



# Monterey County

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## Board Report

Legistar File Number: 17-0765

July 25, 2017

**Introduced:** 7/11/2017

**Current Status:** Agenda Ready

**Version:** 1

**Matter Type:** General Agenda Item

- a. Find that a one-time event to hold the Dirtybird Campout event, at the Lake San Antonio South Shore is Categorically Exempt from CEQA pursuant to Section 15304(e) of the CEQA Guidelines;
- b. Approve a one-time Concession Agreement for Special Events between The Do LaB, LLC, and the County of Monterey to hold the Dirtybird Campout event at Lake San Antonio South Shore on October 6-9, 2017; and
- c. Authorize the RMA Director or his designee to sign the agreement.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Find that a one-time event to hold the Dirtybird Campout event at the Lake San Antonio South Shore is Categorically Exempt from CEQA pursuant to Section 15304 (e) of the CEQA Guidelines;
- b. Approve a one-time Concession Agreement for Special Events between The Do LaB, LLC, and the County of Monterey to hold the Dirtybird Campout event at Lake San Antonio South Shore on October 6-9 2017; and
- c. Authorize the RMA Director or his designee to sign the agreement.

### SUMMARY:

The Do LaB, LLC ("Do LaB"), has submitted a Special Use Event Application and is requesting a Concession Agreement for Special Events to hold the Dirtybird Campout event at Lake San Antonio South Shore on the weekend of October 6-9 2017. This event is new to the County, however the County has an existing relationship with Do LaB who also put on the Lightning in a Bottle event at Lake San Antonio North Shore the past four years. Do LaB has held two successful Dirtybird campout events at other venues and wish to relocate the event to Lake San Antonio South Shore in October 2017.

### DISCUSSION:

Do LaB has a positive relationship with Monterey County and has produced four successful Lightning in a Bottle events at Lake San Antonio North Shore. The response from the local community concerning Do LaB and the Lightning in a Bottle events has been supportive.

The Dirtybird Campout was founded by Claude VonStroke of Dirtybird Records who has partnered with Do LaB to produce the event. The Campout is known for its similarity to the "summer camps of yore." Dirtybird includes potato sack races, s'mores around a campfire, archery contests, water balloons, tug-of-war, and musical entertainment and dancing in the evenings.

The Campout is a small event, expecting 5,000-6,000 attendees. The musical artists mingle freely with the attendees and are the Camp's "counselors," wearing scout-like uniforms and shouting instructions through megaphones. They lead teams - attendees divided into Green, Yellow, Orange and Purple groups - whose progress is posted on a large scoreboard. Winners earn merit badges and prizes. Other activities for the weekend include tie-dyeing classes, scavenger hunts, stand-up comedy shows, yoga classes and a camp talent show. Food and beverage vendors will be present.

The Dirtybird Campout will bring approximately 5,000-6,000 people per day to Lake San Antonio South Shore for the duration of the event. The event will take place on a weekend during the shoulder season and after attendance has dwindled from the summer season, presenting a unique opportunity for additional revenue during a typically slower period.

Section 15304 of the CEQA Guidelines exempts minor alterations to land such as temporary use of land having negligible or impermanent effects on the environment including carnivals, outdoor festivals/concerts, etc. Agreement conditions require the vendor to restore the facility to its pre-event condition. As such, staff finds that this event can be found categorically exempt from CEQA review.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed this Agreement and approved it as to form. Resource Management Agency, Risk Management, Sheriff's Office, Emergency Services Agency, Health Department, California Highway Patrol and CalFire will be involved with approvals of the specific permits and plans for the event.

FINANCING:

The contract will provide \$40,000 in special event revenue for FY 2017-2018. RMA - Parks costs associated with support of this event are estimated at \$2,500 for staff planning, preparation time and event management, and are included in the FY 2017-18 Adopted Budget, Unit 8475, Fund 001, Appropriation Unit RMA006. Costs to restore the facility to its pre-event condition are the responsibility of the vendor.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Do LaB events have a positive economic impact on the venues where they hold events and the surrounding communities. They hire local people to assist with event setup and execution and draw a large crowd of non-local participants who benefit the local hospitality industry. This event helps to strengthen economic development through spending generated by the thousands of participants and their families, who will come to Monterey County. In addition, the event promoters work with many local businesses for their event infrastructure needs.

Mark a check to the related Board of Supervisors Strategic Initiatives:

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Prepared by: Lavonne Chin, Special Events Manager

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

Attachments:

Attachment 1 - Concession Agreement for Special Events including:

- Exhibit A - Special Use Event Application
- Exhibit B - Rules and Regulations Governing Special Events