

**APPROVED**  
**MAY 02 2012**  
**BOARD OF RECREATION  
and PARK COMMISSIONERS**

REPORT OF GENERAL MANAGER

NO. 12-127

DATE May 2, 2012

C.D. 6

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: LAKE BALBOA/BEILENSON PARK – BALBOA MUSIC FESTIVAL –  
SIXTH EVENT TO SERVE ALCOHOLIC BEVERAGES

R. Adams \_\_\_\_\_  
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V. Israel \_\_\_\_\_  
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N. Williams \_\_\_\_\_

[Signature]  
General Manager

Approved /

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board approve a sixth outdoor community event for 2012, with alcohol, in the Valley Region. This request is being made for "The Balboa Music Festival" to be held at Lake Balboa/Beilenson Park on September 15, 2012, subject to final approval of the U.S. Army Corps of Engineers (USACOE).

SUMMARY:

The Department of Recreation and Parks in partnership with music promoters Steven C. Gable and Eric Wilson have organized a one-day jazz festival at Lake Balboa in the Sepulveda Basin. The festival is being called "The Balboa Music Festival" and is estimated to draw an attendance of about 10,000 people. As part of the event/festival, it is intended that beer and wine be made available for those who wish to purchase it. The serving of beer and wine will be allowed only in a "beer garden" area, and will meet all State and local regulations, as well as the Board approved policy regarding alcohol. This event will also require approval of the USACOE. Department staff is working with the USACOE to submit all necessary documents for final approval of this event.

The event organizers have a long history of putting on successful events in the greater Los Angeles area, including the Martin Luther King Day Parade, the Compton Summer Soul Jam, A Taste of Soul, and the LA Kings African American Heritage Night. Security for this event will be provided by the Rodgers Protection Group, which has a history of supervising numerous events with alcohol sales.

The Board's Alcohol Beverage Policy requires that a outdoor community event where alcoholic

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beverages are sold, beyond the five events allowed per region, per calendar year, must obtain additional approval from the Board. The number of requests for alcohol-related special events in the Valley Region, this year, will exceed the Board pre-approved established policy limit of five. The five events already scheduled for the year are the World Fest, Valley Fest (previously known as Salute to Recreation), Valley Cultural Center, Watermelon Festival, and OctoberFest.

Both the Assistant General Manager of the Operations Branch, and the Council Office support this event, as well as the additional request to serve alcohol.

The Valley Region receives a large volume of permit requests each year for outdoor community events and festivals. This is mainly due to the numerous large venues available in the Valley Region for special events. Additionally, due to the recent re-organization, the Valley Region was joined with much of what was the former West Region, thus adding even more demand in the number of event permits requested each year.

### FISCAL IMPACT STATEMENT:

There is no fiscal impact to the Department's General Fund.

This report was prepared by Louis Loomis, Management Analyst II, Valley Region.