



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 Special Events Permit #17-09279 of Bill Grisolia, dba the Long Beach Blues Society, a Domestic non-profit organization, for the New Blues Festival II in El Dorado East Regional Park Area III, within 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 Special Event Application #17-09279 of Bill Grisolia, dba the Long Beach Blues Society, a Domestic non-profit organization, for the New Blues Festival II in El Dorado East Regional Park Area III. (District 5)

DISCUSSION

El Dorado Regional Park, Area III (Area III), is one of the most used facilities in the Department of Parks, Recreation and Marine (Department), providing the opportunity for passive activities, certain for-fee activities like bike and boat rentals and 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) like Police, Fire, Public Works or Health and Human Services, are coordinated through the City Manager's Office of Special Events and Filming (SEF) in order to provide planning, 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.

In both 2015 and 2016, Bill Grisolia was issued a SEF Permit to operate the New Blues Festival II (Festival) in Area III. Mr. Grisolia has submitted SEF Application #17-09279 (Application – Attachment A) to conduct another Festival on September 2-3, 2017, in the Golden Grove Picnic Site (Golden Grove). The Festival is an annual two-day family-oriented blues festival that includes music, exhibits, merchandise concessions and food and beverages including the sale and consumption of beer, wine and spirits.

The Festival will have two separate stages for hourly performances, expects roughly 3,000 total attendees and will have up to 100 total paid staff and volunteers, of which 12 will be paid security personnel. The Festival will be open from 10:00 AM to 7:00 PM on both Saturday and Sunday, the 2nd and 3rd of September.

"We create community and enhance the quality of life through people, places, programs and partnerships"

MEMBERS OF THE PARKS AND RECREATION COMMISSION

March 16, 2017

Page 2 of 4

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.

There were no significant reported issues with the two previous Festivals conducted in Area III. If the event is approved by the Commission, the Permit would include the following key points:

- Dates: Set up will occur all day on Friday, September 1, 2017, and the actual event will occur on Saturday and Sunday, September 2-3, 2017. **Take down shall occur no later than 10:00 AM on Monday, September 4, 2017 to ensure park is re-opened to the public for the Labor Day Holiday.**
- Location and Time: The footprint of the Festival will be in the Golden Grove Picnic site in Area III (Attachment B). All of the activities (except parts of take down on Sunday evening) will take place between 10:00 AM and 7:00 PM, with hourly performances on each of two proposed stages. No activity will be allowed in the park prior to 7:00 AM on any day.
- Parking and Traffic Management: All parking will be in the Area III Parking Area (Attachment C). Festival will submit a parking and traffic management plan to SEF which will determine the adequacy of the plans and of staffing levels.
- Admission/Fees: Event admission fees will be collected by the operator and range between \$30 and \$125 depending on advanced purchases and general admission versus VIP packages. All admission proceeds are retained by operator to cover expenses and fund activities of the Long Beach Blues Society.
- Fees: For each day of the Festival set up and take down, the Festival operator will pay the Commission-approved fees for daily rental of Golden Grove by a non-profit group of \$595. The Festival operator will pay an hourly rate of \$460 on September 2nd and 3rd. The Festival operator shall be responsible for all costs associated with additional staffing of Department supervisory Recreation and Maintenance personnel needed before, during and after the Festival. Staffing fees are charged at the rate of rate of \$25 per person, per hour. Staffing shall be determined by the Department. The Department will also receive all gate/car revenue from attendees who do not possess an Annual Entry Pass. The Commission may also choose to charge 10% of gross receipts rather than the hourly charge.
- Music: There will be two stages with different performers playing each hour from 10:00 AM to 6:00 PM. All music will be played at or below levels determined by SEF.
- Trash: The Festival will be required to provide trash and recycling containers as well as an approved plan for the efficient and timely removal of trash after the event. The Department will have no costs associated with the event outside of the normal costs of operating the park.

MEMBERS OF THE PARKS AND RECREATION COMMISSION

March 16, 2017

Page 3 of 4

- Damage and Security Deposit: There has not been any notable damage within Area III from the 2015 and 2016 events, however, the Festival will submit a SEF Security Bond of \$5,000.00, and stakes may not be used to secure tents. The Department will have until October 31, 2017, to identify any damage to Area III, and the cost to make needed repairs will be deducted from the Security Deposit.
- Insurance: The 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 Vu on March 9, 2017.

FISCAL IMPACT

If the Festival is approved, the Department will receive \$8,280.00 in facility rental fees for the exclusive use of Area III on Saturday and Sunday, and as-yet-to-be determined amount in facility rental fees, at the Department's adopted rental fee rates, during setup and take down, as-yet-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). If the Festival is denied, only normal park income for September 2-3, 2017, would be realized.

SUGGESTED ACTION:

Approve one of the recommended actions.

Respectfully Submitted,



STEPHEN P. SCOTT
DEPUTY DIRECTOR AND MANAGER
BUSINESS OPERATIONS
BUREAU



HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS BUREAU



GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES

APPROVED:



MARIE KNIGHT
DIRECTOR

MEMBERS OF THE PARKS AND RECREATION COMMISSION

March 16, 2017

Page 4 of 4

Att: A – Application for New Blues Festival in El Dorado East, Area III
 B – Footprint of New Blues Festival within Golden Grove Picnic Site, El Dorado East, Area III
 C – Parking in El Dorado East Area III