

December 22, 2017

To: Elena Madison, Vice President, Project for Public Spaces
Laura Hoagland, Program Lead, Community Engagement, Communications and Outreach, Southwest Airlines

Re: **Southwest Airlines Heart of the Community** Grant

CC: Councilmember Jose Huizar, Los Angeles City Council District 14
Michael Shull, General Manager, LA Dept. of Recreation and Parks
Robert Larmore, President, Pershing Square Park Advisory Board
Jeff Berris, Chairman of the Board, Pershing Square Renew

Dear Ms. Madison and Ms. Hoagland:

We are writing to respond to the memo and amendment dated December 6, 2017 regarding the Southwest Airlines Heart of the Community Grant awarded to Pershing Square Renew in April of 2016.

We understand that the original term of the agreement requires that the entirety of our project be completed within one calendar year of receiving the grant, 3/1/17, and realize that this deadline has since passed. We are aware of the urgency with which the memo and amendment to the agreement were sent and echo your sentiment that the project be outlined and executed in a timely manner.

In light of this, we would like to provide you with an update on the trajectory of our project and recommend edits to your suggested grant agreement amendment.

Immediately after receiving your memo, we began scheduling a meeting with all project partners. We convened this meeting on December 18th, which was attended by representatives from each partner organization: City Council District 14, the Department of Recreation and Parks, and the Pershing Square Park Advisory Board. We opened the meeting by discussing the amended deadlines set forth, and after much discussion, came to the conclusion that it is not feasible for our team to meet the schedule that you outlined due to the unique and complex circumstances within which we must work to gain approval for and implement this project. However, we made considerable progress in this meeting, which included:

- Decided on a course of action for seeking the approvals necessary to proceed with all of the elements of daily activation proposed for the HOTC grant. We targeted the earliest possible date for a presentation to the Department of Recreation and Parks' Board of Commissioners: February 21, 2018.
- Created an outline and plan of execution for a Board Report to be provided to the Commissioners one month before the presentation date, which is a requirement for

being considered as part of a Commission agenda. We will have a final draft of this report by January 15, 2018.

- Scheduled our next project team meeting, set for January 4, 2018.

Given all of this, we would like to propose the following edits to the schedule you outlined in your letter to us:

- Updated project summary, operating budget, and signed sub-grant amendment delivered to SWA and PPS on or before 1/19/2018.
- Clear documentation showing all necessary approvals to implement the project and detailed implementation timeline delivered to SWA and PPS on or before 2/28/2018
- Project launch event to occur on or before 6/30/2018.
- Full disbursement of grant funds (to support physical improvement, expanded amenities, programming support, and project evaluation) by 6/30/2018.
- Submission of final report to be completed by 9/30/2018.

We would like to thank you once again for the patience, understanding, and support that you have shown us throughout this process. We are grateful for the continued opportunity to bring a catalytic activation to Pershing Square that will benefit all Angelenos.

Sincerely,

Eduardo Santana

Eduardo Santana
Executive Director
Pershing Square Renew