



**Date:** May 10, 2018

**To:** Mayor and Members of the City Council

**From:** Patrick H. West, City Manager *T.M.W.*

**Subject:** Revised: 2018 Long Beach Lesbian & Gay Pride Celebration and Parade Timeline

At the direction of the City Council, the Office of Special Events and Filming (SEF) has been working with the Long Beach Lesbian and Gay Pride Organization (Pride) on their 34<sup>th</sup> annual event to be held on the weekend of May 18, 2018. The City values the close working partnership it has had with the Pride organization for decades and strives to assist in making this event successful.

**Timeline**

To allow sufficient time to review and provide feedback to Pride regarding their event application, including ways they can save money, the City Council set a deadline for Pride of April 1, 2018 to submit all required documents to the SEF Office. The timeline below indicates when the requested information was received.

September 5, 2017	A Special Event Guidelines and Checklist was sent to the Long Beach Lesbian and Gay Pride promoters with links to the necessary documents required to complete their permit.
March 1, 2018	Version 1 of the site plan was received.
March 27, 2018	Event admission information, Version 4 of the site plan, and security plans were received.
April 4, 2018	Special Events sent an email to Pride asking for the remainder of the outstanding information required on the application.
April 4, 2018	Operational Fire Permit and Recycle Plan was received.
April 5, 2018	Pride's certificate of liability insurance and an equipment list from the traffic control contractor was received.
April 9, 2018	Charitable Solicitation permit and Pride's caterer's insurance was received.
April 21, 2018	Entertainment lineup was received.

The following items are still outstanding:

- City Endorsement Certificate of Insurance approval.
- Traffic control plan for parade route and festival area.

**Fee Information**

City Council policy prohibits City Manager departments from waiving City fees associated with special events or filming. The City policy is to achieve full cost-recovery from Special Events for those City services that are specifically related to the actual event, and City staff apply this approach to all of the City’s special events. Pride has made several changes to their operation plans over the years, which resulted in increased administrative costs and venue rental fees. Some of these changes included:

- Changed from beer and wine sales (2015 and prior) to adding distilled spirits (2016 to current), increasing Police and Pride security staffing.
- Increased the length of the event. Venue rental fees and parking fees vary based on number of event days, set-up, and move-out days, which will affect the overall cost of the event.
- Increased the number of parade entries, which increased staff time. In 2017, the parade had 162 entries, instead of the agreed upon maximum of 130 entries, adding an additional two hours of staff time for affected City departments.

While Pride costs have increased due to changes in their operational plans on a year to year basis, the City has always provided fee estimates prior to their event. Even with the two hour increase in staff time in 2017, actual expenses for Pride were within 3.45 percent of their estimated fees, which is the maximum variance over the past five years. In 2013, 2015, and 2016, actual expenses were below estimated fees; in 2014, actual expenses were within 1.25 percent of estimated fees.

**Cost Saving Ideas**

After reviewing the event documents provided by Pride, City staff has some general ideas as to how Pride’s operational costs may be reduced in the future.

<b>Operational Cost Savings Ideas</b>	<b>Savings</b>
Modify and reduce the venue footprint. For example, eliminate the parking along the Marina Green access road, push the back of house area onto the grass, eliminate the use of Rainbow Lagoon, and utilize more of the existing Shoreline Drive closure.	Significant
Reduce the number of stages within the venue. This will reduce the number of move-in and move-out days required, with less set-up, creating a more intimate festival environment.	Significant
In past years, the Pride organization has switched between a two-day event and a three-day event. In the years where a three-day event occurred, costs were higher. Consider keeping the number of days of the festival consistent.	Minor
Work with the City to reevaluate procurement procedures, including all consulting contracts.	Moderate
Use a traffic control company for all street closures. This will eliminate the Public Works Department fees for three teams onsite, thus reducing the bill.	Moderate

<p>While Pride has traditionally been held on the third weekend in May for the past several years, new major festivals occurring in and around the Southern California area during the same time are likely drawing attendees away from Pride's event. Currently, the Pride event is held immediately after several major events, including Coachella drawing 600,000 over two weekends, Grand Prix attracting 200,000 over the weekend, Stagecoach drawing 200,000 over the weekend, and is now currently the same weekend as the Electric Daisy Carnival in Las Vegas – one of the largest EDM festivals in the world, attracting 400,000 people over the weekend. Pride should consider moving their event date to allow for greater availability of equipment and rentals, giving Pride the opportunity for cost savings. It may also allow for the availability of talent, and may increase crowd size for the event.</p>	<p>Significant</p>
<p>While alcohol is an important selling point, free roaming alcohol increases staffing costs within the festival area. It may be possible to create alcohol areas similar to those set up at Stagecoach and Coachella to reduce staffing costs.</p>	<p>Moderate</p>

While it may be difficult to implement any of the above cost savings ideas for this year because documents required to process the permit are still outstanding and the time remaining before the start of the event, the SEF Office is committed to the continued working relationship with the Pride organizers and will continue to work with the group on cost saving ideas for future activities.

- CC: CHARLES PARKIN, CITY ATTORNEY  
LAURA L. DOUD, CITY AUDITOR  
TOM MODICA, ASSISTANT CITY MANAGER  
KEVIN JACKSON, DEPUTY CITY MANAGER  
REBECCA GARNER, ASSISTANT TO THE CITY MANAGER