

October 21, 2021

MEMBERS OF THE PARKS AND RECREATION COMMISSION

City of Long Beach

California

RECOMMENDATION:

Approve Special Event Permit Application #22-030 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 #22-030 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, 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.

Community Action Team - California (CAT-C), a Domestic non-profit Corporation operated by Justin Rudd, submitted an SEF Application (Attachment A) to host its annual Haute Dog Howl'oween Parade (Haute Dog) on Sunday, October 31, 2021 in Marina Vista Park. The Parade is a one-day event where dogs will parade down the bike path in the middle of the park in costume. The day's activities will include vendors and a pet adoption fare with the parade itself beginning at 2:30 PM and lasting about one hour. 400 dogs are expected in the parade with 1,500 people in attendance. Setup would begin at 10:00 a.m. and cleanup and moveout would be completed by 7:00 p.m. There will be food, beverage and merchandise concessions (Site-plan Attachment B), but no alcohol will be sold or served. There is no entry fee for the event, however participants with dogs competing in the parade will pay an entry fee and vendor booths sized 10' x 10' will be sold. 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 of Parks, Recreation and Marine (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. Haute Dog has been a successful event in the past, without any issues of note.

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

- Date, location and time: The footprint of Haute Dog within Marina Vista Park is attached, and it will take place on Sunday, October 31, 2021, from 10:00 a.m. to 7:00 p.m.
- Parking and Traffic Management: All parking will be in the Marine Stadium parking lot near Marina Vista Park or on City streets, 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. 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.
- Admission: Admission is free, however preferred seating along the parade route may be purchased for \$5 in advance.
- Parade Contestants and Vendors: People participating in the Parade will be charged between \$10 and \$35 per dog based on their position in the parade. Vendor booths will be sold for between \$25 for animal rescue groups and \$150 for commercial entities, with all proceeds going to the CAT-C. Each vendor will pay all City fees related to business licenses or food sales. Any food trucks supporting the event will be parked on Eliot Street, adjacent to the venue.
- 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 use of Marina Vista Park, and a \$155 Permit to Gather Fee for groups over 300. The Department will also receive \$30 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.
- Amplified Sound: Announcements and taped music will occur over a public-address system.

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- 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 Marina Vista 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 19, 2021, to identify any damage to Marina Vista 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 the event is approved, the Department will receive revenue of \$375 in facility rental fees for the use of Marina Vista Park and surrounding areas. In addition to the fees, the Department will receive staff reimbursement charges based on actual hours worked at a rate of \$30 per hour, per person. All revenue will accrue to the General Fund Group in the Parks, Recreation and Marine Department.

SUGGESTED ACTION:

Approve one of the recommended actions.

Respectfully Submitted,



GLADYS KAISER
MANAGER
COMMUNITY RECREATION SERVICES



NANCY VILLASEÑOR
MANAGER
PARK PLANNING & PARTNERSHIPS

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HURLEY OWENS
MANAGER
MAINTENANCE OPERATIONS

APPROVED:



BRENT DENNIS
DIRECTOR

BD:SS:GK:NV:HO:VD:jr
Attachment A – SEF Event Application
Attachment B – Site Plan

Teresa Bartlett

From: noreply@longbeach.gov
Sent: Monday, August 09, 2021 1:40 PM
To: Event Permits
Subject: Special Events Permit

Event Name: : Haute Dog Howl'oween Parade
Event Dates: : Sun., Oct. 31, 2021
Event Daily Operating Hours : noon - 5 pm.
Event Set Up Date: : 2021-10-31
Event Set Up Time: : 10 a.m.
Event Move Out Date: : 2021-10-31
Event Move Out Time: : 7 p.m.
Event Location: : Marina Vista Park at/on the bike path near the tennis courts
Event Organizer :
Name: : Justin Rudd!
Organization: : Community Action Team (CAT)
Street Address: : 3040 E. 1st Street
City: : Long Beach
State: : California
Zip Code: : 90803
Office Phone #: : 5624393316
Cell Phone #: : none
Fax Phone #: :
Email: : Justin@JustinRudd.com
Event Co-Organizer or Professional Event Planner :
Name: :
Organization: :
Street Address: :
City: :
State: :
Zip Code: :
Office Phone #: :
Cell Phone #: :
Fax Phone #: :
Event Representation for Public Information/Media Contact :
Name: : Justin Rudd!
Primary Phone #: : 5624393316 not a public number
Secondary Phone #: :
E-mail: : Justin@JustinRudd.com
Event Website: : JustinRudd.com/howloween
Event Organizer Tax Status :
For Profit Organizer : Non-Profit Organizer with EIR Number please attach IRS forms
Non-Profit Name: : Community Action Team (CAT)
Street Address: : 3040 E. 1st Street
City: : Long Beach
State: : California
Zip Code: : 90803
Organization Website: : Community Action Team (CAT)

#22-030

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. : The parade is on the concrete bike path that runs through the park from Colorado St. to Eliot St. Folding chairs will line the bike path for spectators, \$5/chair. Standing spectators are free, or bring a chair for the second row. The vendor fair and pet adoption fair is in the park from 12:30 to 4:30 p.m. Costumed kids and adults without dogs (humans can register for FREE) will lead the parade at 2:25 p.m., followed by the dogs at 2:30 p.m. Register to be in the human costume parade and/or dog costume parade at the white registration tent in the park after 12:30 p.m. The parade expects 450+ dressed-up dogs and lasts about 45 minutes. **PARADE ENTRY FEES:** - \$10/dog/advance - \$20/dog/event day - \$35/VIP dog (walks near front of parade)

Event Attendance Information :

Total Attendance per Day : 1,500

Total Participants @ Event : 1,500

Total Staff/Volunteers @ Event : 12

Event Admissions Information :

Will fees for admission, entry, vendor or visitor participation be required? : Yes

If yes, you must upload 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

Event Activity and Program Schedule Information :

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

Please reply to the confirmation email and attach activity and program plan do :

Event Specialized Program Information :**Event Route Information :**

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

Event Site Plan Information :

Total Guest Parking Demand : 500

Total Vendor/VIP Parking Demand : 25

Guest Parking Locations : public parking lots and street parking

Vendor/Staff/VIP Parking Locations : public parking lots and street parking

Event Traffic Management Information :**Event Site Services Information :**

The Event Organizer must maintain a safe : We will rent port-a-potties and sink from A-Throne, and will have a dumpster hired to take away our trash.

Event First Aid, Medical Services and Emergency Management Plans :

Event First Aid, Medical Services and Emergency Management Plans : We'll have a first aid kit at the sign-in tent in the park, near the intersection of Colorado and Santiago. We'll call 911 for emergencies. We'll have an on-site vet, near the sign-in tent, for animal emergencies.

Crowd Management and Venue Security (Venue Access, Event Staff, Security Staff, etc...) :**Alcohol Control and Management Plans :**

Alcohol Control and Management Plans : No alcoholic beverages will be sold sampled or consumed at this event

Concessions Management Plans : 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 :

Merchandise Concessions : 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 : 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 :

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. : 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 : Justin Rudd

Event Co-Organizer Signature :

