



# 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)

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June 21, 2018

## MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach  
California

### RECOMMENDATION:

Approve Special Events Permit #18-09863 of William Grisolia, dba the Long Beach Blues Society, a California non-profit organization, for the New Blues Festival in El Dorado East Regional Park Area III, within parameters determined by the Office of Special Events and Filming and 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 #18-09863 of Bill Grisolia, dba the Long Beach Blues Society, a California non-profit organization, for the New Blues Festival in El Dorado East Regional Park Area III. (District 5)

### DISCUSSION

El Dorado 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) such as Police, Fire, Public Works and/or Health and Human Services, are coordinated through the 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.

For the past three years, William Grisolia was issued a SEF Permit to operate the New Blues Festival (Festival) in Area III. Mr. Grisolia has submitted SEF Application #18-09863 (Application – Attachment A) to conduct another Festival on September 1-2, 2018, in the Golden Grove Picnic Site (Golden Grove). The Festival is an annual two-day, family-oriented blues festival that includes music, exhibits, merchandise concessions and food and beverages including the sale and consumption of beer, wine and spirits. The Festival will have two separate stages for hourly performances and expects roughly 4,000 total attendees for the two days. The Festival will be open from 10:00 AM to 7:00 PM on both Saturday and Sunday, the 1<sup>st</sup> and 2<sup>nd</sup> of September.

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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 and SEF have implemented a process to seek approval or denial of applications for special events in City parks or other areas operated by the Department.

While there were not any significant reported issues with the three previous Festivals, the application for this year's event was received several months later than in previous years as a result of contentions by Mr. Grisolia that the fees charged in 2017 were not appropriate. Resolution of the disagreement with SEF and payment of the appropriate fees did not occur until May, 2018. As a result, an event has already been reserved in Golden Grove for Labor Day, September 3, 2018, so if approved, the Festival would need to be completely taken down by 10:00 PM on Sunday, September 2. If the event is approved by the Commission, the Permit would include the following key points:

- Dates: Set up will occur all day on Friday, August 31, 2018. The actual event will occur on Saturday and Sunday, September 1-2, 2018. All take down must be completed by 10:00 PM on Sunday, September 2.
- Location and time: The footprint of the Festival will be in the Golden Grove Picnic site in Area III (Attachment B). All activities related to the performances associated with the Festival will take place between 10:00 AM and 8:00 PM, with hourly performances on each of two proposed stages. No activity will be allowed in the park prior to 7:00 AM on any day, and all activity from the Festival proper shall be completed by 10:00 PM.
- Parking and Traffic: Festival will submit a parking and traffic 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 range between \$45 and \$125 depending on advanced purchases and general admission versus VIP packages. All admission proceeds are retained by operator to cover expenses and fund activities of the Long Beach Blues Society.
- Fees: The Festival will pay the Commission-approved daily fee of \$630 for rental of Golden Grove for the three days of the event. The Festival will also be responsible for as-yet-to-be determined reimbursement costs for additionally needed gate entry and recreational supervision staff and as-yet-to-be determined reimbursement costs for PRM maintenance staff needed before set-up to mark sensitive areas. The Department will also receive all gate/car revenue from attendees who do not possess an Annual Entry Pass.
- Music: Different performers will play on two stages each hour from 10:00 AM to 8:00 PM. All music will be played at or below levels determined by SEF.
- Trash: The Festival will provide trash and recycling containers and pick up of trash after the event, as well as hiring a cleaning crew. The Department will have no costs associated with the event outside of the normal costs of operating the park.
- Damage and Security Deposit: There has not been any notable damage within Area III from the previous events, however, the Festival will submit a SEF Security Bond of \$5,000.00, and pay all potential fees in advance. The Department will have until September 31, 2018, to identify any damage to Area III, and the cost to make needed repairs will be deducted from the Security Deposit.

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

FISCAL IMPACT

If the Festival is approved, the Department will receive facility rental income of \$1,890, to-be-determined reimbursement for Department staff required to oversee the Festival, and an undeterminable amount of gate entry income in the General Fund Budget. If the Festival is denied, only normal park income for September 1-2, 2018, would be realized.

**SUGGESTED ACTION:**

Approve one of the recommended actions.

Respectfully Submitted,



STEPHEN P. SCOTT  
DEPUTY DIRECTOR  
BUSINESS OPERATIONS

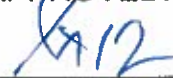


GLADYS KAISER  
MANAGER  
COMMUNITY RECREATION SERVICES



HURLEY OWENS  
MANAGER  
MAINTENANCE OPERATIONS BUREAU

APPROVED:



GERARDO MOUET  
DIRECTOR

GM:SS:GK:HO:rl

Att: A – Application for New Blues Festival in El Dorado East, Area III  
B – Festival Footprint within Golden Grove Picnic Site, El Dorado East, Area III



ATTACHMENT A

LONG BEACH  
SPECIAL EVENTS  
and FILMING211 E. Ocean Blvd.  
Suite 410  
Long Beach, CA 90802  
PH: (562) 570-5333  
FAX: (562) 570-5335

## Special Event Application

#18-09863

## General Event Information

Event Name:	New Blues Festival		
Event Dates:	September 1st & 2nd 2018	Event Daily Operating Hours:	10am - 8:00pm
Event Set Up Date:	August 31st	Event Setup Time:	7am
Event Move Out Date:	September 2nd	Event Move Out Time:	11 pm - 12 am
Event Location:	El Dorado Park, Area Three & Golden Grove		

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

## Event Organizer

Name:	William Grisolia		Organization:	GIG, International	
Street Address:	2601 E. Ocean Blvd #201				
City:	Long Beach	State:	CA	Zip Code:	90803
Office Phone #:		Cell Phone #:	(562) 762-8317	Fax Phone #:	
Email:	info@NewBluesFestival.com				

## Event Co-Organizer or Professional Event Planner

Name:			Organization:	GIG, International	
Street Address:			Email:		
City:		State:		Zip Code:	
Office Phone #:		Cell Phone #:		Fax Phone #:	

## Event Representation for Public Information/Media Contact

Name:	William Grisolia		
Primary Phone #:	(562) 762-8317	Secondary Phone #:	
Email:	info@NewBluesFestival.com	Event Website:	http://www.newbluesfestival.com/

## 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:	Long Beach Blues Society				
Street Address:	2601 E. Ocean Blvd #201				
City:	Long Beach	State:	CA	Zip Code:	90803
Organization Website:	www.LongBeachBluesSociety.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.

Please see attached event layout

## Event Attendance Information

Total Attendance per Day: 4000 Total Participants @ Event: 100 Total Staff/Volunteers @ Event: 40

## 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 checked="" type="checkbox"/>	Festival/Celebration	<input type="checkbox"/>	Fireworks, Pyrotechnics, Black Powder
<input type="checkbox"/>	Art Exhibit/Display	<input type="checkbox"/>	Parade	<input type="checkbox"/>	Farmer/Craft Market
<input checked="" 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, 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:	1500	Total Vendor/VIP Parking Demand:	60
Guest Parking Locations:	Lot Area opposite Area Three		
Vendor/Staff/VIP Parking Locations:	Lot Area opposite Area Three		

### 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...

Event Organizer will hire cleaning crew.

### 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.

There will be an on-site first aid tent where EMT(s) will be located at during operation hours in case there are any medical assistance needed.

### 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.

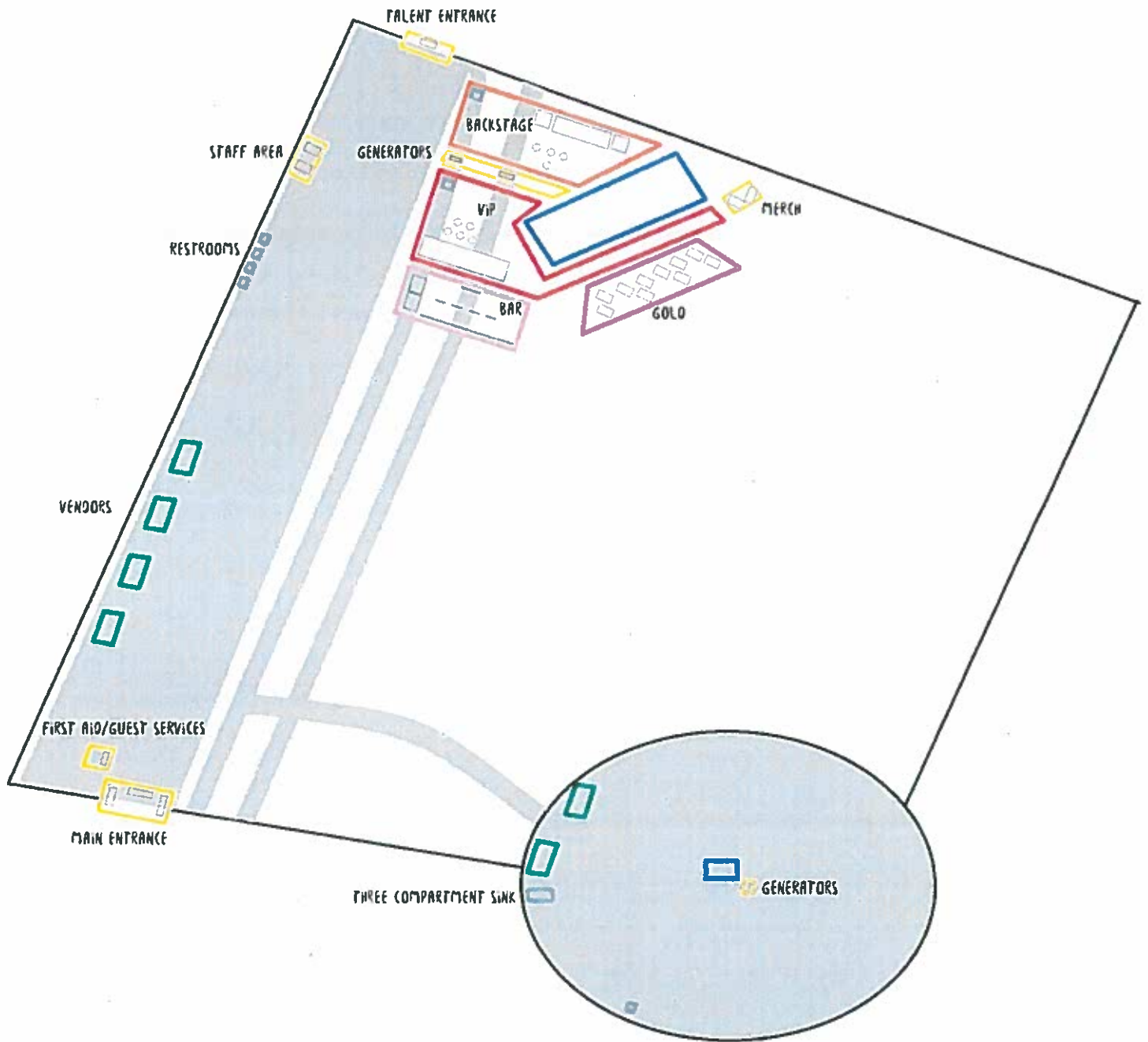
<input checked="checked" type="checkbox"/>	I understand that I must comply with the event requirements provided by the City of Long Beach and in the Special Event Planning Guide Terms and Conditions.
Event Organizer Signature:	
Event Co-Organizer Signature:	

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



Festival Footprint Within Golden Grove Picnic Site



Festival Footprint Within Golden Grove Picnic Site