



# CITY OF LONG BEACH

## DEPARTMENT OF PARKS, RECREATION & MARINE



2760 N. Studebaker Road, Long Beach, CA 90815-1697  
(562) 570-3100 • FAX (562) 570-3109  
[www.LBParks.org](http://www.LBParks.org)

selected  
**best in the nation**

March 16, 2017

### MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach  
California

### RECOMMENDATION:

Approve the Special Event Application #17-09195 of Gary Anderson dba the Irish America Foundation, a Domestic non-profit organization, for the Big Irish Fair Music Festival in El Dorado East Regional Park, Area III, within parameters determined by the Office of Special Events and Filming 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 #17-09195 of Gary Anderson, dba the Irish America Foundation, a Domestic non-profit organization, for the Big Irish Fair Music Festival in El Dorado East Regional Park, Area III. (District 5)

### DISCUSSION

El Dorado East 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, the Big Irish Fair Music Festival (Festival) was conducted by Terry Anderson, on behalf of the Irish America Foundation, in the Golden Grove Reservable Picnic Area (Golden Grove) within Area III. In 2016 there was significant damage to Area III from the driving and parking of cars and trucks on the turf and from trash accumulation, as well as traffic congestion that was not managed. The Festival originally applied for permission to be held in 2017 in the Rainbow Lagoon Park in downtown Long Beach (Attachment A – Application) however, Terry Anderson passed away and the successor operator, Gary Anderson, would like to return to Golden Grove (Attachment B – Footprint), as it is a more familiar area for the Festival to operate.

## MEMBERS OF THE PARKS AND RECREATION COMMISSION

March 16, 2017

Page 2 of 4

The Festival is an annual showcase for the music, song, dance and sport of Ireland. It will have approximately 16 entertainment zones featuring six Irish Step Dancing stages, three music stages, a Harp and Fiddle and Traditional stage, Irish Art Show and Irish Dog Show, sheepherding shows and bagpipe bands and parades. Both Irish and American food and drink will be available for purchase as well as the sale and consumption of beer, wine and spirits. It is projected that 4,000 people could attend the Festival each day, throughout the day. Up to 200 volunteers and staff will provide security, in particular paid security related to the sale and consumption of alcohol will be provided by the Festival.

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.

Due to issues at the 2016 Festival related to trash accumulation, traffic congestion and turf damage, if the Festival is approved in 2017, there would be much more stringent requirements placed on the set up, operation and takedown of the Festival to protect all of Area III. If the event is approved by the Commission, the Permit would include the following key points:

- Dates: Set up will occur on both Thursday and Friday, June 8-9, 2017, the Festival would be on Saturday and Sunday, June 10-11, 2017, and take down would occur on Monday, June 12, 2017.
- Location and Time: The footprint of the Festival will be within the Golden Grove Picnic Area as shown on Attachment B. All of the actual Festival activities will take place between 10:00 a.m. and 7:00 p.m. No activity will be allowed in the park prior to 7:00 a.m. or after 10:00 p.m. on any day.
- Parking and Traffic: All parking will be in designated spots or 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 were between \$12 and \$28 in 2016, but have not yet been determined for 2017. All admission proceeds are retained by the operator to cover expenses and fund the activities of the Irish America Foundation.
- Fees: The Festival will pay the Commission approved fees for daily rental of the Golden Grove Picnic site by a non-profit group \$595 on June 8, 9 and 11 for set up and tear down. The event will be charged an hourly rate of \$460 on June 10 for exclusive use of the park area. 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.

## MEMBERS OF THE PARKS AND RECREATION COMMISSION

March 16, 2017

Page 3 of 4

- Vehicles Accessing Park Site: No vehicles are to be parked on the event site. Any vehicles or vendors accessing the event site to drop off tents, supplies etc. must follow the protocol of a plywood pathway to and from the destination.
- Music: There will be amplified music from 10:00 a.m. to 7:00 p.m. with maximum noise levels determined by SEF in accordance with constraints in the Long Beach Municipal Code.
- Setup, Takedown & Trash: Due to issues in 2016 (Attachment D), the Festival will not be allowed to use stakes to secure tents and will be required to provide trash and recycling containers as well as an approved plan for the efficient and timely removal of trash. The Department will have no costs associated with the event outside of the normal costs of operating the park.
- Damage and Security Deposit: The Festival, will submit a SEF Security Bond of \$5,000.00, as well as be responsible for any damages or repairs above that amount. The Department will have staff from both the Recreation and Maintenance Bureaus on-site during set up, operation and take down of the event to direct the Festival on practices that will lessen the chance of any damage to turf or other amenities. The Department will have until August 31, 2017, to identify any damage to Area III, and the cost to make needed repairs will be deducted from the Security Deposit or reimbursed by the Festival.
- 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 in hourly facility rental fees for the exclusive use of Area III on Saturday and Sunday. The department will also receive the non-exclusive use facility rental fee at the Commission-approved daily rental rate for the Golden Grove Picnic site during event setup and take down, in addition to 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 June 10-11, 2017, would be realized.

### SUGGESTED ACTION:

Approve one of the recommended actions.

MEMBERS OF THE PARKS AND RECREATION COMMISSION

March 16, 2017

Page 4 of 4

Respectfully Submitted,



STEPHEN P. SCOTT  
DEPUTY DIRECTOR AND MANAGER  
BUSINESS OPERATIONS  
BUREAU



GLADYS KAISER  
MANAGER  
COMMUNITY RECREATION SERVICES  
BUREAU



HURLEY OWENS  
MANAGER  
MAINTENANCE OPERATIONS BUREAU

APPROVED:



MARIE KNIGHT  
DIRECTOR

MK:SS:GK:HO:rl/vhd

Att: A – Application for the Big Irish Fair Music Festival in El Dorado East, Area III  
B – Footprint of Big Irish Fair Music Festival in Golden Grove Picnic Site, El Dorado East, Area III  
C – Parking in El Dorado East, Area III  
D – Pictures from 2016 Festival