



# 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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**best in the nation**

July 21, 2018

## MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach  
California

### RECOMMENDATION:

Approve Special Event Permit Application #18-10229 of Green Education, Inc., a California nonprofit corporation, for the operation of the Green Prize Festival at Admiral Kidd Park with parameters determined by the Department of Parks, Recreation and Marine and the Office of Special Events and Filming and paying all applicable fees. (District 7)

Or

Determine the proposed activity does not provide a sufficient overall public benefit and deny Special Event Permit #18-10229 of Green Education, Inc., a California nonprofit corporation, for the operation of the Green Prize Festival at Admiral Kidd Park. (District 7)

### DISCUSSION

Admiral Kidd Park (AK Park) is located at 2125 Santa Fe Ave. This park has grown in size from just under 5 acres when originally purchased by the City in 1941 to its current 12.3 acres, and can accommodate numerous activities. 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 Office of Special Events and Filming (SEF) in order to provide planning, seamless operation and oversight of a particular special event. SEF can also permit activities that allow the sale and consumption of alcohol in City parks.

On June 27, 2018, Green Education, Inc. (GEI), a California nonprofit corporation, submitted an SEF Application (Application – Attachment 1) to host its 6<sup>th</sup> Annual Green Prize Festival (Festival) at AK Park. The Festival is a one-day event that, in conjunction with the Port of Long Beach, will highlight zero-emissions off-road technology as well as new technology in renewable energy, energy efficiency, green building, drought tolerant landscaping and urban farming. There will also be children's activities and education and local musical artists performing mixed genre music with amplification. The event will offer beer and wine available for sale and consumption in a controlled Beer Garden, eco-friendly vendors and food trucks as well as children's activities. The Festival will also feature the annual Green Prize Awards Program during which community leaders from various green industries will be recognized for their work in creating a green and sustainable Long Beach. It is expected that there will be approximately 1,500 participants and 50 volunteers at the event. A private company will be brought in to

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oversee the sale and consumption of beer and other security requirements determined necessary by SEF. The event is scheduled to be held on Saturday, October 27, 2018 from 10:00 AM to 4:00 P.M. Entry into the event is free.

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

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

- Date: The event will take place on Saturday, October 27, 2018.
- Location and time: The footprint of the Festival will be throughout AK Park (layout included in Application). All of the activities will take place between 10:00 AM and 4:00 PM. Setup may begin no earlier than 7:30 AM and tear down must be completed by 8:00 PM.
- Admission: Admission is free to the public.
- Vendors: Vendors, exhibitors and food trucks will not have to pay a booth fee, but will be responsible for possessing City of Long Beach Business Licenses. There will be off-street parking around AK Park, or as needed at the LB Job Corps facility two blocks south of the Park.
- Fees: GEI will be charged the Commission-approved \$160 Special Use Fee and \$30 Permit Fee as well as reimburse the Department for as-yet-to-be-determined staffing. GEI will also be responsible to pay all fees on the SEF Schedule of Fees and Charges for SEF, Police, Fire, Health, etc.
- Music: Live entertainment with amplified music will be scheduled throughout the festival's operating hours. All music will be played at or below levels determined by SEF.
- Trash: Approximately 30 volunteers will be organized for waste control, utilizing waste containers provided by the Environmental Services Division of Public Works. These containers will include compost, trash and recycling; a full sweep of the park will be conducted at the end of the Festival. A waste management company will be hired as needed to ensure complete trash removal.
- Damage and Security Deposit: GEI agrees to work with the Department to ensure no damage to turf or park amenities and will submit a Commission-approved Security Deposit of \$366. The Department will have until November 30, 2018, to identify any damage to AK Park, and the cost to make needed repairs will be deducted from the Security Deposit.
- Insurance: Green Prize Festival shall purchase and maintain all applicable insurance and endorsements, as required and approved by the City's Risk Manager.

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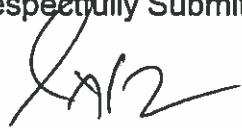
FISCAL IMPACT

If the Festival is approved, the Department will receive facility use income of \$190.00 plus to-be-determined reimbursement for Department staff that is required to oversee the Festival.

SUGGESTED ACTION:

Approve one of the recommended actions.

Respectfully Submitted,



STEPHEN P. SCOTT  
DEPUTY DIRECTOR  
BUSINESS OPERATIONS



GLADYS KAISER  
MANAGER  
RECREATION SERVICES BUREAU



HURLEY OWENS  
MANAGER  
MAINTENANCE OPERATIONS BUREAU

APPROVED:



GERARDO MOUET  
DIRECTOR

GM:SS:GK:HO:rl

Att: A - SEF Application #18-10229 for Green Prize Festival in Admiral Kidd Park  
B - Event Footprint on the footprint/map

# ATTACHMENT A



**LONG BEACH  
SPECIAL EVENTS  
and FILMING**

377 E. Ocean Blvd.  
Suite 410  
Long Beach, CA 90802  
PH (562) 570-5333  
FAX (562) 570-5333

**#18-10229**

## Special Event Application

### General Event Information

Event Name	Green Prize Festival		
Event Dates	<del>10-12-18</del> <b>10/27/18</b>	Event Daily Operating Hours	10:00am - 4:00pm
Event Set Up Date	<del>10-12-18</del> <b>10/27/18</b>	Event Setup Time	8:00am
Event Move Out Date	<del>10-13-18</del> <b>10/27/18</b>	Event Move Out Time	4:00pm
Event Location	Admiral Kidd Park 2125 Santa Fe Ave Long Beach		

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

### Event Organizer

Name	Stella Ursua		Organization	Green Education Inc	
Street Address	3515 Linden Ave.				
City	Long Beach	State	CA	Zip Code	90807
Office Phone #	562.413.1749	Cell Phone #	562.413.1749	Fax Phone #	
Email	stellarorgdevelopment@gmail.com				

### Event Co-Organizer or Professional Event Planner

Name	Jacqueline Moore		Organization	Green Education Inc.	
Street Address	1601 Airport Plaza Drive		Email	jacqueline.moore@polb.com	
City	Long Beach CA	State	CA	Zip Code	90815
Office Phone #	562.263.7119	Cell Phone #		Fax Phone #	

### Event Representation for Public Information/Media Contact

Name	Stella Ursua	
Primary Phone #	562.413.1749	Secondary Phone #
Email	stellarorgdevelopment@gmail.com	Event Website
		www.greenprizefestival.com

### Event Organizer Tax Status

<input type="radio"/> For Profit Organizer	<input checked="" type="radio"/> Non-Profit Organizer with EIN Number. (please attach IRS forms)
Non-Profit Name	Green Education Inc
Street Address	3515 Linden Ave
City	Long Beach
State	CA
Zip Code	90807
Organization Website	www.greeneducationinc.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.

The 2016 Green Prize Festival will promote the Port of Long Beach's zero-emissions technology, as well as a variety of green industry technologies. The purpose of the festival is to connect disadvantaged communities to information and organizations that are actively working towards creating environmentally healthy and sustainable products and services across the city and in California.

## Event Attendance Information

Total Attendance per Day	1550	Total Participants @ Event	1550	Total Staff/Volunteers @ Event	50
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## 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"/>	<input type="checkbox"/> Festival/Celebration	<input type="checkbox"/>	<input type="checkbox"/> Fireworks, Pyrotechnics, Black Powder
<input checked="" type="checkbox"/> Art Exhibit/Display	<input type="checkbox"/>	<input type="checkbox"/> Parade	<input type="checkbox"/>	<input type="checkbox"/> Farmer/Craft Market
<input checked="" type="checkbox"/> Concert/Performance	<input checked="" type="checkbox"/>	<input type="checkbox"/> Information/Exhibits	<input type="checkbox"/>	<input type="checkbox"/> Outdoor Market
<input checked="" type="checkbox"/> Alcohol Service and/or Sampling	<input type="checkbox"/>	<input type="checkbox"/> Theatre Performance	<input type="checkbox"/>	<input type="checkbox"/> Aquatics/Boating
<input type="checkbox"/> Carnival/Circus	<input type="checkbox"/>	<input type="checkbox"/> Fun Run/Walk/Bike	<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 parking 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" zones, etc.

Please attach the **Event Site Plan** to this document.

### Event Parking Information

Total Guest Parking Demand:	1500	Total Vendor/VIP Parking Demand:	30
Guest Parking Locations:	Admiral Kidd Park, perimeter of park and Cabrillo High School		
Vendor/Staff/VIP Parking Locations:	parking inside Admiral Kidd Park, off of Santa Fe Ave.		

### Event Traffic Management Information

Street closures, lane closures, traffic detours, traffic directional signage, temporary no parking locations, cones 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 collection and removal, recycling services, etc...

see attachment

### 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 provide these services. You may attach an additional document if necessary.

see attachment

### 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 the 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 submission 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, understood 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:

*Stella Ursua*

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



**LONG BEACH**  
**SPECIAL EVENTS**  
*and* **FILMING**

## Event Security Plan

In order to host a safe event, the Event Security Plan is required to outline your security staffing. Upon completion, the Event Security Plan will be submitted to the Long Beach Police Department for review. After review, the Long Beach Police Department will determine if additional security staffing is required, and also determine if Police Officers shall be staffed. All public events with alcohol are required to have private security in addition to mandated staffing by the Long Beach Police Department.

The event operator is also responsible for creating and submitting a site map/plot plan labeling the security staffing locations for the event.

*Form must be completed and signed by contracted Security Company.*

### Scope of Event

Event Name: Green Prize Festival

Event Organizer: Stella Ursua

Phone: 562.413.1749

Event Date(s): October 27, 2018

Hours of Operation: 10:00am - 4:00pm

Expected Attendance: 1500

Type of Event: ☒ Festival ☐ Concert ☐ Parade ☐ Car Show ☐ Other \_\_\_\_\_

Number of Stages: 1 List Entertainment Schedule i.e., All Bands, DJ's, Music Genre, Times

Call to Artists will be released July 2, 2018; I will provide entertainment schedule before end of July. We will hire 4 artists/bands to perform between the hours of 11:00am - 4:00pm.

### Primary Event Security

Name of Security Company: Event Control Security Team

CA PPD License #: 16151

Company Phone: 562.716.8376

On Site Contact: Robert Semaan

Phone: 562.716.8376

Number of Armed/Unarmed Security Personnel Assigned Each Day:

Unarmed 6-8 Security personnel Armed ---

*\*Off duty police officers working in a private security capacity must possess a CA guard card and should not wear anything identifying them as a "police officer."*

List a Detailed Schedule of the Event and After Hours Security Staffing and Locations:

*\*Include shift times & responsibilities. Specifically perimeter security, response times, etc. Staff locations must be labeled on your site map/site plan.*

Security personnel will be stationed around perimeter of park and at fenced Beer Garden

### Security & Event Staff Communication Plan

Describe How Event Security and Event Staff Will Communicate: ☒ Radios ☐ Cell Phones

☐ Other Security personnel will be stationed around perimeter of park and at fenced Beer

*\*Depending on scope of the event, Special Event Staff, LAPD and LAFD may require radios issued by event organizer.*

Number of Staff and Security w/Radios: Staff 6 Security 6

### Security Uniforms

Shirt Color: Green Pant Color: Black

Describe How Personnel are Identified as Security:  
Event Control logo in front/back of polo shirts.

### Event Ticketing/Re-Entry

How is the Event Marketed: ☒ Social Media ☒ Internet ☐ Radio ☐ TV ☒ Flyers ☐ Other \_\_\_\_\_

Ticket Price(s): Free Method of Purchase: ☐ Pre-Sale ☐ Gate/Door

Max. Ticket Sales: \_\_\_\_\_ Re-Entry ☐ Yes ☐ No If Marked Yes, Please Explain Re-Entry Policy

**List Prohibited Items:**

Firearms, Fireworks, Alcohol.

**Describe Entry Area & Types of Search and Screening to be Used:**

There are 4 entry ways to Admiral Kidd Park and 1 entrance into the Beer Garden. All entrances will have a Security personnel assigned. Beer garden patrons will need to be 21 and over, require a photo ID that will be confirmed by Security, and they will be provided a wrist band that is required and checked before entering the gated Beer Garden. Drinks are limited to 2 drinks per person at the time of purchase.

**Alcohol Controls**

Alcohol is required to be served in clear plastic cups with a limit of two (2) drinks per person at the time of purchase. Event operator is required to issue patrons 21 years and older a tamper resistant wristband. Event operator is required to check identification at each point of sale.

Alcohol must be contained within a controlled venue.

Free Roaming Alcohol is defined as alcohol being allowed to "roam" throughout the entire enclosed event venue. Alcohol compliance team is required to patrol the interior of the venue for patrons drinking without a wristband.

Beer Garden is defined as alcohol contained to a portion of the event venue. Typically the event is not entirely enclosed and alcohol is kept within a small enclosed portion of the event. Perimeter fences are required to prevent alcohol from being passed from the Beer Garden to event patrons outside the Garden. Beer Garden requires security along the perimeter, entrance/exit(s), and requires count in-out controls. Beer Garden must be clearly labeled on the site map.

Free Roaming Alcohol: ☐ Yes ☒ No

Beer Garden: ☒ Yes ☐ No

Number of Security Staff Assigned to Compliance Team: 6-8

**Additional Notes**

Name of Security Representative (Print): \_\_\_\_\_ Date: 6-25-18

Signature of Security Representative: \_\_\_\_\_

# ATTACHMENT B

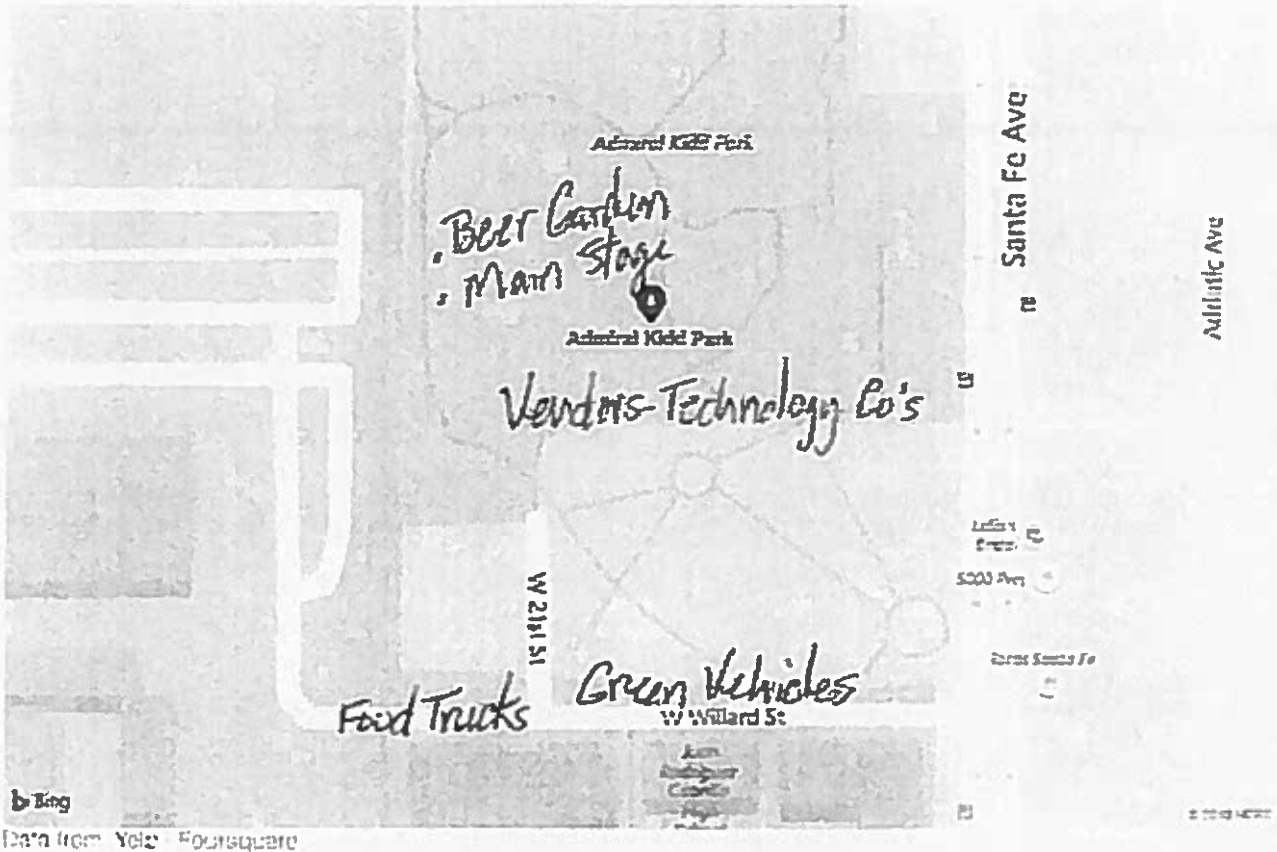
bing map

## 2018 Green Prize Festival Event Site Plan

Admiral Kidd Park

Address: 1721 W 21st St Long Beach, CA 90810

Festival (vendors, technology companies, Beer Garden, Main Stage and Food Trucks) will be held in south end of Admiral Kidd Park, with green vehicles displayed on W Willard St.



# 2018 Green Prize Festival - Site Plan Green Education Inc.

