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CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



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September 21, 2017

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

RECOMMENDATION:

Approve Special Event Permit Application #18-09664 of Justin Rudd dba the Community Action Team - California, a Domestic non-profit corporation, for the operation of the Haute Dog Howl'oween Parade in Marina Vista Park with parameters determined by the Office of Special Events and Filming and the Department of Parks, Recreation and Marine. (District 3)

Or

Determine the proposed activity does not provide a sufficient overall public benefit and deny Special Event Permit Application #18-09664 of Justin Rudd dba the Community Action Team - California, a Domestic non-profit corporation, for the operation of the Haute Dog Howl'oween Parade in Marina Vista Park. (District 3)

DISCUSSION

Marina Vista Park (MV Park), located at Colorado Street and Santiago Ave., hosts occasional special events. 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 City Manager's Office of Special Events and Filming (SEF) in order to provide coordination, seamless operation and oversight of a particular special event.

On August 30, 2017, Community Action Team - California (CAT-C), a Domestic non-profit Corporation operated by Justin Rudd, submitted an SEF Application (Attachment A) to host its annual Haute Dog Howl'oween Parade (Haute Dog) on Sunday, October 29, 2017, in MV Park. The Parade is a one-day event where dogs will parade down the bike path in the middle of the park in costume. The day's activities would include vendors and a pet adoption fare with the parade itself beginning at 2:30 PM and lasting about one hour, with an expectation of approximately 400 dogs in the parade and 1,500 total attendance. Setup would begin at 10:00 a.m. and cleanup and moveout would be completed by 7:00 p.m. There will be food, beverage and merchandise concessions (Site-plan – Attachment B), but no alcohol will be sold or served. There is no entry fee for the event, however dogs competing in the parade itself will pay an entry fee and vendor booths sized 10' x 10' will be sold. All fees will be collected and retained by CAT-C.

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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 of Parks, Recreation and Marine (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. Haute Dog has been a successful event in the past, without any issues of note.

If Haute Dog is approved by the Commission, the Permit would include the following key points:

- Date, location and time: The footprint of Haute Dog within MV Park is attached and it will take place on Sunday, October 29, 2017, from 10:00 a.m. to 7:00 p.m.
- Parking and Traffic Management: All parking will be in the Marine Stadium parking lot near MV Park or on City streets, in accordance with a Traffic Plan submitted by CAT-C in advance, so that SEF may determine the adequacy of the plans and of staffing levels. Parking will not be allowed on any turf.
- Vehicles Accessing Park Site: No vehicles are to be parked on the event site or turf. Any vehicles or vendors accessing the event site to drop off tents, supplies etc. must follow the protocol of using paved roads or a plywood pathway to and from the destination.
- Admission: Admission is free, however preferred seating along the parade route may be purchased for \$10 in advance or for \$5 on a space-available basis on the day of the event.
- Parade Contestants and Vendors: Dogs participating in the Parade will be charged between \$10 and \$35 based on their position in the parade. Vendor booths will be sold for between \$25 for animal rescue groups and \$150 for commercial entities, with all proceeds going to the CAT-C. Each vendor will pay all City fees related to business licenses or food sales.
- Fees: CAT-C will be responsible to pay all applicable fees on the SEF Schedule of Fees and Charges for SEF, Police, Fire, Health, etc. CAT-C will also pay the Commission-approved daily fees of \$160 for use of MV Park, and a \$155 Permit to Gather Fee for groups over 300. Or, the Commission could approve the activity and require the CAT-C to pay 10% of dog entry fees and/or 10% of vendor booths, whichever is higher. The Department will also receive \$25 per hour, per person for all additional Community Recreation and Maintenance Operations Bureau staff members that are determined to be necessary to help manage the Celebration.
- Amplified Sound: Announcements and taped music will occur over a public-address system.
- Trash and other facilities: CAT-C will contract for the provision of a dumpster and temporary toilet facilities. CAT-C will be responsible for event-associated trash removal. The City will have no costs associated with the event outside of any normal costs for operating MV Park.
- Damage and Security Deposit: CAT-C will submit a Security Deposit of \$375 to SEF. Stakes may not be used to secure tents. The Department will have until November 17, 2017, to identify any damage to MV Park, and the cost to make needed repairs will be deducted from the Security Deposit or paid by CAT-C.

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- Insurance: The CAT-C shall purchase and maintain all applicable insurance and endorsements, as required and approved by the City's Risk Manager.

FISCAL IMPACT

If Haute Dog is approved, the Department will receive a minimum of \$315 in facility rental fees for the use of MV Park and surrounding areas. If the option of 10% of gross receipts is approved, based on Haute Dogs' previous receipts, the Department would likely receive in excess of \$1,000. In addition to the fees, the Department will receive an as-yet-to-be-determined amount of staff reimbursement charges. All revenue will all accrue to the General Fund (GP) in the Department of Parks, Recreation and Marine (PR).

SUGGESTED ACTION:

Approve one of the recommended actions.

Respectfully Submitted,



STEPHEN P. SCOTT
DEPUTY DIRECTOR



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 2017 Howl'oween Haute Dog Parade
B – Howl'oween Haute Dog Site Plan