



# Monterey County

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## Board Report

Legistar File Number: A 17-009

January 24, 2017

**Introduced:** 1/9/2017

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** BoS Agreement

- a. Approve a five-year Facility Use Agreement 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 for the years 2017 through 2021, with the right to negotiate a five-year extension from 2022 to 2026 on terms and conditions to be mutually agreed to by the parties, if exercised by both parties.
- b. Authorize the Chair of the Board to sign the Agreement on behalf of the County.
- c. Authorize the County Administrative Officer, or designee, to sign an annual Concession Agreement for Special Events each year (2017-2021) for the Lightning in a Bottle Arts & Music Festival to address specific details on maintenance and operations pursuant to the terms of the Facility Use Agreement.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve a five-year Facility Use Agreement 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 for the years 2017 through 2021, with the right to negotiate a five-year extension from 2022 to 2026 on terms and conditions to be mutually agreed to by the parties, if exercised by both parties.
- b. Authorize the Chair of the Board to sign the Agreement on behalf of the County.
- c. Authorize the County Administrative Officer, or designee, to sign an annual Concession Agreement for Special Events each year (2017-2021) for the Lightning in a Bottle Arts & Music Festival to address specific details on maintenance and operations pursuant to the terms of the Facility Use Agreement.

### SUMMARY/DISCUSSION:

The Do LaB, LLC, has successfully produced the Lightning in a Bottle Arts & Music Festival event (LIB) at Lake San Antonio North Shore since 2014. 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 through 2016.

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 multiple 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.

Lightning in a Bottle donates a portion of each ticket sold and other initiatives raise money for charity. For 2016, Lightning in a Bottle made donations to the Parks Foundation of Monterey County, the Nacitone Foundation in Lockwood and Sol Treasures in King City.

This event will bring approximately 20,000 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. 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, RMA, 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 \$180,000 in special event revenue for FY 2016-2017. The amount of revenue will increase by \$5,000 plus the amount of the Consumer Price Index (CPI) in FY 2017-2018 and will increase by the amount of the CPI in subsequent years.

County shall be reimbursed \$12,500 for staffing during the event and an amount equal to the actual cost of utilities each year.

The Resource Management Agency or designated County staff shall calculate the adjustment based on the U.S. Department of Labor Consumer Price Indexes, all item indexes, all urban consumers for the San Francisco-Oakland-San Jose area.

Prepared by: Lavonne Chin, Special Events Manager, ext. 7214

Approved by: Carl P. Holm, AICP, RMA Director

The following attachments are on file with the Clerk of the Board:

Attachment A - Facility Use Agreement

Attachment B - Completed Concession Agreement