

August 18, 2022

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach

California

RECOMMENDATION

Approve Special Event Permit Application #22-328 from Cassandra Leeman, dba the Creative Class Collective, a domestic nonprofit corporation, to host an art exhibit and festival that will include sculptures, live music, live art painting, food vendors, alcohol, and local merchants at Lincoln Park on Sunday, September 4, 2022, with parameters determined by the Office of Special Events and Filming and the Department of Parks, Recreation and Marine, and pay applicable fees. (District 1)

Or

Determine the proposed activity does not provide a sufficient overall public benefit and deny Special Event Permit Application #22-328 from Cassandra Leeman, dba the Creative Class Collective, a domestic nonprofit corporation, to host an art exhibit and festival that will include sculptures, live music, live art painting, food vendors, alcohol, and local merchants at Lincoln Park on Sunday, September 4, 2022. (District 1)

DISCUSSION

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) including Police, Fire, Public Works, Parks, Recreation and Marine, and Health and Human Services, are facilitated through the City Manager's Office of Special Events and Filming (SEF) to provide coordination, seamless operation and oversight of a particular special event.

The Creative Class Collective, a California domestic nonprofit corporation, submitted a SEF Application (Attachment A) to host an art festival, KCRW Summer Nights, on Sunday, September 4, 2022 (Attachment B). The festival will be free and open to the public. The special event is in partnership with the Creative Art Collective, Long Beach Walls, and with Art Renzei. The purpose of the event is to activate the park and expose the community to public art. The art sculptures will be displayed throughout the park starting on Monday, August 29th and leading up to the event. The week-long exhibit will provide the community an opportunity to be engaged with local artists and will be separately permitted by the Parks, Recreation and Marine Department. The art exhibit is expected to bring 100 to 200 participants each day with an expected 3,000 participants for the KCRW Summer Nights festival. Alcohol will be available for purchase at the festival on Sunday, September 4, 2022 along with food provided by various vendors.

MEMBERS OF THE PARKS & RECREATION COMMISSION

August 18, 2022

Page 2

As the Parks and Recreation Commission (Commission) has exclusive authority over leisure activities of a recreational nature in City parks, the Parks, Recreation and Marine Department (Department) and SEF have implemented a process to seek approval or denial of applications for special events in City parks or other areas operated by the Department. If the Event is approved by the Commission, the Permit would include the following key points:

- Date, location and time: The footprint of festival will be within Lincoln Park (Attachment B). The art exhibit will take place from August 29 through September 4, 2022. The art exhibit will end with an art festival, KCRW Summer Nights on Sunday, September 4, 2022. The festival will start at 9 AM to 9 PM. Set-up will begin on Saturday, September 3 and tear-down will be completed by 8:00 PM on Monday, September 5, 2022.
- Parking: Guests will be able to park at the City's parking garage located on Broadway, utilize street parking, a nearby parking structures located near the Downtown Promenade.
- Admission: There is no admission fee for the event. The event is a public event.
- Fees: In addition to any fees charged by SEF, the Creative Class Collective will be charged for a \$280 Permit to Gather and \$175 per day for Special Use fees and will be required to reimburse the Department for any staff time incurred by the Department or SEF, at a rate of \$30 per hour and \$60 per hour after 6:00 PM. All Department fees listed have been approved by the Commission.
- Music: Different performers will play on the main stage between 9:00 AM – 10:00 PM on Sunday, September 4, 2022. All local noise ordinances will be followed.
- Trash: Trash receptacles will be supplied and placed by the Creative Class Collective. All trash will be collected throughout the event and disposed of off-site by the Creative Class Collective.
- Damage and Security Deposit: The Creative Class Collective will submit a Security Deposit of \$375 to SEF. Private security will be provided by the Creative Class Collective each day of the art exhibit and during the festival. A security plan was provided (Attachment C). The Department will have until September 6, 2022, to identify any damage to the site and the cost to make needed repairs will be deducted from the Security Deposit or paid by the Creative Class Collective.

MEMBERS OF THE PARKS & RECREATION COMMISSION

August 18, 2022

Page 3

- Insurance: The Creative Class Collective shall purchase and maintain all applicable insurance and endorsements, as required and approved by the City's Risk Manager.
- Laws and Other Permits: The Creative Class Collective shall apply, pay for, and follow all applicable local, regional, state and federal laws, codes, regulations, requirements, and health orders.

FISCAL IMPACT

If the proposed special event is approved as proposed, the Department will receive \$805 in rental fees and an as-yet-to-be-determined amount of staff reimbursement charges 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,



NANCY VILLASEÑOR
MANAGER
PARK PLANNING & PARTNERSHIPS



GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES

APPROVED:



BRENT DENNIS
DIRECTOR

BD:SS:NV:GK::AC:jr

ATTACHMENT A – Application for the Creative Class Collective
ATTACHMENT B – Map of Event
ATTACHMENT C – Event Security Plan