

APPROVED
MAY 16 2018

BOARD REPORT

**BOARD OF RECREATION
AND PARK COMMISSIONERS**

NO. 18-093

DATE May 16, 2018

C.D. 3

BOARD OF RECREATION AND PARK COMMISSIONERS

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

AP Diaz	_____	*V. Israel	
R. Barajas	_____	N. Williams	_____
H. Fujita	_____	S. Pina-Cortez	_____



General Manager

Approved X _____ Disapproved _____ Withdrawn _____
 With Amendments

RECOMMENDATIONS

Approve the sale of alcoholic beverages at ten (10) concerts held at Warner Center Park and managed by the Valley Cultural Center during their Summer Concerts On The Green series, in accordance with Board of Recreation and Park Commissioners' (Board) Policy on Alcoholic Beverages and as set forth in this Report, **conditional on the Valley Cultural Center agreeing to 1) provide an end-of-season accounting of all alcohol sales and 2) allow the department to audit all records related to the sales and accounting, if necessary.**

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's inception in 1975. The VCC has a 15-year contract with the Department of Recreation and Parks (RAP), which is an extension of its original contract, No. 2908, executed on July 30, 1999, and terminated on July 30, 2014. The current contract, with extension, will terminate on July 29, 2029. The 2018 Concerts on the Green Season anticipates eleven (11) concerts (attached), and typical park attendance for these free concerts range in the 3,000 - 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 a percentage of food sales, off-site parking, community donations, and commercial sponsorship.

As part of VCC's 2018 Concerts on the Green Season, pending Board approval, it is intended that a beer garden be made available for paying customers for all but the July 4th event (ten [10] of the eleven [11] concerts). The serving of alcohol will be allowed in a "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, as well as pay for Los Angeles Police Department (LAPD) supervision, at no cost to the City.

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VCC pays twenty percent (20%) of gross revenues of all alcohol sales to RAP, as per the Board-Approved alcohol policy. In 2017, VCC paid \$1,688.00 to RAP. Revenues for the 2018 season are anticipated to increase

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 Region Operations anticipated alcohol-related events for 2018 include the Salute to Recreation at Northridge Park, the Celebrate Israel Festival at the Cheviot Hills Recreation Center, The Watermelon Festival at Hansen Dam, The Vegan Festival at Woodley Park, and the Winnetka Park October Fest. Since VCC's 2018 Concerts on the Green Season exceeds the five (5) events allowed per region, the additional approval of the Board per this Report is required.

Councilmember Blumenfield (Council District 3) (Attachment 3) supports the proposal for the sale of beer during each concert of the 2018 Concerts on the Green Season, based on VCC's past performance and community history. In addition, LAPD has approved the permit for VCC to conduct beer sales at the 2018 Concerts on the Green (Attachment 2).

FISCAL IMPACT STATEMENT

There is no fiscal impact to the RAP'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 RAP.

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

ATTACHMENTS:

1. 2018 Concert Season Schedule
2. Letter of Support from LAPD
3. Letter of Support from Council District 3



2018 Concerts on the Green Series

Date	Concert	Est. # of People
6/10	The Ultimate Elvis Tribute	7,000
6/17	Fortunate Son Music of Creedence Clearwater Revival	5,000
6/24	The Highway Men, Music of Willie Nelson, Waylon Jennings and Johnny Cash	5,000
7/4	Councilman Bob Blumenfield's July 4 th Fireworks Extravaganza Presented by Keyes Motors with performance by Jack Mack and the Heart Attack	30,000 in the park 60,000 total
7/8	Poncho Sanchez and his Latin Jazz Band	4,500
7/15	DSB – The Next Best thing to Journey	6,500- 7,000
7/22	ARRIVAL from Sweden – the Music of ABBA	7,000
7/29	Hot August Night – Neil Diamond Tribute	5,000
8/5	BOSTYX – Featuring David Victor	5,000
8/12	The Long Run – Experience the Eagles	6,500
8/19	Who's Bad – The Ultimate Michael Jackson Experience	8,000

For our complete schedule and updates, please visit us at www.valleycultural.org or on Facebook or Twitter. Hotline: 818-888-0822. Warner Ranch Park, 5800 Topanga Canyon Blvd, Woodland Hills, CA 91367.

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 #:

April 4, 2018

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

Re: Valley Cultural Center – Beer Gardens

Dear Mr. Shull:

I am writing this letter to advise that we have approved the permit for Valley Cultural Center to conduct beer sales at their Concerts on the Green. These permits have been approved each time that they have been requested as there have been no issues with regard to the sales of beer at these concerts.

If you have any questions, please do not hesitate to contact me at (818) 756-2880.

Very truly yours,

CHARLIE BECK
Chief of Police

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

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



BOB BLUMENFIELD

Councilmember, Third District

April 4, 2018

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

Re: Valley Cultural Center – Beer Gardens

Dear Mr. Shull,

This letter is in support of Valley Cultural Center's request for permission to continue to conduct beer sales at their Concerts on the Green.

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, District Director at 818-774-4330. Thank you for your time and consideration of Valley Cultural Center's request.

Sincerely,

A handwritten signature in black ink that reads "Bob Blumenfield".

BOB BLUMENFIELD
Councilmember
City of Los Angeles

CITY HALL 200 N. Spring St. Room 415, Los Angeles, CA 90012 213.473.7003 fax 213.473.7567

DISTRICT OFFICE 19040 Vanowen Street, Reseda, CA 91335 818.774.4330 fax 818.756.9179

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