

REPORT OF GENERAL MANAGER

NO. 15-230

DATE November 18, 2015


C.D. 1

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SYCAMORE GROVE PARK – SPECIAL EVENT – SIXTH EVENT TO SERVE ALCOHOLIC BEVERAGES

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

*K. Regan 
N. Williams _____


General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board approve a sixth outdoor event for 2016 to serve alcoholic beverages in the Metro Region. This request is being made for the “Stone Throw’s 20th Anniversary Celebration” musical concert event to be held at Sycamore Grove Park on May 14, 2016, in accordance with the Board’s Policy on Alcoholic Beverages.

SUMMARY:

Stones Throw Records (STR), an independent record label in Highland Park, has submitted a request to the Department of Recreation and Parks to host “Stone Throw’s 20th Anniversary Celebration”, a musical concert event. The event will be held on May 14, 2016, 11am to 7pm at Sycamore Grove Park, 4702 North Figueroa Street, located in the Highland Park community. The event will include live performances and DJ’s with multiple genres of music including soul, funk, disco, and hip hop. The concert is expected to attract up to 3,000 people and will be free of charge.

STR is proposing several ideas to help alleviate the challenging parking situation surrounding the park. They are planning to rent several parking lots in the area and running a shuttle from the lots to the park all day. They are also planning on providing bike valet and incentives for guests that use alternative forms of transportation. In addition, STR is looking into to partnering with Metro Los Angeles to help promote the use of public transportation for the event.

As part of the event, pending Board approval, it is intended that a beer and wine garden be made available for those who wish to purchase it. 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. STR will hire Anello Security company at their own expense to cover the event.

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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. Metro Region receives a large volume of permit requests each year for outdoor community events and festivals. This is mainly due to the numerous large venues available in the Metro Region for special events.

The five (5) alcohol-related events in the Metro Region are the Seoul International Korean Festival, Debs Parks Audubon Society Event, Echo Park Lotus Festival, Arroyo Seco Lummi Days Festival, and Council District 1 Jazz Festival.

Attached is a letter of support from Councilmember Cedillo's Office (Attachment 1).

FISCAL IMPACT STATEMENT:

There is no negative impact to the Department's General Fund as the event organizer will incur all expenses related to the event. In addition, 20% of the sales of alcoholic beverages will go to the Department.

This report was prepared by Bertha Calderon, Management Analyst, Metro Region.



GILBERT A. CEDILLO
 COUNCILMEMBER
 FIRST DISTRICT

October 23, 2015

Sylvia Patsouras
 President
 Board of Recreation and Parks Commissioners
 350 S. Grand Ave.
 Los Angeles, CA 90071

Dear Ms. Patsouras:

I am writing to support Stones Throw Records' (STR) proposed "20th Anniversary Celebration", an event featuring a free musical concert and a beer garden at Sycamore Grove Park on May 14, 2016.

For over 16 years, STR has operated in the heart of Highland Park on Figueroa and Avenue 56 just across the street from my district office. With its worldwide following and critically acclaimed musical catalogue, LA Weekly readers named STR as the "Best Record Label" in the paper's Best of LA issue. STR was also featured in a recent LA Times story about Highland Park's burgeoning music scene.

It is also my understanding that STR has chosen to use Anello Security for the event. Anello Security did an excellent job at my Latin Jazz event and I'm convinced that they will do the same for STR.

As a prominent and active member of the community, STR frequently hosted community events free of charge; donated time, money and resources to local, cultural and non-profit organizations and volunteered to produce the Great Streets event in Highland Park.

I applaud and congratulate STR on its 20th anniversary and support their proposed 20th Anniversary Celebration in Sycamore Grove Park on May 14, 2016.

Sincerely,

Gilbert A. Cedillo
 Councilman, District One

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