

APPROVED
MAY 07 2014

REPORT OF GENERAL MANAGER

NO. 14-117

DATE May 7, 2014

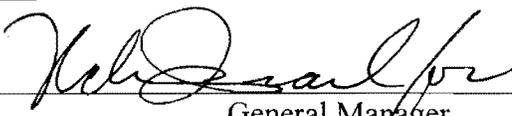
**BOARD OF RECREATION
& PARK COMMISSIONERS**

C.D. 14

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PERSHING SQUARE – SPECIAL EVENT – SEVENTH EVENT TO SERVE ALCOHOLIC BEVERAGES; RIGHT OF ENTRY PERMIT

R. Adams _____	V. Israel _____
R. Barajas _____	*K. Regan <u>KR</u>
H. Fujita _____	N. Williams _____



General Manager

Approved as appended
see attached

Disapproved _____ Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Approve a seventh outdoor community event for 2014 with alcohol in the Metro Region for the special event "Size in the Square" to be held at Pershing Square Park, on September 20, 2014, in accordance with the Board's Policy on Alcoholic Beverages (Attachment A);
2. Grant a special waiver of the Policy to the above-named event so that full spirits may be served at the event; and
3. Authorize staff to issue a Right of Entry to the event organizer, including the sale of alcohol during the event.

SUMMARY:

The Board's Alcoholic Beverage Policy requires that an event where alcoholic beverages are sold, beyond the five (5) events allowed per region, per calendar year, must obtain additional approval from the Board. Metro 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 Metro Region for special events.

The Board's Alcohol Beverage Policy allows for the sale and/or consumption of alcoholic beverages at approved events, but the beverages are limited to beer and wine. The Board may, at its discretion, grant a special waiver to this policy and allow for the sale of other types of alcoholic beverages, including spirits.

REPORT OF GENERAL MANAGER

PG. 2

NO. 14-117

The Department of Recreation and Parks (RAP) has partnered with David Dean of Giant Promotions to produce a special event with a high profile pop DJ at Pershing Square. The event will be called "Size in the Square" and will encompass the entire park. The event will be held on September 20, 2014, and will include popular dance music with a compliment of stage lights and audio. The Los Angeles Fire Department has approved a capacity of 6,000 for the event, and the attendees must be eighteen (18) years or older. As part of the event, pending Board approval, it is intended that a full spirits bar be made available for those who wish to purchase it. The serving of alcohol will be allowed in a "secured alcohol area," and a "Cabana VIP Section" only. Facility use fees and alcohol fees charged to the promoter will be used by RAP for future Pershing Square programming. In addition to generating more funding for Pershing Square, it is believed that this event will also create an increase in revenue for the surrounding downtown area. The producer has expressed an interest in possibly staging two (2) similar such events later in the year.

As part of the planning process, the promoter has met with RAP staff, representatives of Council District 14, the Los Angeles Police Department, the Los Angeles Fire Department, and the Los Angeles Department of Transportation regarding this event. The promoter will hire maintenance and security companies at their own expense to cover the event. Parking for the event will be at Pershing Square and surrounding parking lots.

The Assistant General Manager of Operations Branch and Councilmember Huizar support this event, as well as the additional request to serve alcoholic beverages.

FISCAL IMPACT STATEMENT:

There is no negative impact to the Department's General Fund as the event producer will incur all expenses related to the event.

This report was prepared by Bertha Calderon, Management Analyst, Metro Region

EXCERPT FROM THE MINUTES OF THE REGULAR MEETING
BOARD OF RECREATION AND PARK COMMISSIONERS
MAY 7, 2014

14-117

PERSHING SQUARE – SPECIAL EVENT – SEVENTH EVENT
TO SERVE ALCOHOL BEVERAGES; REQUEST TO ISSUE
RIGHT OF ENTRY

Kevin Regan, Assistant General Manager, Operations Branch, amended the report to replace Recommendation No. 2 of the report to read as follows:

“Grant a special waiver of the Policy to the above-named event so that full spirits may be served at the event; and that the event may operate until 2 a.m., and,”

It was moved by Commissioner Sanford, seconded by Commissioner Blumenfield, that the General Manager’s Reports be approved as amended, and with exceptions as noted, and the Resolutions recommended in the reports be thereby approved. There being no objections, the Motion was unanimously approved.