

February 20, 2020

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

RECOMMENDATION:

Approve Special Event Application #20-10593 from Cambodian Town Inc., a non-profit corporation, for the operation of the Cambodian New Year Festival in MacArthur Park, with parameters determined by the City of Long Beach Office of Special Events and Filming and the Department of Parks, Recreation and Marine. (District 4)

Or

Determine the proposed activity does not provide sufficient overall public benefit and deny Special Event Application #20-10593 from Cambodian Town Inc., a non-profit corporation, for the operation of the Cambodian New Year Festival in MacArthur Park, with parameters determined by the City of Long Beach Office of Special Events and Filming and the Department of Parks, Recreation and Marine. (District 4)

DISCUSSION

MacArthur Park is located at 1321 Anaheim Street and is a popular neighborhood park within walking distance of local residents. The park is situated in the very vibrant Cambodian Town area and is host to many cultural events and activities throughout the year. 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 City Manager's Office of Special Events and Filming (SEF) to provide coordination, 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.

Recently, the Cambodian Town Inc., submitted a SEF Application (Attachment A) to host its Cambodian New Year Parade and Festival on April 5, 2020. The parade is held on City streets and under the jurisdiction of the Office of Special Events and Filming, Public Works and the Long Beach Police Department. The festival, to be conducted in conjunction with the parade, is proposed to be held in MacArthur Park. The event is a free, open to the public, one-day celebration that will highlight live music, cultural performances, children's activities, game booths, cultural food booths and public information booths (Site Plan – Attachment B). It is expected that there will be approximately 2,000 participants and 100 volunteers at the event.

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- Date, location and time: The footprint of the Festival will be contained within MacArthur Park. Setup is proposed to occur beginning at 5 p.m. on Saturday, April 4, 2020 and will conclude at 10 p.m. The Festival is proposed to take place on Sunday, April 5, 2020. Hours on Sunday from 1 p.m. – 8 p.m. Tear down will occur between 8:00 and 10:00 p.m. on Sunday, April 5, 2020.
- Parking and Traffic Management: All parking will be coordinated through SEF in accordance with a Traffic Plan submitted by the Academy in advance, so that SEF may determine the adequacy of the plans and of staffing levels. Parking will not be allowed on any turf or open space area.
- Admission: Admission is free.
- Vendors: There will be no fees for vendor booths.
- Fees: Cambodia Town Inc. will be responsible to pay all applicable fees on the SEF Schedule of Fees and Charges for SEF, Police, Fire, Health, etc. Cambodia Town Inc. will also pay the following Commission-approved fees:
 - One-time Permit fee of \$30;
 - The non-profit rental fee of \$225 per day for 1 day of rental of MacArthur Park;
 - A Special Use fee of \$160 per day for 1 day of use of the area;
 - Staff fees of \$25 per hour, per person for all additional Community Recreation and Maintenance Operations Bureau staff members that are determined to be necessary to help manage the Festival.
- Music: Live entertainment and talent competitions will be scheduled throughout the Festival's operating hours. If noise exceeds a certain level, SEF will instruct the Organization to reduce the noise level.
- Trash: Cambodia Town Inc. will contract for the provision of trash and recycling bins and trash hauling, and volunteers will provide custodial services. The City will have no costs associated with the event outside of any normal costs for operating Recreation Park.
- Damage and Security Deposit: Cambodia Town Inc. will submit a Security Deposit of \$375 to SEF. Stakes may not be used to secure tents. The Department will have until August 12, 2020, to identify any damage to Recreation Park, and the cost to make needed repairs will be deducted from the Security Deposit or paid by Cambodia Town Inc.



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- Vehicles Accessing Park Site: No vehicles are to be parked on the event site or turf. Any vehicles or vendors accessing the event site to drop off tents, supplies etc. must follow the protocol of using paved roads or a plywood pathway to and from the destination.
- Insurance: Cambodia Town Inc. 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 \$415 in rental fees, a \$375 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,

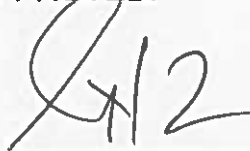


GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES
BUREAU



HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS
BUREAU

APPROVED:



STEPHEN P. SCOTT
INTERIM DIRECTOR

SS:GK:HO:vhd

Attachment A – Event Application
Attachment B – Event Site Plan



Valerie Davis

From: Long Beach Special Events & Filming <noreply@filmlongbeach.com>
Sent: Wednesday, November 06, 2019 11:43 AM
To: Event Permits
Subject: Special Event Application - Cambodia Town Parade and Culture Festival

Special Event Application - Cambodia Town Parade and Culture Festival

General Event Information

Event Name: Cambodia Town Parade and Culture Festival
Event Daily Operating Hours 10:00 am- 5:00 pm

Event Dates: Sunday, April 5, 2020.

Event Set Up Date: 04/04/2020

Event Set Up Time: Parade set up 7:00 am on 4/5/2020, Culture Festival set up 4/4/2020 at 5:00 pm at MacArthur Park.

Event Move Out Date: 04/05/2020

Event Move Out Time: Parade move out at 1:00pm, Culture Festival at 8:00pmt

Event Location: Parade starts on Junipero/Anaheim to Warren/Anaheim St

Culture Festival at MacArthur Park

Event Organizer

Name: Monorom Neth
Street Address: 2201 E. Anaheim St., Ste 103
State: California
Office Phone #: 5624857333
Fax Phone #:

Organization: Cambodia Town Inc.
City: Long Beach
Zip Code: 90804
Cell Phone #: 562-485-7333
Email: monorom@yahoo.com

Event Co-Organizer or Professional Event Planner

Name: Rong Be
Street Address: 2201 E. Anaheim St., Ste 103
State: California
Office Phone #:
Fax Phone #:

Organization: Cambodia Town Inc
City: Long Beach
Zip Code: 90804
Cell Phone #: 562-508-8556

Event Representation for Public Information/Media Contact

Name: Monorom Neth/ Sithea San
Secondary Phone #: 562-746-6666
Event Website: www.Cambodiatown.Com

Primary Phone #: 562-485-7333
E-mail: monorom@yahoo.com

Event Organizer Tax Status

Tax Status: Non-Profit Organizer with EIR Number, (please attach IRS forms)

Non-Profit Name: Cambodia Town Inc

City: Long Beach

Zip Code: 90804

Street Address: 2201 E. Anaheim St., Ste 103

State: California

Organization

Website: www.CambodiaTown.Com

Event Description

The Cambodia Town Inc. will be hosting the annual Cambodia Town Parade and Culture Festival on Sunday, April 5, 2020 . The parade will start from Junipero/Anaheim St to Warren/Anaheim St. The Culture Festival will start ,after the parade ends ,at MacArthur Park.

Event Description Additional pages upload:

Event Attendance Information

Total Attendance per Day 2000

Total Participants @ Event 2000

Total Staff/Volunteers @ Event: 100

Event Admissions Information

Will Fees for admission, entry, vendor or visitor participation be required?: No

Admission & Re-entry Policy:

Admission Rates:

If no, please check the box that best describes your plan: Free & Open to the Public

Event Activity and Program Schedule Information

General Description of Event, Programs, or Activities:

Art Exhibit/Display Concert/Performance

Festival/Celebration Parade Information/Exhibits Theatre Performance

Activity and Program Plan upload:

Event Route Information (for Parades, Runs, Walks, Bike Events, etc...)

Is this event a Parade, Run, Walk, Bike Tour, etc?: Yes

Event Route Plan upload:

Event Site Plan Information

Event Site Plan upload:

Event Parking Information

Total Guest Parking Demand

Total Vendor/VIP Parking Demand

Guest Parking Locations:

Vendor/Staff/VIP Parking Locations

Traffic Management Parking Plan upload:

Event Site Services Information

Event First Aid, Medical Services and Emergency Management Plans

First Aid booth will be provided by a licensed physician.

Emergency Plan Additional Information upload:

Crowd Management and Venue Security

Security Plan Worksheet upload:

Alcohol Control and Management Plans

Alcohol?: No alcoholic beverages will be sold, sampled or consumed at this event

If "Yes" to above, please upload the completed Security Plan Worksheet (PDF or text document)

Food Concessions

Yes, to the general public. You must identify the concessions areas on your site map. A list of the approved vendors is required.

Merchandise Concessions

No merchandise or services concessions are included in this event

Live Animal Plans

No animals will be housed on site and no animals will be participating in this program

Insurance Requirements

Copies of any certificates and/or endorsements:

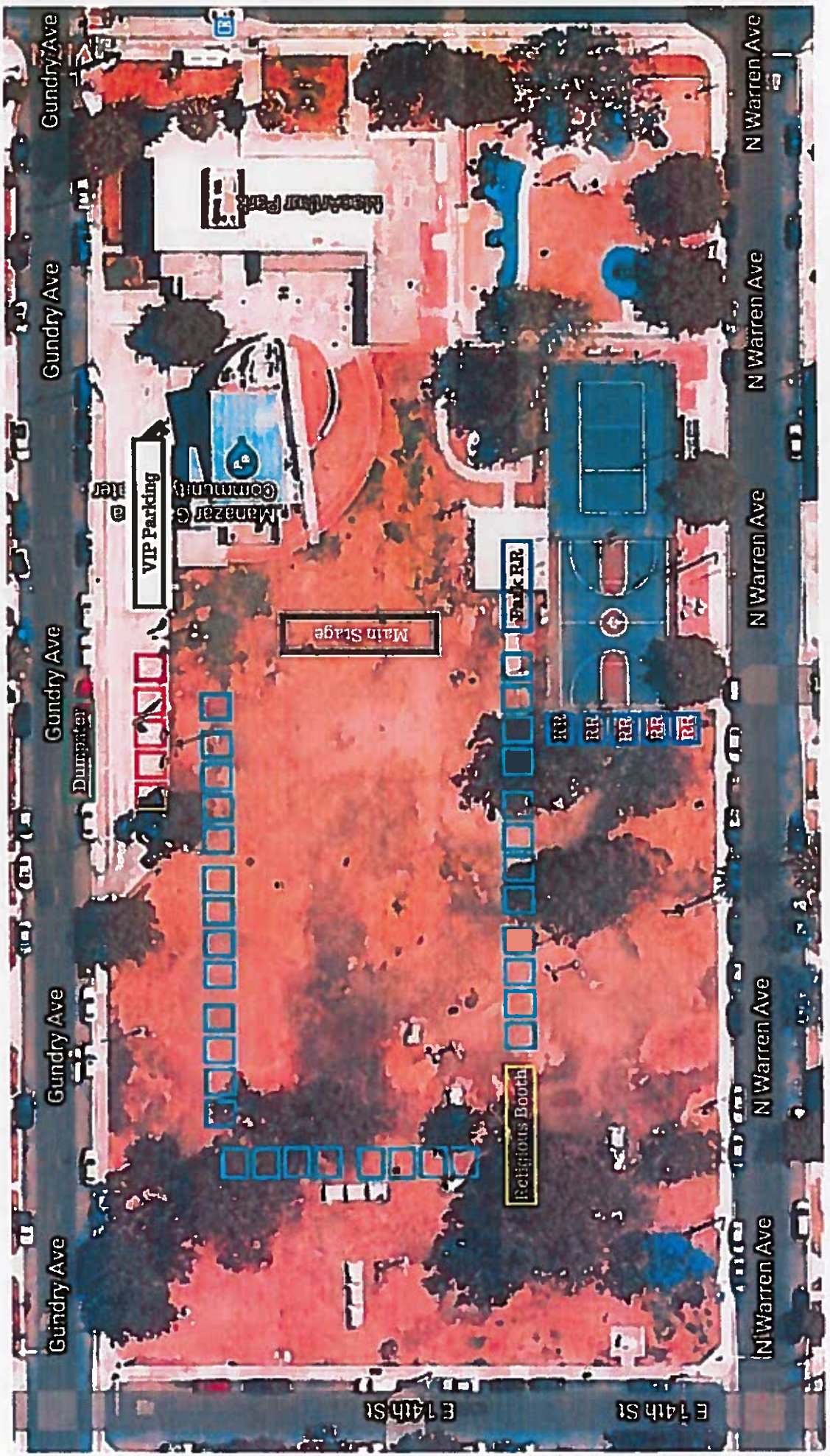
Statement of Affidavit

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: Monorom Neth

Event Co-Organizer Signature: Sithea San

2020 CAMBODIA TOWN CULTURE FESTIVAL MACARTHUR PARK



LEGEND			
	10 x 10 Booths		Food Booths
	20 x 20 Booth		Hot Sink
			Restrooms /RR
			Dumpster