



# 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



September 10, 2019

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive the supporting documentation into the record, conclude the public hearing, consider the appeal by William Grisolia, dba Long Beach Blues Society, and uphold the decision of the Parks and Recreation Commission to deny the City Manager's Office of Special Events and Filming Application #20-10539, for the operation of the New Blues Festival in El Dorado East Regional Park, Area III (Application #20-10539). (District 5)

## DISCUSSION

This hearing is being conducted in response to the appeal from Mr. William Grisolia, dba Long Beach Blues Society. The Parks and Recreation Commission denied the permit for use of El Dorado East Regional Park, Area III, for the New Blues Festival, based on prior years' negative impacts to the park, park users and surrounding communities.

El Dorado Regional Park is one of the most utilized parks in the Department of Parks, Recreation and Marine (PRM), providing the opportunity for passive activities, certain fee-based activities like bike and boat rentals, picnic services, and occasional special events that are open to the public. In accordance with Long Beach Municipal Code (LBMC) Chapter 5.60, special events that require the coordination of the services of multiple departments within the City of Long Beach (City) like Police, Fire, Public Works, or Health and Human Services, are coordinated through the City Manager's Office of Special Events and Filming (Special Events) to provide planning, seamless operation and oversight of a particular special event. Special Events can also issue permits for events to allow the sale and consumption of alcohol in City parks.

Pursuant to LBMC Section 2.54.005 and City Charter Section 902, the Parks and Recreation Commission (Commission) has exclusive authority over leisure activities of a recreational nature in City parks. To that end, the Parks and Recreation Commission has made a concerted effort over the past several years, to thoroughly assess applications for proposed special events in City parks to further ensure that the events do not negatively impact City facilities, existing park users and surrounding communities.

## **Background**

For the past five years, the New Blues Festival has been held at El Dorado Regional Park on Labor Day weekend. For the past four years, Special Events, with Commission approval, has issued William Grisolia, dba Long Beach New Blues Society, a permit to operate the New Blues Festival in El Dorado Regional Park. The festival is a two-day, blues concert that includes music, exhibits, merchandise concessions, and food and beverages sales, including the sale and consumption of beer, wine, and spirits. On June 2, 2019, Mr. Grisolia submitted Application #20-10539 to conduct another New Blues Festival on November 2-3, 2019 in El Dorado Regional Park.

Two years ago, during the New Blues Festival event at El Dorado Regional Park on September 2-3, 2017, both Special Events and PRM reported that they had serious difficulty with the New Blues Festival production team, which included the following:

- Though clearly explained, parking requirements were not followed, and this created serious traffic concerns impacting park users and ticket holders for the event.
- The manner in which the New Blues Festival production team distributed parking passes to vendors, volunteers, and performers created numerous issues for PRM staff reconciling gate receipts.
- The New Blues Festival production team did not remove traffic patterns for entry lanes immediately following the event causing traffic flow impact to the park on the Labor Day holiday for other users of the park.
- The New Blues Festival production team did not comply with signage requirements. This further contributed to traffic flow challenges. Patrons were confused on how to enter and exit the park area, which caused some ticket holders to exit the park by mistake.
- Festival goers were observed parking in non-designated areas of grass.
- The event load in and out was poorly coordinated, negatively impacting park users not associated with the event.
- The event lacked reasonable sound control, negatively impacting park users in the area nearby the event.

These issues could have been avoided with better coordination and organization on the part of the New Blues Festival production team.

On June 21, 2018, the Commission approved the New Blues Festival permit for Labor Day 2018 at El Dorado Regional Park. In the process of permit approval, the Commission specifically addressed the production difficulties from the 2017 event and expressed the expectation that those issues be remedied.

Unfortunately, the 2018 New Blues Festival event was even more problematic than the 2017 event. Both PRM and Special Events experienced difficulties with the New Blues Festival production team that included:

HONORABLE MAYOR AND CITY COUNCIL

September 10, 2019

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- The failure to procure parking/entry to the park for artists, vendors, and event staff. A list of names for these individuals was not provided to City staff causing major confusion at the time of the event.
- The New Blues Festival production team's event parking plan resulted in vehicles parked in prohibited areas.
- Insufficient directional signage, which created traffic and parking challenges and resulted in several event goers exiting the venue before the event started.
- Required Emergency Exit signage was not provided at all emergency exits.
- The event load out plan was not followed, affecting a large party reservation scheduled at the park the next day.
- The clean-up and removal of spray paint in the parking lot was unsatisfactory.
- Event equipment was left at the event area for two days after the event, leaving areas inaccessible to park users.
- Traffic control equipment was improperly placed on Spring Street, which delayed park patrons from entering the park on Labor Day.

Because of these continuing concerns, on December 27, 2018, Mr. William Grisolia was informed that PRM would recommend that the 2019 New Blues Festival not take place at El Dorado Regional Park (Attachment A). Notwithstanding this, the Long Beach Blues Society promoted a New Blues Festival event at El Dorado Regional Park for 2019. The Director of PRM communicated directly with Mr. Grisolia to request that the Long Beach Blues Society stop promoting the El Dorado Regional Park as the venue for the 2019 New Blues Festival. In the course of his communications, the Director of PRM invited Mr. Grisolia to meet with City staff to explore other venues for the festival.

The Long Beach Blues Society informed City staff that it intended to hire a new event producer who is more experienced than the previous one. Nonetheless, City staff again informed the Long Beach Blues Society that PRM would recommend that the 2019 New Blues Festival not be held at El Dorado Regional Park. The size and scope of the New Blues Festival lends itself to established waterfront venues in the Downtown Long Beach area. Alternative locations were reviewed and discussed with Mr. William Grisolia. Notwithstanding this communication, the Long Beach Blues Society requested that the Commission approve a permit for use of El Dorado Regional Park on November 2 and 3, 2019 for the 2019 New Blues Festival.

The Commission met on August 15, 2019 and the item was presented (Attachment B). The Commission listened to the comments of Mr. William Grisolia. The Commission discussed the matter and unanimously denied the permit request. Mr. William Grisolia, timely filed an appeal with the City Clerk on August 16, 2019.

LBMC Section 2.54.010 provides a process by which an "aggrieved person" may appeal an action of the Commission to the City Council. After a public hearing, the City Council may affirm, modify, or overrule the decision or action of the Commission but any such action by the City Council

HONORABLE MAYOR AND CITY COUNCIL

September 10, 2019

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requires a two-thirds (2/3) majority vote. If the City Council fails to obtain the requisite votes to affirm, modify, or overrule, the action of the Commission will stand. It should be noted despite the denial of conducting the event in this location, Long Beach Blues Society will be able to apply for other sites in Long Beach that are available for use and are more conducive for the New Blues Festival event.

This matter was reviewed by Deputy City Attorney Erin Weesner-McKinley on August 27, 2019 and by Revenue Management Officer Geraldine Alejo on August 28, 2019.

TIMING CONSIDERATIONS

City Council action is requested on September 10, 2019, to meet the requirement to conduct a hearing within 30 days of the Commission decision.

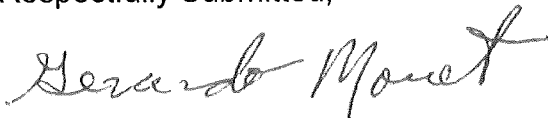
FISCAL IMPACT

This recommendation has no fiscal impact, and no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve the recommendation.

Respectfully Submitted,



GERARDO MOUET  
DIRECTOR  
PARKS, RECREATION AND MARINE

APPROVED:

  
\_\_\_\_\_  
PATRICK H. WEST  
CITY MANAGER

Attachments: A – 12-27-18 New Blues Festival letter from PRM  
B – 8-15-19 New Blues Festival letter from PRM





**CITY OF LONG BEACH**  
DEPARTMENT OF PARKS, RECREATION & MARINE



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December 27, 2018

Mr. William Grisolia  
GIG International & Long Beach Blues Society  
2601 E. Ocean #201  
Long Beach, CA 90803

RE: 2019 New Blues Festival

Dear Bill:

The City has been made aware that the 2019 New Blues Festival is being promoted as an event that will take place at El Dorado Park. This promotion is on the <https://www.newbluesfestival.com/> website. I also attached an image of the promotion image from the website. As you know, the City has denied the use of El Dorado East Regional Park as a place for the New Blues Festival to take place. When I met with you on Monday, November 5, 2018, I personally informed you that I would not recommend a permit be granted by the Parks and Recreation Commission because of a list of concerns both Parks and Recreation staff and Special Events staff had with the 2018 New Blues Festival that took place at El Dorado Regional Park.

Because of my decision, you then rescinded the request for the permit to go to the Park and Recreation Commission. I then suggested you meet staff members from both Parks and Recreation and Special Events so you could review the list of concerns and explore other venues for the Festival. My office followed up our November 5, 2018 meeting with the attached email to you on December 10, 2018.

As I understand it, you or representatives from your team have not met with city staff to review concerns and explore other venue locations for the festival. Instead, what I am seeing is that you and your team are moving forward to promote the event for 2019 to be taking place at El Dorado Regional Park. That is incorrect as the City has already informed you that El Dorado Regional Park is not available for the New Blues Festival in 2019.

I admire your passion you have shared with me about your many years of producing the Festival and wish you well in your planning efforts. However, I respectfully ask you to stop promoting El Dorado Regional Park as the venue for the 2019 New Blues Festival. The offer for your team to meet with city staff to review the 2018 concerns and explore other city venues is still on the table. Let me know if you have any questions.

Sincerely,

Gerardo Mouet  
Director

CC: Tasha Day – Manager, Special Events & Filming  
Gladys Kaiser – Manager, PRM Community Recreation Services  
Valerie Davis – PRM Executive Assistant

Attachment



Attachment A

[HOME](#) [SCHEDULE](#) [TICKETS](#) [EVENT INFORMATION](#) [VENDORS](#) [SPONSORS](#) [PAST FESTIVALS](#)

# NEW BLUES FESTIVAL

El Dorado Park, Long Beach  
August 30th & September 1st  
2019

[BUY NOW!](#)



OFFICIAL  
THE LINEUP

2018 SATURDAY MAIN STAGE

2018 SUNDAY MAIN STAGE





# 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 2<sup>nd</sup> and 3<sup>rd</sup> 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



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:

- o Golden Grove rental fee for non-profit groups \$595/day, for all days of non-exclusive use of Area III for promotional activities.
- o 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.
- o To be determined charges for staff - \$25/per person/per hour.
- o 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

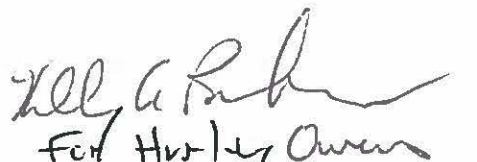
If the Festival is approved, the Department will receive facility rental income of \$2,380, and a yet-to-be-determined reimbursement for Department staff time required to oversee the Festival, and an undeterminable amount of gate entry income in the General Fund Budget. If the Festival is denied, only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

**SUGGESTED ACTION:**


Approve one of the recommended actions.

Respectfully Submitted,

GLADYS KAISER  
MANAGER  
COMMUNITY RECREATION SERVICES  
BUREAU

  
FELICIA HURLEY OWENS  
HURLEY OWENS  
MANAGER  
MAINTENANCE OPERATIONS

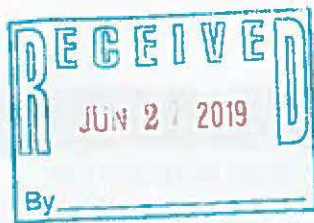
APPROVED:

  
GERARDO MOUET  
DIRECTOR

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



# Attachment B



211 E. Ocean Blvd.  
Suite 410  
Long Beach, CA 90802  
PH: (562) 570-5333  
FAX: (562) 570-5335

## Special Event Application

*#20-10539*

### General Event Information

Event Name:	New Blues Festival		
Event Dates:	November 2nd & 3rd 2019	Event Daily Operating Hours:	9AM - 9PM
Event Set Up Date:	November 1st	Event Setup Time:	7AM
Event Move Out Date:	November 4th	Event Move Out Time:	7AM
Event Location:	El Dorado Park, Long Beach.		

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

### Event Organizer

Name:	WILLIAM GRISOLIA	Organization:	<i>New blues Festival / Long Beach Blues Society</i>		
Street Address:	2601 East Ocean Blvd. #201				
City:	Long Beach	State:	CA	Zip Code:	90803
Office Phone #:		Cell Phone #:	562.762.8317	Fax Phone #:	
Email:					

### Event Co-Organizer or Professional Event Planner

Name:	Michael Bell	Organization:	Bell events services		
Street Address:		Email:	bellevent@gmail.com		
City:		State:		Zip Code:	
Office Phone #:		Cell Phone #:	310-488-9457	Fax Phone #:	

### Event Representation for Public Information/Media Contact

Name:	Doug Deutsch				
Primary Phone #:	213.924.4901	Secondary Phone #:			
Email:	dougdeutschpr1958@gmail.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:	Long Beach Blues Society				
Street Address:	2601 East Ocean Blvd. #201				
City:	Long Beach	State:	CA	Zip Code:	90803
Organization Website:	www.LongBeachBluesSociety.org				

# Attachment B

## Event Description

Please use the space provided below to provide a detailed description of the purpose and activities included in your event. You may attach additional pages to this document if needed.

Annual Music Festival

## Event Attendance Information

Total Attendance per Day:	2500	Total Participants @ Event:	5000	Total Staff/Volunteers @ Event:	200
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## Event Admissions Information

Will fees for admission, entry, vendor or visitor participation be required?  Yes  No

If yes, you must attach a copy of your **Admission and Re-entry Policy** as well as corresponding **Admission Rates**.

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

## Event Activity and Program Schedule Information

The Event Organizer shall provide a detailed description of their programmed activities within the venue. This includes providing the City with a daily schedule for each area where activities or entertainment will be programmed. The schedule should include the names of the talent/entertainment, the time they perform, timing for sound checks, etc. Please describe the sound equipment as well as any lighting packages that are included in the production. The event organizer shall attach a copy of the activity and program plan to this document.

General Description of Event, Programs, or Activities (Check All Boxes That Apply)

<input type="checkbox"/>	Athletic/Recreational	<input checked="" type="checkbox"/>	Festival/Celebration	<input type="checkbox"/>	Fireworks, Pyrotechnics, Black Powder
<input type="checkbox"/>	Art Exhibit/Display	<input type="checkbox"/>	Parade	<input type="checkbox"/>	Farmer/Craft Market
<input type="checkbox"/>	Concert/Performance	<input checked="" type="checkbox"/>	Information/Exhibits	<input type="checkbox"/>	Outdoor Market
<input checked="" type="checkbox"/>	Alcohol Service and/or Sampling	<input type="checkbox"/>	Theatre Performance	<input type="checkbox"/>	Aquatics/Boating
<input type="checkbox"/>	Carnival/Circus	<input type="checkbox"/>	Fun Run/Walk/Ride	<input type="checkbox"/>	

Please attach a copy of the **Activity and Program Plan** to this document.

## Event Specialized Program Information

If the Event Organizer's Program includes any of the activities listed below, a detailed description of these activities shall be included in the program schedule attached to this document.

- Massage demonstrations or services;
- Fire performers/dancers;
- Tattoo or piercing demonstrations or services;
- Casino games/drawings;
- Parachute teams;
- Racing or racing demonstrations; or
- Aircraft



# Attachment B

## Event Route Information

Is this event a Parade, Run, Walk, Bike Tour, etc?  Yes  No

If your event is a parade, walk, fun run, bike ride, or other activity with a specific route or competition area, you must provide a map of your route and describe the route. The plan should include information on where you will start and finish the event, staging areas, competition areas, loading zones, step off location, disbanding areas, etc. You must attach the **Event Route Plan** to this document.

## Event Site Plan Information

The Event Organizer shall provide a detailed drawing of the site plan. The site plan shows the placement of temporary structures and equipment on public property and/or rights of way. The following information is required on your site plan. Please show:

- The perimeter of the entire venue, include the names of all adjacent streets or areas that are part of the venue; show all street closures and/or lane closures associated with the site plan;
- The location of fences, barricades and barriers,
- The access and egress points for the venue,
- The access and egress points for tents and structures within the venue,
- The 20 foot wide fire lane (emergency access) through out the venue,
- The locations of all stages, platforms, bleachers, grandstands, canopies, tents, portable toilets, trash containers, or any other temporary structure,
- The dimensions or size of the equipment and structures within the site plan,
- The cooking areas to be used for the event, show the locations of food trucks or carts,
- The location of all alcohol points of sale (beer gardens or free flow plan, points of sale, etc.),
- The location of First Aid and Emergency Service Coordination Staff,
- The location of power sources or generators, show the distribution of power within the venue, generators must be cordoned off within the venue
- The locations of carnival rides, games, live animals, inflatables, or similar equipment,
- The location of any/all fuel stations, show the location of propane tanks, natural gas lines, black powder storage, and pyrotechnics locations,
- The locations of parking for public, vendors and VIP's, show where trailers or large trucks will be stored, and
- The location of "free speech" zone, etc...

Please attach the **Event Site Plan** to this document.

## Event Parking Information

Total Guest Parking Demand:	2000	Total Vendor/VIP Parking Demand:	200
Guest Parking Locations:	TBD		
Vendor/Staff/VIP Parking Locations:	TBD		

## Event Traffic Management Information

Street closures, lane closures, traffic detours, traffic directional signage, temporary no parking locations, times and signs, or other tasks requiring traffic safety equipment, you must use one of the many city approved contractors. The plans used by the contractors must be approved by the City of Long Beach prior to the permit being issued.

You must attach a copy of your **Traffic Management and Parking Plan** to this document. *N/A*

# Attachment B

## Event Site Services Information (Custodial Services, Comfort Stations, Waste & Recycling Management, Street Sweeping, etc...)

The Event Organizer must maintain a safe, clean and accessible environment for the event attendees. Please see the Special Event Planning Guide for additional information. Describe your plan to provide custodial services, comfort stations, refuse collections and removal, recycling services, etc...

Professional vendors coupled with Beacon House, Conservation Corp and Volunteers

## Event First Aid, Medical Services and Emergency Management Plans

The organizer is responsible for the safety and well being of the guest at their event. Please describe the plan to provide First Aid, Medical Services and Emergency Management should they be needed. Include staffing levels and staff assignments. Please use the space below to describe how you will provided these services. You may attach an additional document if necessary.

Registered Nurses and Volunteers

## Crowd Management and Venue Security (Venue Access, Event Staff, Security Staff, etc...)

Download the Security Plan Worksheet. Please provide a detailed plan for venue and security management with the application. Required information must include a "dot map" showing the location of security staff and their assignments. The Office of Special Events cannot approve a permit unless we have received and approved a security plan at least three weeks before the planned event date.

Please attach the completed **Security Plan Worksheet** to this document.

## Alcohol Control and Management Plans

- No alcoholic beverages will be sold, sampled or consumed at this event
- Yes, alcoholic beverages will be sold, sampled or consumed at this event

If you plan to sell, sample or consume alcoholic beverages at this event, you are required to obtain a permit from the State Department of Alcoholic Beverage Control (ABC). You must provide a copy of the security plan for alcohol service area. Download and complete the Security Plan Worksheet. The City of Long Beach Special Event permit will define where and how alcoholic beverages services will be allowed.

If "Yes" to above, please attach the completed **Security Plan Worksheet** to this document.

## Concessions Management Plans

The organizer has the ability to provide food, services and merchandise to attendees at their event. The event organizer is responsible to ensure the vendors obtain the appropriate equipment, personnel and permits required to complete this assignment.



# Attachment B

## Food Concessions

Will the event organizer provide food and beverage concessions as part of the program?

- Yes, only to the participants in this event
- Yes, to the general public. You must identify the concessions areas on your site map. A list of the approved vendors is required.
- No food or beverages will be sold or provided at this event.

## Merchandise Concessions

Will the event organizer provide merchandise or service concessions as part of the program?

- No merchandise or services concessions are included in this event
- Yes, merchandise or services concessions are included in this event. You must identify the concessions areas on your site map. A list of the approved vendors is required.

## Live Animal Plans

Will the event organizer require live animals to be included in this programmed activity?

- No animals will be housed on site and no animals will be participating in this program
- Yes, you must attach a copy of your plan to house and care for these animals and obtain additional permits from Animal Control.

## Insurance Requirements

An original Certificate of Insurance and the Additional Insured Endorsement must be submitted to the Office of Special Events and Filming thirty (30) days prior to the event. Copies of the certificates and/or endorsements can be submitted with this application. Links: [Insurance Guidelines webpage](#), [General Liability Endorsement Form](#)

Please attach copies of any certificates and/or endorsements to this document.

## Event Organizer Requirements

Special Event permit requirements are based on Long Beach Municipal Code Section 5.60. The City of Long Beach requires the signature(s) of the party/parties who will be held responsible for the payment of any City services and/or fees. The applicants and, if applicable, the professional event organizer must complete and submit this application. In order to complete the Special Event application, payment must be mailed within ten (10) business days from online submittal to the following address:

**City of Long Beach  
Special Events and Filming  
211 E. Ocean Blvd., 410  
Long Beach, CA 90802**

The Applicant and/or Event Organizer are individuals authorized to make operating decisions, and negotiate the terms and conditions for city services for the producer. These people are responsible for the payment of any expenses generated by the City of Long Beach to support or oversee the event. Any notice, demand, request, consent, approval, or communication that the City desires, or is required to give to the event organizers or producer shall be addressed to the individuals listed in this document.

# Attachment B

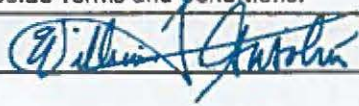
## Statement of Affidavit

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief; that I have read, understand and agree to abide by the rules and regulations governing the proposed Special Event under Long Beach Municipal Code, and I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Manager or the City Manager's designee. Applicant agrees to comply with all other requirements of the City, County, State, Federal Government, and any other applicable entity which may pertain to the use of the Event venue and the conduct of the Event. In the event that a possessory interest subject to property taxation is created by virtue of this use permit, I agree to pay all possessory interest taxes and the City shall not be liable for the payment of such taxes. I further agree that the payment of any such taxes shall not reduce any consideration paid to the City pursuant to this use permit. I agree to abide by these rules, and further certify that I, on behalf of the Host Organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any costs and fees that may be incurred by or on behalf of the Event to the City of Long Beach.



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:

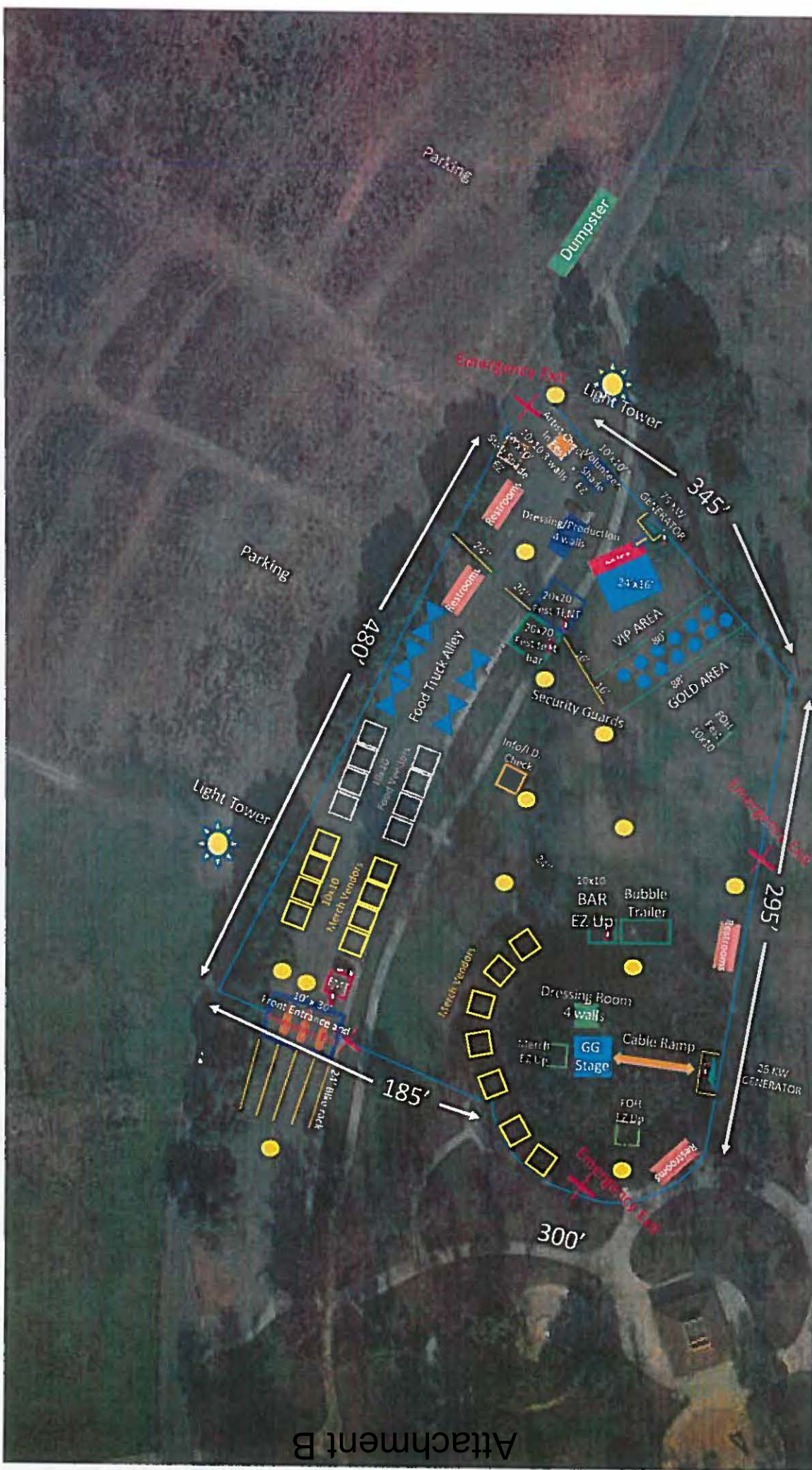


Event Co-Organizer Signature:

Please remember to attach the following documents as applicable:

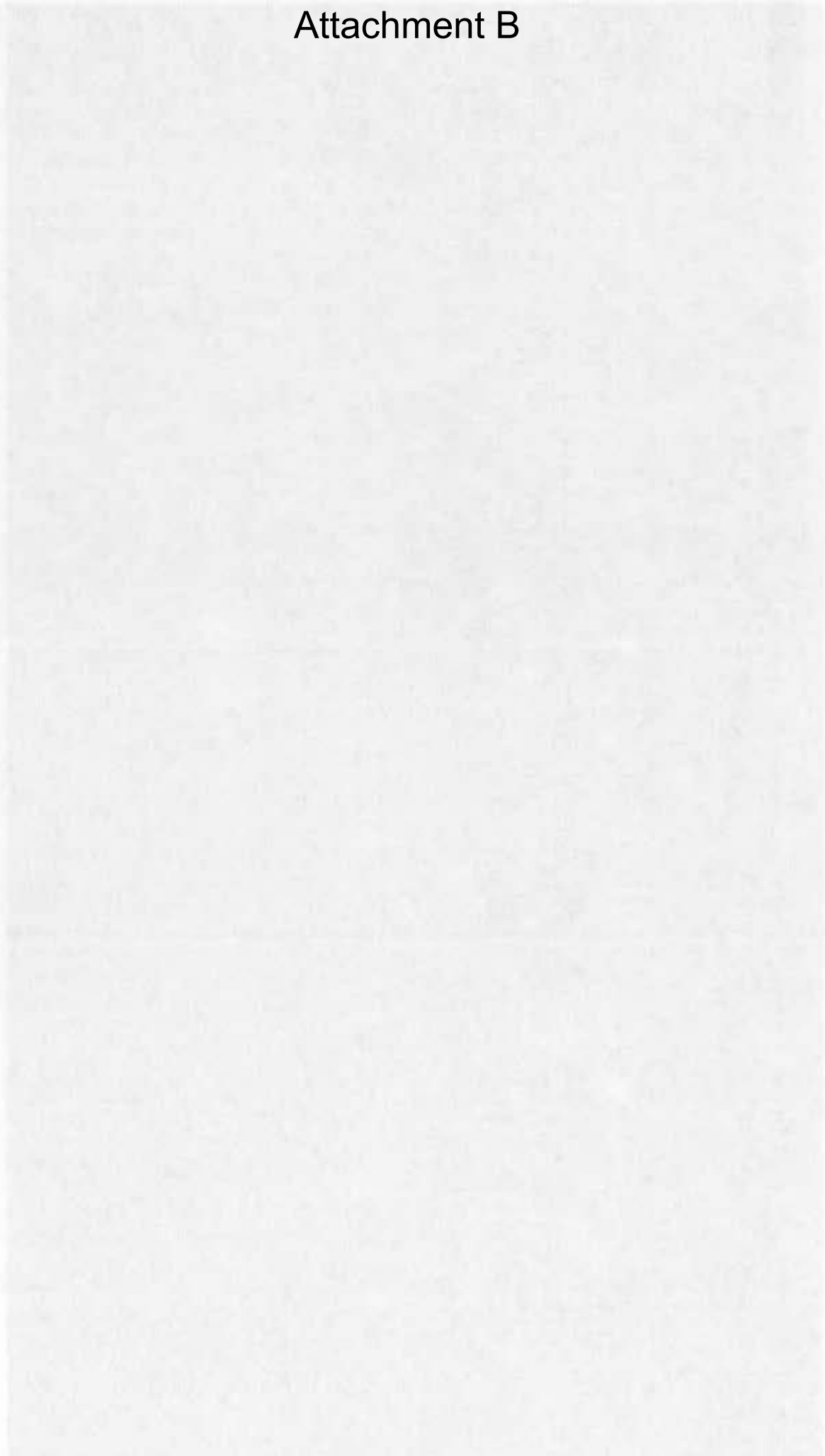
- ✓ Admission and Re-entry Policy
- ✓ Admission Rates
- ✓ Activity & Program Plan
- ✓ Program Schedule
- M/A • Event Route Plan
- ✓ Event Site Plan
  - Traffic Management Parking Plan — Parks & Recreation to consult/Provide
- ✓ Security Plan Worksheet
  - Copies of any Certificate of Insurance and/or Additional Insured endorsements





Attachment B

# Attachment B





# Attachment B



## Event Security Plan

In order to host a safe event, the Event Security Plan is required to outline your security staffing. Upon completion, the Event Security Plan will be submitted to the Long Beach Police Department for review. After review, the Long Beach Police Department will determine if additional security staffing is required, and also determine if Police Officers shall be staffed. All public events with alcohol are required to have private security in addition to mandated staffing by the Long Beach Police Department.

The event operator is also responsible for creating and submitting a site map/plot plan labeling the security staffing locations for the event.

*Form must be completed and signed by contracted Security Company.*

### Scope of Event

Event Name: New Blues Festival

Event Organizer: Michael Bell (Bell Event Services) Phone: 310.488.9457

Event Date(s): November 2nd & 3rd

Hours of Operation: 9am - 9pm Expected Attendance: 5000

Type of Event:  Festival  Concert  Parade  Car Show  Other \_\_\_\_\_

Number of Stages: 2 List Entertainment Schedule i.e., All Bands, DJ's, Music Genre, Times:

See attached

### Primary Event Security

Name of Security Company: Pro Com Security CA PPO License #: 6368

Company Phone: 310.491.4139 On Site Contact: Craig Montgomery Phone: 310.491.4139

# Attachment B

Number of Armed/Unarmed Security Personnel Assigned Each Day:

Unarmed 13 Armed 0

*\*Off duty police officers working in a private security capacity must possess a CA guard card and should not wear anything identifying them as a "police officer."*

List a Detailed Schedule of the Event and After-Hours Security Staffing and Locations:

*\*Include shift times & responsibilities. Specifically perimeter security, response times, etc. Staff locations must be labeled on your site map/plot plan.*

November 1st 9pm-9am (12hrs) 1 guard  
November 2nd 9am-9pm (12hrs) -12 Guards + 1 supervisor,  
November 2nd 9pm-9am (12hrs) 1 guard  
November 3rd 9am-9pm (12hrs) -12 Guards + 1 supervisor

## Security & Event Staff Communication Plan

Describe How Event Security and Event Staff Will Communicate:  Radios  Cell Phones  
 Other \_\_\_\_\_

*\*Depending on scope of the event, Special Event Staff, LBPD and LB Fire may require radios issued by event operator.*

Number of Staff and Security w/Radios: Staff 6 Security 6

## Security Uniforms

Shirt Color: Gray Shirt Pant Color: Black Pants

Describe How Personnel are Identified as Security:

## Event Ticketing/Re-Entry

How is the Event Marketed:  Social Media  Internet  Radio  TV  Flyers  Other \_\_\_\_\_

Ticket Price(s): \$45 - \$250 Method of Purchase:  Pre-Sale  Gate/Door

Max. Ticket Sales: 5000/day Re-Entry:  Yes  No If Marked Yes, Please Explain Re-Entry Policy:



# Attachment B

## Long Beach New Blues Festival Security Plan

### **Primary Purpose:**

To provide a safe environment to the guest, artists, vendors and workers of the New Blues Festival (NBF).

### **Specific Goals:**

- 1) Identify areas of concern where potential issues could arise via pedestrian control, vehicle control, overcrowding, intoxicated people or crowd control.
- 2) Using uniformed security and NBF stewards inform and assist all participants where needed.

### **Potential Problems and Solutions**

**Problem:** Access to the venue.

**Solution:** Work with all stakeholders on the best number of access points and have them fully manned when needed.

**Problem:** Overcrowding

**Solution:** Monitor the traffic flow and crowd size. With input from Police, Fire, Park Rangers and NBF Staff determine when and how to stop the inflow of cars and participants.

**Problem:** Intoxicated People

**Solution:** Limit the amount of sales to each buyer to two drinks at a time. Watch for over serving and take appropriate action.

### **Basic Roles:**

#### **The Police**

The Police are there to support the event. Their main role is to prevent crime and disorder and where persons commit offences to take the appropriate action. In the event of a major or critical incident will take command following consultation with the respective leads.

#### **Security**

Security will manage any incident (except as mentioned above) at the event. There will be a number of staff at the event with a variety of roles; there will be security at stages and across the site as well as around the perimeter and at the gates. There will also be response teams to deal with situations as they arise.

# Attachment B

## Fire

In the event Fire is needed for either medical or fire response, they will use existing park roads for access and egress. The closest station (station 5) is located at the Wardlow entrance to the park.

## Audience and Crowd Control

### Crowd Management

The site will be designed to ensure it

- has adequate means of escape in the event of an emergency
- allows for the free flow of the public during the event
- avoids creation of bottlenecks and even out crowd densities

In the event of mass evacuation, the people would be directed north to the academy gate and the to the south Wardlow gate.

## Uniformed Security Staffing - Saturday

Gates:2 Main/1Talent/1 East Exit:4		Hours: 0900-2100	=	48hrs
Main Stage				
back **	1	Hours: 0900-2100	=	12hrs
VIP Entrance	1	Hours: 0900-2100	=	12hrs
Beer Sales Area	1	Hours: 0900-2100	=	12hrs
Overnight Fri to Sat	1	Hours: 2100-0900	=	12hrs
Uniformed Supervisors	1	Hours: 0900-2100	=	12hrs
Roving/Relief *	2	Hours: 0900-2100	=	24hrs

Total Uniformed Security: 11

Total Security Hours:	Day	108
	Night	12
	Supervisor	12

\* Duties include walking the crowd checking for armbands. Being visible and available for questions.

\*\* Duties include maintaining access to those permitted to be in the backstage areas.

## Uniformed Security Staffing - Sunday

Gates:2 Main/1Talent/1 East Exit:4		Hours: 0900-2100	=	48hrs
Main Stage				
back **	1	Hours: 0900-2100	=	12hrs
VIP Entrance	1	Hours: 0900-2100	=	12hrs
Beer Sales Area	1	Hours: 0900-2100	=	12hrs
Overnight Sat to Sun	1	Hours: 2100-0900	=	12hrs

# Attachment B

Uniformed Supervisors	1	Hours: 0900-2100	=	12hrs
Roving/Relief *	2	Hours: 0900-2100	=	24hrs

Total Uniformed Security: 14

Total Security Hours:	Day	108
	Night	12
	Supervisor	12

\* Duties include walking the crowd checking for armbands. Being visible and available for questions.

\*\* Duties include maintaining access to those permitted to be in the backstage areas.

These hours are approximated and can change to meet current needs.



# Attachment B

List Prohibited Items:

food, drinks, coolers, tents, umbrellas, glass, weapons, alcohol, drugs, hiking backpacks, pets, professional recording equipment

Describe Entry Area & Types of Search and Screening to be Used:

Pat down and bag check at entrance

**Alcohol Controls**

Alcohol is required to be served in clear plastic cups with a limit of two (2) drinks per person at the time of purchase. Event operator is required to issue patrons 21 years and older a tamper resistant wristband. Event operator is required to check identification at each point of sale.

Alcohol must be contained within a controlled venue.

Free Roaming Alcohol is defined as alcohol being allowed to "roam" throughout the entire enclosed event venue. Alcohol compliance team is required to patrol the interior of the venue for patrons drinking without a wristband.

Beer Garden is defined as alcohol contained to a portion of the event venue. Typically the event is not entirely enclosed and alcohol is kept within a small enclosed portion of the event. Perimeter fences are required to prevent alcohol from being passed from the Beer Garden to event patrons outside the Garden. Beer Garden requires security along the perimeter, entrance/exit(s), and requires count in-out controls. Beer Garden must be clearly labeled on the site map.

Free Roaming Alcohol:  Yes  No

Beer Garden:  Yes  No

Number of Security Staff Assigned to Compliance Team: 5

**Additional Notes**

Name of Security Representative (Print): Michael Bell Date: 6/27/19

Signature of Security Representative: \_\_\_\_\_

# Attachment B



DEPARTMENT OF PUBLIC WORKS  
ENVIRONMENTAL SERVICES BUREAU

CITY OF  
**LONG BEACH**

## Special Events Recycling



### Event Waste Reduction Law – AB 2176

#### What does the law mean?

Special events with over 2,000 people per day are required to develop and implement a waste reduction plan and report their progress back to the City.

#### How do I implement a waste reduction plan?

**Step 1:** Plan to include recycling at your event.

- ▶ Decide what type of recycling collection fits your event. Best practices recommend a source-separated recycling program.

**Step 2:** Contact a waste hauler to request recycling services.

- ▶ Require your waste hauler to have labeled recycling receptacles paired with trash receptacles throughout the event.

**Step 3:** Include recycling services in your waste hauling contract.

**Step 4:** Return pre- and post-event worksheets to the Environmental Service Bureau.

### List of Long Beach Waste Haulers:

EDCO Waste Services	(310) 540-2977
Waste Management	(800) 744-0222
Republic Services	(800) 299-4898
Athens Services	(888) 336-6100
Calmet Services	(562) 259-1239
CR&R, Inc.	(800) 826-9677
Serv-Wel Disposal	(323) 726-4056
Universal Waste Systems	(800) 631-7016
United Pacific Waste	(866) 699-7600
Haul Away Rubbish	(323) 721-0371



#### FOR MORE INFORMATION

Visit [www.longbeach.gov/LBrecycles](http://www.longbeach.gov/LBrecycles) or call our Hotline at (562) 570-2376



# Attachment B



DEPARTMENT OF PUBLIC WORKS  
ENVIRONMENTAL SERVICES BUREAU

CITY OF  
**LONG BEACH**

**Form 2 of 2**

## Special Events – Waste Reduction and Diversion Post-Event Worksheet

Forms are submitted to: Email: [eventrecycling@longbeach.gov](mailto:eventrecycling@longbeach.gov)

### CONTACT/EVENT INFORMATION

Name of event: \_\_\_\_\_  
Event date(s): \_\_\_\_\_ # of attendees, including staff: \_\_\_\_\_  
Event location: \_\_\_\_\_  
Contact name: \_\_\_\_\_ Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

### EVENT DIVERSION INFORMATION

Total weight recycled: \_\_\_\_\_  
Total weight diverted organics/composted: \_\_\_\_\_  
Total weight disposed (landfilled): \_\_\_\_\_  
Total weight collected: \_\_\_\_\_

### DONATIONS

Food donation (i.e. Food Finders)  
 Material Donations  
 Other: \_\_\_\_\_  
Donation Details: \_\_\_\_\_

Were any other waste reduction strategies used at the event? \_\_\_\_\_

Please provide copies of weight and tickets from hauler and recycler.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Within 30 days of the event, please return completed form to:

Environmental Services Bureau  
2929 East Willow Street | Long Beach, CA 90806  
Tel: 562-570-2850 | Fax: 562-570-2861  
Email: [eventrecycle@longbeach.gov](mailto:eventrecycle@longbeach.gov)

### FOR MORE INFORMATION

Visit [www.longbeach.gov/LBrecycles](http://www.longbeach.gov/LBrecycles) or call our Hotline at (562) 570-2876





TALENT/VIP PARKING



TALENT ENTRANCE



GENERAL PARKING

El Dorado Park Area  
III Golden Grove

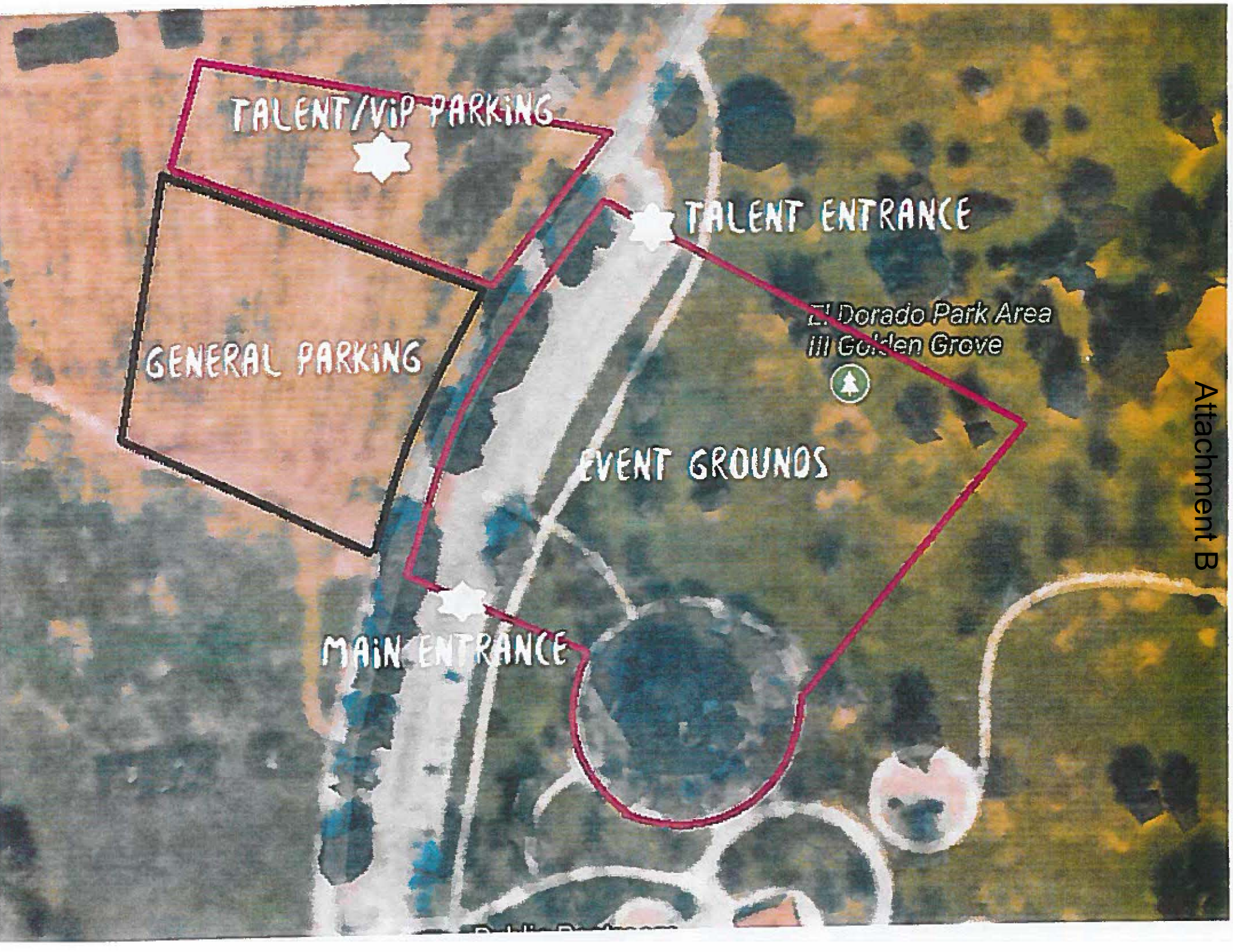


EVENT GROUNDS

MAIN ENTRANCE



Attachment B





# Attachment B

## Entrances:

- One on Spring St.
- + Coming off the 605
- + Coming from Sprint St. West
- One from Town Center
- + Only used by Event Staff, Talent & Vendors.

