

## REVISED STAFF REPORT



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1400 Highland Avenue | Manhattan Beach, CA 90266  
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**Agenda Date:** 3/20/2018

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**TO:**

Honorable Mayor and Members of the City Council

**THROUGH:**

Bruce Moe, City Manager

**FROM:**

Mark Leyman, Parks and Recreation Director  
Linda Robb, Management Analyst

**SUBJECT:**

Consideration of LA Times Food Bowl and Outstanding in the Field Event on Manhattan Beach (Parks and Recreation Director Leyman).

**DISCUSS AND PROVIDE DIRECTION**

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**RECOMMENDATION:**

Staff recommends that City Council discuss and provide direction on the proposal from Los Angeles Times and Outstanding in the Field to host a “long table dinner” in the sand north of the Manhattan Beach Pier on May 24th, 2018 as part of the LA Times Food Bowl.

**FISCAL IMPLICATIONS:**

There are no fiscal implications associated with the event. However, if the event is approved and services of city staff are required in the execution of the event, organizers will pay fully burdened rates for those services.

**BACKGROUND:**

Staff received an inquiry from Outstanding in the Field, an event coordination agency, in conjunction with the Los Angeles Times (LA Times) event team, about holding a sustainable seafood event or “long table dinner” on the Manhattan Beach Pier (Attachment 1).

The dinner would be part of the LA Times Food Bowl, a month-long food festival held in May, in locations across Los Angeles. It would be hosted in partnership with Outstanding in the Field, a group that produces outdoor dining events with the mission to re-connect diners to the land and origins of their food. The Manhattan Beach dinner will focus on educating attendees on the issue of sustainable seafood, as well as feature chefs from Manhattan Beach restaurants.

After a site visit on the Manhattan Beach Pier with City staff on February 13, 2018, Outstanding in the Field submitted a special event application. As per standard procedure, all departments received the application for review. Based on reports from several departments regarding legal requirements, necessary outside agency approvals and restrictive timeline, the City denied the original application to hold the event on the Pier.

Representatives from Outstanding in the Field and the LA Times had also been working with Kelly Stroman, Executive Director of the Manhattan Beach Downtown Business and Professionals Association (DBPA), to hold this event in Manhattan Beach. She requested that City staff consider alternative locations for the dinner. After evaluating the available options, event organizers requested that the event be held on the beach, north of the Pier, which is under the jurisdiction of Los Angeles County Beaches and Harbors.

#### **DISCUSSION:**

Outstanding in the Field has submitted an application to Los Angeles County Beaches and Harbors for a permit to hold the event on the sand to the north of the Pier (Attachment 2). LA County Beaches and Harbors required the applicant to secure approval from the Manhattan Beach City Council prior to LA County approvals.

The event would occupy the area north of the Pier between the first and second life guard towers to the west and the volleyball courts to the east. The area between the pier and the first lifeguard tower would remain clear for pedestrian access and emergency response.

The table, kitchen, reception area and service station would be north of the pier between the first two sets of volleyball nets. The 300 ft. table will be set in one long line down the beach and the kitchen will be at the north of the table, about 50 ft. to the east. The service/wine/water/dish station will be set directly behind the kitchen to the north.

The event itself will last from 4:00 to 9:00 p.m. (Attachment 3) and will provide a reception with alcohol, educational speakers regarding the sustainable fishing industry, and a 4-course dinner serving about 300 guests. The timeline attached to this report was provided during the application process to hold the event on the Pier, so any details pertaining to that location should be disregarded. The event will also feature sand art by artist and Outstanding in the Field owner, Jim Denevan. There will be no amplified sound and no extra lighting.

As this event involves food preparation and delivery, it may require the use of charcoal grills, propane burners or other heating elements. However, most of the food is typically prepared off-site and delivered ready-to-eat, which necessitates minimal on-site cooking. The organizer will work with the Fire Department to obtain necessary permits. Safety stations, including fire extinguishers and hand-washing stations, will be established at multiple locations.

To address concerns regarding parking and traffic control for the bike path, the Police Department recommends additional staffing on hand during set-up and tear-down of the event, particularly surrounding the bike path. Due to the presence of alcohol, they also recommend staff stationed along the Pier and at key locations to assist with security, along with an on-duty LA County Lifeguard. The Fire Department also requires one Fire Safety Officer on-site.

The City Traffic Engineer recommends a shuttle to bring attendees and staff in/out of the area from a private parking location outside of the Downtown to address parking concerns. Closing Manhattan Beach Boulevard west of Ocean Drive is also recommended to prevent confusion and potential incidents.

**PUBLIC OUTREACH/INTEREST:**

This item was discussed with the Downtown Business and Professionals Association. The event has the full support of the DBPA (Attachment 4).

**ENVIRONMENTAL REVIEW**

The City has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

**LEGAL REVIEW:**

The City Attorney has reviewed this report and determined that no additional legal analysis is necessary.

**Attachments:**

1. LA Food Bowl/Outstanding in the Field - **Special Event Permit Application Presentation**
2. Event Site Plan
3. Event Timeline - **Revised as of March 15, 2018**
4. DBPA Letter of Support - **Additional Letter from LA Times**

## Attachment 3 - Event Timeline - Revised as of March 15, 2018

### Hourly Event Schedule for Outstanding in the Field x LA FOOD BOWL on Manhattan Beach, May 24, 2018

- 10AM
  - Outstanding in the Field staff arrives on site
  - Rentals delivered to beach (plastic/reusable glassware, linens, silverware, plateware, cooking equipment, etc.)
  - Portable restrooms delivered to pier
- 10AM-3PM : Event Set-Up
  - Table set up on beach, dressed and set.
  - Kitchen set up on beach 50-ft from table
  - Service station set up behind kitchen
  - Reception area set up on beach to the Southwest of table
- Noon
  - Kitchen crews arrive, unload equipment and food to kitchen area, prep for event
- 3PM
  - Everything is ready to go for event
- 4PM
  - Guests arrive
- 4-5PM
  - Reception on the beach. Beer, wine and passed appetizers.
- 5PM
  - Welcome speeches and speeches by local fishermen regarding the sustainable fishing industry in the Manhattan Beach area
- 6PM
  - Guests sit at the long table for dinner
- 9PM
  - Dinner ends and guests exit the beach
- 9PM-10:30PM
  - Event Breakdown: Rentals are broken down and stacked neatly by the edge of the beach, OITF trailers pull around and load equipment, trash/recycling is loaded into trucks and taken away
- 1030PM
  - Rentals and portable restrooms are picked up
  - OITF crew vacates

March 5, 2018

The Honorable Amy Thomas Howorth  
City of Manhattan Beach  
1400 Highland Avenue  
Manhattan Beach, CA 90266

Dear Mayor Howorth,

**Re: Introducing an exciting showcase for Manhattan Beach and Los Angeles**

*"The restaurants here are among the most innovative and influential in the world."* Jonathan Gold, Pulitzer Prize winning food critic - Los Angeles Times.

Key staff from The Times recently met with representatives from the City of Manhattan Beach and the Downtown Manhattan Beach Business & Professional Association to introduce "L.A. Times Food Bowl," our exciting month-long food festival that we launched last year and will be holding again in May 2018.

We are pleased to officially invite the City of Manhattan Beach to be part of this important initiative celebrating the Southern California food scene, culture and lifestyle while promoting awareness about food waste, hunger, and sustainability. Held annually throughout May, L.A. Times Food Bowl is America's leading food festival showcasing the world's best chefs and our culinary diversity.

Hundreds of events will be held throughout Southern California as part of the annual festival, including a spectacular sustainable seafood dinner proposed to be held in Manhattan Beach on 24 May 2018. Organized by leading event operators "Outstanding in the Field" who have produced similar events across the world including a recent Visit California showcase. Along with star guest chefs and local restaurants, we would like to partner with the City of Manhattan Beach to build an iconic event that delivers significant economic impact, community spirit and pride and showcases Manhattan Beach as the jewel of California that it is. It is important to highlight that this event is relatively small in scale with approximately 300 tickets available, but it will be amplified significantly through promotion and publicity via the LA Times. Part of the proceeds from the event will go towards a selected charity.

The Times is uniquely positioned to tell the stories of California, our people and their cultures through our pages, website and also through our live events. We remain the largest metropolitan daily newspaper in the country. Along with our sister Spanish language publication Hoy – the largest home delivery Spanish language newspaper in the country – we reach more than 5 million people each week and over 50 million unique visitors monthly to our digital outlets.

We look forward to securing your support for L.A. Times Food Bowl including the special event proposal and working with you on this landmark initiative. Suzy Jack, Vice President, Public Affairs & Events for The Times is available to discuss Food Month at your staff's convenience. She can be reached at [suzy.jack@latimes.com](mailto:suzy.jack@latimes.com), or 213.237.5053.

Sincerely,



Chris Argentieri  
Senior Vice President & General Manager