ATTACHMENT A - Application

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By

LONG BEACH SPECIAL EVENTS and FILMING

211 E. Ocean Blvd.
Suite 410
Long Beach, CA 90802
PH: (562) 570-5333
FAX: (562) 570-5335

Special Event Application #1709279

General Event Information

Event Name:	New Blues Festival II		
Event Dates:	9/2 - 9/3, 2017	Event Daily Operating Hours:	10am - 9pm
Event Set Up Date:	9/2	Event Setup Time:	6am
Event Move Out Date:	9/3	Event Move Out Time:	11:59pm
Event Location:	El Dorado Park Area III		

Event Contact Information (Please provide a street address for each contact, P.O. Boxes are not acceptable)

Event Organizer

Name:	Bill Grisolia	Organization:	Leslie Kawahara		
Street Address:	2601 Ocean Blvd. #201				
City:	Long Beach	State:	CA	Zip Code:	90803
Office Phone #:		Cell Phone #:	562.762.8317	Fax Phone #:	
Email:					

Event Co-Organizer or Professional Event Planner

Name:	Leslie Kawahara	Organization:	Leslie Kawahara		
Street Address:	1963 Bluff Drive	Email:	jkawahara2@earthlink.net		
City:	Monterrey Park	State:	CA	Zip Code:	91754
Office Phone #:		Cell Phone #:	310.487.5582	Fax Phone #:	

Event Representation for Public Information/Media Contact

Name:	Doug Deutsch		
Primary Phone #:	(213) 924-4901	Secondary Phone #:	
Email:	dougdeutschpr@gmail.com	Event Website:	www.NewBluesFestival.com

Event Organizer Tax Status

○ For Profit Organizer ◉ Non-Profit Organizer with EIR Number, (please attach IRS forms)

Non-Profit Name:	Long Beach Blues Society				
Street Address:	2601 Ocean Blvd #201				
City:	Long Beach	State:	CA	Zip Code:	90803
Organization Website:					

Event Description

Please use the space provided below to provide a detailed description of the purpose and activities included in your event. You may attach additional pages to this document if needed.

Returning annual family-oriented blues festival including music, food and beverage including alcohol sales.

Event Attendance Information

Total Attendance per Day:	1500	Total Participants @ Event:	1700	Total Staff/Volunteers @ Event:	100

Event Admissions Information

Will fees for admission, entry, vendor or visitor participation be required?	● Yes	○ No

If yes, you must attach a copy of your **Admission and Re-entry Policy** as well as corresponding **Admission Rates**.

If no, please check the box that best describes your plan:	○ Free & Open to the Public	○ Private Event, Invitation Only

Event Activity and Program Schedule Information

The Event Organizer shall provide a detailed description of their programmed activities within the venue. This includes providing the City with a daily schedule for each area where activities or entertainment will be programmed. The schedule should include the names of the talent/entertainment, the time they perform, timing for sound checks, etc. Please describe the sound equipment as well as any lighting packages that are included in the production. The event organizer shall attach a copy of the activity and program plan to this document.

General Description of Event, Programs, or Activities (Check All Boxes That Apply)

	Athletic/Recreational	✓	Festival/Celebration		Fireworks, Pyrotechnics, Black Powder
	Art Exhibit/Display		Parade		Farmer/Craft Market
✓	Concert/Performance	✓	Information/Exhibits		Outdoor Market
✓	Alcohol Service and/or Sampling		Theatre Performance		Aquatics/Boating
	Carnival/Circus		Fun Run/Walk/Ride		

Please attach a copy of the **Activity and Program Plan** to this document.

Event Specialized Program Information

If the Event Organizer's Program includes any of the activities listed below, a detailed description of these activities shall be included in the program schedule attached to this document.

- Massage demonstrations or services;
- Fire performers/dancers;
- Tattoo or piercing demonstrations or services;
- Casino games/drawings;
- Parachute teams;
- Racing or racing demonstrations; or
- Aircraft

Event Route Information

Is this event a Parade, Run, Walk, Bike Tour, etc?	◯	Yes	◉	No

If your event is a parade, walk, fun run, bike ride, or other activity with a specific route or competition area, you must provide a map of your route and describe the route. The plan should include information on where you will start and finish the event, staging areas, competition areas, loading zones, step off location, disbanding areas, etc. You must attach the **Event Route Plan** to this document.

Event Site Plan Information

The Event Organizer shall provide a detailed drawing of the site plan. The site plan shows the placement of temporary structures and equipment on public property and/or rights of way. The following information is required on your site plan. Please show:

- The perimeter of the entire venue, include the names of all adjacent streets or areas that are part of the venue; show all street closures and/or lane closures associated with the site plan;
- The location of fences, barricades and barriers,
- The access and egress points for the venue,
- The access and egress points for tents and structures within the venue,
- The 20 foot wide fire lane (emergency access) through out the venue,
- The locations of all stages, platforms, bleachers, grandstands, canopies, tents, portable toilets, trash containers, or any other temporary structure,
- The dimensions or size of the equipment and structures within the site plan,
- The cooking areas to be used for the event, show the locations of food trucks or carts,
- The location of all alcohol points of sale (beer gardens or free flow plan, points of sale, etc.),
- The location of First Aid and Emergency Service Coordination Staff,
- The location of power sources or generators, show the distribution of power within the venue, generators must be cordoned off within the venue
- The locations of carnival rides, games, live animals, inflatables, or similar equipment,
- The location of any/all fuel stations, show the location of propane tanks, natural gas lines, black powder storage, and pyrotechnics locations,
- The locations of parking for public, vendors and VIP's, show where trailers or large trucks will be stored, and
- The location of "free speech" zone, etc...

Please attach the **Event Site Plan** to this document.

Event Parking Information

Total Guest Parking Demand:	750	Total Vendor/VIP Parking Demand:	100
Guest Parking Locations:	Area III, Golden Grove, Glider Field		
Vendor/Staff/VIP Parking Locations:	Golden Grove\Glider Field		

Event Traffic Management Information

Street closures, lane closures, traffic detours, traffic directional signage, temporary no parking locations, times and signs, or other tasks requiring traffic safety equipment, you must use one of the many city approved contractors. The plans used by the contractors must be approved by the City of Long Beach prior to the permit being issued.

You must attach a copy of your **Traffic Management and Parking Plan** to this document.

Event Site Services Information (Custodial Services, Comfort Stations, Waste & Recycling Management, Street Sweeping, etc...)

The Event Organizer must maintain a safe, clean and accessible environment for the event attendees. Please see the Special Event Planning Guide for additional information. Describe your plan to provide custodial services, comfort stations, refuse collections and removal, recycling services, etc...

Custodial services comfort stations, refuse collections and removal, etc. will be hired\employed as in prior years.

Event First Aid, Medical Services and Emergency Management Plans

The organizer is responsible for the safety and well being of the guest at their event. Please describe the plan to provide First Aid, Medical Services and Emergency Management should they be needed. Include staffing levels and staff assignments. Please use the space below to describe how you will provided these services. You may attach an additional document if necessary.

First Aid, Medical Services and Emergency Management will be provided as in years past. See Site Plan for deployment of emergency services tent.

Crowd Management and Venue Security (Venue Access, Event Staff, Security Staff, etc...)

Download the Security Plan Worksheet. Please provide a detailed plan for venue and security management with the application. Required information must include a "dot map" showing the location of security staff and their assignments. The Office of Special Events cannot approve a permit unless we have received and approved a security plan at least three weeks before the planned event date.

Please attach the completed **Security Plan Worksheet** to this document.

Alcohol Control and Management Plans

○	No alcoholic beverages will be sold, sampled or consumed at this event
◉	Yes, alcoholic beverages will be sold, sampled or consumed at this event

If you plan to sell, sample or consume alcoholic beverages at this event, you are required to obtain a permit from the State Department of Alcoholic Beverage Control (ABC). You must provide a copy of the security plan for alcohol service area. Download and complete the Security Plan Worksheet. The City of Long Beach Special Event permit will define where and how alcoholic beverages services will be allowed.

If "Yes" to above, please attach the completed **Security Plan Worksheet** to this document.

Concessions Management Plans

The organizer has the ability to provide food, services and merchandise to attendees at their event. The event organizer is responsible to ensure the vendors obtain the appropriate equipment, personnel and permits required to complete this assignment.

Food Concessions

Will the event organizer provide food and beverage concessions as part of the program?

○	Yes, only to the participants in this event
◉	Yes, to the general public. You must identify the concessions areas on your site map. A list of the approved vendors is required.
○	No food or beverages will be sold or provided at this event.

Merchandise Concessions

Will the event organizer provide merchandise or service concessions as part of the program?

○	No merchandise or services concessions are included in this event
◉	Yes, merchandise or services concessions are included in this event. You must identify the concessions areas on your site map. A list of the approved vendors is required.

Live Animal Plans

Will the event organizer require live animals to be included in this programmed activity?

◉	No animals will be housed on site and no animals will be participating in this program
○	Yes, you must attach a copy of your plan to house and care for these animals and obtain additional permits from Animal Control.

Insurance Requirements

An original Certificate of Insurance and the Additional Insured Endorsement must be submitted to the Office of Special Events and Filming thirty (30) days prior to the event. Copies of the certificates and/or endorsements can be submitted with this application. Links: **Insurance Guidelines webpage**, **General Liability Endorsement Form**

Please attach copies of any certificates and/or endorsements to this document.

Event Organizer Requirements

Special Event permit requirements are based on Long Beach Municipal Code Section 5.60. The City of Long Beach requires the signature(s) of the party/parties who will be held responsible for the payment of any City services and/or fees. The applicants and, if applicable, the professional event organizer must complete and submit this application. In order to complete the Special Event application, payment must be mailed within ten (10) business days from online submittal to the following address:

City of Long Beach
Special Events and Filming
211 E. Ocean Blvd., 410
Long Beach, CA 90802

The Applicant and/or Event Organizer are individuals authorized to make operating decisions, and negotiate the terms and conditions for city services for the producer. These people are responsible for the payment of any expenses generated by the City of Long Beach to support or oversee the event. Any notice, demand, request, consent, approval, or communication that the City desires, or is required to give to the event organizers or producer shall be addressed to the individuals listed in this document.

Statement of Affidavit

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief; that I have read, understand and agree to abide by the rules and regulations governing the proposed Special Event under Long Beach Municipal Code, and I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Manager or the City Manager's designee. Applicant agrees to comply with all other requirements of the City, County, State, Federal Government, and any other applicable entity which may pertain to the use of the Event venue and the conduct of the Event. In the event that a possessory interest subject to property taxation is created by virtue of this use permit, I agree to pay all possessory interest taxes and the City shall not be liable for the payment of such taxes. I further agree that the payment of any such taxes shall not reduce any consideration paid to the City pursuant to this use permit. I agree to abide by these rules, and further certify that I, on behalf of the Host Organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the Event to the City of Long Beach.

☑	I understand that I must comply with the event requirements provided by the City of Long Beach and in the Special Event Planning Guide Terms and Conditions.
Event Organizer Signature:	
Event Co-Organizer Signature:	

Please remember to attach the following documents as applicable:

- Admission and Re-entry Policy
- Admission Rates
- Activity & Program Plan
- Program Schedule
- Event Route Plan
- Event Site Plan
- Traffic Management Parking Plan
- Security Plan Worksheet
- Copies of any Certificate of Insurance and/or Addtional Insured endorsements

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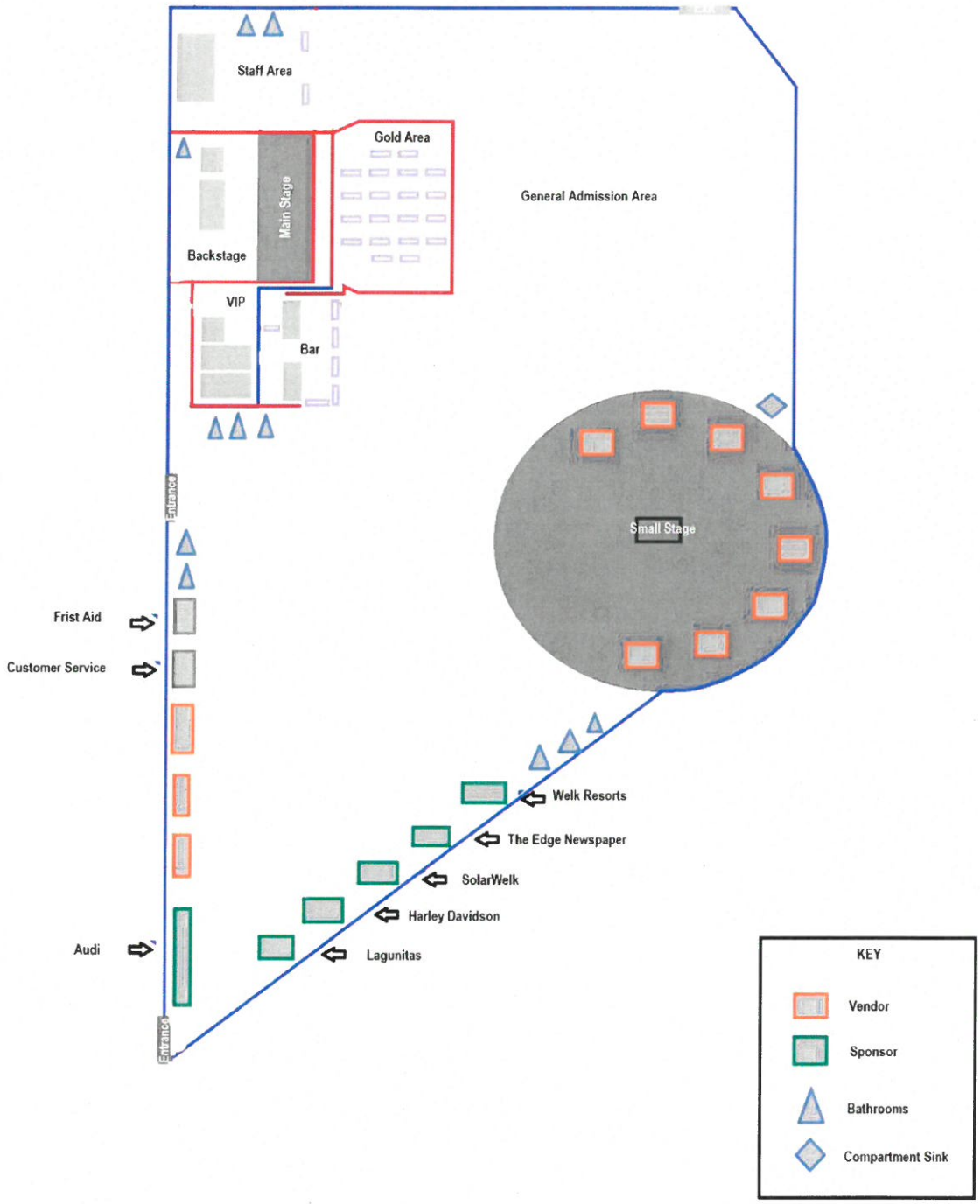

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Event Security Plan

In order to host a safe event, the Event Security Plan is required to outline your security staffing. Upon completion, the Event Security Plan will be submitted to the Long Beach Police Department for review. After review, the Long Beach Police Department will determine if additional security staffing is required, and also determine if Police Officers shall be staffed. All public events with alcohol are required to have private security in addition to mandated staffing by the Long Beach Police Department.

The event operator is also responsible for creating and submitting a site map/plot plan labeling the security staffing locations for the event.

Form must be completed and signed by contracted Security Company.

Scope of Event

Event Name: New Blues Festival

Event Organizer: William Grisolia

Phone: (562) 762-8317

Event Date(s): September 2rd & 3th, 2017

Hours of Operation: 10:00 am - 7:00 pm

Expected Attendance: 3,000

Type of Event: ☑ Festival ☑ Concert ☐ Parade ☐ Car Show ☐

Other _____

Number of Stages: 2 List Entertainment Schedule i.e., All Bands, DJ's, Music Genre, Times:

Blues Style Music

Saturday, Sept. 2rd.

11 am - Good News Blues Band
12 pm - Other Mules
2 pm - Diana Rein & Papermoon Gypsy
3 pm - Kingfish
4 pm - Ray Goren
5 pm - Big Llou Johnson
6 pm - Bobby Rush
5 pm - New Blues Revolution

Sunday, Sept. 3th.

10 am - Dennis Smith Band
11 am - Downtown Rulers
12 pm - Union Hobos
1 pm - Seatbelt
2 pm - Ray Goren
3 pm - Caravan of All Stars
4 pm - Bobby Cochran

6 pm - Stray Cat, Lee Rocker

Primary Event Security

Name of Security Company:_____ Pro Com Security

CA PPO License #: _____17942_____

Company Phone:_____(619) 316-5400 On Site Contact:_____Craig Montgomery Phone:_____(310) 491-4139

Number of Armed/Unarmed Security Personnel Assigned Each Day:

Unarmed_____ Nine

Armed_____ none

**Off duty police officers working in a private security capacity must possess a CA guard card and should not wear anything identifying them as a "police officer."*

List a Detailed Schedule of the Event and After-Hours Security Staffing and Locations:
Include shift times & responsibilities. Specifically perimeter security, response times, etc.* ***Staff locations must be labeled on your site map/plot plan.*

Front Entrance/Talent Entrance - check bags, aid in crowd control.
Bar - check wristbands, supervise money drops, aid in crowd control.
Emergency Exit - keep guests from re-entry, allow guests to leave, aid in crowd control.
Backstage - watch equipment, aid in crowd control
Roaving - check general areas of event, break posted security, aid in crowd control.
Parking Entrance - check credentials for parking area, aid in parking control.
Vendor Village - watch equipment for stage, aid in crowd control.

Security & Event Staff Communication Plan

Describe How Event Security and Event Staff Will Communicate: ☑ Radios ☐ Cell Phones
☐ Other_____

Front Entrance/Talent Entrance - check bags, aid in crowd control. **Depending on scope of the event, Special Event Staff, LBPD and LB Fire may require radios issued by event operator.*

Number of Staff and Security w/Radios: Staff_____12 Security_____4

Security Uniforms

Shirt Color:_____ Blue

Pant Color:_____ Black

Describe How Personnel are Identified as Security:
Shirt has 'Security' written across back, with security company labelled in front.

Event Ticketing/Re-Entry

How is the Event Marketed: ☑ Social Media ☑ Internet ☐ Radio ☐ TV ☑ Flyers ☑

Other Newspaper

Ticket Price(s): $30, $75, $125 ☑

Method of Purchase: Pre-Sale ☑ Gate/Door

Max. Ticket Sales: 1,500 Re-Entry: ☐ Yes ☑ No If Marked Yes, Please Explain Re-Entry Policy:

List Prohibited Items: food, drinks, coolers, tents, umbrellas, glass, weapons, alcohol, drugs, hiking backpacks, pets, professional recording equipment

Describe Entry Area & Types of Search and Screening to be Used:

Two lines for ticket scanning and buying, a table for each. As they are funneled through, there will be a table where a security officer at each end(one for each line) will glance through any bags/purses/strollers to check for prohibited items. All guests will be checked.

Alcohol Controls

Alcohol is required to be served in clear plastic cups with a limit of two (2) drinks per person at the time of purchase. Event operator is required to issue patrons 21 years and older a tamper resistant wristband. Event operator is required to check identification at each point of sale.

Alcohol must be contained within a controlled venue.

Free Roaming Alcohol is defined as alcohol being allowed to "roam" throughout the entire enclosed event venue. Alcohol compliance team is required to patrol the interior of the venue for patrons drinking without a wristband.

Beer Garden is defined as alcohol contained to a portion of the event venue. Typically the event is not entirely enclosed and alcohol is kept within a small enclosed portion of the event. Perimeter fences are required to prevent alcohol from being passed from the Beer Garden to event patrons outside the Garden. Beer Garden requires security along the perimeter, entrance/exit(s), and requires count in-out controls. Beer Garden must be clearly labeled on the site map.

Free Roaming Alcohol: ☑ Yes ☐ No

Beer Garden: ☐ ☑ Yes No

Number of Security Staff Assigned to Compliance Team: 3

Additional Notes

Name of Security Representative (Print):_____ David Cannan

Date:_____ 2/17/17

Signature of Security Representative:_____

Festival Admissions Policy

Event: Long Beach New Blues Festival

Dates: September 2 & 3, 2017

Admissions:

Age:	The event is open to all ages. Children 12 and under are given free entry, all other ages will need to buy a ticket before entering the event.
Ticketing:	Tickets for the NBF can be bought in advance online at www.newbluesfestival.com. If you buy a ticket in advance, upon entry you must display a QR code for the ticket either on your phone, or printed off. Tickets will also be sold on the day of the event.
Queue Policy:	The NBF upholds a no alcohol policy in its queues. If you are found to be drinking in the queue, the alcohol will be confiscated. If customers refuse to hand over the alcohol to security staff, entry will be refused.
Entrance Security:	Please be aware that as a condition of entry, your bags will be frisked by security guards. You are entitled to refuse the search if you so wish at any time, but refusal of the search will prohibit entrance even with a purchased ticket. Any inappropriate behaviour will be dealt with by the security staff and NBF Staff; or the Police will be informed.
Right Of Refusal:	NBF Manager & employed security reserves the right to refuse entry to any person, without giving a reason. In accordance with the conditions of sale on your ticket, ticket holders who are unable to use their ticket due to refusal of entrance are not eligible for a refund.
Re-Entry:	Once you have entered the festival grounds, there will be NO RE-Entry upon exiting the event. Leaving the festival grounds and re-entering is only permitted in weather related or medical emergencies. Once leaving the festival grounds, in order to re-enter you will need to purchase another ticket at full price.
Last Admission:	6:00pm will be the last entry time for each event day. You must be in the queue by advertised time or be refused admission. Refunds will not be given to customers who turn up after the last entry time.

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Guest List: You must arrive before 12:00pm if you are on the guest list.
For all guest list enquiries please email NBFTicketing@gmail.com

Pets: No pets are allowed in the festival grounds.
The New Blues Festival respects the rights of all animals as well as our patrons,
but will only be making exceptions for Service Animals.

Smoking: No smoking in the queue lines, or public areas in the festival grounds.
There will be a designated smoking area, and this will be the only area smoking is allowed.
If found smoking in any other areas of the event, you are subject to removal from the event.

Drugs: NBF up holds a zero tolerance policy on drug misuse.
Any person found using or dealing drugs will be detained and the police will be called.

Disorderly Conduct: Disorderly conduct will NOT be tolerated.
Inappropriate physical or verbal behavior will result in dismissal from the festival grounds.
Further misconduct may result in permanent dismissal from the New Blues Festival.

Complaints: If you have a complaint about the venue or event please speak to a NBF Staff member who will try to assist
and if necessary, contact the Event Manager immediately during the event and the issue will be addressed.
Complaints after an event should be sent in writing (via email) directly to newbluesfestival@gmail.com

Ticketing Outlines

General Admission Perks: $30 per person/per day. ($50 per person/weekend ticket)

- Open seating area for personal chairs/blankets.
- Access to all food vendors, merchandise vendors, bar, and beer trailer.

Gold Ticket Perks: $75 per seat/per day.

- Assigned Stage Front Seating
- Waitress Service
- Ability to buy exclusive Bottle Service
- Preferential Parking
- Discounts on all Merchandise from the New Blues Festival Merch Booth.
- Access to all food vendors, merchandise vendors, bar, and beer trailer.

VIP Ticket Perks: $125 per person/per day. ($225 per person/weekend ticket)

- Special Access to backstage area, and artist meet n' greets.
- Stage Front Viewing Area.
- Catered Food, and non-alcoholic beverages provided.
- Exclusive VIP Lounge with VIP Happy Hour
- Preferential Parking.
- Discounts on all Merchandise from the New Blues Festival Merch Booth.
- Access to all food vendors, merchandise vendors, bar, and beer trailer.

Ticketing Packages

- **10 General Tickets ($300 Value): $250**