

INFORMATION ONLY

CITY OF LOS ANGELES
DEPARTMENT OF RECREATION AND PARKS

June 23, 2008

TO: BOARD OF RECREATION AND PARKS COMMISSIONERS

FROM: JON KIRK MUKRI
General Manager

Wm. Perry (for JKM)

SUBJECT: PROPOSAL FOR CHINESE LANTERN FESTIVAL

Background

The City of Los Angeles Department of Recreation and Parks (RAP) has negotiated a special event permit with the Hanart Culture Company to bring the Chinese Lantern Festival to Los Angeles. The festival is planned to run for 16 weeks beginning in late November 2008 and concluding in February 2009. The Festival will be held at Lake Balboa Park, located in the heart of the San Fernando Valley.

Hanart Culture has partnered with Royal Vya, a Chinese company which has previously shown the Lantern Festival in several countries around the world, with great success. Each lantern will be custom built by Royal Vya to take advantage of Lake Balboa's natural rolling hills, trees, and of course the lake itself.

The Festival features exquisitely designed lanterns illuminated from within to light up the nighttime sky. The exhibit creates a spectacular show of art, performance, and music. The Festival will offer a unique cultural experience for visitors of all ages, backgrounds, and interests.

A recent showing for the Festival in Toronto, Ontario, in the summer of 2006 proved to be a huge success, drawing 250,000 visitors over a 10-week period. Toronto has since signed on to bring the Festival back every summer through 2010.

In March of 2007 representatives of Hanart Culture toured several sites in the Los Angeles area with representatives of the Mayor's Office, LA Inc., and RAP. The group selected Lake Balboa as an ideal location for this display. Lake Balboa offers easy access, plentiful adjacent parking, accessible walkways, and a natural beauty. The lanterns and activities will be located in the areas adjacent to a newly installed bridge near the southwest corner of the lake. The display will extend up along the west side of the Park between the ravine and the lake, and will continue across the north side, ending just east of the waterfall at the Park's west side roadway.

Anticipated Attendance

Based on a comparison of the attendance of the 10-week Chinese Lantern Festival in Toronto, and the huge success of the King Tut exhibit in Los Angeles, Hanart Culture and LA Inc. have estimated the attendance for the Lantern Festival in Los Angeles to be approximately 450,000. The average ticket price for entrance will be \$25. The Festival will also be allowed to charge for parking at the site, as well as food and related merchandise.

Special Event Permit Provision

Special event permit provision will include the following:

- Fees for Park Use
The Park Use Fees for the 16-week festival were negotiated using current formulas in RAP's published Book of Rates and Fees. The Festival has agreed to pay RAP a flat rate of \$1,200,000 for use of the park and surrounding parking facilities.
- Timeline and Installation
The timeline for building, shipping, and installing the displays is five months. RAP anticipates opening the Festival the week before Thanksgiving, November 22, 2008. Finalized agreements between Hanart Culture and Mr. Huang from Royal Vya must be signed by June 22, 2008. Mr. Huang will arrive in Los Angeles around that time to take measurements and photographs of the site. He will return to China where the design and manufacture of the display will take place from July 1 to August 5, 2008. Shipping will take approximately six weeks, and the event presenter's crew will arrive in Los Angeles to begin installation on September 15, 2008. The onsite installation will take approximately eight weeks, with final testing and adjustments slated for November 15-21, 2008. The opening ceremony is expected to take place on Saturday, November 22, 2008.

The Festival will run from November 22, 2008, to February 28, 2009. Dismantling of the display will begin on March 1, 2009, and will be completed within seven to ten days. The event presenter's crew will return to China on (or about) March 10, 2009.
- Hours of Operation
The Festival will run from dusk (approximately 5:00 p.m.) to 11:00 p.m. each night, seven (7) nights a week, for 14 weeks. The Festival will open November 22, 2008, and conclude February 28, 2009.
- Food and Drink
Part of the Festival includes a food court where authentic Chinese food and drink is prepared and served. There will not be any alcohol at this event. Beverages will include coffee and a variety of teas, as well as cold drinks.

- Entertainment
Live entertainment is planned for the Festival, including performances by acrobats and other Chinese performers. A suitable stage will also be installed.
- Amplified Sound
A public address system may occasionally be used to make special announcements. Also, some of the displays include pre-recorded musical accompaniments. This sound is only heard when patrons are at a specific display.
- Fencing
The event presenter will install suitable fencing to control access to the displays. The fencing will be removed at the Festival's conclusion when the displays have been dismantled.
- Insurance
The event presenter will obtain all proper insurance as required by RAP in the Special Event Permit.
- Security
The event presenter will be required by their permit to hire a professional security contractor. The presenter must ensure the protection of the site, lantern structures, and parking lots both during the Festival's operating and non-operating hours. Security will be required to protect not only the presenter's investment but also to provide a safe and secure environment for visitors.
- Additional Restroom Facilities and Trash Collection
The event presenter will be required by their permit to provide a sufficient number of portable toilets and ensure for their servicing and cleanliness. The event presenter will also be required to provide for daily trash pick up and disposal. It is possible that Hanart Culture will contract this service with RAP. If this occurs, a separate fee for staffing and trash disposal would be negotiated above and beyond the already negotiated flat rated Park Use Fee.

This report was prepared by Kevin Regan, Assistant General Manager, Operations West.