

Consideration of Proposed Pilot Concert Program – Pacific Airshow

Huntington Beach City Council
June 15, 2021



Background

- Since 2014, the City has employed a practice of consistently denying any Specific Event permit that contemplate large-format ticketed concerts
 - That determination was made after an assessment of a 2013 civil disturbance in Downtown that occurred during the US Open of Surfing, an event which incorporated a music / concert program component
 - Of note, the 2013 civil disturbance did not occur on the same day as a concert
 - In 2018, the City Council directed that this existing practice be maintained



**SUPPLEMENTAL
COMMUNICATION**

Meeting Date: 6/15/2021

Agenda Item No.: 18 (21-477)

Current Live Entertainment Protocols

- The City is regularly approached by professional event promoters regarding possible production of large-scale ticketed concerts at two City venues
 - One such venue is at the **City Beach**
 - Our current practice has been to allow live entertainment as part of smaller scale events focused at Pier Plaza, such as *Surfin' Sundays*
 - A small concert venue has also been allowed as part of the US Open of Surfing
 - **Central Park** is the other City venue where concerts are requested
 - We have hosted ticketed and non-ticketed cultural festivals at Central Park
 - The Cherry Blossom Festival, Pacific Islander Festival, and the BB Jazz Festival are event examples that incorporate significant live music components
- Within City limits, the State Beach also frequently hosts many large-scale concert events, with minimal issues



State Beach Concerts

- The State considers concerts to be a high quality outdoor recreational experience, and has embraced concerts on State Beach property for many years
- Since 2013, Huntington State Beach has hosted several multi-day concert festivals on the sand
 - Typically, attendance at these events is capped at around 12,000-15,000 people per day
 - Further, the State Beach charges concert promoters \$10 / person, which covers costs for applicable public safety efforts and permit fees
- Starting in 2022, the State will be hosting large-scale concerts 2 weekends per year, in the Spring and in the Fall



City Council Direction

- On April 5, 2021, the City Council voted unanimously to direct staff to develop updated procedures that would...
 - *"...facilitate ticketed, stand-alone musical entertainment events at certain appropriate City venues."*
 - Staff was also asked to assess the viability of instituting a per-person charge to reimburse City costs
- There are benefits to bringing larger scale concert-type events to HB
 - Strengthens our "Surf City" brand, enhances community pride, and providing an additional outdoor recreational opportunity
 - Opportunity for increased tourism and positive economic impact
- Benefits have to be weighed against concerns with hosting large-scale events
 - Traffic, parking, noise disturbances, and commercial / residential impacts
 - Possible public safety impacts from large group gatherings



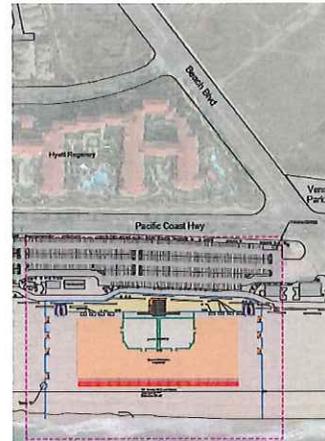
Staff Assessment To Date

- Staff has been reviewing the possibility of permitting larger-scale, multi-day musical events at the City Beach and at Central Park
- City Beach considerations we have identified include:
 - Possibly permit 2 multi-day events per year - one in the Spring and one in the Fall
 - Concert attendance should be capped at no more than 12,000 attendees
 - Concert venues should be limited to the area between Huntington Street and Beach Blvd.
- Huntington Central Park considerations we have identified include:
 - Possibly permit two multi-day concert events per year, aside from existing annual permitted events
 - Events could be allowed between Memorial Day and Labor Day weekends
 - Concert attendance should be capped at no more than 3,000 attendees
 - Potential venue locations could be at the Huntington Central Park Bandstand or at the Sports Complex facility



Pilot Concert Program Option Identified

- As we work to refine and develop the overall concert program, an opportunity to conduct a pilot trial concert has presented itself
- Code Four has approached the City regarding the possibility of embedding a concert into the Pacific Airshow event
 - Concert would occur on Friday, October 1 and Saturday, October 2
 - Attendance would be capped at 12,000 maximum
 - Event would be located by Beach Blvd. / PCH
 - Musical acts contemplated for Friday evening are of the Sammy Hagar / REO Speedwagon genre
 - Musical acts contemplated for Saturday evening are of the Florida Georgia Line / Nelly genre



Event Permitting Consideration

- If the pilot concert program concept is authorized by City Council, staff would permit the event through our existing Special Event permitting process
- Key permitting considerations would include:
 - Code Four would have to provide a full event security plan vetted and approved by the PD
 - General liability and ABC liability insurance coverage would be required
 - Direct payment for all City provided services would be required, including public safety costs
 - Per prior City Council direction, consider charging \$5 / person to recover administrative costs



Staff Recommendation

- Staff recommends that the City Council consider the following actions:
 - Authorizing a one-time pilot concert program at the City Beach, to be embedded into the Air Show event on the evenings of October 1 and October 2
 - Cap attendance for the concert at no more than 12,000 people / evening
 - Direct that the event would be authorized at the City Beach located by Beach Blvd. / PCH
 - Through the Special Event permitting process, direct that staff require the following:
 - Event organizer would have to provide a full event security plan vetted and approved by the PD
 - Full general liability and ABC liability insurance coverage would be required
 - Require direct payment for all City provided services, including public safety costs, and institute a \$5 / person charge to recover administrative costs



QUESTIONS?

