



Legislation Details (With Text)

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On agenda:	7/2/2018	Final action:	7/2/2018
Title:	Special Event Application - Country Harvest Festival		
Attachments:	1. Att#1-Specific Event Application, 2. Att#2-Event Sight Plan, 3. Att#3-Study Session Downtown Task Force Report, 4. Att#4-Study Session Minutes, 5. Sup Com 07-02-2018.pdf		

Date	Ver.	Action By	Action	Result
7/2/2018	1	City Council/Public Financing Authority	approved as amended	Pass

REQUEST FOR CITY COUNCIL ACTION

SUBMITTED TO: Honorable Mayor and City Council Members

SUBMITTED BY: Fred A. Wilson, City Manager

PREPARED BY: Marie Knight, Director of Community Services
Robert Handy, Chief of Police

Subject:
Special Event Application - Country Harvest Festival

Statement of Issue:

The City of Huntington Beach has received a Specific Events Application from Activated Events, LLC to produce the Country Harvest Festival Concert on the beach on October 7, 2018. The concert would take place between the hours of noon and 9 p.m. on a footprint south of the pier.

Financial Impact:

Per Section 13.54 of the Municipal Code relating to Specific Events all direct costs associated with the Country Harvest Festival Event will be reimbursed by Activated Events LLC.

Recommended Action:

Discuss Specific Events application from Activated Events, LLC to produce the Country Harvest Festival Concert and advise staff accordingly on any potential action.

Analysis:

Activated Events LLC has submitted a Specific Events Application to produce the Country Harvest Festival Concert on the beach on October 7, 2018, (Attachment 1). This will be a fenced venue and ticketed event. The main components of the event are as follows:

- Location: South of the Pier (Site Map Attachment 2)
- Set Up Dates: October 2 - 6, 6a.m. - 8p.m.

- Event Date: October 7, noon - 9p.m.
- Tear Down Dates: October 8 - 10, 6a.m. - 8p.m.
- Attendance: 8,000 (estimated)
- Headliner: Billy Currington with other supporting artists throughout the day
- Ticket Prices: General Admission \$35 - \$85, VIP: \$99-\$149
- Promoter: Activated Events LLC of Anaheim/Steve Thacher
- Theme: Fall Festival
- Food/Beverage: Food Booths, Food Trucks, and Bars will be setup within the event space selling food, beer, spirits and non-alcoholic drinks.
- Demographics: Both families with children as well as single professionals. Marketing to ages 25-49. Average age is 34. Sixty-five percent female, thirty-five percent male.

History

Since the early 90's, concerts and live music were allowed in conjunction with Specific Events conducted on the beach. Most notable were concerts in conjunction with the US Open of Surfing (USOS). Starting around 2010, the concerts with the USOS began to grow in popularity and size. In 2013, the headliner for the USOS concert was "Weezer". After the concert, a civil disturbance took place in the Main Street area of Downtown.

As a result of this disturbance, the City Council formed a Downtown Task Force (DTTF) in July of 2013, to address various safety related issues. On June 16, 2014, the DTTF presented their recommendations to the City Council at a Study Session. (Attachment 3) Recommendation #2 stated: *Reduce the size and scope of the US Open of Surfing to eliminate concerts, expo and non-competitive related items.* The minutes of the Study Session indicates Council concurred with Recommendation #2 (Attachment 4).

Since the June 14, 2014 Study Session, Specific Events staff has consistently denied all requests for concerts on the beach. Routinely, those requests have come from the US Open of Surfing, AVP Tour, Branches Church, Paintball, as well as anecdotally four to five other general inquiries a year by outside promoters. Currently, live entertainment is allowed as a part of some events at the beach such as "Surfin Sundays" at Pier Plaza, the "Surf City Marathon" (live bands in the beach beer garden), Beachside Summer Fest, and the Music Festival at Pier Plaza by Calvary Chapel. However, the music is a part of the overall event and not offered in a concert or ticketed fashion.

Information for Consideration

- For the past several years, the State of California has offered live music concerts throughout the year on the State Beach and at Bolsa Chica. Each time, the City received noise complaints from our residents and those complaints were forwarded to the State Beach offices.
- Currently, there is a pending Specific Events application for the He'eNalu Aloha Pier Festival on October 7 at the Pier. This event will coincide with the 25th Anniversary Celebration for Duke's Restaurant. A concert in close proximity could negatively affect this

event.

- There are Specific Events taking place at the beach the three other weekends in October, already stretching our public safety resources: The Surf City 10: October 14; the Great Pacific Airshow: October 19-21; and the ISA Junior World Championship Surf Contest: October 27-November 4.
- Based on current agreements with some of the hotel properties, staff reached out to receive input from VHB and the major hotels on the waterfront regarding this event in particular. Generally, the major hotels are not opposed to the proposed Country Concert on City Beach on October 7 as a pilot program. However, some concerns/requests have been expressed such as: They want assurances that the proposed footprint does not extend any further south than as proposed in the attached site plan, the hotels would be concerned if the date would change from October 7 to another date as they have only looked at their hotel events for that day and if the date changes there may be conflicts with existing bookings, they are requesting that the event minimizes the effect on ocean view shed from hotels and restaurants for entire length of set up and tear down period, and they would want input in advance into the concert's run of show of performers so they can work with existing booked business to minimize the impact on the hotel guests. For example, there is a wedding planned at the Hyatt at 5:00 PM on October 7 and the Hyatt would request no performers at that time. Finally, the general consensus is that if this event generates major problems for regular beach goers, concert attendees and/or the overall experience for HB's hotels guests, then this should be taken into consideration when approving any post October 7 concerts on City Beach.
- Currently there is not an established fee for a ticketed music event on the beach. Should a decision be made to allow concerts on the beach, staff suggests that a revenue sharing fee and/or Agreement be established for such events.
- A concert on the beach potentially creates an opportunity for local businesses (i.e. hotels, retailers and restaurants) to generate additional revenue from concert-goers attending the event. However, specific data regarding a potential economic benefit to local businesses is not available at this time.

Environmental Status:

Not applicable

Strategic Plan Goal:

Improve quality of life

Attachment(s):

- 1) Specific Event Application
- 2) Event Site Plan
- 3) Downtown Task Force Report

4) June 14, 2014 Study Session Minutes