



## **6<sup>th</sup> Annual Lawndale Blues Festival September 15, 2018 – 11:00 a.m. Synopsis of Music Festival Operations**

### **Introduction:**

The annual Lawndale Blues Festival began in 2013 at the Lawndale Civic Center Plaza with a relatively small crowd of approximately 600 spectators. In 2015, the event was moved to Jane Addams Park, a larger facility, and has grown to be one which drew approximately 1,200 spectators for the 5<sup>th</sup> annual event in 2017.

### **Purpose of Event:**

The purpose of the event is to provide a clean and safe music event featuring live blues music for the community to enjoy. This is a free event to the public, except for the provision of food and refreshments, and is sponsored by the City of Lawndale, Lawndale City Council and the Parks, Recreation and Social Services Commission.

### **EVENT INFORMATION:**

#### **Location:**

The event will take place at Jane Addams Park in Lawndale. The nearest major cross streets are Hawthorne Boulevard and Marine Avenue to the east and Inglewood Avenue and Marine Avenue to the west. For those using navigation systems, please navigate to Jane Addams Park, 15114 Firmona Avenue, Lawndale, CA 90260.

#### **Event Time:**

The event begins at 11:00 a.m.

#### **Band Performance Times:**

<b>11:00 a.m. to 11:55 p.m.:</b>	<b>Brooks Project featuring Gregg Wright</b>
<b>11:56 p.m. to 12:14 a.m.:</b>	<b>Stage Break #1</b>
<b>12:15 p.m. to 1:10 p.m.:</b>	<b>Awesome Blue</b>
<b>1:11 p.m. to 1:29 p.m.:</b>	<b>Stage Break #2</b>
<b>1:30 p.m. to 2:25 p.m.:</b>	<b>Lawndale Blues Boys</b>
<b>2:26 p.m. to 2:44 p.m.:</b>	<b>Stage Break #3</b>
<b>2:45 p.m. to 3:40 p.m.:</b>	<b>Electric Caravan</b>
<b>3:41 p.m. to 3:59 p.m.:</b>	<b>Stage Break #4</b>
<b>4:00 p.m. to 4:55 p.m.:</b>	<b>Moondogg</b>
<b>4:56 p.m.:</b>	<b>Event Conclusion</b>

**Event Emcee:**

The event emcee will be Lawndale Mayor, Robert Pullen-Miles.

**ARRIVAL TIMES:**

**Bands and Musicians:**

All band members scheduled to perform should arrive at the event site no later than approximately one hour before their band set. This will help the event organizers and sound system engineers to relax and keep the festival running as scheduled.

**Sound System Vendor Arrival:**

Mr. Cat Productions of Long Beach will provide the festival sound system and sound technicians and shall arrive at approximately 7:00 a.m. to set up all sound equipment at the City's band stage. The band stage will be located at the north end of the park adjacent to the park and lot parallel to Marine Avenue.

**Food Vendor Participants and Arrival:**

Food will be provided by the following food truck vendors: 1) B and R Food Truck (American Food); and 2) Doty's Tacos (Mexican Food). The City is still awaiting confirmation for a food truck to serve barbeque items.

Food truck vendors shall arrive no later than 9:30 a.m.; however, should not arrive earlier than 9:00 a.m. Food vendors must provide all equipment needed to serve food and post Los Angeles County Department of Public Health documentation as well as a visible menu with prices for the public to see.

**Miscellaneous Vendor Booth Arrival:**

All miscellaneous booth vendors who have registered as event participants shall arrive no later than 10:00 a.m.; however, no earlier than 9:30 a.m.

**PARKING AREAS:**

**General Spectator Parking:**

Free general parking for spectators will be available at the following locations: 1) Jane Addams Middle School Teachers Parking Lot (entrance on Firmona Avenue); 2) Jane Addams Park Main Parking Lot on Marine Avenue adjacent to Jane Addams Park on the west portion of the lot (entrance from Marine Avenue eastbound at the first driveway); 3) Hawthorne Boulevard median; and 4) street parking as available on a first come, first served basis. For those parking at the Hawthorne Boulevard median, there will be no time limits one hour before the event (10:00 a.m.) and one hour following the event (6:00 p.m.). Due to the shortage of available parking, we would like to encourage carpooling, walking and other forms of transportation if at all possible.

### **Band and Musician Parking Areas:**

All participating musicians shall park in the Jane Addams Park main parking lot parallel to Marine Avenue at the eastern end of the parking lot. Entrance into this area will be from Marine Avenue eastbound at the easternmost driveway. From this area, musicians will have a loading zone near the band stage for easy setup and breakdown. Parking space in this area will be limited. We encourage musicians to carpool and limit the number of vehicles being brought to the event site as much as possible. Each band will have three parking spaces allocated to them. Additional band member parking will be on the Jane Addams Middle School campus at the designated VIP parking lot. Entrance to this lot will be from Mansel Avenue south of Marine Avenue at the designated entrance gate.

### **Food Vendor and Miscellaneous Booth Vendor Parking Area:**

Parking will be available on the Jane Addams Park/Middle School campus for VIP's, staff, miscellaneous booth vendors and band and musician overflow. Entrance into this area will be from Mansel Avenue south of Marine Avenue at the designated entrance gate. From the parking area, the food court, food booth and miscellaneous booth vendor areas and spectator seating areas will be a short walk away.

### **PARTICIPATION REQUIREMENTS:**

#### **Food Truck Vendors:**

Food truck vendors invited to the event by the City are responsible for posting visible menus and price lists for all food items being sold. In addition, each food truck vendor is required to follow all requirements as set forth by the Los Angeles County Department of Public Health per your health permit. Please note that the food vendors invited by the City must provide all equipment and supplies necessary. The city does not provide any equipment and/or supplies outside of a space to operate. In addition, food truck vendors are encouraged to display their Los Angeles County Department of Public Health permit in a visible location.

#### **Miscellaneous Booths:**

Please note that the City does not provide any equipment, supplies and/or electricity. Entities with miscellaneous booths must provide their own canopy, tables and any other desired equipment and supplies. Miscellaneous booths are not approved to sell anything; however, it is acceptable to distribute samples and collect contact information of those who may be interested in receiving more information. It is also highly recommended that you bring your organizational signage with you to the event so those at the event know what organization you are representing.

### **STAGE OPERATIONS:**

#### **Stage Management:**

All stage operations will be managed by Mr. Cat Productions based in Long Beach. Band leaders and musicians are encouraged to come early and meet the sound engineers and let them know if you have any special requests. They are here to help you sound as good as possible during your band set.

### **Drum Kit Backline Provisions:**

To minimize setup time in between bands, Mr. Cat Productions will provide a 5-piece drum kit backline and a throne. No other backline equipment will be provided. Drummers are encouraged to supply other desired musical equipment such as drumsticks, etc. The main purpose for use of the drum kit backline is to keep festival operations moving as scheduled and to minimize setup and breakdown operations in between bands.

### **Band Sound Checks:**

There will be no formal sound checks. Band leaders are encouraged to arrive early and communicate with the sound engineers as it pertains to specific needs and sound requirements. They are good enough to have your band properly mixed very early into your first song or during informal sound checks prior to the band set beginning.

### **Band Performances:**

Each band shall play for fifty five (55) minutes allowing for twenty (20) minutes of setup and breakdown time in between bands. To keep the festival running on time, we would like to encourage each of the bands to plan for one 50-minute set and a one song encore, or simply a 55-minute set.

### **SETUP LOCATIONS:**

#### **Food Vendor Location:**

Food truck vendor(s) will be located near the food court area approximately 200 feet from the band stage at the west end of the athletic fields.

#### **Miscellaneous Booth Location:**

Miscellaneous booths will be located near the food court area approximately 200 feet from the band stage and approximately the same distance from the parking area designated for miscellaneous booths.

### **MISCELLANEOUS:**

#### **Street Closures:**

There will be no street or road closures. However, traffic is expected to be heavy at times within and surrounding the immediate area during the event. Please arrive early and drive slow and carefully.

#### **Performance Videotaping and Rebroadcasting:**

Please note that each of the five (5) band performances will be videotaped by City of Lawndale Cable Division. As well, each performance after it is recorded and edited will be rebroadcasted on Lawndale CityTV, Channel 22 sometime after the event.

#### **Item Sales:**

Bands that are interested in selling promotional items such as, CD's, DVD's, t-shirts and other band-related promotional items must purchase a City of Lawndale Business License. If you are interested in

purchasing a business license so you can sell promotional items, please contact the City's Finance Department located inside of City Hall, located at 14717 Burin Avenue, Lawndale, CA 90260. Bands are not permitted to sell merchandise without a valid City of Lawndale Business License obtained from the City's Finance Department.

**Event Security:**

On site event security will be provided by the Los Angeles County Sheriff's Department throughout the entire event. The sheriff's department is committed to helping the City provide a clean and safe event free of alcoholic beverages, smoking, general misconduct and violence.

**Restrooms:**

Restrooms will be available at two separate locations at Jane Addams Park. One permanent male and one permanent female restroom will be available at the south east end of the park, in addition to two portable restrooms located in the same area.

**Protection from the Sun:**

Traditionally, weather in September has been hot and humid. The City of Lawndale would like to encourage everyone to wear hats, bring sunglasses and sunscreen as well as staying hydrated throughout the day.

**Spectator Seating:**

Spectators are encouraged to provide their own seating if desired. Items such as, but not limited to, lawn chairs and blankets are encouraged. Chairs provided by the City will also be available to spectators.

**Canopy Zone:**

There will be a canopy zone available for spectators who desire to put up umbrellas, canopies and other portable shade equipment. Spectators bringing canopies, umbrellas and other portable shade equipment will be asked to move to the canopy zone, or encouraged to take the shade equipment down once the festival begins. The canopy zone is implemented to provide everyone, regardless of seating location, a clear site to the band stage. The City will provide other shaded areas that will be available on a first come, first served basis.

**Summary:**

We are looking forward to a fantastic day of super weather and fabulous music. If you have any questions about the information contained in the letter, please contact Mike Estes, at (310) 973-3272, or via email at [mestes@lawndalecity.org](mailto:mestes@lawndalecity.org).

In closing, I look forward to seeing each one of you at the festival on Saturday, September 15<sup>th</sup>.

All the Best,



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