



# 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**

June 21, 2018

## MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach  
California

### RECOMMENDATION:

Approve revised Special Event Permit Application #18-09690 of the Pacific Talent Academy of the Arts, a Domestic non-profit corporation, for the operation of the Weekend in Polynesia Cultural Heritage Celebration in Recreation Park, including the Bandshell, and approving the sale and consumption of alcohol, with parameters determined by the Office of Special Events and Filming and the Department of Parks, Recreation and Marine and paying applicable fees. (District 3)

Or

Determine the sale and consumption of alcohol at the Weekend in Polynesia Cultural Heritage Celebration in Recreation Park, including the Bandshell, does not provide a sufficient overall public benefit, and deny revised Special Event Permit Application #18-09690. (District 3)

### DISCUSSION

Recreation Park, including the Bandshell and seating area located at 4900 E. 7<sup>th</sup> Street, hosts several special events throughout the year. 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) such as Police, Fire, Public Works and/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 May 17, 2018, the Parks and Recreation Commission (Commission) approved Special Event Permit Application #18-09690 (Application) with the Pacific Talent Academy of the Arts, (Academy), a California Domestic non-profit corporation to host its annual Weekend in Polynesia Cultural Heritage Celebration (Celebration). The Celebration is a two-day event that will include art and informational exhibits and displays, musical and theatrical performances and competitions and an outdoor market including the sale of food and culturally specific items.

Since that approval, the Academy revised their application, as they were approached by Fore Drinks, LLC, a distributor of Valima Beers, a new product from the South Pacific, that is being promoted in the United States. Fore Drinks made a proposal to the Academy to sell this new beer product within a "Beer Garden" at the Celebration in return for a significant donation to the Academy.

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

MEMBERS OF THE PARKS AND RECREATION COMMISSION

June 21, 2018

Page 2 of 2

After serious deliberations, the Academy's Board of Directors voted to approve a one-year proposal from Fore Drinks to include a "Beer Garden" for the following reasons:

- The Academy is currently in a negative financial position;
- The Academy is currently reimagining their grant writing team and is therefore without any current grant income;
- Fore Drinks will cover all costs for product, staff, security or other requirements imposed by PRM or SEF; and
- Fore Drinks will make a significant contribution to the Academy that it will use to provide scholarships, programs and workshops.

SEF has certain requirements for "Beer Gardens," including specific barriers and fencing, ID bracelets and additional security, all of which will be required. It is not expected that the addition of a "Beer Garden" would significantly alter the originally proposed footprint of the Celebration.

The Commission has exclusive authority over leisure activities of a recreational nature in City parks. As a result of the request to allow the sale and consumption of Alcohol, the Application was revised and SEF is seeking Commission approval or denial of applications for special events in City parks or other areas operated by the Department of Parks, Recreation and Marine. The Celebration without the sale and consumption of alcohol was approved by the Commission, so the addition of alcohol must be approved by the Commission in order for it to be allowed.

FISCAL IMPACT

While there are likely to be additional fees charged by SEF and the Long Beach Police Department for the addition of alcohol to the Celebration, there would be no Fiscal Impact to the Department from either of the recommended actions.

SUGGESTED ACTION:

Approve one of the recommended actions.

Respectfully Submitted,



STEPHEN P. SCOTT  
DEPUTY DIRECTOR  
BUSINESS OPERATIONS

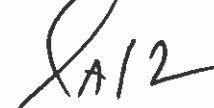


GLADYS KAISER  
MANAGER  
COMMUNITY RECREATION SERVICES



HURLEY OWENS  
MANAGER  
MAINTENANCE OPERATIONS

APPROVED:



GERARDO MOUET  
DIRECTOR

