

APPROVED
02-03-2016
BOARD OF RECREATION
& PARK COMMISSIONERS

REPORT OF GENERAL MANAGER

NO. 16-042

DATE February 3, 2016

C.D. 3

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: WARNER CENTER PARK – ADDITIONAL SPECIAL EVENTS TO SERVE ALCOHOLIC BEVERAGES

R. Barajas _____
H. Fujita _____
V. Israel _____

* K. Regan _____
N. Williams _____



General Manager

Approved

Disapproved

Withdrawn

RECOMMENDATION:

That the Board approve the serving of alcoholic beverages at a sixth (6th) outdoor event for 2016 in the Valley-Shoreline Region. This request is being made for the sale and serving of beer for a series of twelve (12) events/concerts at Warner Center Park by the Valley Cultural Center during their Summer Concerts On The Green series (Attachment 1B), in accordance with Board's Policy on Alcoholic Beverages.

SUMMARY:

Warner Center Park hosts the Valley Cultural Center's (VCC) Concerts on the Green throughout the summer months of July, August, and September. Concerts at the Warner Center Pavilion have been conducted since the VCC has been in existence, starting in 1975. The VCC has a 15-year contract with the Department of Recreation and Parks, which is an extension of its original Contract, No. 2908, originally executed on July 30, 1999, and terminated on July 30, 2014. The current contract extension will terminate on July 29, 2029. The 2016 Summer Season anticipates twelve (12) concerts (Attachment 1B), and typical event attendance for these free concerts range from three thousand to four thousand (3,000 to 4,000) persons per event. Since admission is always free, the concerts are largely family picnics/festival seating, with a food court and community information booths. The only source of revenue for the VCC is generated from the percentage of food sales, off-site parking, community donations, and commercial sponsorship.

As part of VCC's Summer Series, which is pending Board approval, it is intended to have alcoholic beverages available for purchase in a Beer Garden. The serving of alcohol will be allowed in the "secured alcohol area", and will meet all State and local regulations, as well as the Board's Alcoholic Beverage Policy. VCC will provide private security, and will pay for LAPD supervision at their own expense.

The Board's Alcohol 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. The Valley-Shoreline Operations anticipated alcohol-related events for 2016

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include the Northridge Park Hawaiian Festival of the Arts, the Celebrate Israel Festival at the Cheviot Hills Recreation Center, World Fest and Angel Fest, both at Woodley Park, and the Winnetka Park October Fest.

Councilmember Blumenfield and Captain Ryan, Commanding Officer of the LAPD, Topanga Division, have both endorsed the proposal for a Beer Garden during each concert of the 2016 Season, based on VCC's 2015 performance and community history. Their letters of support are attached (Attachments 2 and 3).

FISCAL IMPACT STATEMENT:

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

Report prepared by Louis Loomis, Management Analyst II, Valley Region.



November 3, 2015

Mr. Michael Shull, General Manager
Department of Recreation & Parks
2211 Figueroa St., #1550
Los Angeles, CA 90012

Dear Mr. Shull:

In accordance with our contract, Valley Cultural Center (VCC) respectfully requests the Department's permission to conduct beer sales at each of our Concerts on the Green during the calendar year 2016. There will be a total of twelve (12) concerts each Sunday during the months of June, July and August. We will not be seeking permission for beer sales on July 4th.

Our contract with the Department (#2908, section #10, paragraph 2) requires us to request permission for such sales.

With the Department's permission we successfully conducted beer sales at two (2) of our concerts during the 2015 season. There were no operational or security issues during these two events. We followed all applicable ABC rules and regulations and had the complete support of Captain Maureen Ryan from LAPD Topanga Division.

As in the past, VCC is willing to provide the Department with 20% of gross receipts, including a full accounting and payment at the end of each month. We are anticipating gross receipts of \$13,000 (total) for the three-month period.

Thank you for the consideration. We look forward to your reply.

Sincerely,

A handwritten signature in black ink, appearing to read "James W. Kinsey III", is written over a circular stamp or seal.

James W. Kinsey III
CEO, President & Director of Development / VCC

Cc: Charles Singer
Louis Loomis
Bob Blumenfield



**Valley Cultural Center
Tentative Concert Schedule 2016**

- | | |
|-----------|--|
| June 5 | World Music & Cultural Arts Festival
Malo
Tierra
Other cultural acts TBD (African, Zydeco, Indian etc.) |
| June 12 | Ticket to Ride – Beatles Tribute |
| June 19 | Wanted – Bon Jovi Tribute |
| June 26 | Dueling Pianos – Billy Joel & Elton John Tribute |
| July 4 | Surf City All Stars with Original Beach Boy – David Marks |
| July 17 | “42” – Coldplay Tribute |
| July 24 | ARRIVAL from Sweden – The Music of ABBA (CONTRACTED) |
| July 31 | Stayin’ Alive – Bee Gees Tribute |
| August 7 | Glen Leonard’s Temptations Review |
| August 14 | The Log Run – Eagles Tribute |
| August 21 | DSB – Journey Tribute |
| August 28 | Taylor Dayne (CONTRACTED) |

Performers and the dates they are playing are subject to change pending contract negotiations. Only 7/24 and 8/28 are contracted at this time. All concerts are on Sunday, expect for July 4th.

We are not requesting an alcohol permit for the July 4th show.



BOB BLUMENFIELD

Councilmember, Third District

November 16, 2015

Mr. Michael Shull, General Manager
Department of Recreation and Parks
2211 Figueroa St. #1550
Los Angeles, CA 90012

Re: Vailey Cultural Center – Beer Gardens

Dear Mr. Shull,

I am writing this letter in support of Valley Cultural Center's request for permission to conduct beer sales at each of their Concerts on the Green for the calendar year 2016 for a total of twelve (12) concerts.

Valley Cultural Center provides many festivities and cultural opportunity for my constituents and their request to the Department for additional beer sales will also help bring more revenue to the Department. It's my understanding that they have received the support of LAPD for the additional sale of beer at their Summer Concerts.

If you have any questions, please do not hesitate to contact my staff, Michael Owens, Director Community Affairs and Infrastructure at 818-774-4330. Thank you for your time and consideration of Valley Cultural Center's request.

Sincerely,

BOB BLUMENFIELD
Councilmember
City of Los Angeles



LOS ANGELES POLICE DEPARTMENT



CHARLIE BECK
Chief of Police

ERIC GARCETTI
Mayor

P. O. Box 30158
Los Angeles, Calif. 90030
Telephone: (213) 486-0150
TDD: (877) 275-5273
Ref #:

November 24, 2015

Mr. Michael Shull, General Manager
Department of Recreation and Parks
2211 Figueroa Street, No. 1550
Los Angeles, CA. 90012

Dear Mr. Shull:

The Los Angeles Police Department, Topanga Division, is pleased to offer our support of Valley Cultural Center's (VCC) request to operate a beer garden at Warner Center Park, Woodland Hills for their 2016 concert season. It is our understanding their request is to conduct sales at twelve of their events during the months of June, July, and August.

With our permission, Valley Cultural Center successfully conducted beer sales at two of their concerts during the 2015 season. During this time, we observed no operational or security issues. VCC conducted itself in an exemplary manner, complying with our conditions and requirements.

As discussed with Mr. Kinsey, we will require VCC to employ two off-duty LAPD officers to provide security and support to the controlled (enclosed) area. We will also require them to limit the number of beverages to two per customer using wristbands and hand-stamps as a means of control.

Should you have any questions, please feel free to contact me directly at (818) 756-2880.

Sincerely,

A handwritten signature in black ink, appearing to read "Maureen E. Ryan".

MAUREEN E. RYAN, Captain
Commanding Officer
Topanga Community Police Station

Cc: Charles Singer
Louis Loomis
Bob Blumenfield
James Kinsey