



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

August 15, 2019

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

RECOMMENDATION:

Approve Special Event Permit Application #20-10525 of Anthony Formoso, dba Long Beach Filipino Festival, for the operation of the 2nd Annual Long Beach Filipino Festival at Silverado 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 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 #20-10525 for the 2nd Annual Long Beach Filipino Festival, for the operation of the 2nd Annual Long Beach Filipino Festival at Silverado Park. (District 7)

DISCUSSION

Silverado Park (Silverado) is located at 1545 West 31st Street. Silverado reflects the diverse ethnic and urban contemporary cultures of the neighborhood and hosts occasional special events. 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.

BACKGROUND

Department Staff initially met with Anthony Formoso in 2018 along with staff from the Seventh District Council Office to discuss a plan for a Filipino Festival at Silverado Park. The event was portrayed as a small community festival to include a small stage, and several arts and crafts vendors. It quickly turned into a very large festival that included 12 food vendors and trucks and over 50 vendors with various merchandise for sale. The event was advertised on social media. Once the scope of the event was realized, the event was turned over to the office of

MEMBERS OF THE PARKS AND RECREATION COMMISSION

August 15, 2019

Page 2

Special Events and Filming to process. The office of Special Events and Filming received the application on April 18, 2018 and the festival took place on May 19, 2018 at Silverado Park.

Staff from the office of Special Events and Filming were on site the day of the event and observed many issues with setup. It became apparent that the Park was not a suitable venue for the amount of people expected to attend. Lack of parking for attendees overwhelmed the neighborhood as well resulting in many phone calls to the Seventh District Council Office from the community to voice complaints

On June 22, 2019, Long Beach Filipino Festival (LBFF), submitted an application (Attachment A) to the Office of Special Events and Filming (SEF) to host its 2nd Annual Long Beach Filipino Festival (Festival) at Silverado. The Festival is a one-day event, in conjunction with the Partners of Parks, a California non-profit organization. The group defines the event as a grassroots cultural festival that celebrates the Filipino culture and consists of traditional and modern dancing, visual art, retail and food vendors.

On June 24, 2019, the City Attorney issued Mr. Formoso a Notice to Cease Advertisement of the Long Beach Filipino Festival at Silverado Park on August 3, 2019, (Attachment B) as there was no permit in place for the advertised event.

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.

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, first aid plans as well as transportation and parking plans and insurance requirements.

Date: The 2019 application requests the event to take place on Saturday, October 19, 2019.

Location and time: The application requests the footprint of the Festival to be throughout Silverado Park (site plan included in application). The hours of operations list event activities taking place between 10:00 AM and 7:00 PM. The application requests setup to begin at 6 AM and move out to be completed by 11:00 PM.

Admission: The application states admission is free.

Departmental Fees: Department fees for this type of event include Commission-approved \$160 Special Use Fee and \$30 Permit Fee and a \$150 Permit to Gather fee, as well as reimbursement to the Department for as-yet-to-be-determined staffing. A damage and security deposit would also apply.

MEMBERS OF THE PARKS AND RECREATION COMMISSION

August 15, 2019

Page 3

FISCAL IMPACT

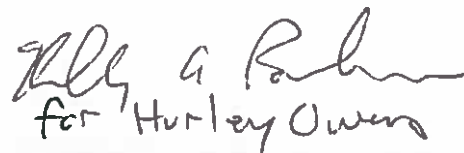
If the Festival is approved, the Department would receive facility use and permitting fees of \$340.00, plus to-be-determined reimbursement for Department staff that is required to oversee the Festival.

SUGGESTED ACTION:

Approve one of the recommended actions.

Respectfully Submitted,

GLADYS KAISER
MANAGER
RECREATION SERVICES BUREAU



HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS BUREAU

APPROVED:


GERARDO MOUET
DIRECTOR

GM:GK:dr/vhd

Att: A SEF Application #20-10525 - Long Beach Filipino Festival
B E - Notice to Cease