



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

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August 18, 2016

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

APPROVAL OPTIONS:

Approve the Long Beach New Blues Festival in El Dorado East, Area III, on September 3 and 4, 2016, with the sale and consumption of food and alcohol, and authorize the Director of Parks, Recreation and Marine, through the Office of Special Events and Filming, to execute all documents necessary to issue a Special Events Permit with specific restrictions and requirements, to Bill Grisolia, an individual. (District 5)

OR

Approve the Long Beach New Blues Festival in El Dorado East, Area III, on September 3 and 4, 2016, with the sale and consumption of food but no alcohol, and authorize the Director of Parks, Recreation and Marine, through the Office of Special Events and Filming, to execute all documents necessary to issue a Special Events Permit with specific restrictions and requirements, to Bill Grisolia, an individual. (District 5)

DISCUSSION

For the past two years, Bill Grisolia has conducted the Long Beach New Blues Festival (Festival). In 2014, the Festival was conducted in Gemmrig POA Park, and in 2015, at El Dorado Park East, Area III (Area III). Mr. Grisolia has submitted an application to conduct the Festival on Saturday and Sunday, September 3-4 in Area III, with the sale of merchandise and the sale and consumption of food and alcohol. The public portion of the Festival schedule (Attachment A) would be from 10:00 AM to 8:00 PM, with several hours before and after the Festival for set up and take down. The Festival would generally be staged within the Golden Grove reservable site in Area III (Attachment B), and would include parking west of the paved parking lot and service road, an area often used for event parking.

Chapter 5.60 of the Long Beach Municipal Code authorizes the City Manager, through the Office of Special Events and Filming (SEF) to approve various special events "in, on or upon any City street, sidewalk, alley, park, way, pier, public place, public property or public right-of-way which is owned or controlled by the City" and further allows the City Manager to "approve and permit the sale or use of alcoholic beverages in public areas in connection with a special event".

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Chapter 5.60 also recognizes the authority of the Recreation Commission (Commission) “over all public leisure activities of a recreational character in or upon playgrounds, athletic fields, ball parks, recreation centers, swimming pools, streets, public buildings, play areas in parks, tennis courts and other suitable places used, owned, controlled or operated by the City within its corporate limits”. If approved by the Commission, SEF would issue a Permit allowing the Festival.

The Festival has proposed the sale and consumption of alcohol. In general, the Department of Parks, Recreation and Marine (PRM) does not recommend the sale and consumption of alcohol in events in parks. As such, staff is providing the Commission with two options for approving the Festival. It should be noted that the Festival could appeal a negative decision on the sale and consumption of alcohol to the City Council, as provided in the Long Beach Municipal Code.

The proposed restrictions and requirements for the SEF Permit would be as follows:

- Term: Two days, September 3-4, 2016, plus any other days deemed necessary by SEF for set-up or tear-down.
- Location and time: The footprint of the Festival would generally be as shown in Attachment B, in the area of the Golden Grove reservable site in Area III. The final Festival footprint will be subject to approval by SEF and PRM based on the final action taken by the Commission.
- Fees: The Festival will pay all established fees from SEF, PRM and any other necessary City Departments, including but not limited to Police, Fire and Health and Human Services, as well as all staff reimbursement charges.
- Percent of proceeds: As this year’s application was submitted very close to the actual proposed dates for the Festival, there was not sufficient time to negotiate a minimum rent or percentage of gross receipts to PRM, but going forward, it would be expected that a percentage of proceeds would be negotiated for this type of event where the applicant is charging an admission fee and selling concessions.
- Cash Deposit for damages: In addition to any deposit required by SEF, a cash deposit in the amount of \$5,000 shall be provided to the City for any damages to any portion of El Dorado East Regional Park or other City property as a result of the Festival.
- Parking: Parking shall not be allowed on any unpaved areas east of the service road, including for the delivery of equipment. Delivery and installation of equipment necessary to conduct the Festival shall be coordinated with PRM staff.
- Amplified Music: All amplified music shall follow laws, policies and regulations set forth by the City.

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- Banners: Placement of banners on City property shall be pre-approved by PRM.
- Trash: Festival shall be responsible for providing sufficient trash receptacles and trash removal upon completion of the event.
- Security: Festival shall be responsible for meeting any requirements for safety as required by the Long Beach Police or Fire Departments and other City Departments as necessary.
- Utilities: City shall provide no utilities. Generators shall comply with any and all laws and regulations.
- Insurance: Festival shall purchase and maintain all applicable insurance and endorsements, as required and approved by the City's Risk Manager.

FISCAL IMPACT

Based on last year's event, PRM would receive approximately \$1,900 in site reservation fees, \$3,250 in staff reimbursement costs and an undetermined amount of gate revenue. Fees and reimbursements collected by SEF would be approximately \$3,460.

SUGGESTED ACTION:

Approve one of the approval options.

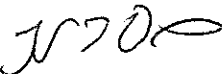
Respectfully Submitted,



GLADYS KAISER
MANAGER
RECREATION SERVICES BUREAU



STEPHEN P. SCOTT
MANAGER
BUSINESS OPERATIONS BUREAU



HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS BUREAU

APPROVED:



MARIE KNIGHT
DIRECTOR

MK:GK:SS:HO:rl

Attachment A: Long Beach New Blues Festival Program Schedule

Attachment B: Long Beach New Blues Festival Draft Footprint