



Legislation Text

File #: 11-0663, **Version:** 1

Recommendation to adopt 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)

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:

- 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.

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.

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.

Approve recommendation.

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

GEORGE CHAPJIAN
DIRECTOR OF PARKS, RECREATION AND MARINE

APPROVED:

PATRICK H. WEST
CITY MANAGER