



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

July 18, 2019

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

RECOMMENDATION:

Support the proposed activity and allow the Office of Special Events and Filming to execute Special Event Application #20-10510, with Tersit Asrat, dba a non-profit organizer of the Hosanna Broadcasting Foundation (Hosanna) 5K Walk, in El Dorado East Regional Park Area II and the festival taking place in El Dorado East Regional Park Area III. (District 5)

Or

Determine the proposed activity does not provide a sufficient overall public benefit and instruct the Office of Special Events and Filming to deny Special Event Application #20-10510, with Tersit Asrat, dba a non-profit organizer of the Hosanna Broadcasting Foundation (Hosanna) 5K Walk, in El Dorado East Regional Park Area II and the festival taking place in El Dorado East Regional Park Area III. (District 5)

DISCUSSION

El Dorado Regional Park, Area III, is one of the most utilized facilities in the Department of Parks, Recreation and Marine (Department), providing the opportunity for passive activities, certain for-fee activities such as bike and boat rentals, 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 or Health and Human Services, are facilitated through the Office of Special Events and Filming (SEF) in order to provide coordination of City services to provide seamless operation and oversight of a particular special event.

Hosanna was established in 2002 to conduct humanitarian services in the community and internationally. Hosanna, in association with Program for Tortured Victims, has previously been involved by providing job readiness and assimilation programs for the immigrant communities in Los Angeles. The organization has provided the necessary service to help immigrants understand the culture and prepare them to enter the workforce. The organization's biggest project was established in Addis Ababa, Ethiopia, to care for orphaned and homeless girls.

Hosanna House opened its doors in 2004 and took in twelve homeless girls. Hosanna House is managed by the parent company, Hosanna Broadcasting Foundation in Long Beach. Hosanna provides funds to pay for room, shelter, food, clothing, school supplies, employee salaries and more.

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Their success story is reflected by seven girls who have graduated from college with a BA degree and are leading successful lives. At present, they have six more girls attending various universities in Ethiopia and seven more are in high school.

"Walk for Life" is a one-day event that consists of a 5K walk with a festival proposed to be held on Saturday October 5, 2019 from 7 a.m. until 4 p.m. The goal is to attract one thousand participants to walk. Hosanna also plans to host a festival at the finishing area to celebrate those who partnered to raise funds for their project in Ethiopia. The festival area will consist of a stage for musicians and vendor booths for food, arts & crafts. Hosanna believe this event will bring a cross-cultural humanitarian experience for those who reside in Long Beach. A part of the vendor area will be designated to feature African cultural products and food. It is also their desire to have Asian, Hispanic and other cultures take advantage of this opportunity to come and display their culture and products. The entertainment lineup will also include African and other cultural music. Hosanna anticipates over a thousand participants to come through and be a part of this landmark event. Hosanna also plan to solicit sponsors to help pay for some of the cost of the event.

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 new process to seek approval or denial 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:

- Dates: Set up and the actual event will occur on Saturday October 5, 2019 from 7 a.m. until 5 p.m. No activity will be allowed in the park prior to 7:00 a.m.
- Location and time: The footprint of the Hosanna Run will be throughout Area II and is shown specifically on Attachment C. The festival will take place in El Dorado East Regional Park Area III, Golden Grove. Set up may begin no earlier than 7:00 a.m. All of the activities will take place between 7:00 a.m. and 5:00 p.m., with the actual race occurring between 9:00 and 11:00 a.m.
- Admission Fees: No admission fees will be collected for spectators of the event.
- Participant Fees: Hosanna will charge a participant fee of \$25 per walker.
- Vehicle Entry: The Department will receive \$7 for every vehicle that does not possess an Annual Entry Pass.
- Fees: Hosanna will be responsible to pay all applicable fees on the SEF Schedule of Fees and Charges for SEF, Police, Fire, Health, etc. Hosanna will also pay the Commission-approved \$63 Race Permit Fee, Golden Grove site reservation fees including \$595 Saturday Event Fee, and a deposit of \$333, as well as being required to reimburse the Department for any staff fees incurred by the Department or SEF.
- Vendors: Vendor booths will be sold for varying prices based on profit vs. non-profit status, size of company and the need for a 10' x 10' canopy. All proceeds will go to Hosanna. Each vendor will pay all City fees related to business licenses or food sales.

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- Amplified Sound: Announcements and taped music will occur over a public-address system. There will be musicians and one Disc Jockey; all music will be played at or below levels determined by SEF.
- Trash: Hosanna will provide trash and recycling containers and pick up of trash after the event. The City will have no costs associated with the event outside of the normal costs of operating the park.
- Insurance: Hosanna 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 \$658 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,

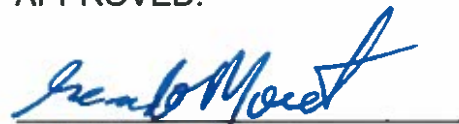


GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES BUREAU



HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS BUREAU

APPROVED:



GERARDO MOUET
DIRECTOR

GM:MR:GK:HO:dr

Attachment A – Proposal Letter
Attachment B – Event Application
Attachment C – Event Site Plan



Hosanna Broadcasting Foundation

January 25, 2019

Mr. Jay Lopez
Special Events & Filming
City Managers Office
211 E. Ocean Blvd. Suite 410
Long Beach, CA 90802

Via Email: Jay.Lopez@longbeach.gov

Dear Jay:

It was a pleasure to speak with you earlier. Below you will find a proposal outlining our upcoming 5K Walk-A-Thon planned to take place on October 5, 2019. Per our conversation, I have outlined the pertinent information you requested regarding this life-changing event.

Who We are:

"Walk for Life" will be produced and hosted by Hosanna Broadcasting Foundation (Hosanna)— a California nonprofit 501(c)3 organization. Hosanna was established in 2002 to conduct humanitarian services in our community and internationally. Hosanna, in association with Program for Tortured Victims, has previously been involved by providing job readiness and assimilation programs for the immigrant communities in Los Angeles. The organization has provided the necessary service to help immigrants understand the culture and prepare them to enter the workforce. The organization's biggest project was established in Addis Ababa, Ethiopia, to care for orphaned and homeless girls. Hosanna House opened its doors in 2004 and took in twelve homeless girls. Hosanna House later added eight more girls, making the number of beneficiaries twenty. Hosanna House is managed by the parent company, Hosanna Broadcasting Foundation in Long Beach. Hosanna provides the funds to pay for their room, shelter, food, clothing, school supplies, employee salaries and more. Our success story is reflected by the seven girls who have graduated from college with a BA degree and are leading successful lives. At present, we have six more girls attending various universities in Ethiopia and seven more are in high school. In addition, Hosanna hosts an annual medical mission to Ethiopia to care for those who are disenfranchised by providing food, clothing, medical attention and lots of love.

The Problem:

Moving forward, Hosanna is planning to expand its program and take in additional orphaned girls, as well as, assist sex trafficked young girls. While on our mission trip, our team witnessed

a horrible situation of young girls being used for prostitution. Girls, either abducted or coerced, are being brought from the rural parts of Ethiopia into the city. They are organized for prostitution in an area called Cherkos. They are immediately introduced to drugs so that they can stay up all night to perform this horrendous act against their body. They are prisoners to those who organize this activity. Some of these girls are also smuggled to neighboring countries such as Saudi Arabia, Qatar, Kuwait, Jordan, Dubai, and South Africa. The government of Ethiopia and other social organizations have done very little to find a solution to this problem. These girls are abused mentally, emotionally and physically. Although the number of these victims is not clearly identified, there are tens of thousands of innocent girls ages 12 and above that are being abducted and enslaved for sexual use or domestic labor.

The Solution:

The founder and board members of Hosanna Broadcasting Foundation believe this is important to our mission and we want to be a part of the solution to free these girls. We want to be the voice for the most vulnerable by providing a safe environment. We are committed to providing housing, education, skills training and job placement. We hope to do this so that they can care for themselves while becoming contributing citizens of their community. In order to accomplish this vision, we need to raise funds. The funds raised at the 5k walk-a-thon will help us purchase land and build a facility that will accommodate a training area and living quarters for the sex trafficked victims. We will also use a portion of the land purchased to start a small-scale farm that will produce income to offset the monthly cost of running the program.

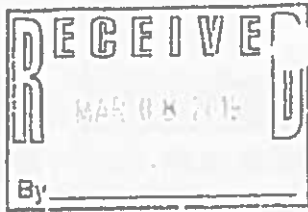
The Event:

“Walk for Life” is a one-day event that consists of a 5k walk with a festival. We plan to host this event on a Saturday October 5, 2019 from 7 a.m. until 4 p.m. Our goal is to attract one thousand persons to walk. We also plan to host a festival at the finishing area to celebrate those who partnered with us to raise funds for our project in Ethiopia. The festival area will consist of a stage for musicians and vendor booths for food, arts & crafts. We believe this event will bring a cross-cultural humanitarian experience for those who reside in Long Beach. A part of the vendor area will be designated to feature African cultural products and food. It is also our desire to have Asian, Hispanic and other cultures take advantage of this opportunity to come and display their culture and products. The entertainment lineup will also include African and other cultural music. We anticipate over a thousand patrons to come through and be a part of this landmark event. We also plan to solicit sponsors to help pay for some of the cost of the event.

I thank you in advance for all you are doing to assist me in this matter. I look forward to speaking with you soon. I hope we can meet in person and to identify a designated area for our event. I truly believe that this event will be a great benefit to the residents of Long Beach, as well as, the people of Ethiopia. In the meantime, if you have any questions or concerns, please contact me at 562-208-5303.

Best regards,

Tersit Asrat



ATTACHMENT B

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

#20-1051.0

General Event Information

Event Name:	Walk for Life		
Event Dates:	10-5-19	Event Daily Operating Hours:	6 AM - 5 pm
Event Set Up Date:	10-5-19	Event Setup Time:	6 AM
Event Move Out Date:	10-5-19	Event Move Out Time:	5 pm
Event Location:	El Dorado Park		

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

Event Organizer

Name:	Tersit Asrat		Organization:	Hosanna Broadcasting Foundation	
Street Address:	3711 Long Beach Blvd., Suite 5044,				
City:	Long Beach	State:	CA	Zip Code:	90807
Office Phone #:	562-247-0409	Cell Phone #:	562-208-5303	Fax Phone #:	562-449-2611
Email:	tersitasrat@yahoo.com				

Event Co-Organizer or Professional Event Planner

Name:	Yolana Young		Organization:	Hosanna Broadcasting Foundation	
Street Address:	3711 Long Beach Blvd.		Email:		
City:	Long Beach	State:	CA	Zip Code:	90807
Office Phone #:	562-247-0409	Cell Phone #:		Fax Phone #:	562-449-2611

Event Representation for Public Information/Media Contact

Name:	Tersit Asrat			
Primary Phone #:	562-208-5303	Secondary Phone #:	562-247-0409	
Email:	tersitasrat@yahoo.com		Event Website:	

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:	Hosanna Broadcasting Foundation		
Street Address:	3711 Long Beach Blvd.		
City:	Long Beach	State:	CA
Zip Code:	90807		
Organization Website:			

