



Monterey County

168 West Alisal Street,
1st Floor
Salinas, CA 93901
831.755.5066

Board Report

Legistar File Number: 14-1336

December 16, 2014

Introduced: 12/3/2014

Current Status: Consent Agenda

Version: 1

Matter Type: General Agenda Item

- a. Approve a one-time Concession Agreement for Special Events between The Do LaB, LLC, and the County of Monterey to produce the Lightning in a Bottle Arts & Music Festival event at the Lake San Antonio North Shore on May 21st-25th, 2015; and
- b. Authorize the Contracts/Purchasing Officer to sign on behalf of the County.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve a one-time Concession Agreement for Special Events between The Do LaB, LLC, and the County of Monterey to produce the Lightning in a Bottle Arts & Music Festival event at the Lake San Antonio North Shore on May 21st-25th, 2015; and
- b. Authorize the Contracts/Purchasing Officer to sign on behalf of the County.

SUMMARY/DISCUSSION:

The Do LaB, LLC, produced the Lightning in a Bottle Arts & Music Festival event (LIB) at Lake San Antonio North Shore on May 22nd-26th, 2014, for the first time. The Parks Department staff held a community meeting in South County following the event and the community was overwhelmingly in favor of the event returning to Monterey County.

LIB has existed since 2006 and was formerly held in Southern California. LIB prides itself on being a green festival and, because of their high standards and tireless efforts to protect the environment, has won the "Greenest Festival in America" title in 2010, 2011, 2012 and 2013.

LIB has a large focus on art with many art installations scattered around the festival grounds for participants to enjoy and interact with. Lightning in a Paintcan is an initiative in which artists do live paintings throughout the festival as well. The paintings are auctioned off at the end of the festival with proceeds benefiting schools in the community surrounding the festival. A portion of the ticket price, as well as other initiatives, also raise money for local charities.

LIB offers four stages of musical entertainment. In addition to music, LIB offers a diverse mix of activities including yoga classes, cooking classes, sustainability workshops and speakers on healthy lifestyles.

This event will bring approximately 15,000 people per day for the duration of the event to Lake San Antonio North Shore which is currently closed due to lack of water. This presents a unique opportunity to bring in revenue where there currently is none. Most attendees will camp on site for the duration of the festival.

The May 2014 event was held with a minimum of issues over the four days. A community meeting was held on Thursday, August 20th, 2014, at the San Antonio Valley Community Center to discuss Lightning in a Bottle. It was a successful meeting and overwhelmingly positive with the majority of the residents welcoming their return in the future.

The event promoters would like to enter into a multi-year agreement with the County for use of the Lake San Antonio North Shore area, as their event home, for the next several years. When the agreement is negotiated, it will include annual increases in revenue received by the County. A multi-year agreement will secure a consistent source of income for the Parks Department during the duration of the agreement.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed this Agreement and approved it as to form. As with all other events in the Parks Department, Risk Management, Sheriff's Office, Emergency Services Agency, Health Department, California Highway Patrol and the appropriate local Fire District will be involved with approvals of the specific permits and plans for the event.

FINANCING:

The contract will provide a minimum of \$175,000 in special event revenue for FY 2014-2015.

Prepared by: Lavonne Chin, Special Events Manager

Approved by:

Nicholas E. Chiulos
Assistant CAO/Interim Parks Director

Attachments:
Lightning in a Bottle 2015 Concession Agreement