



Date: August 14, 2019
To: Mayor and Members of the City Council
From: Patrick H. West, City Manager *T.M.L.*
Subject: **City of Long Beach - Beach Week July 8-12, 2019**

On May 8, 2019, the City of Long Beach (City), Live Nation, and DPS Productions (DPS) received approval from the California Coastal Commission to proceed with hosting the Sunsoaked Festival in Long Beach at Alamitos Beach on July 13-14, 2019. As part of the approval conditions, the City, Live Nation, and DPS were required to make a \$150,000 donation to Partners of Parks to be used for swimming scholarships, Junior Lifeguard scholarships, All City Beach Day, senior activities, and to host a week of free activities on the beach leading up to the concert dates.

In late June, Live Nation and DPS made the decision to cancel the concert activity. The decision did not come lightly. While there was no longer a need to obtain a Coastal Permit, the promoters determined the money donated to Partners of Parks could still be used for the activities required under the Coastal Permit. Accordingly, staff from the Office of Special Events and Filming (OSEF) and the Parks, Recreation and Marine Department (PRM) produced Beach Week, which took place July 8-12. The goal of the Beach Week was to bring people to the waterfront, especially those who otherwise would not have an opportunity to do so. The free Beach Week activities included tai chi, yoga, kayaking, water aerobics, skateboarding lessons, beach soccer, volleyball, lifeguard dive team demo, Junior Guard program information, mock rescues, rescue boat demonstration, sand play, obstacle course, total body fitness boot camp, and lap swim at the Belmont Pool.

OSEF and PRM staff remained on site for the duration of activities, engaging with the patrons enjoying the free activities. Staff received positive feedback from all participants involved, many of which thanked the City, Live Nation, and DPS for proceeding with the activities even though the concert had been cancelled. In addition, staff recorded participation from the cities of Carson, Bellflower, Lakewood, Compton, Downey, and Torrance. Youth participating in the free activities included PRM day camp programs from Houghton, Ramona, Chavez, and McBride Parks, as well as WRAP Lafayette, WRAP King, YMCA day camps from the Los Angeles region, and King Magnet School in Los Angeles.

Photos of the weeks activities have been attached for your review and use. Please contact me at (562) 570-5313 or at tasha.day@longbeach.gov, should you need additional information.

ATTACHMENTS

CC: CHARLES PARKIN, CITY ATTORNEY
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