

RANCHO SIMI RECREATION AND PARK DISTRICT INTEROFFICE MEMORANDUM

DATE: January 17, 2008

TO: General Manager

FROM: Recreation and Leisure Services Administrator

SUBJECT: Approval of Request to hold *The Taste of Simi* at Rancho Simi Community Park on July 19, 2008.

SUMMARY

The District has received a request from The Simi Valley Chamber of Commerce to hold the *Taste of Simi* at the Rancho Simi Community Park. The Chamber is requesting their event to be held on the same day, and just prior to, the District's *Music in the Park* July concert.

A summary of their special event and request follows:

- The Event: Food Sales from 25 - 30 local restaurants with "food sample" tickets purchased at a central location, then submitted to food booth of patrons' choice
- Beer Garden: They would like to sell beer and wine in an enclosed Beer Garden area
- Location: Rancho Simi Community Park at Erringer/ east end of park, Picnic Pavilion and Restroom area
- Date: Saturday, July 19, 2008
- Event Hours: 4-6pm (Set-up noon-4pm, Tear-down 6-7pm)
- Attendance: 500-1,000 estimated

BACKGROUND

The Simi Valley Chamber of Commerce is not a typical "501c3" non-profit group, but is still a "not-for-profit" organization. *The Taste of Simi* was introduced as part of the Chamber's Street Fair, but their desire is to remove it from the Street Fair event and make it "bigger and better"! "Taste of" events have been held by Chambers in other cities and have been known to draw large crowds. Participants purchase "tickets" which they are required to "drop" in the box at the restaurant's booth where they would like to taste. When searching for an appropriate venue, the Chamber considered the Towne Center mall and our parks. The concept of "cooperatively" allowing the Chamber event as a prelude to a summer concert was discussed and well received by both District staff and the Chamber, as the thought is that both events would benefit from shared promotions to a similar clientele.

Staff met with Chamber representatives at the park to discuss the event. Staff's concerns were twofold. First, staff does not want the District's *Music in the Park* concert to be thought of as "the Chamber's event". Second, the park may not be able to handle the crowd if the *Taste of Simi* becomes "too large" for the Rancho Simi Community Park site. Staff feels confident that cooperatively working with the Chamber would be a benefit and recommends approval of *The Taste*

of Simi on the same day as the District's *Music In the Park* concert, with the following Conditions of Use and Permit Fees below.

CONDITIONS OF USE

Should their permit/use request be approved, the following would be staff's recommended Conditions of Use:

1. A specific layout diagram to be submitted by July 1, and subject to RSRPD approval and/or changes. Initial layout diagrams are attached as Exhibit A.
2. ABC License, City of Simi Valley Special Event Permit and County Health permits are required.
3. An acceptable certificate of insurance and hold harmless agreement naming the Rancho Simi Recreation and Park District as additionally insured in the amount not less than \$1 million.
4. A request and approval to secure the Simi Hospital South Campus parking lot for parking.
5. Payment of 1/2 of the total cost of port-a-potties
6. Driving of vehicles into park is not allowed for drop off of permittee and/or vendor equipment & supplies without prior approval from District staff.
7. Smoking is not permitted at Rancho Simi Community Park.
8. Permittee to supply parking lot monitors in Pool and Tennis Court parking lots 3-5pm, controlling illegal parking and directing overflow to appropriate locations.
9. Cleanup to be completed by 7:30pm and no equipment or supplies left overnight.
10. Should amplified music and/or announcements be desired, volume, content and frequency shall be subject to District staff approval.
11. Permittee to list The Rancho Simi Recreation & Park District as the *Music In the Park* presenter and sponsor, should any publicity of the Chamber mention the *Music In the Park* program, and shall **not** infer or state that The Simi Valley Chamber of Commerce is a concert sponsor.

District Responsibilities

1. Trash collection and pick up during and after event.
2. Restroom stocking and cleaning during and after event.
3. Delivery and payment arrangements for appropriate number of port-a-potties, estimated at six.
 - a. Chamber and District to split the cost of port-a-potties.
4. Security, if deemed necessary (Rangers).

SUGGESTED PERMIT FEES

(Fees below are modeled after *LobsterFest* fees for Kiwanis use of RTCP)

Pavilion (2 reservation periods, Class 2):	\$202.50
Patio area (2 periods):	\$ 60.00
Alcoholic Beverage Fee:	\$ 70.00
Sales Fee:	\$ 70.00
Port-a-potty rental (3 of 6 paid by Chamber)	<u>\$162.50</u>
Total Fees:	<u>\$565.00</u>

(Security Deposit waived, but Permittee responsible for damages, cleaning and potential charges)

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BOARD ACTION

Consider for approval the Special Event Request of the Simi Valley Chamber of Commerce to hold the *Taste of Simi* at Rancho Simi Community Park on Saturday, July 19, 2008, immediately prior to the *Music In the Park* concert, under the Conditions of Use stated above. Staff is in favor of approving *The Taste of Simi* at Rancho Simi Community Park. Furthermore, staff recommends, should approval be granted, that it be for this year's event only. This is meant to require the District to review and consider the site and Conditions of Use in the future.



Doug Gale, Administrator
Recreation & Leisure Services
DG/sw



Exhibit A



December 17, 2007

Larry Peterson
General Manager
Rancho Simi Recreation & Park District
1692 Sycamore Drive
Simi Valley, CA93065

Re: Proposed Taste of Simi

Dear Larry,

The Simi Valley Chamber of Commerce is requesting the use of the Rancho Simi Community Park for the 2008 Taste of Simi. The Taste of Simi is a fundraiser for the Simi Valley Chamber of Commerce where we will showcase area restaurants to the public. The event will be open to the public.

Here are the particulars:

Date: Saturday, July 19, 2007 prior to the Hotel California Concert in the Park.
Event Time: 4:00 p.m. – 6:00 p.m.
Set-Up: 12:00 p.m. – 4:00 p.m.
Tear Down: 6:00 p.m. – 7:00 p.m.
Anticipated Number of Restaurants: 25-30
Anticipated Number of Participants: 500 -1,000

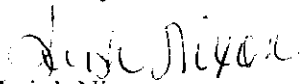
We are also requesting to have a "Beer Garden" with the sale beer and wine of during the event. We understand that we will have a fenced in area for this location.

We will be working with the City of Simi Valley to obtain all the pertinent permits once we have final approval from the RSRPD for the event. A proposed event layout is attached for your consideration plus the applicable permit processing fee.

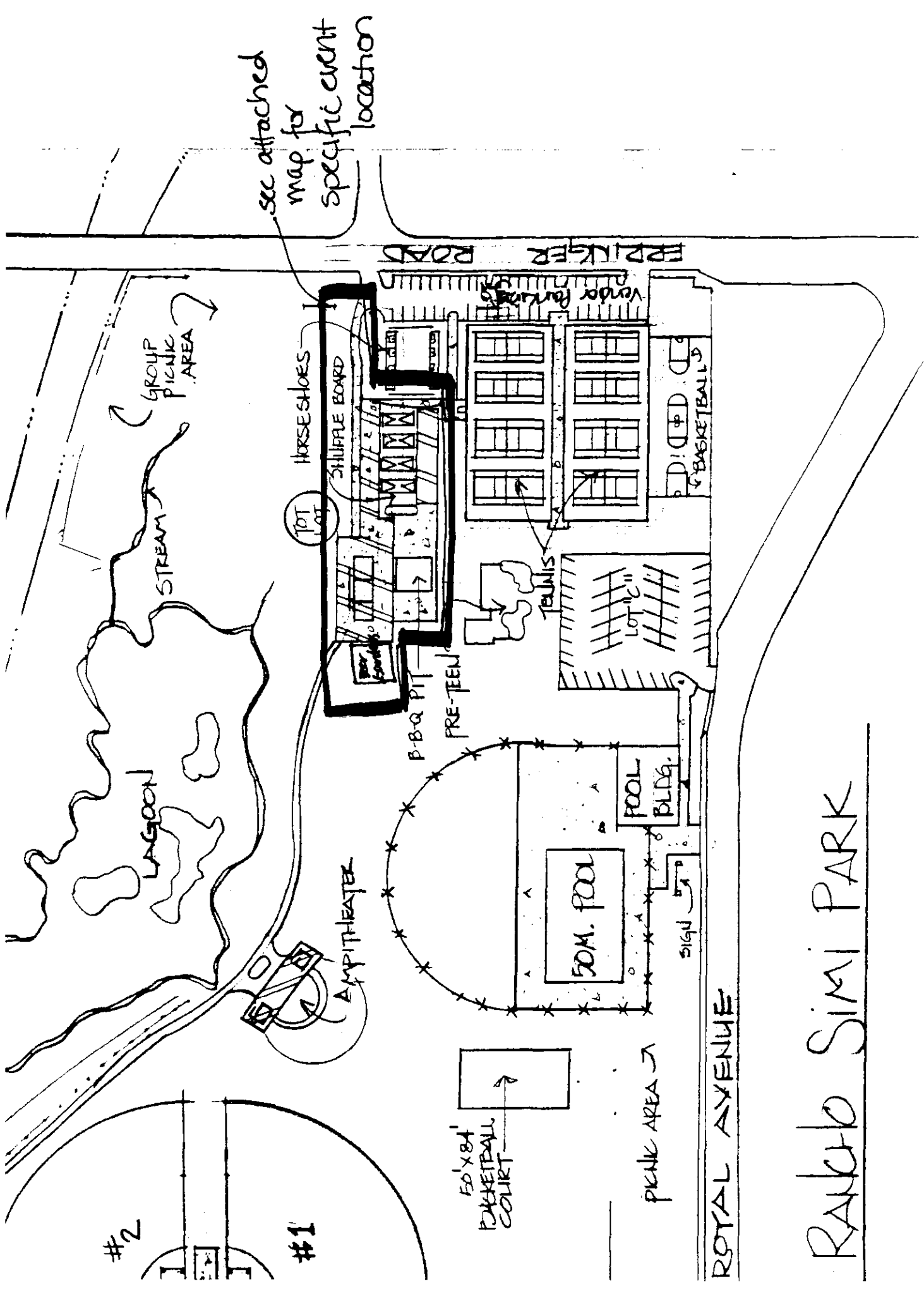
If there are any questions concerning this proposal please feel free to contact me at 805-526-3900.

Thank you in advance for your consideration of the Taste of Simi proposal and we look forward to working with you.

Sincerely,


Leigh Nixon
President & CEO

see attached map for specific event location



Rancho Simi Park

↑ North

Proposed Event Location

