

APPROVED

4 - 05 - 2017

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 17-091

DATE April 05, 2017

C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MACARTHUR PARK PERMISSION TO SERVE ALCOHOLIC BEVERAGES

AP Diaz _____

*V. Israel _____

R. Barajas _____

N. Williams _____

H. Fujita _____



General Manager

Approved

Disapproved

Withdrawn

RECOMMENDATIONS:

Approve the sale and serving of alcoholic beverages at a special event concert to take place at MacArthur Park Levitt Pavilion Band Shell in accordance with the Department of Recreation and Parks' policies and procedures regarding the sale and service of alcoholic beverages.

SUMMARY:

Thirty-3 Group, Oro Presents LLC, and Urban Strategy Group are collaborating to host "Jaime Jones Presents: Paradise in the Park", a musical concert event. The event will be held on Saturday, May 13, 2017, 3:00 p.m. to 10:30 p.m. at MacArthur Park Levitt Pavilion Band Shell, 2230 West 6th Street, Los Angeles, CA, 90057. The event will encompass a portion of the Park as shown on Attachment 1. The event will feature DJ Jaime Jones, and, there will be a per ticket charge. The concert is for adults, twenty-one (21) years of age and older, and attendees will be asked to show proof of age at the main entrance. The event is expected to attract up to three thousand (3,000) people.

The event sponsors are planning to rent several parking lots in the area and will alert the online transportation company, Uber, of the event including date and time. The sponsors will hire security and maintenance companies at their own expense.

As part of the event, pending Board approval, it is intended that beer and wine will be sold and served at the concert. The serving of alcohol will be allowed in two secured beer gardens. Event security will monitor the entrance and exits to these areas. The sponsors will ensure all State and local regulations are met, as well as the Board's Alcoholic Beverage Policy.

The Board's Alcohol Beverage Policy requires that an event where alcoholic beverages are sold, beyond the five events allowed per Region, per calendar year, must obtain additional approval from the Board. The Metro Region anticipated alcohol-related events for 2017 include Seoul International Korean Festival, Debs Parks Audubon Society Event, Echo Park Lotus Festival, Arroyo Seco Lummi Days Festival, and the First Council District Jazz Festival.

BOARD REPORT

PG. 2 NO. 17-091

Attached is a letter of support from the MacArthur Park Advisory Board, herein included Attachment 2.

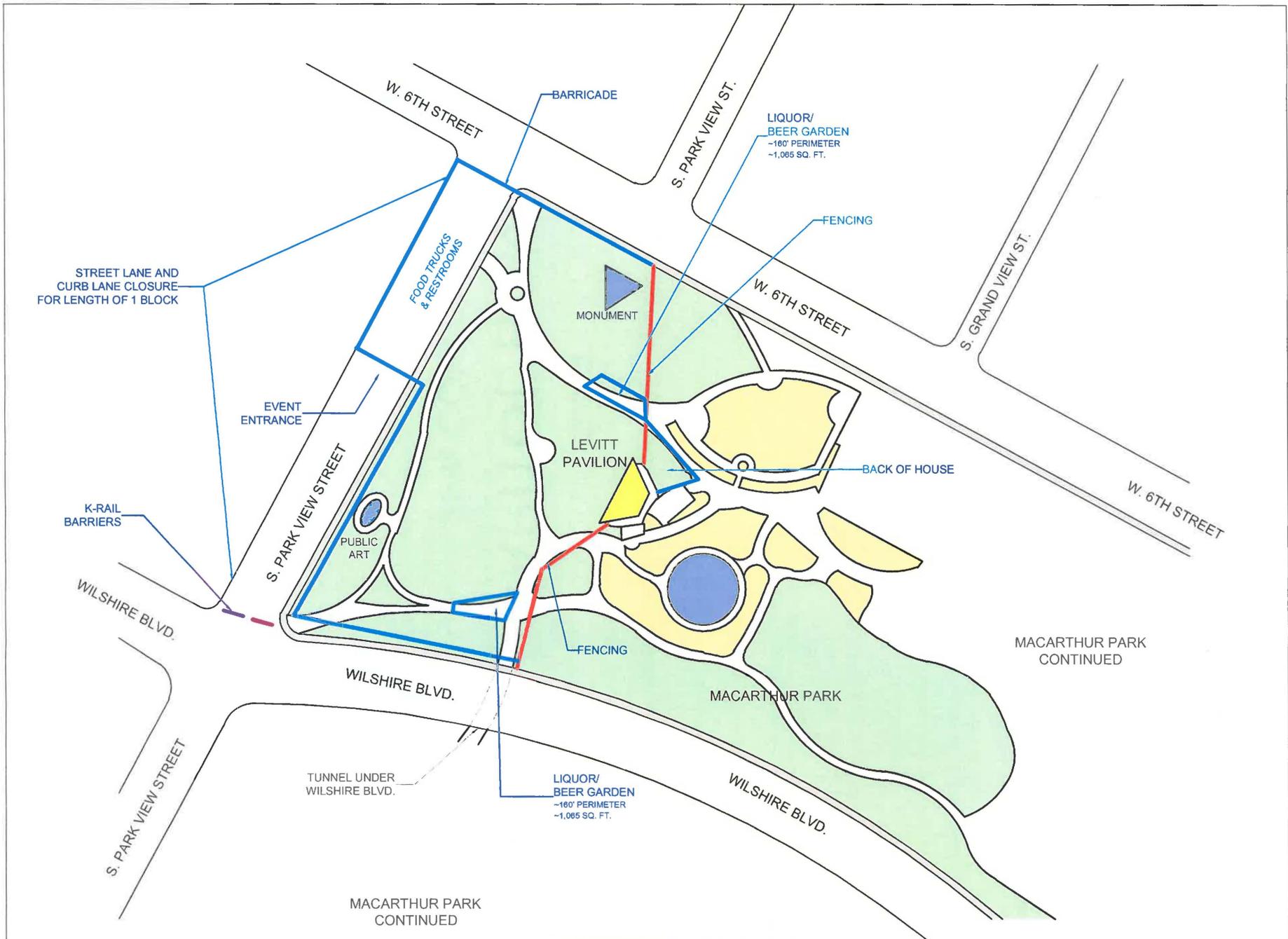
FISCAL IMPACT STATEMENT

There is no negative impact to the Department of Recreation and Parks' (RAP) General Fund as the event organizer will incur all expenses related to the event. In addition, twenty percent (20%) of the sales of alcoholic beverages will go to RAP.

This Report was prepared by Bertha Calderon, Management Analyst II, Metro Region.

LIST OF ATTACHMENTS

- 1) Event Plot Plan
- 2) MacArthur Park Advisory Board Letter of Support



<p>CLIENT:</p> <p>EVENT: CONCERT IN THE PARK</p>	<p>ADDRESS: 2230 W 6TH STREET LOS ANGELES, CA 90057</p>	<p>EVENT LEAD: CAMERON HUSTON ADAM GOLD</p>	<p>EVENT DATES:</p>	<p>NOTES: CURRENTLY SHOWING 1,499 LINEAL FT. OF BARRICADE & 40 LINEAL FT. OF K-RAIL</p>	<p>DRAWING: PLAN OVERVIEW</p> <p>DRAWN BY: EE</p>	<p>SCALE: 1/128" = 1'-0"</p> <p>VERSION: 3.28</p>	<p>PAGE: 1 OF 1</p>
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MacArthur Park Advisory Board
2230 West 6th Street
Los Angeles, CA 90057

March, 28, 2017

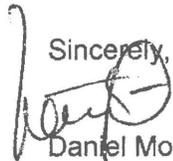
To whom it may concern:

The MacArthur Park Advisory Board fully supports the Paradise in the Park event, starring Jamie Jones, at the Levitt Pavilion on the May 13, 2017.

We believe this event will provide an opportunity to create greater diversity within our community. It will also bring growth and greater exposure. Being able to host this event will attract constituents from other parts of the cities, and it will give them the opportunity to enjoy the natural richness of our community.

Most importantly, this event's economic contribution will bring MacArthur park a much-needed economic boost to develop future beautification projects.

Thank you.

Sincerely,


Daniel Morales
President
MacArthur Park Advisory Board
213-220-4938