



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



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October 18, 2018

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach
California

RECOMMENDATION:

Approve Special Event Permit Application #19-10234 of Justin Rudd dba the Community Action Team - California, a Domestic non-profit corporation, for the operation of the Haute Dog Howl'oween Parade in Marina Vista Park 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 #19-10234 of Justin Rudd dba the Community Action Team - California, a Domestic non-profit corporation, for the operation of the Haute Dog Howl'oween Parade in Marina Vista Park. (District 3)

DISCUSSION

Marina Vista Park (MV Park), located at Colorado Street and Santiago Ave., 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 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 August 6, 2018, Community Action Team - California (CAT-C), a Domestic Nonprofit Corporation operated by Justin Rudd, submitted an SEF Application (Attachment 1) to host its annual Haute Dog Howl'oween Parade (Haute Dog) on Sunday, October 28, 2018, in MV Park. The Department of Parks, Recreation and Marine (Department) received the application on October 1, 2018. The Parade is a one-day event where dogs will parade down the concrete path in the middle of the park in costume. The day's activities include vendors and a pet adoption fare with the parade itself beginning at 2:30 PM and lasting about one hour. It is expected that approximately 400 dogs will be in the parade and total attendance will be approximately 1,500. Setup would begin at 10:00 a.m. and cleanup and moveout would be completed by 6:00 p.m. There will be food, beverage and merchandise concessions (Site-plan – Attachment 2), but no alcohol will be sold or served. There is no entry fee for the event, however dogs competing in the parade itself will pay a \$10 entry fee. Advanced seating is \$10, day-of seating is \$5 and vendor booths of various sizes and types will be sold for various amounts. All fees will be collected and retained by CAT-C.

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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. Haute Dog has been a successful event in the past, without any issues of note.

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

- Date, location and time: The footprint of Haute Dog within MV Park is attached and it will take place on Sunday, October 28, 2017, from 10:00 a.m. to 6:00 p.m.
- Parking and Traffic Management: All parking will be in the MV Park or Marine Stadium parking lots or on City streets. Parking will be in accordance with a Traffic Plan submitted by CAT-C in advance, so that SEF may determine the adequacy of the plans and of staffing levels. Parking will not be allowed on any turf.
- Vehicles Accessing Park Site: No vehicles are to be parked on the event site or turf.
- Admission: Admission is free, however preferred seating along the parade route may be purchased for \$10 in advance or for \$5 on a space-available basis on the day of the event.
- Parade Contestants and Vendors: Dogs participating in the Parade will be charged \$10. Vendor booths will be sold for varying prices based on profit vs. non-profit status, size of company and the need for a 10' x 10' canopy. All proceeds will go to the CAT-C. Each vendor will pay all City fees related to business licenses or food sales.
- Fees: CAT-C will be responsible to pay all applicable fees on the SEF Schedule of Fees and Charges for SEF, Police, Fire, Health, etc. CAT-C will also pay the Commission-approved daily fees of \$160 for a Walk or Run in a City park, and a \$150 Permit to Gather Fee for groups over 300. Or, the Commission could approve the activity and require the CAT-C to pay 10% of dog entry fees and/or 10% of vendor booths, whichever is higher. 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 Haute Dog.
- Amplified Sound: Announcements and taped music will occur over a public-address system.
- Trash and other facilities: CAT-C will contract for the provision of a dumpster and temporary toilet facilities. CAT-C will be responsible for event-associated trash removal. The City will have no costs associated with the event outside of any normal costs for operating MV Park.
- Damage and Security Deposit: CAT-C will submit a Security Deposit of \$375 to SEF. Stakes may not be used to secure tents. The Department will have until November 16, 2018, to identify any damage to MV Park, and the cost to make needed repairs will be deducted from the Security Deposit or paid by CAT-C.
- Insurance: The CAT-C shall purchase and maintain all applicable insurance and endorsements, as required and approved by the City's Risk Manager.

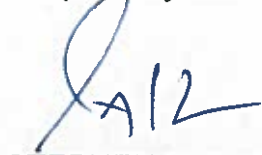
FISCAL IMPACT

If Haute Dog is approved, all fees will be collected by SEF and fees for rental of parks and reimbursement of any staff, projected to be \$232.50, will be transferred to the Department, where all revenue 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
BUSINESS OPERATIONS MANAGER



GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES



HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS

APPROVED:



GERARDO MOUET
DIRECTOR

GM:SS:GK:HO:rl/vhd

Att: 1 – Application for 2018 Howl'oween Haute Dog Parade
2 – Howl'oween Haute Dog Site Plan