

**RANCHO SIMI RECREATION AND PARK DISTRICT
INTEROFFICE MEMORANDUM**

DATE: July 19, 2007

TO: General Manager

FROM: Recreation and Leisure Services Administrator

SUBJECT: Approval of Request to hold The Simi Valley Days Music Festival at Rancho Simi Community Park on September 14, 15 & 16, 2007

INTRODUCTION

The Simi Valley Days Music Festival (hereinafter "Festival") would like to hold its event at Rancho Simi Community Park. Traditionally, this event has extended over 5 days at the same location as the Simi Valley Days Carnival. Staff presented the Festival's initial request to the Advance Planning Committee on May 31, 2007. A recommendation to reject the request was made primarily based upon the length and hours of the event: Friday from 5 pm - 11:30 pm, Saturday from 1 pm to 11:30 pm, and Sunday from 3 pm - 10 pm. Staff and the Committee also expressed concerns about the impact to neighbors and other users of the facility, lack of adequate parking and the presence of alcohol. Staff informed the Festival representatives that the permit request had been denied. Staff and Festival representatives met on June 26 to review and discuss the Park District concerns. Festival modified the terms of its requested permit and resubmitted its request. In keeping with past practice, Board approval is required for events of this magnitude. Staff believes the terms of use, as outlined below, are generally within acceptable guidelines.

SUMMARY

A complete copy of the revised proposal, dated June 28, 2007, is attached at Exhibit A. For your reference, staff's initial denial of the request is also attached at Exhibit B. The primary focus of the revised request was to address the Park District's concern about the length and hours of the event. The Festival representatives have presented two options that they believe can still allow for a successful event. A summary of their revised request includes:

- Location: Rancho Simi Community Park, west end
- Dates: Friday, Saturday & Sunday, September 14, 15 & 16, 2007
- Event Hours:

| | <u>Option 1</u> | <u>Option 2</u> |
|----------|-----------------|-----------------|
| Friday | 6-9:30pm | none |
| Saturday | noon-9:30pm | noon-11:30pm |
| Sunday | noon-9:30pm | noon-9:30pm |
- Attendance: 3,000-6,000 people hoped throughout the entire event, with more likely less than 1,000 at any one time.

- Parking Requesting to use both the West-end parking lot and the grass field for parking, and plan to arrange parking and shuttles to and from Royal High School.
- Beer Sales: Planning for Kiwanis or Rotary to conduct alcohol sales
- Music: Most of the music will be young to middle-aged adult oriented music featuring nationally known acts (Fishbone; Pulley) as well as local groups. They would also want to have a "Dance Tent" featuring local Hip-Hop artists and DJs playing the latest dance mixes.
- Vendors: Food sales, merchants, and a rock climbing wall.
- Ticket Sales: Price is \$15/day for the Concert Stage and \$10/day for the Dance Tent.
- Additional: Festival would provide portable toilet facilities, lighting, tents, staging and fencing, as well as security, parking staff and cleaning crew.

The Board should determine which of the two options are most acceptable. Option 1 limits the hours of the event to standard park hours (parks close at 10 pm). Option 2 allows the event to end later on Saturday night, but limits the term of the event to 2 days. Should the Board approve of the event, it should select an option, and review the following proposed conditions of use (adding, eliminating or modifying as the Board deems appropriate).

PROPOSED CONDITIONS OF USE

Staff recommends the following conditions be imposed upon Festival, in the event the Board concludes that the requested use is generally acceptable:

1. Festival to submit event layout diagram by September 1, which must then be approved by RSRPD staff;
2. Festival to secure ABC License;
3. Festival to obtain an approved Special Event Permit from the City of Simi Valley;
4. Festival to provide proof insurance coverage of \$1,000,000 or more as to injury to persons and/or damage to property for a single occurrence and must name the district as an additional insured;
5. Festival to provide adequate trash receptacles and be responsible for all trash removal and clean-up;
6. Festival to provide at its expense adequate Port-a-Potties and servicing;
7. Festival to prohibit driving on grass, without advance approval by RSRPD staff, and may utilize its own electric vehicle or Gator;
8. No after hours party or get together is allowed after event hours;
9. Cleanup or work to be performed more than 1 hour after the event hours will

require RSRPD staff permission;

10. Festival shall restrict sound to 85 decibel limit level at park boundaries;
11. Food sales, merchants, vendors and musicians shall NOT be allowed to drive vehicles on ballfield grass areas to deliver or pick up equipment without prior RSRPD staff approval. Festival shall plan and provide for equipment delivery "supervision" and "vendor accommodations" which must be approved in advance by RSRPD staff;
12. Festival shall provide supervision and control of grass parking lot during all event hours with a minimum of 3 people;
13. Festival shall secure adequate parking and shuttle services at additional locations to minimize impact to neighborhoods and surrounding areas;
14. No parking shall be allowed in the shopping center to the immediate west of the park. Festival shall station people at each entrance to the shopping center to make sure this is followed;
15. Festival shall place a fence around entire event, and shall install poles and stakes at locations approved by RSRPD staff to prevent damage to underground water and electrical systems;
16. Festival shall maintain emergency support services at the event location during event hours;
17. Festival to sign standard District Facility Use Permit and to be responsible for all damage to park site, etc.
18. Security -
 - a. RSRPD staff must approve Festival's plan for safety coverage;
 - b. Festival shall pay for one Park Ranger during the event hours of noon - 6:00 pm and two Park Rangers during the event hours of 6 pm till closing. Estimated Festival cost for this requirement approximates \$35/hour x 36 hours = \$1,260;
 - c. Should City of Simi Valley Police be stationed at the event, required RSRPD Ranger coverage may be modified or eliminated at the discretion of RSRPD staff;
 - d. Festival may set-up stage and equipment on Field 2 no earlier than Thursday, September 13, 6:00am. Set-up of Stage and equipment on Fields 1 & 3 may begin no earlier than Friday, September 14, 6:00 am (softball league play is scheduled to occur on Thursday night);

- e. Festival shall restore park site to pre-event condition and remove all staging, trash, fencing, climbing wall, tent(s), vendors, merchants, trailers, equipment and supplies by 1:00 pm Monday, September 17, 2007 (softball league play is scheduled for Monday night).

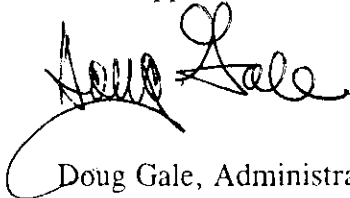
Rancho Simi Recreation and Park District staff will be responsible for: Set up and tear down of grass parking lot rope and T-tops in appropriate locations; Supplying Ranger coverage at Festival expense as indicated above; Flagging sprinkler heads on Softball Field 2, and Field 1 if needed, for stage, tent, fencing and staking into grass and approved deliveries to site.

RENTAL RATE

Festival has offered to pay \$3,000 to RSRPD plus \$1/person above 3,000 in attendance. This amount is roughly equivalent to standard District rental pricing. Staff therefore believes this amount is acceptable.

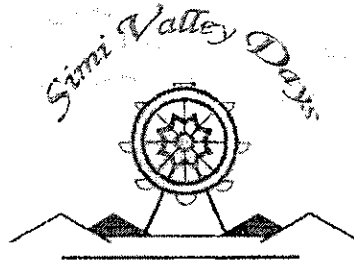
BOARD ACTION

Consider for approval the Simi Valley Days request for use of District Facilities to hold the Simi Valley Days Music Festival at Rancho Simi Community Park, determine option 1 or 2, approve Conditions of Use, and provide appropriate direction to staff. Staff recommends, should approval be granted, that it be for this year's event only. This is meant to require the District to review the suitability of the park site for the requested use and to consider all Conditions of Use before future approvals are considered.



Doug Gale, Administrator
Recreation & Leisure Services
DG/sw

EXHIBIT A
REQUEST FOR PERMIT



Thursday, June 28, 2007

Rancho Simi Recreation and Park District
Attn: Doug Gale

RE: Simi Valley Days Music Festival Proposal (**REVISED 06/28/07**)

I would like to submit for your consideration our proposal per our recent conversations regarding the possibility of utilizing Rancho Simi Park (softball fields) for our event in September 2007. We are planning our event for the weekend of Sept. 14-16 (Friday evening – Sunday evening). We are part of Simi Valley Days, and are covered by their insurance policies and we will be included on their Special Event Permit issued by the City of Simi Valley.

We have been doing this event for the past several years on site with the carnival, but as we have grown, we are now in need of more room, as well as a nicer location than on a dirt field. We hope to attract between 3000-6000 attendees this year. We have lined up some exciting entertainment for this year's event and we are hopeful that it will be our most successful year to date. All of the proceeds from this event will go back into our community, directly through Simi Valley Days Organization or through one of the many local community and charity groups here in Simi Valley.

Over the past several years, we have had no problems (such as fights, injuries, etc.) at our event, and have even been commended by the Simi Valley Police Department for how well we have managed the crowds. We will have private security and ample event staff present in order to ensure the safety of the attendees and the park facilities.

Most of the music will be young to middle-aged adult oriented featuring nationally known acts such as *Fishbone*, *Voodoo Glow Skulls*, *Pulley*, and *Hurley Burley*, as well as local favorites like *The Scuffs*. We expect the average attendee to be 25-40 years old, but it will be open to all ages. We also plan on having a Dance Tent that will feature local Hip-Hop artists and DJs playing the latest dance mixes. We expect to have 3000-6000 people in attendance over the course of the weekend. As the name implies, this will be a music festival in the park. There will be several food vendors, merchants, a beer wagon (*provided by either Kiwanis or Rotary Clubs - 21+*), and a rock climbing wall. The event will begin Friday evening and will finish Sunday night. In the past, the City has allowed us to continue until 12-midnight on Friday and Saturday and 10pm on Sunday. Usually, we are finished 30 minutes early so as to not upset the neighbors. **We will do everything we can to be as little of an inconvenience to them as possible.** (In the past few years, we have had only a small number of minor complaints from the neighbors, most of which were much closer to the stage than will be this year – see attached layout) This is a whole community event, and we hope that these neighbors will be at our event anyway.

| | | | | |
|--------|----------|-----------|----|------------|
| Hours: | Friday | 6-9:30pm | or | closed |
| | Saturday | 12-9:30pm | or | 12-11:30pm |
| | Sunday | 12-9:30pm | or | 12-9:30pm |

Tickets: \$15/day for the Concert Stage
\$10/day for the Dance Tent

We will provide our own portable toilet facilities, lighting, tents, staging, and additional fencing, as well as security, parking staff, and cleaning crew. We intend to leave the park looking better than when we arrive. Also, we would like to contribute to RSRPD by donating \$3,000 plus an additional \$1/person above 3000 in attendance. We want RSRPD to be a partner in our success.

Our operating budget is \$45,000 (which includes \$3000 for RSRPD and \$3000 to various community groups for their participation). Our goal is to be able to contribute an additional \$25,000 - \$50,000 back into the community, after all of the bills are paid.

Simi Valley Days directly contributes to Kiwanis, Elk's Club, Amanda McPherson Foundation, Strathern Historical Society, The Boys & Girls Club, Knights of Columbus, Royal High School Basketball, Samaritan Center, Simi Valley Free Clinic, Salvation Army, SVPD Explorers, Red Cross, and The Boy Scouts, and indirectly to several other local community groups, charities and church organizations through their participation in our annual event. In all, over 40 local organizations benefit from Simi Valley Days, and for many SVD is their biggest annual fundraiser. That is our purpose: to plan this annual event for the direct benefit of all of these local groups. And we are always looking for new groups to participate with us.

We hope that you too would like to be a part of Simi Valley Days. Thank you for your consideration, and we look forward to working with you this year.

Sincerely,

Jason Conrad
Simi Valley Days, board member
SVD Chairman 2003-2006
SVD Music Festival Co-Chairman

(805) 444-3982
jasonconrad@kw.com

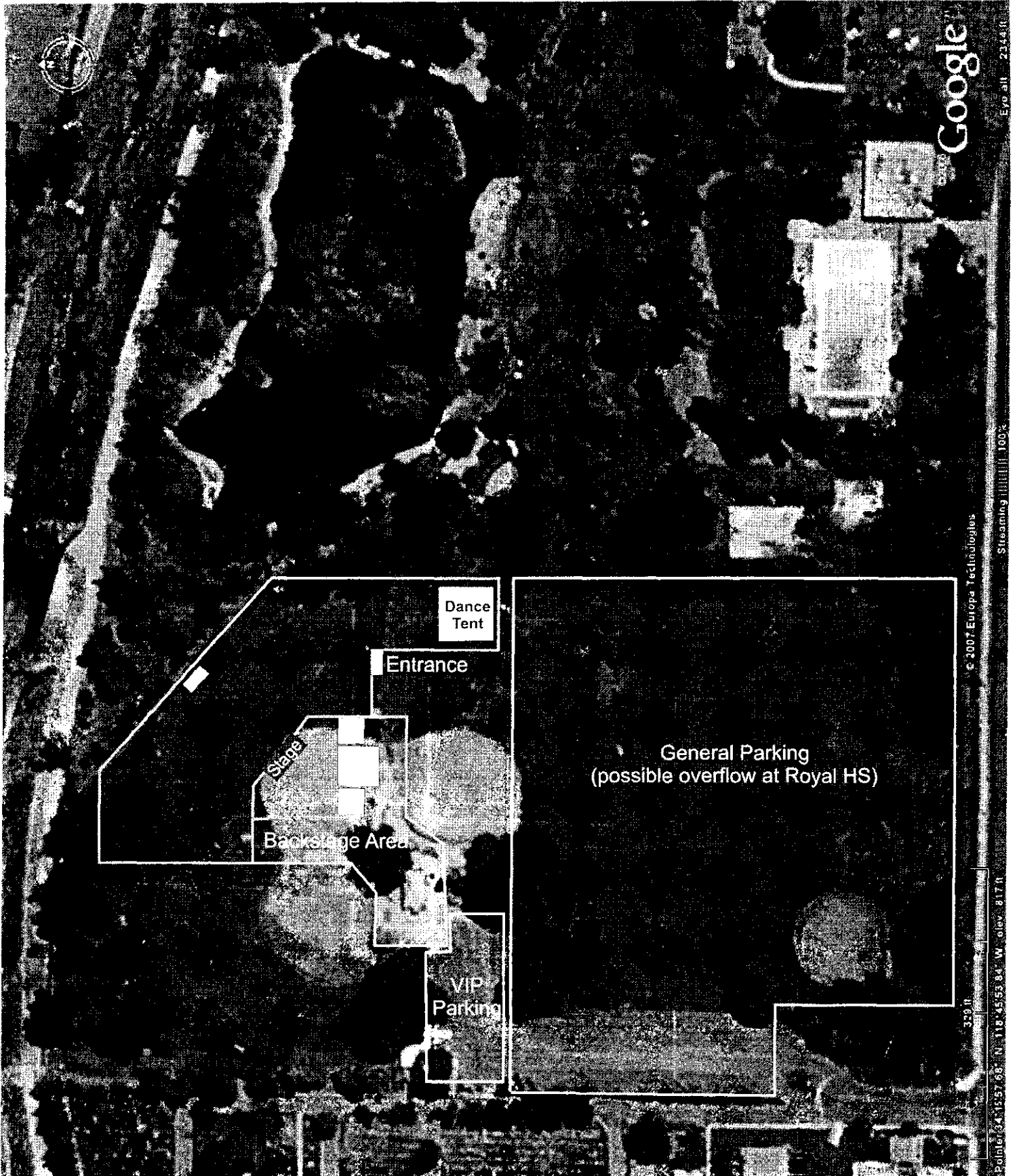
attachments:

SVDMF RSP Site Plan 2007.pdf

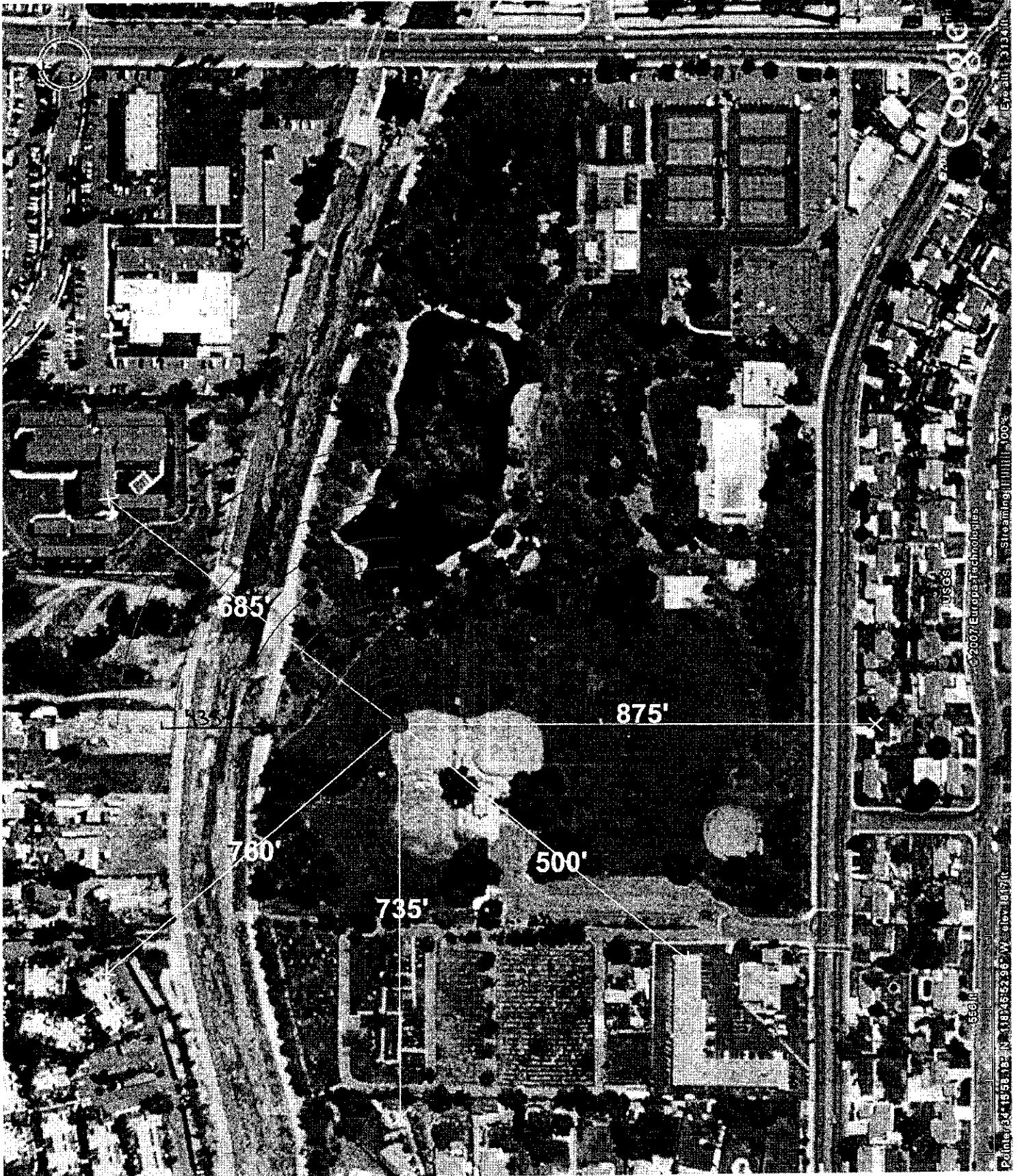
Response to Park Boards stated concerns (email dated 6/19/07, Doug Gale)

- 1) Length – our event is only slightly longer than Cajun, and actually affects the park for a shorter period of time. Set-up will begin on Thursday 9/13 and teardown will conclude on Monday 9/17 (Cajun closes much of the park for 7 days; we are only 5 days, and a much smaller area of the park) In order for our event to be financially feasible, we need atleast 2 full days of operation, but we prefer to have 3.
- 2) Hours – we would like to go later into the evening, but we are also mindful of the community. We have come up with two alternatives (after lengthy discussions with both Larry Peterson and Doug Gale) for you to consider. Bottom line, we need the park for our event to be a success, so we are willing to conform to the Park Boards conditions.
- 3) Alcohol and Minors – No, we have no intention of allowing for under aged drinking. The majority of our concertgoers will be of legal drinking age, but as with nearly every other venue, younger people will be present. Cajun Festival, Conejo Valley Days, Simi Valley Days, Lobsterfest, etc. all operate under these circumstances and have adequate systems in place to ensure that no under aged drinking will be allowed. This is NOT a youth event.
- 4) Style of Music – We have 5 nationally recognized rock bands lined up, and several other local artists performing the latest, and most popular styles of music. Not everybody enjoys rock/punk, just as not everyone enjoys Zydeco, Classical, Jazz, or Blues. We are targeting a large, specific group within the community with the style of music we will be featuring, but our event is open to everyone. It isn't yelling and screaming; it is modern rock.
- 5) Proximity – As already indicated in the previous proposal (and attached to this revision) the nearest residences are over 800 ft. away from the stage. This is nearly 200 ft. further away than the nearest residences affected by Cajun Festival. In the past, our stage has been within 300 ft. of the nearest residences, with only minor complaints. We will do everything possible to avoid being a nuisance to the community. As the evening progresses, we will bring the volume down just to be even more mindful of the community. Plus, the park has numerous mature trees that function as superb sound barriers to further ensure the peacefulness in the surrounding neighborhoods.
- 6) Parking – We expect to have up to 800 vehicles present at any given moment during our event. The layout that was presented already has sufficient capacity for these vehicles. This does not take into consideration nearby parking at Royal High School (which is within walking distance). We will obtain the necessary permission from SVUSD to utilize these parking lots, and we will discourage/disallow our attendees from parking in the parking lots at the east end of the park (near the pool and tennis courts) as well as the nearby shopping centers. Parking isn't really a big concern, even if we don't have cars parked on the field. Also, Doug Gale has informed us that these fields have been used for parking for other events in the past, the impact will be minimal, and that these fields are being redone in the coming months anyway.
- 7) General Impact – We are only planning to use the west portion of the park. We will not interfere with other parkgoers as they seek to enjoy the duck pond, picnic tables, tennis courts, or swimming pool, other than offering some ambiance from the music that will filter its way through the trees. At the picnic tables, the affect will be not much different than if a nearby visitor has a radio playing.

Overall, we aren't proposing anything new. This style of event has been held in other Simi Valley parks for many years now. We are trying to host a community event that will solely benefit our community through organizations like Kiwanis, Boys & Girls Club, YMCA, etc. We are entirely a function of Simi Valley Days, not a new event.



——6'-8' Chainlink Fencing



© 2007 Europe Technologies
Google
Point: 44.155112° N, 118.245236° W, elev: 18170
550 ft
Streaming 100%

EXHIBIT B
LETTER DENYING FIRST REQUEST FOR PERMIT

From: Doug Gale [mailto:doug@rsrpd.us]
Sent: Tuesday, June 19, 2007 10:21 AM
To: jasonconrad@kw.com
Subject: SVD Music Festival proposal

June 18, 2006

Jason Conrad
Simi Valley Days Committee
jasonconrad@kw.com

Dear Jason:

Your request for consideration to hold The Simi Valley Days Music Festival at Rancho Simi Community Park was reviewed and discussed by the Park District Board of Directors' Advance Planning Committee and management staff on Thursday, May 31, 2007. Your proposal for the September 14-16, 2007 event was discussed in some detail, and resulted in the committee being unable to endorse the event at Rancho Simi Community Park. A summary of the discussion is below.

The Committee received a copy of your request to hold a Music Festival at Rancho Simi Community Park in September 2007. It was explained that in the past this component of Simi Valley Days was held concurrently and at the same location as the carnival. The "new proposed event" would run for three days (Friday evening from 5 p.m. -11:30 p.m., Saturday from 1 p.m. - 11:30 p.m., and Sunday from 3 p.m. - 10 p.m.) at The Rancho Simi Community Park site (diagram was discussed of the proposed layout.) An admission fee would be charged (\$15.00 for the concert stage and \$10.00 for the dance floor). Attendance would be expected to be in the 3000-6000 range over the course of the three days. Beer and wine would be available for purchase. The music would be "youth oriented".

The reasons for the denial of the requested use included concerns regarding the length of the event, the proximity of neighbors, the hours of the event, the type of music, the target population of youth and the presence of alcohol, the lack of adequate parking, and the impact generally on other park users. The Committee directed staff to relay this decision, with regrets.

It was my initial opinion that your event had a potential for success at the requested location, based upon our brief discussions. However, the reasons stated above obviously have merit, and I am obliged to follow Committee direction. Please do not hesitate to call or write with any questions.

Sincerely,

Doug Gale, Recreation Administrator
(805) 584-4432

