



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



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May 18, 2017

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

RECOMMENDATION:

Approve Special Event Permit Application #17-09324 with the Pacific Talent Academy of the Arts, a Domestic non-profit corporation, for the operation of the Weekend in Polynesia Cultural Heritage Celebration in Recreation Park, including the Bandshell, with parameters determined by the Office of Special Events and Filming and the Department of Parks, Recreation and Marine. (District 3)

Or

Determine the proposed activity does not provide a sufficient overall public benefit and deny Special Event Permit Application #17-09324 with the Pacific Talent Academy of the Arts, a Domestic non-profit corporation, for the operation of the Weekend in Polynesia Cultural Heritage Celebration in Recreation Park, including the Bandshell. (District 3)

DISCUSSION

Recreation Park, including the Bandshell and seating area (Recreation Park), located at 4900 E. 7th Street, hosts several special events 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) like Police, Fire, Public Works or Health and Human Services, are facilitated through the City Manager's Office of Special Events and Filming (SEF) in order to provide coordination, seamless operation and oversight of a particular special event.

On April 12, 2017, the Pacific Talent Academy of the Arts, (Academy), a California Domestic non-profit Corporation, submitted an SEF Application (Attachment A) to host its annual Weekend in Polynesia Cultural Heritage Celebration (Celebration). The Celebration is a two-day event that will include art and informational exhibits and displays, musical and theatrical performances and competitions and an outdoor market including the sale of food and culturally specific items (Site-plan and vendor list – Attachment B). No alcohol will be sold or served. It is expected that there will be approximately 1,500 participants per day as well as approximately 80 volunteers. The event is scheduled to be held on the weekend of September 9-10, 2017, from 9:00 a.m. to 10:00 p.m. on Saturday and will end at 9:00 p.m. on Sunday to allow take down on Sunday night. There is no entry fee for the event, however vendors will pay a per booth fee that will be collected and retained by the Academy.

MEMBERS OF THE PARKS AND RECREATION COMMISSION

May 18, 2017

Page 2 of 3

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. The Celebration has been a successful event in the past, without any issues of note.

If the Celebration is approved by the Commission, the Permit would include the following key points:

- Date, location and time: The footprint of the Festival will be contained within the area surrounding the Bandshell at Recreation Park. Setup will occur on Friday, September 8, 2017, from Noon to 6:00 p.m. The Celebration will take place on Saturday and Sunday, September 9-10, 2017. Hours on Saturday will be from 9:00 a.m. to 10:00 p.m. and on Sunday from 9:00 a.m. to 9:00 p.m. Tear down will occur between 9:00 and 10:00 p.m. on Sunday.
- 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.
- Admission: Admission is free.
- Vendors: Craft booths will be sold for \$350 and food booths or trucks will be sold for \$550, with all proceeds going to the Academy. Each vendor will pay all City fees related to business licenses or food sales.
- Fees: The Academy will be responsible to pay all applicable fees on the SEF Schedule of Fees and Charges for SEF, Police, Fire, Health, etc. In past years the Academy has paid the Commission-approved daily rental fee of \$225 per day for rental of the Recreation Park Bandshell. The Department has a \$160, per day, Special Use fee that could also be charged for the use of the area beyond the Bandshell proposed for booths. Or, the Commission could approve the permit and require the Academy to pay 10% of all booths sold. The Department will also receive \$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 Celebration. The Academy has stated that charging more than has been charged in previous years, would be detrimental to their fundraising.
- Music: Live entertainment and talent competitions will be scheduled throughout the Celebration's operating hours. One noise complaint was received in 2016, so the Academy is working with SEF and the complainant to make sure all music will be played at or below levels determined by SEF.
- Trash: The Academy 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.

MEMBERS OF THE PARKS AND RECREATION COMMISSION

May 18, 2017

Page 3 of 3

- Damage and Security Deposit: The Academy will submit a Security Deposit of \$375 to SEF. Stakes may not be used to secure tents. The Department will have until October 1, 2017, to identify any damage to Recreation Park, and the cost to make needed repairs will be deducted from the Security Deposit or paid by the Academy.
- 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: The Academy shall purchase and maintain all applicable insurance and endorsements, as required and approved by the City's Risk Manager.

FISCAL IMPACT

If the Celebration is approved, the Department will receive a minimum of \$1,155 in facility rental fees for the use of the Recreation Park Bandshell 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,



STEPHEN P. SCOTT
DEPUTY DIRECTOR AND MANAGER
BUSINESS OPERATIONS BUREAU



HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS BUREAU



GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES
BUREAU

APPROVED:



MARIE KNIGHT
DIRECTOR

MK:SS:GK:HO:rl/vhd

Att: A – Application for Weekend in Polynesia Cultural Heritage Celebration 2017
B – Weekend in Polynesia Site Plan and Vendor Booth Placement