

## ATTACHMENT 1 - Cover Letter and Application



The Harbor Area Farmers Markets began the first farmers market in Long Beach in 1980, and have operated continuously since.

"We exist to help Market communities, encourage cross-section interaction of the population, support low-income and oppressed populations, and offer a venue particularly focused on maintaining small family farms. We promise interaction with others of similar mind and development of stated purposes."

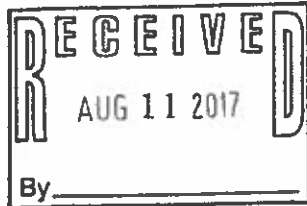
Our mission as stated above, is fulfilled by providing weekly farmers markets where we support food access through programs such as Cal Fresh, Market Match, and WIC. We are one of dozens of the local projects of the South Coast Interfaith Council.

We offer the market community partners an opportunity to conduct outreach, such as the health department, Jordan HS clubs, local neighborhood associations of which there are many in North Long Beach. The North Long Beach Victory Garden, Crop Swap and Long Beach Organic are also key groups who will be able to get their message out and build community and volunteers for tree planting efforts and clean up events.

The farmers market will complement the activities of the District 9 team that we have been asked to join! We have sent farmers over to their Pop Up Town events at the Michelle Obama Library and with all of the momentum and excitement surrounding the new Uptown Renaissance, we all feel the time is right to invest our time and resources to a new farmers market that will be open weekly, run professionally with a solid team and business infrastructure to insure the success of the market and fulfill our promise to the community.

Thank you for your consideration.

With gratitude, excitement and determination,  
Kelli Johnson  
Harbor Area Farmers Markets  
Market Manager  
562-308-7364



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

#18-09652

### General Event Information

Event Name:	NORTH LONG BEACH CERTIFIED FARMERS MARKET		
Event Dates:	WEEKLY MONDAYS	Event Daily Operating Hours:	3P - 7P
Event Set Up Date:	MONDAYS	Event Setup Time:	12 N
Event Move Out Date:	MONDAYS	Event Move Out Time:	8 P
Event Location:	HOUGHTON PARK		

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

### Event Organizer

Name:	KELLI JOHNSON	Organization:	HARBOR AREA FARMERS MARKETS		
Street Address:	759 LINDEN AVE				
City:	LB	State:	CA	Zip Code:	90813
Office Phone #:		Cell Phone #:	562-308-7364	Fax Phone #:	562 983 8812
Email:	KELLIJOHNSON1@ME.COM GOODVEG.ORG				

### Event Co-Organizer or Professional Event Planner

Name:	G		Organization:		
Street Address:			Email:		
City:		State:		Zip Code:	
Office Phone #:		Cell Phone #:		Fax Phone #:	

### Event Representation for Public Information/Media Contact

Name:	KELLI JOHNSON				
Primary Phone #:	562-308-7364	Secondary Phone #:			
Email:	kelli.johnson1@me.com	Event Website:	GOODVEG.ORG		

### Event Organizer Tax Status

<input type="radio"/> For Profit Organizer	<input checked="" type="radio"/> Non-Profit Organizer with EIR Number, (please attach IRS forms)				
Non-Profit Name:	SOUTH COAST INTERFAITH COUNCIL				
Street Address:	759 LINDEN AVE				
City:	LB	State:	CA	Zip Code:	90813
Organization Website:	SCINTERFAITH.ORG				

## 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.

FOOD AND AGRICULTURE , CERTIFIED FARMERS MARKET  
COMMUNITY TABLING, COUNCIL OFFICE , HEALTH DEPT  
OUTREACH

## Event Attendance Information

Total Attendance per Day: **300** Total Participants @ Event: **10** Total Staff/Volunteers @ Event: **15**

## 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)

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

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

### 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,
- 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:	25 CARS AT ONE TIME	Total Vendor/VIP Parking Demand:	5 (VENDORS W/BOOTHs)
Guest Parking Locations:	CURB ALONG ATLANTIC		
Vendor/Staff/VIP Parking Locations:	CURB ALONG HARDING		

### 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...

ALL VENDORS REMOVE THEIR TRASH, MARKET MGMT TRASH (10 BAGS)  
IN PARK DUMPSTER

MARKET STAFF MAINTAINS THE SPACE

### 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 KIT ON MARKET VAN  
SEATING / REST AREAS PROVIDED

### 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 Additional Insured endorsements