



Monterey County

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Board Report

Legistar File Number: 15-1148

November 03, 2015

Introduced: 10/15/2015

Current Status: Agenda Ready

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 25th-30th, 2016.
- b. Authorize the Director of Parks to sign the Agreement.

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 25th-30th, 2016.
- b. Authorize the Director of Parks to sign the Agreement.

SUMMARY/DISCUSSION:

The Do LaB, LLC, has produced the Lightning in a Bottle Arts & Music Festival event (LIB) at Lake San Antonio North Shore for the past two years. The Parks Department staff held a community meeting in South County following the 2014 event and the community was overwhelmingly in favor of the event returning to Monterey County in future years.

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, 2013 and 2014.

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.

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.

In 2015, Lightning in a Bottle donated \$22,000 to charity. A portion of each ticket sold and other initiatives raise money for charity. For 2016, Lightning in a Bottle proposes a portion of each ticket sold be donated to the Parks Foundation of Monterey County.

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. A majority of attendees will camp on site for the duration of the festival.

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 \$175,000 in special event revenue and cover costs incurred by the Parks Department for FY 2015-2016.

Prepared by: _____
Lavonne Chin, Special Events Manager

Approved by: _____
Mark Mariscal, Director of Parks and Recreation

Attachments:
LIB Contract and Application 2016