA Art Festival</i> : Co-sponsor of Wilshire Centennial Celebration	10/95	\$ 65,000.
<b>Metro Red Line VERMONT CORRIDOR</b>		
<i>Children's Festival of the Arts @</i> Barnsdall Art Park - MTA was co-sponsor of event with City of L.A.Cultural Affairs Dept	8/94	\$ 10,000.
<i>Vermont/Sunset Children's Art Mural @</i> construction yard created by children of Barnsdall Jr. Art Ctr & Los Feliz Elementary School	12/94	\$ 8,000.
<i>Digging the Red Line - Mural wall unveiling @</i> Barnsdall Art Park; MTA was co-sponsor w/ City of L.A Cultural Affairs Dept.	2/95	\$ 5,000.
<i>Easter Event for pediatric patients @</i> Kaiser & Children's Hospital	4/95	\$ 1,000.
<b>Sub-totals for Wilshire/Vermont</b>		<b>\$129,500.</b>

<b>Metro Red Line HOLLYWOOD CORRIDOR / HCIP</b>	<b>Date</b>	<b>Expenses</b>
<i>Groundbreaking for Hollywood/Western Station &amp; Circus Vargas opening in Hollywood community</i>	7/94	\$ 15,000.
<i>Christmas Lane Parade - Costumes, designs, floats &amp; ads</i>	12/94	\$ 23,000.
<i>Holidays in Hollywood - L.A. Times advertising</i>	12/94	\$ 62,000.
<i>Holiday Advertising - Radio and non-L.A. Times publications</i>	12/94	\$ 85,000
<i>Charlie Awards - Hollywood Arts Council program sponsorship</i>	11/94	\$ 5,000.
<i>Holiday Special Events - Santa's Village, snow, signage, photos, carolers, etc.</i>	12/94	\$ 97,000.
<i>Holiday Miscellaneous - Wreaths, trees, lights, decorations</i>	12/94	\$ 25,000.
<i>Los Angeles Marathon Miscellaneous - Water bottles &amp; head bands, Hollywood outreach for marathon</i>	3/95	\$ 30,000.
<i>Hollywood Legacy Awards for Hollywood Entertainment Museum advertising &amp; sponsorship</i>	3/95	\$ 25,000.
<b>Sub-totals for Hollywood - HCIP</b>		<b>\$367,000.</b>

<b>Metro Red Line NORTH HOLLYWOOD</b>		
<i>Auto Sales Faire - Sponsored street festival and access to car dealerships during street closure</i>	11/94	\$ 10,000.
<i>Noho Festival - Supplied banners, ads, "Fun Map" and security</i>	6/95	\$ 22,000.
<b>Metro GREEN LINE</b>		
<i>St. Patrick's Day Celebration - Celebration from Norwalk Station west to end of line.</i>	3/95	\$ 2,000.
<i>Pirates Feast - Pre-revenue operation events in preparation for station openings in summer '95</i>	6/95	\$ 5,000.
<b>PASADENA Metro Blue Line</b>		
<i>Chinese Historical Society Presentation of Artifacts from Union Station excavation</i>	4/95	\$ 3,000.
<b>Sub-total for No. Hollywood, Green &amp; Blue</b>		<b>\$ 42,000.</b>

MARKETING DEPARTMENT Cost Center 2630	FY 94/95	\$ 85,000.
Sub-totals from pages 1 and 2		\$ 538,500.
<b>Grand Total:</b>		<b>\$ 623,500.</b>

\*Exclusively rail construction related events; data does not reflect staff time or "in kind" expenses or items charged to other cost centers except an aggregate sum for *Marketing Division* (Cost Center 2630) and HCIP (R8M).