



R-14



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

July 12, 2011

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www.LBParks.org

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HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution authorizing a temporary waiver for the restriction of alcohol at El Dorado East Regional Park, Area III, for the family-oriented Second Annual Oktoberfest event scheduled for September 23, 2011 through October 2, 2011, as unanimously approved and recommended by the Parks and Recreation Commission. (District 5)

DISCUSSION

On May 19, 2011, the Parks and Recreation Commission (Commission) unanimously approved a permit for the operation of the family-oriented Second Annual Oktoberfest event (Oktoberfest) in El Dorado East Regional Park, Area III (El Dorado Park) (Attachment). In addition, the Commission recommended to the full City Council that it consider and approve a Resolution authorizing a temporary waiver of Section 9.22.050 of the Long Beach Municipal Code allowing a permit to be issued by the Office of Special Events and Filming to O Entertainment, Inc. (O Entertainment), for the sale and consumption of alcohol in El Dorado Park.

This will be the second consecutive year that O Entertainment will operate Oktoberfest in El Dorado Park. Last year, the inaugural Oktoberfest drew approximately 7,500 attendees over seven days, despite tough weather conditions during the event and some last minute location adjustments. The inaugural Oktoberfest was considered an overall success for both O Entertainment and for the Department of Parks, Recreation and Marine (PRM), resulting in \$20,000 in revenues paid to the City of Long Beach (City), plus full reimbursement of all direct City costs for the use of Police, Fire, and PRM Department staff, as well as all costs associated with returning the event area to its pre-event condition.

As with the inaugural Oktoberfest, this year's event would again be managed jointly by PRM and the Office of Special Events and Filming, in accordance with established policies and procedures for other large events. Although there were no alcohol-related issues during the inaugural Oktoberfest, a strict alcohol management plan will again be in place for this year's event, which will include staffing by Long Beach Police Department personnel. In addition, O Entertainment meets the following festival operator requirements:

"We create community and enhance the quality of life through people, places, programs and partnerships"

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- Event experience: O Entertainment has at least five years of experience producing and managing special events in a municipal environment.
- Alcohol experience: O Entertainment has at least five years of experience producing and managing special events with alcohol service.
- California Department of Alcoholic Beverage Control (ABC) violations: O Entertainment has not had any violations of ABC laws within the past five years.
- Pending litigation: O Entertainment has no pending litigation regarding alcohol issues, public safety at events, or outstanding and/or unresolved debts owed to the City of Long Beach.

This matter was reviewed by Deputy City Attorney Gary J. Anderson on June 3, 2011, and Budget Management Officer Victoria Bell on June 8, 2011.

TIMING CONSIDERATIONS

City Council action is requested on July 12, 2011, in order to allow adequate time for O Entertainment, Inc., to facilitate the planning and logistics necessary for a successful event.

FISCAL IMPACT

The greater of \$20,000, plus City costs, or 15 percent of gross revenue, plus City costs, will accrue to the General Fund (GP) in the Department of Parks, Recreation and Marine (PR). The recommended action will result in a positive impact on both local and City jobs, although the exact number is unknown at this time.

SUGGESTED ACTION

Approve Recommendation.

Respectfully Submitted,


GEORGE CHAPJIAN
DIRECTOR OF PARKS, RECREATION AND MARINE

GC:GK:DA:RL:ak

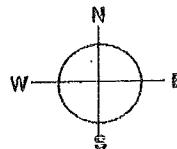
Attachments: Site Map
Resolution

APPROVED:


PATRICK H. WEST
CITY MANAGER

CARSON ST. ↑

ATTACHMENT AREA III EL DORADO PARK



POLICE RANGE

PARKING TWO

PARKING ONE

SAN GABRIEL FRWY. (605)

WARDLOW ROAD

TICKETS

RIVERS

BRIDGE

EMERGENCY GATE 2

GAMES

SLIDE

BUMPER CARS

WAVE SWINGER

ROUND UP

GIANT WHEEL

CHILDREN'S STAGE

KIDDYLAND

FOOD COURT

LAKEVIEW GROVE

DINING TENT

DANCE FLOOR

BEER #2

BEER #1

VENDOR PARKING

NON FOOD

WIZARD DEX

EMERGENCY GATE 1

TRAIN RIDE

ARBOR GROVE

GOLDEN GROVE

REST ROOM

LEGEND

- 10 X 10 CANOPY
- AMUSEMENT RIDE
- GENERATOR
- SECURITY



OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH APPROVING THE TEMPORARY
WAIVER OF ALCOHOL RESTRICTION FOR EL DORADO
EAST REGIONAL PARK

WHEREAS, on September 23, 2011, through October 2, 2011, O
Entertainment, Inc. will be hosting an Oktoberfest event in Area III at El Dorado East
Regional Park; and

WHEREAS, the event's organizers are requesting a temporary alcohol
permit for the Oktoberfest event. The temporary permit would be utilized for a no-host
bar, for which the identification and age of guests will be checked, and wristbands will be
issued. The area of the event will be restricted in order to ensure further safety; and

WHEREAS, the City currently has policies that prohibit the use of alcohol at
City parks and special events; and

WHEREAS, Section 9.22.050 of the Long Beach Municipal Code authorizes
City Council licensing of public areas for alcohol consumption by resolution; and

WHEREAS, in order to facilitate a successful Oktoberfest event, the Council
is asked to approve a one-time waiver of the City's current alcohol restrictions in our
parks;

NOW, THEREFORE, the City Council of the City of Long Beach resolves as
follows:

Section 1. Approve a temporary waiver for the restriction of alcohol at El
Dorado East Regional Park for an Oktoberfest event scheduled for September 23, 2011
through October 2, 2011.

Section 2. This resolution shall take effect immediately upon its adoption
by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2011 by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

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