

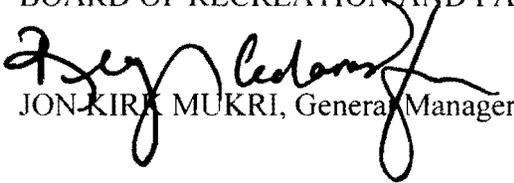
FOR INFORMATION ONLY

CITY OF LOS ANGELES
Department of Recreation and Parks

September 11, 2013

TO: BOARD OF RECREATION AND PARK COMMISSIONERS

FROM:


JON KIRK MUKRI, General Manager

SUBJECT: BALBOA MUSIC FESTIVAL ASSESSMENT

SUMMARY:

The Balboa Music Festival was the first large special event to be held in the north section of Anthony C. Bielensohn Park (Lake Balboa). The findings in this Report will be used to help define future policy and procedures as it relates to using the north section of Anthony C. Bielensohn Park for festival venues.

SPECIAL EVENT PROCESS:

The Balboa Music Festival, LLC, (PERMITTEE), was granted permission by the City of Los Angeles, Department of Recreation and Parks (RAP) to conduct a major special event on Saturday September 15, 2012, at the north section of Lake Balboa, which is located in the Sepulveda Basin (6350 Balboa Boulevard, Van Nuys, California 91406). The special event (EVENT) included a stage with entertainment, merchandise booths, and food and beverage, which included alcohol sales. The authorized operating hours were from 10:00 a.m. to 7 p.m. (not including setup and take down). The EVENT charged an entrance fee for admission, and a fee for parking. The venue area was fenced and made exclusive.

The EVENT permit was administrated by the Valley Region staff using standard RAP approved policy and procedures for large special events with an anticipated attendance of 5,000 or more. This included, but was not limited to, pre-meetings with the PERMITTEE to determine the feasibility of the proposed special event and a series of bi-weekly meetings that began 16 weeks prior to the EVENT date that included all of the agencies involved in the organization and operation of the event: Office of Public Safety (OPS), RAP Staff from Recreation, Maintenance, Aquatics and Golf Divisions, Los Angeles Police Department (LAPD), Los Angeles Fire Department (LAFD), Department of Transportation (DOT), the U.S. Army Corps of Engineers (CORPS), and the local Council Office. Fees were assessed according to RAP's approved rates and fees (Exhibit A: Special Event Fundraising) and all fees and fee deposits were paid in accordance with the minimum terms of the permit. During the meetings that preceded the approval of the EVENT, the concerns and issues raised by the included

agencies were addressed, as well as an Environmental Assessment (EA) of the area to be permitted. The EA was completed by staff, posted for public review, and approved by the CORPS. Due to the fact that this was the first major special event to be held at the north section of Lake Balboa, RAP staff also met separately with the PERMITTEE to give advice on plot plans, parking, traffic, and environmental concerns.

EVENT ISSUES:

Specific to the EVENT held on September 15, 2012, a series of issues directly related to the PERMITTEE's lack of adherence to terms of the permit required additional support from LAPD, LAFD, and RAP to provide adequate supervision and controls, safety, traffic, and parking mitigation. PERMITTEE's lack of adherence included the following:

- Less security than agreed upon.
- Parking attendants were not experienced or from the contracted agency presented by the PERMITTEE.
- The venue entrance gate did not open to the public as scheduled.
- There was no event staff inside the venue.
- There was no emergency medical technician (EMT) personnel present to handle emergencies.
- There were fewer DOT officers than required.

EVALUATION:

A post event evaluation meeting was held on October 9, 2012, with the participating agencies for the purpose of reviewing the issues of concern and presenting potential solutions for future special events of this type. As proposed, all future cultural and music festivals requesting the use of the north section of Anthony C. Bielensohn Park (Lake Balboa) as an event venue will require an applicant to do the following:

1. Submit a proposal for review, no less than 16 weeks in advance of the event date;
2. Apply for a special event permit with the Bureau of Street Services (BOSS), regardless of the estimated attendance;
3. Obtain traffic and parking plan approval from DOT Special Event Coordinator;
4. Sign off by LAFD on a final plot plan, ensure LAFD presence at the site on the day of the event; and
5. Adhere to all RAP policies and procedures as it relates to special events.

RAP staff will do the following:

1. Restrict general parking in areas that are in conflict with public egress and ingress;
2. Coordinate with LAPD on minimum deployment standards; and
3. Determine a maximum spectator capacity for the festival venue site.

As a result of the Balboa Music Festival's evaluation and subsequent recommendations, a large cultural festival, Persian New Year, was permitted in March 2013 using the north side of Lake Balboa as an event venue. Monitors assigned to the event reported no issues or permit violations.

When comparing the "Persian New Year" festival with the "Balboa Music Festival," both events featured continuous live music, food, commercial sales, and a gate fee. What made the "Persian New Year" festival a successful event was the experience gained on how to best manage the north area as a venue site, which included but not limited to how the site topography was utilized to accommodate more efficient parking, safer patron egress and ingress into the venue site, the addition of venue entrances and exits, new minimum standards for BOSS permits, as well as LAFD and LAPD deployment, and limits on the event's capacity. Included in the re-design of site topography was the elimination of parking on the east side of the venue's entrance which impacted the safe ingress and egress of patrons and the addition of a shuttle drop off location on the west side of the venue.

It is RAP staff's advice that the maximum capacity for events on the north side of Lake Balboa as a festival venue be limited to no more than fifteen thousand, and for special events exceeding this limit, applicants be required to use a contracted professional "event coordinator" to work directly with RAP staff.

This report was prepared by Charles Singer, Superintendent, Valley Region.

SPECIAL EVENTS/FUND RAISERS
(Revised ~~06/08~~ 07/10)

Including but not limited to public service activities, arts and crafts, baseball card shows, ethnic fairs, white elephant sales, festivals and fiestas. Fees are to be charged for each area used and for each activity as applicable.

FACILITY USE FEES:

Open Space Exclusive Use Daily Fee

100% to be deposited into the Department of Recreation and Parks General Fund Account

<u>Anticipated Attendance</u>	<u>Use Fee - Free Admission</u>	<u>Use Fee - Admission Charged</u>
1 – 250	\$100.00	\$350.00
251 – 500	\$250.00	\$750.00
501 - 1,000	\$500.00	\$1,500.00
1,001 – over	\$750.00 \$850.00 min*	Negotiable by the Region Superintendent **

* The minimum negotiated fee for each additional 1,000 attendees is \$100.

** The minimum negotiated fee for each additional 1,000 attendees is \$250.

VENDOR FEE

100% to be deposited to Facility MRP Fund Account.

	<u>Per Day Per Booth/ 10x10 equivalent activity area</u>
Public Agency/Education booths (no sales of any kind)	No Fee
Non-Profit Organizations (may have sales)	\$ 50.00
For-Profit Organizations (may have sales)	\$100.00
Commercial Entities (purpose is display of company logo/product/name and/or commercial sales are conducted)	\$200.00

ALCOHOL SALES

75% of alcohol sales surcharge to be deposited to the Facility MRP Fund Account; 25% to the Department of Recreation and Parks General Fund

20% of gross alcohol sales is required per Department Policy - Refer to ALCOHOLIC BEVERAGES.

SPECIAL EVENTS/FUND RAISERS – (continued)

Page 2 of 3

OUTDOOR FIELDS

Refer to COMMUNITY RECREATION CENTER rates.

Athletic usage only. Use of outdoor fields for other than athletic usage shall be charged to Open Space Exclusive Use Fee.

INDOOR AREAS

Refer to COMMUNITY RECREATION CENTER rates.

PARKING LOT FEE

\$2.00/parking space per calendar day.

(50% of fee to be deposited into Region Special Fund Account)

(For special event purposes. Parking not available on a continuing or long-term basis)

UTILITY HOOK-UP FEE

~~\$25~~ **\$50.00** per day (plus cost of staff as necessary)

INSURANCE

Some events require insurance. Examples include, but are not limited to, events where:

- a) The estimated attendance is in excess of 1,000 persons.
- b) Large amounts of cash (\$5,000+) or quantities of merchandise will be brought onto park property.
- c) Large quantities of food will be prepared on the premises or catered and sold to the general public.

See the INSURANCE REQUIREMENTS section for further details.

REFUNDABLE DAMAGE/CLEAN-UP DEPOSIT:

Minimum flat rate ~~refundable~~ deposit of \$500. Region Superintendent may charge more depending on size of event. **80% of clean-up deposit is refundable. 20% of clean-up deposit is non-refundable.**

If the Director-in-Charge (DIC) and/or Maintenance Supervisor believe that the above amount will not be sufficient to fully cover clean-up costs, a higher refundable deposit may be charged.

It is the responsibility of the Permittee to keep the event area clean and free of litter during the entire event. Sufficient trash receptacles (quantity and size to be approved by the Maintenance District Supervisor) must be provided. If the Department does not have the required number of receptacles available, the Permittee must provide a sufficient quantity to the satisfaction of the Maintenance District Supervisor.

If, in the opinion of the Maintenance District Supervisor, a dumpster is required to accommodate the anticipated trash, the Permittee is responsible for providing a dumpster and insuring that trash receptacles are regularly emptied into the dumpster during the event.

PORTABLE SANITARY FACILITIES - Requirement meets Health Department Standards

One (1) for every 200 (or fraction of) expected attendance

The total number of portable units required may be reduced by the number of available facilities on the permitted premises. Director-in-Charge will determine the number of available facilities that can be used by the Permittee.

STAFF FEES

Upon receiving application and preliminary plot plan for fair, Director-in-Charge will arrange and attend a planning meeting at the facility site with Permittee, Maintenance District Supervisor and Senior Ranger. After review, each Department representative will determine the minimum staffing need. The Permittee is not charged for staff that is already scheduled at the facility. The rates below are to be charged only if

SPECIAL EVENTS/FUND RAISERS – (continued)

Page 3 of 3

it is determined that additional staff is required for the protection of Department property, crowd and traffic control, and to provide for exigencies during the event.

Part-time recreation/maintenance staff	See rate established in GENERAL INFORMATION section
Full-time recreation/maintenance/Ranger staff	Current overtime rate + 8% Admin. fee

CARNIVAL (Rides and Game Booths)

If a Permittee requests to add rides and/or game booths to a fair, that portion of the event is classified as a "carnival". If the Permittee's request for carnival activities is approved, only one permit for both the fair and carnival is issued. However, all carnival activities must be conducted by a Department approved carnival operator and such activities shall be subject to the Department's carnival policies, procedures and fees. (Refer to Department Instruction No. 321 and the Schedule of Rates and Fees, "Carnivals".)

PERMIT PROCEDURES

It is the responsibility of the Director-in-Charge to collect fees and deposit collected fees into the appropriate accounts.

Booth/Vendor Rental Fee	MRP Fund Account and/or Special Fund Account
Facility Use Fee	RAP General Fund
*Refundable Deposit	MRP Fund Account and/or Special Fund Account
Trash Receptacle Fee (if any)	Special Fund Account
Part-time Staff Fee	MRP Fund Account and/or Special Fund Account
Full-time Staff Fee	MRP Fund Account and/or Special Fund Account
Ranger (on-duty) Fee	
Event Monitor	MRP Fund Account and/or Special Fund Account

The completed application for the fair and the plot plan are forwarded to the Recreation District Supervisor for approval, and then to the Region Insurance Coordinator.

Upon receiving evidence of acceptable insurance from the Permittee, the Insurance Coordinator prepares the permit and sends copies of the permit and plot plan to the following:

- 1) Permittee
- 2) Director-in-Charge
- 3) Recreation District Supervisor
- 4) Maintenance District Supervisor
- 5) Park Ranger Office
- 6) Office of Public Safety - GSD
- 7) County Health Department
- 8) Fire Department
- 9) Police Department

- Upon the conclusion of the Fair, the recreation and maintenance staff determines if any damage/clean-up charges need to be assessed and the amount which should be refunded to the Permittee. The Director-in-Charge distributes the refundable deposit accordingly.
- **Water Truck Fee is a Flat Rate and includes the operator.**