



# CITY OF LONG BEACH

## DEPARTMENT OF PARKS, RECREATION & MARINE



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[www.LBParks.org](http://www.LBParks.org)

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February 16, 2017

MEMBERS OF THE PARKS AND RECREATION COMMISSION  
 City of Long Beach  
 California

### RECOMMENDATION:

Support the proposed activity and allow the Office of Special Events and Filming to execute a Permit with Green Education, Inc., a California Non-profit corporation, for the operation of the Green Prize Festival at Houghton Park. (District 9)

Or

Determine the proposed activity does not provide a sufficient overall public benefit and instruct the Office of Special Events and Filming to deny the Special Event Permit Application of Green Education, Inc., a California Non-profit corporation, for the operation of the Green Prize Festival at Houghton Park. (District 9)

### DISCUSSION

Houghton Park, located at 6301 Myrtle Ave., (Houghton) 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 Office of Special Events and Filming (SEF) in order to provide coordination, seamless operation and oversight of a particular special event. SEF can also permit activities that allow the sale and consumption of alcohol in City parks.

On February 1, 2017, Green Education, Inc. (GEI), a California Non-profit Corporation, submitted an SEF Application (Application – attachment A) to host its 4<sup>th</sup> Annual Green Prize Festival event (Festival) at Houghton. The Festival is a one-day event that will highlight urban farmers, green chefs, live entertainment, artists, green technology, sustainable transportation, environmental organizations as well as education through workshops, demonstrations and guest speakers. The event will also feature a free bike valet, beer available in a controlled Beer Garden, eco-friendly vendors and food trucks as well as children's activities, (Site-plan – attachment B). The Festival will also feature the annual Green Prize Awards Program during which community leaders from various green industries will be recognized for their work in creating a green and sustainable Long Beach. It is expected that there will be approximately 2,500 participants and 65 volunteers at the event. A private company will be brought in to oversee the sale and consumption of beer and other security requirements determined necessary by SEF. The event is scheduled to be held on April 22, 2017, from 11:00 a.m. to 6:00 p.m.. Entry into the event is free.

## MEMBERS OF THE PARKS AND RECREATION COMMISSION

February 16, 2017

Page 2

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

- Date: The event will take place on April 22, 2017.
- Location and time: The footprint of the Festival will be throughout Houghton Park (Site-plan – Attachment B). All of the activities will take place between 11:00 a.m. and 6:00 p.m. Setup may begin no earlier than 7:30 a.m. and tear down must be completed by 10:00 p.m.
- Admission: Admission is free to the public.
- Vendors: Vendors and exhibitors who apply before March 1, will pay \$80 to GEI. Vendors and exhibitors who apply after March 1, will pay \$95 to GEI.
- Fees: GEI 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 all Department fees associated with the use of Houghton.
- Music: Live entertainment will be scheduled throughout the festival'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. The City will have no costs associated with the event outside of the normal costs of operating the park.
- Damage and Security Deposit: GEI will submit a Security Deposit of \$375 to SEF. The Department will have until April 30, 2017, to identify any damage to Houghton, and the cost to make needed repairs will be deducted from the Security Deposit.
- Insurance: Green Prize Festival shall purchase and maintain all applicable insurance and endorsements, as required and approved by the City's Risk Manager.

This item was reviewed by Deputy City Attorney, Linda T. Vu on February 10, 2017.

### FISCAL IMPACT

If the Festival is approved, the Department will receive approximately \$1,035 for facility rental and staff charges which will accrue to the General Fund (GP) in the Department of Parks, Recreation and Marine (PR).

### SUGGESTED ACTION:

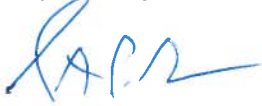
Approve one of the recommended actions.

MEMBERS OF THE PARKS AND RECREATION COMMISSION

February 16, 2017


Page 3

Respectfully Submitted,



STEPHEN P. SCOTT  
DEPUTY DIRECTOR AND MANAGER  
BUSINESS OPERATIONS

GLADYS KAISER  
MANAGER  
RECREATION SERVICES BUREAU



HURLEY OWENS  
MANAGER  
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APPROVED:



MARIE KNIGHT  
DIRECTOR

MK:SS:GK:HO:mc:rl/vhd

Attachment A - Event Application  
Attachment B - Green Prize Festival Site Plan