



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

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August 15, 2019

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

RECOMMENDATION:

Approve Special Events Permit #20-10539 of William Grisolia, dba the Long Beach Blues Society, a California non-profit organization, for operation of 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 operation of the proposed activity has an adverse impact to the park, park users and/or surrounding communities that precludes overall public benefit and deny Special Event Application #20-10539 of Bill Grisolia, dba the Long Beach Blues Society, a California non-profit organization, for operation of 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 utilized 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 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.

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.

BACKGROUND

The New Blues Festival has been held for five years in the City of Long Beach. For the past four years, the Office of Special Events and Filming (SEF) has issued William Grisolia and New Blues Society an SEF Permit to operate the New Blues Festival (Festival) in Area III. Mr. Grisolia has submitted SEF Application #20-10539 (Attachment A) to conduct another Festival on November 2-3, 2019, in the Golden Grove Picnic Site (Golden Grove). The Festival is an annual two-day, blues festival that includes music, exhibits, merchandise concessions and food and beverages including the sale and consumption of beer, wine and spirits. All previous New Blues Festival events held in this location have been conducted on Labor Day weekend.

The application for the proposed 2019 Festival indicates the event will be open from 9:00 AM to 9:00 PM on both Saturday and Sunday, the 2nd and 3rd of November. The Festival promoter expects roughly 2,500 attendees per day with an expected 5,000, total attendees for the two days. The event includes sale of beer, wine and spirits.

It should be noted, in 2017 and 2018 the Festival had significant reported issues in various areas of operation. In particular, issues in both 2017 and 2018 related to parking and traffic management operations and non-compliance with vehicle entry billing procedures. In 2018 failure to adhere to move-out stipulations resulted in a reservation for a large private party in Golden Grove to be severely negatively impacted on their scheduled date of September 3, 2018. Communications with the promoter were difficult throughout the planning process and event.

In November of 2018, the Director met with Mr. Grisolia to discuss the Festival. At that time, the Director advised Mr. Grisolia that staff would not be recommending approval for an event at the location in 2019. Subsequent to the November meeting it was discovered the New Blues Society was advertising on-line and selling tickets to a 2019 Labor Day weekend event in the proposed location. The Director wrote a letter to Mr. Grisolia to demand the advertisement be taken down. The letter also included a recap of the November meeting (Attachment "B").

TIMING

If the event is approved by the Commission, the Permit would include all applicable requirements set forth per the Office of Special Events and Filming, including but not limited to plans for festival security, crowd management and alcohol controls, as well as transportation and parking plans and insurance requirements.

Dates: The 2019 application requests set up to occur all day on Friday, November 1, 2019. The actual event would occur on Saturday and Sunday, November 2 – 3, 2019. Move out date is Monday, November 4, 2019.

Location and Time: The application requests the footprint of the Festival to be located in the Golden Grove Picnic site in Area III. All activities related to the performances associated with the Festival are proposed to take place between 9:00 AM and 9:00 PM, with hourly performances on each of two proposed stages.

Admission/Fees: The Festival charges admission fees collected by the promoter and range between \$45 and \$250 depending on advanced purchases and general admission versus VIP

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packages. All admission proceeds are retained by operator to cover expenses and fund activities of the Long Beach Blues Society.

Departmental Fees: The promoter would be required to pay the following PRM Commission - approved fees:

- Golden Grove rental fee for non-profit groups \$595/day, for all days of non-exclusive use of Area III for promotional activities.
- The Festival would also be responsible for as-yet-to-be determined reimbursement costs for additional 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.
- To be determined charges for staff - \$25/per person/per hour.
- Due to the scale of the event the promoter would be responsible for submitting a Security Bond of \$5,000 to the Office of Special Events and Filming.

FISCAL IMPACT

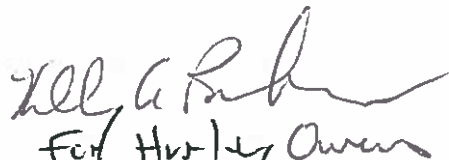
If the Festival is approved, the Department will receive facility rental income of \$2,380, and a yet-to-be-determined reimbursement for Department staff time required to oversee the Festival, and an undeterminable amount of gate entry income in the General Fund Budget. If the Festival is denied, only normal park income would be realized.

SUGGESTED ACTION:

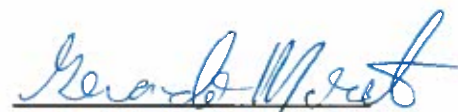
Approve one of the recommended actions.

Respectfully Submitted,

GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES
BUREAU


HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS

APPROVED:


GERARDO MOUET
DIRECTOR

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Attachments: A 2019 Application for New Blues Festival
 B Correspondence from Director of Parks, Recreation and Marine