



# CITY OF LONG BEACH

## DEPARTMENT OF PARKS, RECREATION & MARINE



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March 16, 2017

### MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach  
California

### RECOMMENDATION:

Approve the Special Event Application #17-09189 of the Cambodian Coordinating Council, a Domestic non-profit corporation, for the operation of the Cambodian New Year's Celebration 2017 in El Dorado East Regional Park, Area III, with parameters determined by the Office of Special Events and Filming and the Department of Parks, Recreation and Marine. (District 5)

Or

Determine the proposed activity does not provide a sufficient overall public benefit and deny the Special Event Permit Application #17-09189 of the Cambodian Coordinating Council, a Domestic Non-profit corporation, for the operation of the Cambodian New Year's Celebration 2017 at El Dorado East Regional Park. (District 5)

### DISCUSSION

El Dorado Park East, located at 7550 E. Spring Street, is a popular park venue that hosts many special events throughout the year. In accordance with Long Beach Municipal Code Section 5.60, special events that require the coordination of multiple Departments within the City of Long Beach (City) like Police, Fire, Public Works or Health and Human Services, are facilitated through the City Manager's Office of Special Events and Filming (SEF) in order to provide coordination, seamless operation and oversight of a particular special event. SEF can also issue permits for activities that allow the sale and consumption of alcohol in City parks.

On October 13, 2016, the Cambodian Coordinating Council (CCC), a California Domestic non-profit Corporation, submitted an SEF Application (Attachment A) to host its 11<sup>th</sup> Annual Cambodian New Year's Celebration 2017 event (Celebration) at El Dorado East Regional Park, Area III (Area III). The Celebration is a one-day event that will highlight live music, cultural performances, children's activities, game booths, cultural food booths, public informational booths and food vendors. (Site-plan – Attachment B). It is expected that there will be approximately 5,000 participants and 500 volunteers at the event. The event is scheduled to be held on Saturday, April 22, 2017, from 9:00 a.m. to 5:00 p.m. Entry into the event is \$25 per vehicle; of that amount, the Department of Parks, Recreation and Marine (Department) will receive \$7 per car for the park entry fee paid by the CCC.

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As the Parks and Recreation Commission (Commission) has exclusive authority over leisure activities of a recreational nature in City parks, the Department and SEF have implemented a new process to seek approval or denial of applications for special events in City parks or other areas operated by the Department.

If the Celebration is approved by the Commission, the Permit would include the following key points:

- Date: The event will take place on Saturday, April 22, 2017. Setup may begin no earlier than 7:30 AM on April 22. If setup occurs on Friday, April 21, CCC will be charged the Golden Grove non-profit fee of \$595 for that day. Tear down must be completed by 10:00 p.m. on April 22 or 10:00 AM on April 23. If take down is not completed on Saturday, CCC will be charged the Golden Grove non-profit fee of \$595 for Sunday, April 23.
- Location and time: The footprint of the Festival will be contained within Area III. All of the Celebration activities will take place between 9:00 AM and 5:00 PM.
- Parking and Traffic Management: All parking will be in designated spots or in the Area III Parking Area (Attachment C). Festival will submit a parking and traffic plan to SEF which will determine the adequacy of the plans and of staffing levels.
- Admission: Admission is \$25 per vehicle, of which \$7 will be paid to the Department for the gate entry fee.
- Vendors: Vendor booths range from \$200 to \$600, this includes informational booths, merchandise and food vendor booths, and will be collected and retained by CCC.
- Fees: CCC will be responsible to pay all applicable fees on the SEF Schedule of Fees and Charges for SEF, Police, Fire, Health, etc., as well as the \$595 daily non-profit fee for Golden Grove Picnic Site for any days used for setup or takedown, and the hourly non-profit exclusive use fee for Area III of \$460 per hour from 7:00 AM to 8:00 PM on April 22. The Department will also receive \$25 per hour, per person for all additional Community Recreation and Maintenance Operations Bureau staff members that are determined to be necessary to help manage the Celebration. The Department will receive \$7 for every car that does not possess an Annual Entry Pass. The Commission may choose to charge 10% of gross receipts of this event instead of the hourly fee on the day of the event.
- Music: Live entertainment will be scheduled throughout the celebration's operating hours. All music will be played at or below levels determined by SEF.
- Trash: Approximately 20 to 25 volunteers will be assigned waste management responsibilities, which will include recycling, composting, and trash pick-up and disposal in a timely and efficient manner. The City will have no costs associated with the event outside of the normal costs of operating the park.
- Damage and Security Deposit: CCC will submit a Security Deposit of \$375 to SEF. Stakes may not be used to secure tents. The Department will have until May 31, 2017, to identify any damage to El Dorado Park East, and the cost to make needed repairs will be deducted from the Security Deposit or paid by CCC.

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- Vehicles Accessing Park Site: No vehicles are to be parked on the event site. Any vehicles or vendors accessing the event site to drop off tents, supplies etc. must follow the protocol of a plywood pathway to and from the destination.
- Insurance: Cambodian Coordinating Council shall purchase and maintain all applicable insurance and endorsements, as required and approved by the City's Risk Manager.

FISCAL IMPACT

If the Celebration is approved, the Department will receive \$5,980.00 in facility rental fees for the exclusive use of Area III, as-yet-to-be determined facility rental fees during setup and take down, to-be-determined staff reimbursement fees and an indeterminable amount of gate entry fees which will all accrue to the General Fund (GP) in the Department of Parks, Recreation and Marine (PR).

SUGGESTED ACTION:

Approve one of the recommended actions.

Respectfully Submitted,



STEPHEN P. SCOTT  
DEPUTY DIRECTOR AND MANAGER  
BUSINESS OPERATIONS BUREAU



GLADYS KAISER  
MANAGER  
COMMUNITY RECREATION SERVICES  
BUREAU



HURLEY OWENS  
MANAGER  
MAINTENANCE OPERATIONS BUREAU

APPROVED:



MARIE KNIGHT  
DIRECTOR

MK:SS:GK:HO:rl/vhd

Att: A – Application for Cambodian New Year Celebration 2017  
B – Cambodian New Year's Celebration Site Plan  
C – Parking in El Dorado East, Area III