

CITY MANAGER'S OFFICE

JUL 21 2021
8:00 AM

City of South Gate
CITY COUNCIL

AGENDA BILL

For the Regular Meeting of: July 27, 2021
Originating Department: Parks & Recreation

Interim Director: Steve Costley ^(Ae) City Manager: Chris Jeffers
Steve Costley Chris Jeffers

SUBJECT: PROPOSED MUSIC FESTIVAL WITH LIMITED ALCOHOL SERVICE

PURPOSE: To receive direction from the City Council regarding a request for a Music Festival Event at South Gate Park in August/September 2022 which would include limited alcohol service.

RECOMMENDED ACTIONS:

- a. Approve the request by Jack Leavitt for a Music Festival Event ("Event") with limited alcohol service at South Gate Park in August/September of 2022;
- b. Direct staff, with the assistance of the City Attorney, to negotiate an agreement with the music festival producer and present the agreement to the City Council for formal approval at a future City Council Meeting; and
- c. Direct staff to prepare a Resolution to include restrictions and conditions of approval to allow limited alcohol service during the Event and present it to the City Council for adoption at a future City Council Meeting.

FISCAL IMPACT: At this time, staff does not know the full extent of the fiscal impact, if any. The action sought is for City Council to give approval for staff to negotiate an agreement between the parties. Normally, such agreements would, at a minimum, recover all costs incurred by the City for such items as Police, Parks, Public Works and other costs. Whether there is a profit-sharing element to the agreement would depend on event costs incurred by the parties and ticket sales. A better understanding of the fiscal impact will be known when staff returns to City Council with a final agreement for consideration.

ALIGNMENT WITH COUNCIL GOALS: None

ANALYSIS: Over the years, the City has made several efforts to bring significant cultural events to the community including several musical performances and an "Opera in the Park" event. History has shown that the quality of the performers and the production significantly impacts the success of the event. Over the years, the City has had several discussions with promoter Jack Leavitt about holding a Hispanic Rock concert event at South Gate Park.

Previously, the City Council gave tentative approval in December 2019 to work with Mr. Leavitt on bringing a music festival to the City. However, due to the COVID-19 Pandemic, the event was unable to go forward. Mr. Levitt has approached the City again, proposing a day long musical festival event in

August/September of 2022. Staff believes that an appropriate date could be found that does not conflict with the parks existing schedule, and if the City Council is willing to waive the enforcement of the prohibition of alcohol for the event, the event could be a significant opportunity for the community.

At this time, all that is being requested of the City Council is to approve the concept and commit to the approval of an alcohol waiver if an agreement is negotiated and approved by the City Council at a future date. Negotiation of such an agreement will require a significant commitment of time on both sides and tentative scheduling commitments from performers must be secured to determine the exact date of the event. Staff is therefore requesting approval of the concept and direction from the City Council to begin negotiations for the event. If approved, staff will return to the City Council in September with a detailed agreement and Resolution, including all public benefits, costs and appropriate restrictions as typically required by events serving alcohol at the park, for formal approval.

BACKGROUND: Jack Leavitt has spent over 20 years as a successful rock concert promoter working with major stars of the time. In 1987, Jack came out of a short “retirement” period to begin working on a new music sensation that he felt would sweep the nation, Rock en Espanol or Spanish Rock. Decades later, Mr. Leavitt is still working to promote Spanish language music and performers and is still producing and promoting concert events.

For several years, Mr. Leavitt has wanted to bring some of his Spanish rock performers to the Southeast area. Mr. Leavitt first proposed his concept and requested to include alcohol in an event at the park in 2012 and again in 2013. With South Gate Park being one of the best potential venues in the South East Area, he has continued to meet with City staff to assess the feasibility of such an event. The one consistent roadblock has been costs and the use of alcohol sponsors for the event.

In order to be able to cover the high cost of staging such an event, as well as the cost of the caliber of performer that Mr. Leavitt plans to bring to our City, he must either charge an entrance fee that may be out of reach for most of our residents or he must bring in sponsors. The most likely sponsors for such an event would be alcohol sponsors, who, as part of their sponsorship, will want to be able to serve the product that they are promoting.

Mr. Leavitt and his company are very familiar with organizing and implementing large public concerts which include alcohol. Back in 2012, staff and several City Council Members attended the Long Beach Lobster Festival, an event produced by Mr. Leavitt and his team. They were impressed by the professionalism of the event and event staff, as well as the peaceful, festive atmosphere. Mr. Leavitt maintains a great reputation within the industry through his continued successful and smooth operations.

Mr. Leavitt requested that staff consider a potential concert in August of 2020 at South Gate Park and this request was brought before the City Council in December of 2019. At that time, the City Council approved the event in concept and directed staff to begin negotiations with Mr. Leavitt. Due to the Covid-19 Pandemic the negotiations and concert were never realized.

The Department has once again been approached regarding a possible concert for August/September 2022. Based upon the current park schedule, staff believes the timeline would work and feels that such an event could bring many benefits to the community. An event with top level recording artists in South Gate would promote South Gate’s growing notoriety as a leader in the South East Los Angeles area.

In addition, any event agreement would ensure that all City costs, including policing, would be covered by the promoter.

Lastly, one of the benefits Mr. Leavitt is offering is to work with the local schools' music programs and support future performers. These performers would, in turn, participate in and donate to these music programs. The agreement would also include a percentage of profits which would be donated to the City for park improvements. The specific details of these public benefits would be included in the agreement which will be considered by the City Council for final approval.

ATTACHMENT: None.