



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

selected
best in the nation

May 16, 2019

MEMBERS OF THE PARKS AND RECREATION COMMISSION
City of Long Beach
California

RECOMMENDATION:

Approve Special Event Permit Application #19-10407 of Hazel Quimpo dba Long Beach Littles, a For Profit Organization, for the operation of the Camp Littles Community Event in El Dorado East Regional Park, Area III, with 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 Permit Application #19-10407 of Hazel Quimpo dba Long Beach Littles, a For Profit Organization, for the operation of the Camp Littles Community Event in El Dorado East Regional Park, Area III. (District 5)

DISCUSSION

El Dorado East Regional Park, 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) 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 April 25, 2019, Long Beach Littles, a For Profit Corporation operated by Hazel Quimpo, submitted a Request Letter (Attachment A) and SEF Application (Attachment B), to host Camp Littles on Saturday, June 15, 2019, at the Golden Grove Picnic Site (Golden Grove). This free one-day, family-oriented community event is intended for the entire community of Long Beach and will feature nearly 100 booths all featuring different activities for children to do throughout the Summer. As kids go from booth to booth, they'll earn merit badges in various topics from STEM to bike riding. None of these booths will be selling merchandise on site, as it's all for awareness of their brands. Food will be provided by food trucks parked in the nearby parking lot at the event. In addition to the interactive activities at each booth, entertainment will include puppet shows, yoga classes, bounce houses, and acoustic duos performing strolling through the event.

MEMBERS OF THE PARKS AND RECREATION COMMISSION

May 16, 2019

Page 2

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.

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

- Dates: Set up will occur all day on Friday, June 14, 2019. The actual event will occur on Saturday, June 15, 2019. All take down must be completed by 10:00 PM on Saturday, June 15, 2019.
- Location and Time: The footprint of the event will be in the Golden Grove Picnic site in Area III (Attachment C). All activities related to the event will take place between 10:00 AM and 3:00 PM. No activity will be allowed in the park prior to 7:00 AM on any day.
- Admission: Event admission is free to the public; however, participants will be charged \$7 per vehicle at the gate.
- Parking and Traffic Management: Parking will be in accordance with a Traffic Plan submitted by Long Beach Littles in advance, so that SEF may determine the adequacy of the plans and of staffing levels.
- Vendors: Vendor booths will be sold for varying prices based on the size of company and the need for a 10' x 10' canopy. All proceeds will go to Long Beach Littles as fundraising for a new playground in El Dorado Park. Each vendor will pay all City fees related to business licenses or food sales.
- Fees: Long Beach Littles will be responsible to pay all applicable fees on the SEF Schedule of Fees and Charges for SEF, Police, Fire, Health, etc. Long Beach Littles will also pay the Commission-approved \$30 Permit to Gather fee, Golden Grove site reservation fees including \$595 Friday Night Set Up fee, \$595 Saturday Event Fee, and \$333 Deposit, as well as being required to reimburse the Department for any staff fees incurred by the Department or SEF. Staff fees are \$25 per hour and this event will require 1 staff at each Gates 1, 2, 3 and 4, who will be available 30 minutes prior to the event and 30 minutes after the event to conclude cash handling.
- Amplified Sound: Announcements and taped music will occur over a public-address system.
- Trash and other facilities: Long Beach Littles will contract for the provision of a dumpster and temporary toilet facilities. Long Beach Littles 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 Golden Grove.
- Damage and Security Deposit: Long Beach Littles will submit a Security Deposit of \$333 to SEF. Stakes may not be used to secure tents. The Department will have until July 15, 2019, to identify any damage to Golden Grove, and the cost to make needed repairs will be deducted from the Security Deposit or paid by Long Beach Littles.

MEMBERS OF THE PARKS AND RECREATION COMMISSION

May 16, 2019

Page 3

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

FISCAL IMPACT

If the event is approved as proposed, the Department will receive \$1,220 in rental fees, a \$333 Deposit, and an as-yet-to-be-determined amount of staff reimbursement charges, which 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,



MEREDITH REYNOLDS
MANAGER
PARK PLANNING & PARTNERSHIPS

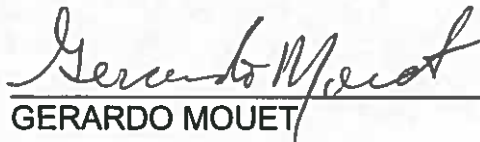


GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES



HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS

APPROVED:



GERARDO MOUET
DIRECTOR

GM:MR:GK:HO:dr

Att: 1 – Application for 2019 Camp Littles
2 – Long Beach Littles Site Plan

ATTACHMENT A

To: Long Beach Recreation Commission

Re: Camp Littles Community Event, June 15 at El Dorado Park

Dear Recreation Commission,

I'm writing to request use of Golden Grove at El Dorado Park for Camp Littles, a community event for families on June 15th, 2019. My organization is called Long Beach Littles; we have a strong social media following and have hosted many successful events over the past year including a music festival for kids called Littlepalooza and a New Year's Eve celebration called Noon Year's Eve.

For Camp Littles we'll be hosting nearly 100 businesses, organizations, and services who are of interest to parents with young kids. Our target audience for the event is about 1,500 families with young children in Long Beach and surrounding communities.

With this event we are also raising awareness for fundraising for a new playground in El Dorado Park led by Jon Schultz working as an MOU of Partners of Parks and his organization called Play.

The event will be from 10am-3pm, and will feature nearly 100 booths all featuring different activities for children to do throughout the Summer. As kids go from booth to booth, they'll earn merit badges in various topics from STEM to bike riding. None of these booths will be selling anything on site, as it's all for awareness of their brands.

Food will be provided by food trucks parked in the nearby parking lot at the event. In addition to the interactive activities at each booth, entertainment will include puppet shows, yoga classes, bounce houses, and acoustic duos performing strolling through the event.

This is a free, ungated event intended for the entire community of Long Beach. Thank you for your consideration.

Sincerely,

Hazel Quimpo
hazel@lbtittles.com
Founder, LB Littles
Lbtittles.com

**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**

#19-10407

General Event Information

Event Name:	Camp Littles		
Event Dates:	Saturday, June 15, 2019	Event Daily Operating Hours:	10 a.m. - 3 p.m.
Event Set Up Date:	Friday, June 14 2019	Event Setup Time:	2 p.m.
Event Move Out Date:	Saturday, June 15, 2019	Event Move Out Time:	3:30 p.m.
Event Location:	El Dorado Park - Golden Grove		

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

Event Organizer

Name:	Hazel Quimpo		Organization:		
Street Address:					
City:	Long Beach	State:	CA	Zip Code:	90814
Office Phone #:		Cell Phone #:		Fax Phone #:	
Email:	hq@littles.com				

Event Co-Organizer or Professional Event Planner

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

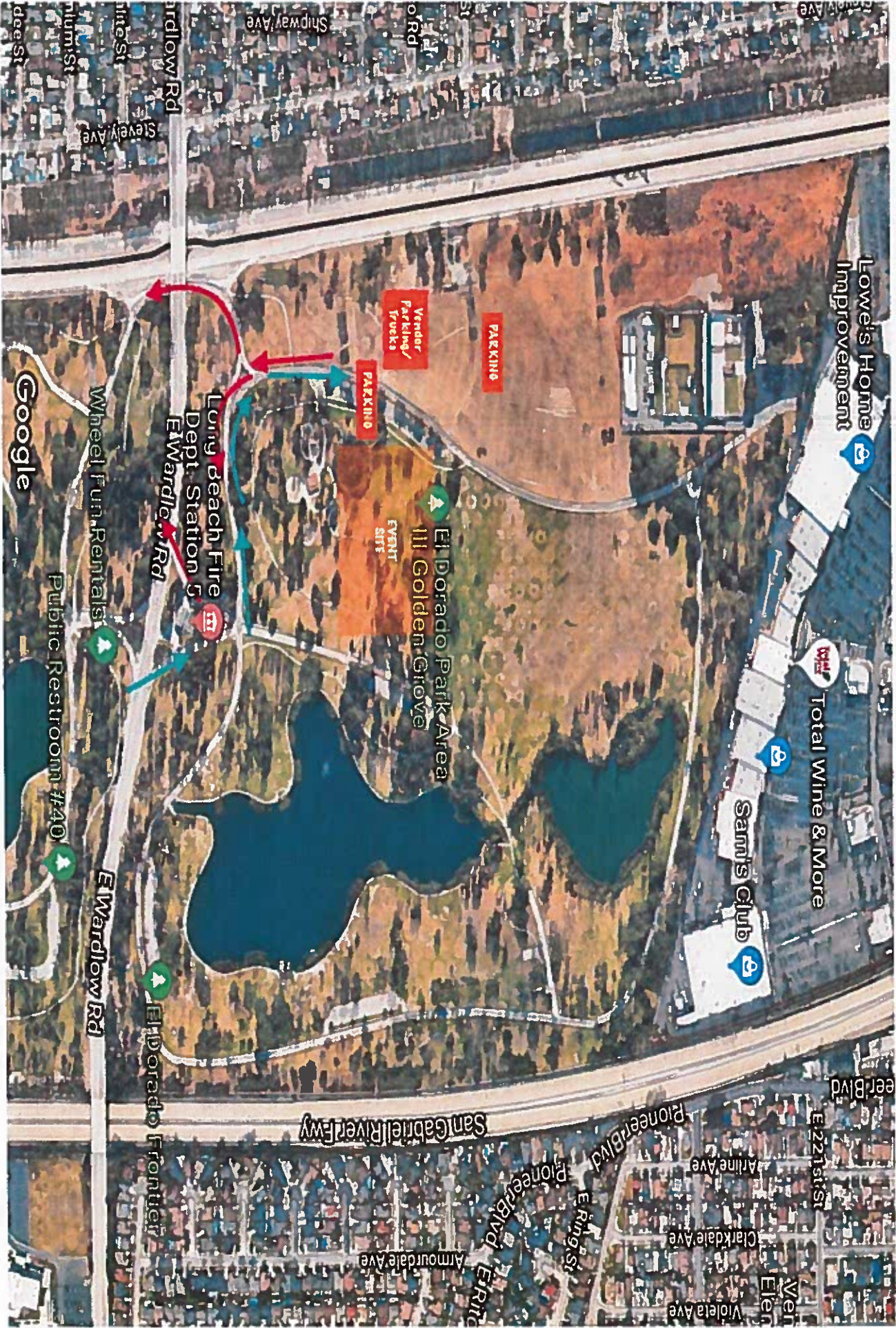
Event Representation for Public Information/Media Contact

Name:	Hazel Quimpo				
Primary Phone #:			Secondary Phone #:		
Email:	hq@littles.com		Event Website:	camplittles.com	

Event Organizer Tax Status

<input checked="" type="radio"/> For Profit Organizer	<input type="radio"/> Non-Profit Organizer with EIR Number, (please attach IRS forms)				
Non-Profit Name:					
Street Address:					
City:		State:		Zip Code:	
Organization Website:					

ATTACHMENT C - Long Beach Littles Site Plan



ATTACHMENT C - Long Beach Littles Site Plan

