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CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



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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 Special Event Application with Carlos Gaspar, dba a for profit organizer of the Tacos and Beer 5K Run in El Dorado East Regional Park Area III. (District 5)

Or

Determine the proposed activity does not provide a sufficient overall public benefit and instruct the Office of Special Events and Filming to deny Special Event Application with Carlos Gaspar, dba a for profit organizer of the Tacos and Beer 5K Run in El Dorado East Regional Park Area III. (District 5)

DISCUSSION

El Dorado Regional Park, Area III, is one of the most utilized facilities in the Department of Parks, Recreation and Marine (Department), providing the opportunity for passive activities, certain for-fee activities such as bike and boat rentals, picnic services, and occasional special events that are open to the public. 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) such as 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 of City services to provide 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.

The Tacos and Beer 5K Run is a 3.1-mile run proposed to be held on May 6, 2017, in the Golden Grove Picnic Site in El Dorado Regional Park, Area III, (Application - Attachment A) and expects 3,500 runners, 3,800 total participants and 120 staff and volunteers. Two live bands and a Disc Jockey, as well as food vendors and other sponsors will have trucks or tents around the designated course. A private company will be brought in to oversee the sale and consumption of beer and other security requirements. The run will have pre-registration as well as day of registration, and the walk will be conducted between 8:00 and 10:00 a.m. The other activities will be available from 8:00 a.m. to 1:00 p.m. Admission cost ranges from \$35 to \$65 depending on the activities in which the entrant wishes to participate.

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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.

In 2016, Mr. Gaspar applied for, and received, a permit from SEF to conduct the Tacos and Beer event on April 30, 2016, in El Dorado Regional Park, Area III. It should be noted there were some issues identified during the 2016 Tacos and Beer, including failure to adhere to a process of using plywood when trucks were brought onto grass, the use of confetti guns that led to difficult trash pickup and removal, and an insufficient parking management plan. Remedies to these items have been addressed as part of the Application. If the event is approved by the Commission, the Permit would include the following key points:

- Dates: Set up will occur on May 5, 2017, and the actual event will occur on May 6, 2017. No activity will be allowed in the park prior to 6:30 a.m.
- Location and time: The footprint of Tacos and Beer will be throughout Area III and is shown specifically on Attachment A. Set up may begin no earlier than 6:30 a.m. All of the activities will take place between 8:00 a.m. and 1:00 p.m., with the actual race occurring between 8:00 and 10:00 a.m.
- Admission/Fees: Admission fees for the event will be collected by the operator and will range between \$35 and \$65 depending on whether the entrant races or just visits Tacos and Beer.
- Rent and expenses: In addition to any fees determined by SEF, Tacos and Beer will pay the Commission approved fees for Exclusive Use of Area III for a for-profit group, applicable PRM and/or SEF staffing fees for set-up and tear down, all-day rental fees for the Golden Grove Picnic Site. The Department will also collect and receive all gate/car revenue from attendees who do not possess an Annual Entry Pass.
- Music: There will be two bands and one Disc Jockey; all music will be played at or below levels determined by SEF.
- Trash: Tacos and Beer will provide trash and recycling containers and pick up of trash after the event. "Confetti guns" will not be allowed during the event. The City will have no costs associated with the event outside of the normal costs of operating the park.
- Security Bond: Tacos and Beer will submit a Security Bond of \$5,000 to SEF. The Department will have until May 31, 2017, to identify any damage to Area III, and the cost to make needed repairs will be deducted from the Security Bond.
- Insurance: Tacos and Beer 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.

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FISCAL IMPACT

If Tacos and Beer is approved, the Department will receive facility rental income of \$1,960 and gate entry income which shall accrue to the General Fund (GP) in the Department of Parks, Recreation and Marine (PR). If Tacos and Beer is denied, only normal gate revenue for May 6, 2017, would be realized.

SUGGESTED ACTION:

Approve one of the recommended actions.

Respectfully Submitted,



STEPHEN P. SCOTT
DEPUTY DIRECTOR AND MANAGER
BUSINESS OPERATIONS



GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES BUREAU



HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS BUREAU

APPROVED:



MARIE KNIGHT
DIRECTOR

MK:SS:GK:HO:rl/vhd

Attachment A – Event Application
Attachment B – Event Site Plan