



KAREN BASS
MAYOR

May 23, 2023

Honorable Members of the City Council
c/o City Clerk
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Renata Simril to the Board of Recreation and Parks Commissioners for the term ending June 30, 2028. Ms. Simril's current term expires on June 30, 2023.

I certify that in my opinion Ms. Simril is especially qualified by reason of training and experience for the work which shall devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink that reads 'Karen Bass'. The signature is written in a cursive, flowing style.

KAREN BASS
Mayor

KB:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Renata Simril
Commission: Board of Recreation and Parks Commissioners
End of Term: 6/30/2028

Appointee Information

- 1. Race:** African American
- 2. Gender:** Female
- 3. Council District and neighborhood of residence:** 4 - South Valley
- 4. Are you a registered voter in the City of Los Angeles?** Yes
- 5. Prior commission experience:**
- 6. Highest level of education completed:** Master's, Real Estate Development, University of Southern California
- 7. Occupation/profession:** President & CEO, LA84 Foundation
- 8. Experience(s) that qualifies person for appointment:** See attached resume/bio
- 9. Purpose of this appointment:** Reappointment
- 10. Current composition of the commission:**

Commissioner	APC	CD	Race	Gender	Term End
Hutton, Fiona	South Valley	4	Caucasian	F	6/30/2024
Simril, Renata	South Valley	4	African American	F	6/30/2023
Bayne, Tafarai	South LA	10	African American	M	6/30/2025
Tran, Benny	Central	9	API	M	6/30/2026
Sanchez, Luis	East LA	14	Latinx	M	6/30/2027

RENATA SIMRIL
President & CEO
LA84 Foundation

Renata Simril is the President & CEO of the LA84 Foundation, the youth-serving organization committed to transforming the lives of young people across Southern California through ongoing investments in sports and play programs, infrastructure, research and education as the legacy of the 1984 Summer Olympic Games.

Since her appointment in 2016, Simril has strengthened and expanded the mission of the LA84 Foundation in vital ways by focusing its work on supporting childhood health, socio-emotional development and community well-being. She works collaboratively with corporate partners, sports organizations and philanthropies to bring new resources to communities and close the gaps in access to sports and play.

Simril has elevated the LA84 Foundation's profile as a national leader in the role that sports have in positive youth development. She has achieved this by growing the opportunities available for kids in Southern California, increasing awareness about how tangible issues today will significantly impact future generations, and by engaging new stakeholders to improve the social, academic and health outcomes for youth.

An enduring commitment to young people, organizational development and inclusive grantmaking strategies all inform Simril's relentless pursuit of seeking the greatest impact in this work. However, her aim to bring innovation and bold actions to alter the trajectory of generational challenges is also demonstrated by an ambitious collaborative agenda she launched to galvanize stakeholders. She conceptualized and founded the play equity movement to unite those in education, sports, health, philanthropy, and the public sector as partners to drive meaningful change, and to inspire kids from all backgrounds to play.

This gave rise to the Play Equity Fund, the only nonprofit worldwide dedicated to play equity as a social justice issue – and Simril serves as the growing organization's president. To advance creating conditions for kids to succeed through sport, Simril has forged partnerships with the 12 pro sports teams of Los Angeles and Orange County, as well as partnered with the Riviera Country Club to bring access to golf to underserved communities. She was instrumental in developing the Super Bowl LVI Legacy Program, "Champions Live Here" – with the NFL providing funding for a mobile play vehicle to bring healthy activities to communities without playgrounds – in addition to support for 56 nonprofits across the region.

The focus of the LA84 Foundation and the Play Equity Fund is to expand access to youth sports and play opportunities, with an emphasis on underserved communities. Under Simril's leadership, resources are also dedicated toward youth coaching education and training. The LA84 Foundation has reached nearly 4 million youth since its inception, trained nearly 200,000 coaches, and has supported the construction and/or renovation of over 100 sports facilities and fields of play in Southern California.

As well as serving as an advisor to national youth sports task forces, boards, and commissions, Simril's writing as an advocate for the important role sport, play and movement has on childhood health and wellness has appeared in *Authority Magazine*, *EdSource.org*, *Forbes*, the *Los Angeles Business Journal*, the *Los Angeles Daily News* and *The Sacramento Observer*. She has also been featured as a source in broadcast, print and digital media. Simril is honored to be invited to serve as a Regents' Lecturer in the UCLA Department of Sociology, a program where distinguished leaders from fields outside of traditional academics enrich instruction.

With more than 25 years of diverse experience – including a background in government, business, publishing, and pro sports – Simril has a longstanding commitment to leadership and service. Prior to joining the LA84 Foundation, she served as Senior Vice President & Chief of Staff of the *Los Angeles Times*, with duties that included staff operations and special projects. She served as Senior Vice President of External Affairs for the Los Angeles Dodgers previously, where she oversaw the brand's restoration and managed the Dodgers Foundation. For over a decade Simril was in real estate development with Jones Lang LaSalle, Forest City Development and LCOR, Inc.

She worked to expand rental and affordable housing in Los Angeles as Deputy Mayor for Economic Development and Housing in the Hahn Administration. As a Development Deputy to a Los Angeles City Councilman, Simril worked to help rebuild communities in South Los Angeles after the 1992 civil unrest.

She began her career in the U.S. Army as a Military Police Officer, serving in Germany and domestically.

A third generation Angeleno who grew up in Carson, Simril is actively engaged in civic and community service in a variety of roles, including serving on the boards the Los Angeles Chamber of Commerce Board of Governors, the Los Angeles Sports & Entertainment Commission and the Los Angeles Dodgers Foundation. She also serves on the ESPN Return to Play Advisory Council and the PLAYs Coalition, efforts focused on closing the play equity gap nationally.

She formerly served as a Governor's Appointee on the State of California Science Center Board, where she led negotiations of lease agreements for USC to manage and operate the Coliseum and Sports Arena. She also served on the LA 2028 Olympic Bid Committee, as Chair of the Board of Regents for LMU and was a board member of the Lusk Center for Real Estate at USC.

Simril earned a bachelor's degree in Urban Studies from Loyola Marymount University and a Master's in Real Estate Development from USC. She lives in Studio City with her husband and two sons.



KAREN BASS
MAYOR

May 23, 2023

Dear Ms. Simril:

I am pleased to inform you that I am reappointing you to the Board of Recreation and Parks Commissioners for the term ending June 30, 2028, subject to confirmation by the City Council.

To begin the reappointment process, please review, sign, and return the enclosed Remuneration Form and undated Letters of Separation **within one week** of receiving this letter. These documents are necessary to ensure the most efficient, open, and accountable city government possible.

As part of the reappointment process, Nithya Raman, your Councilmember, and Councilmember Eunisses Hernandez, the Chair of the Neighborhoods and Community Enrichment Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Additionally, you will be required to attend public meetings at City Hall where your reappointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your reappointment will be considered by the Neighborhoods and Community Enrichment Committee. Sometime thereafter, you will be notified of the date when your reappointment will be presented to the full City Council. Immediately following the meeting, you will again be required to take the Oath of Office in the City Clerk's Office located in Room 395 of City Hall. If you require parking for these meetings, please contact my Commissions team by email at myr-commissions@lacity.org.

Ms. Renata Simril
May 23, 2023
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Per the City Charter, most commissioners must be registered voters of the City of Los Angeles, and must therefore reside within Los Angeles. If you move at any point during your term, or your contact information changes, please contact my Commissions team immediately at the email listed below. While we hope that you complete a successful term, if for some reason you intend to resign, please do so in writing to my Commissions team at myr-commissions@lacity.org.

Congratulations, and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is written in a cursive, flowing style.

KAREN BASS
Mayor

KB:tga

Attachment I
Ms. Renata Simril
May 23, 2023

Nominee Check List

I. Within 7 days:

- Email the below completed documents, found on the last three pages of this letter, to: myr-commissions@lacity.org OR mail them to: Commissions Team, Office of the Mayor, City Hall, Room 303, 200 N. Spring Street, Los Angeles, CA 90012.
 - Remuneration Form
 - Undated Separation Letters (2)

II. The Mayor's Office will notify the below Councilmembers of your nomination, so that they may reach out to schedule a meeting with you should they wish.

- Your City Councilmember Nithya Raman
- Councilmember Eunisses Hernandez, Chair of the Council Committee considering your nomination

III. Public Meetings at City Hall:

- Neighborhoods and Community Enrichment Committee Hearing
- Full Council Hearing