

REPORT OF GENERAL MANAGER

APPROVED
JUL 12 2006

NO. 06-204

DATE July 12, 2006

C.D. 7

**BOARD OF RECREATION
and PARK COMMISSIONERS**

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SUBJECT: HANSEN DAM EQUESTRIAN CENTER – REQUEST TO HOST NON-EQUESTRIAN SPECIAL EVENT

J. Combs _____
H. Fujita _____
S. Huntley _____
B. Jensen _____

J. Kolb _____
*F. Mok RA
K. Regan _____
M. Shull _____

Robert H. Jensen (for)

General Manager

Approved

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board approve a non-equestrian event, the 5th Annual L.A. Latin Music Festival, to be hosted by a third-party facility renter at Hansen Dam Equestrian Center, on the condition that \$7,150.00 in estimated City services be paid prior to the event.

SUMMARY:

The 5th Annual L.A. Latin Music Festival is scheduled for July 16, 2006 at the Hansen Dam Equestrian Center (HDEC). The advertised goals of the festival include creating an exciting and safe festival for all ages; to promote the Latin American cultures through music and international cuisine; and to integrate the Latin community in the Los Angeles, Orange, Riverside and Ventura counties. Expected attendance by the event organizers is estimated between 5,000 and 6,000.

Concession Agreement No. 235 between the City of Los Angeles and Hansen Dam Equestrian Center, Inc., stipulates approval by the Board for any non-equestrian events to occur at HDEC. Specifically (Section II.C.3), "Prohibited Services" includes "any Activity not expressly permitted under Section II.A hereinabove unless it is specifically related to the offering of equestrian activities to the general public, except upon receipt of written approval by CITY." To add (Section III.B), "CONCESSIONAIRE shall not use or permit the EQUESTRIAN CENTER to be used, in whole or in part, during the term of this Agreement, for any purpose other than as hereinabove set forth except with the prior, written consent of CITY." Last year a similar event occurred at HDEC by the same promoter. It included an equestrian-related component, thus Board approval was not required. However, there were traffic and parking-related problems created in the surrounding community.

This year the event organizers, Julio C. Pineras and German Gonzales, met with City agencies

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and representatives to coordinate efforts in advance. The focus included mitigating negative impacts identified last year in and around the facility. The meeting had representation from Los Angeles Police Department – Foothill Division, Los Angeles Fire Department, Department of Transportation, Alcoholic Beverage Control, Council District 2, and Council District 7.

To ensure comfort and safety of the event patrons, arrangements by the organizers include two water stations, two shade or misting stations, portable restrooms, posting of emergency phone numbers, ambulance presence and service for the duration of the event, 40 scattered security personnel with two supervisors, a portable police substation from LAPD - Foothill Division, a contracted cleaning company to provide service during and after the event, and a contracted company, Classic Parking, for pre-event consulting and to coordinate parking signage and staff to direct motorists during the event.

The Department of Transportation (DOT) will provide services to mitigate the negative impacts associated with this event, having recognized from last year's event areas in need of improvement. This year DOT will close streets, add signage, erect barricades, deploy officers, and have a tow truck at the event to tow vehicles parked illegally. This will mitigate the negative impacts encountered in previous years such as traffic flow problems and illegally parked vehicles. The costs for City Agency services from Bureau of Street Maintenance, Department of Transportation, Bureau of Sanitation, LAPD, LAFD, equates to an estimated \$7,150.00, which will be paid prior to the event by Pineras and Gonzales.

Event parking is at the HDEC with overflow at nearby Edison field. Staff continues to meet with Mr. Gonzalez to verify accommodations for event parking.

Included in the Facility Rental Agreement between HDEC, Inc., and Messrs Pineras and Gonzalez are the requisites for temporary fencing, tent service, portable toilets, and insurance - including the naming of City of Los Angeles, Department of Recreation and Parks and U.S. Army Corps of Engineers as additional insured. Rent to the City is a percentage of gross from the following categories: 4% from admission tickets sales, 4% from vehicle parking fees, and 2% from food and all beverage sales.

The staffs of both Council members Padilla and Greuel have been contacted and indicate their support of the L.A. Latin Music Festival event, since it's been hosted in the Hansen Dam area for the past five years and is a welcomed family outing by event participants. The Corps of Engineers was given a courtesy notification of the event, though formal approval of this one-time non-equestrian event was not required by the COE.

Department staff believes the L.A. Latin Music Festival is a welcomed event for the community, and that sufficient safeguards have been placed by the event organizers in conjunction with the proper City Agencies.

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Staff has determined that the subject Board action will consist of the normal operation of the Hansen Dam Equestrian Center (HDEC) for an annual non-equestrian event under the terms of the Concession Agreement, and for which the HDEC is designed and determined to be capable of accommodating. Therefore, approval of this event is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Article III, Section 1, Class 23 of the City CEQA Guidelines.

FISCAL IMPACT STATEMENT:

Rent to the City is estimated at \$6,920.00, generated from the grounds facility rental, admission tickets, parking, and food and beverage.

Report prepared by Stanley Woo, Administrative Resources Division