

CITY OF OAKLAND
Interoffice Memorandum



Office of Parks and Recreation

TO: Jeff Taylor, Chair, Parks and Recreation Advisory Commission
FROM: Gail McMillon, Reservation Supervisor
DATE: April 8, 2009
SUBJECT: **Request from the Eastside Arts Alliance for Permission to Have Community Non-Food and Food Vendors at the Malcolm X Jazz Festival at San Antonio Park on Saturday, May 30, 2009**

SUMMARY

The Office of Parks and Recreation received a request from Eastside Arts Alliance for permission to have community artists and craftspeople sell crafts and food vendors at the Malcolm X Jazz Festival at San Antonio Park on Saturday, May 30, 2009.

FISCAL IMPACT

There is no fiscal impact on the Office of Parks and Recreation.

BACKGROUND

This is the 9th year that Eastside Arts Alliance (ESAA), has held the Malcolm X Jazz Festival at San Antonio Park. The last event was held on May 17, 2008. Elena Serrano, Program Director, came before the Commission for the last two years requesting to have food and non-food vendors during the event and was granted permission. The event is free to the community.

Many of the vendors were community-based organizations and local community artists who offer for sale arts and crafts that reflect their ethnic heritage. The Malcolm X Jazz Arts Festival is dedicated to bringing the community together and building unity. The event also allows the ESAA the exposure of support and services to the residents in the San Antonio district.

RECOMMENDATION

Staff recommends that the Park and Recreation Advisory Commission approve the request for vendors at the Malcolm X Jazz Festival at San Antonio Park on Saturday, May 30, 2009. Elena Serrano is aware that additional permits are required by the vendors and Eastside Arts Alliance provided their request is granted.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Gail McMillon", written in a cursive style.

Gail McMillon
Reservation Supervisor

Attachments: Reservation Request
Eastside Arts Alliance
Park Use Application

EASTSIDE ARTS ALLIANCE

TO: City of Oakland Parks & Recreation
and the
City of Oakland Parks & Recreation Advisory Commission (PRAC)

FROM: Elena Serrano, EastSide Arts Alliance

March 23, 2009

To Whom It May Concern:

On behalf of the EastSide Arts Alliance (ESAA) I am writing to request the opportunity to speak before The Parks & Recreation Advisory Commission during the April 8, 2009 meeting. ESAA is asking permission from PRAC to have community residents, organizations and craftspeople sell their art and crafts and sell food at our annual Malcolm X JazzArts Festival. We normally have 10-15 craftspeople selling art and 4-5 food vendors. We outreach to our neighborhood and work to insure that both food and crafts reflect the diversity of the neighborhood.

This will be the 9th year that EastSide Arts Alliance has presented this festival in San Antonio Park. This year's festival is scheduled to happen on Saturday, May 30, 2009. This is an all day festival offered free to the community. The Malcolm X JazzArts Festival has grown to become a true community institution in a district that has for so long been under served. Our annual festival brings the diverse communities of the San Antonio together for a full day of art, music, spoken word, and community news. Our jazz festival celebrates Malcolm X, whose memory and teachings inspired the creation of the Black Arts Movement as an integral part of the Black liberation struggle in the 1960s, which in turn would influence Chicano and Asian cultural movements. The Malcolm X JazzArts Festival celebrates the diversity of our neighborhood in this spirit.

The presenting organization, EastSide Arts Alliance, is based in the San Antonio neighborhood and we all also live in this community. In November 2005 we purchased a multi-use building at 2277 International Blvd. Our new center has 16 units of affordable rental apartments, two live/work storefronts for community businesses and a state -of- the-art community cultural center - the new home for the EastSide Cultural Center. The annual festival now complements the year round cultural programming we are offering. ESAA is a

• ESAA • 2277 International Blvd. • Oakland, CA 94606 • 510.533.6629 •
Mailing Address • P.O. Box 17008 • Oakland, CA 94601

EASTSIDE ARTS ALLIANCE

part of a larger community collaborative (the San Antonio Neighborhood Network) that is working to bring more investment to the neighborhood. This annual festival is one way that we bring the community together, build unity, and expose residents to supports and services that exist for them - as well as exposing them to a line up of great jazz music!

The festival is supported by the City of Oakland Cultural Arts Department, The National Endowment for the Arts (NEA) and the California Arts Council (CAC). The festival has always been supported by our city councilperson starting with Danny Wan and now Patricia Kernighan.

The San Antonio community looks forward to this annual event. Community artists and craftspeople also look forward to the opportunity to sell their crafts to their neighbors. All of the vending at the festival is both culturally and community connected. Community based organizations and local community artists are represented and they offer for sale arts and crafts that reflect their ethnic heritage. The Malcolm X JazzArts Festival is dedicated to bringing together the Asian, Latino, and African American residents that make up the San Antonio district. We feature a mix of Asian jazz, Latin jazz and straight-ahead jazz in an attempt to reach out to all the residents of the San Antonio district. The organizations and vendors invited mirror that commitment. They all complement and are directly connected with the staged presentations.

We only market this festival to residents of the San Antonio neighborhood. We create full color posters as well as flyers printed in Spanish, English, Chinese, and Vietnamese. We see this as a true community cultural event. The presence of information and resources coming from that community is an integral component.

I look forward to hearing from you and anticipate your support in presenting this very valuable event. Thank you for all of your support and encouragement throughout the years that we have presented our festival.

Sincerely,

Elena Serrano
Program Director, EastSide Arts Alliance

• ESAA • 2277 International Blvd. • Oakland, CA 94606 • 510.533.6629 •
Mailing Address • P.O. Box 17008 • Oakland, CA 94601

San Antonio Recreation Center

1701 E19th Street
Oakland, CA 94606

(510) 535-5608



CITY of OAKLAND
OFFICE of PARKS & RECREATION

Eastside Arts Alliance
P.O. Box 17008
Oakland, CA 94601

Reservation Request

Status: In-Process

Customer Type: Non-Profit

Authorized Agent: Elena Serrano

Work: (510) 533-6629 Home: (510) 508-9173

DATE/USER	REQUEST NUMBER	CHARGES	DISCOUNT	TAXES	REFUNDS & CREDITS	PAYMENTS	REQUEST EXPIRES	BALANCE DUE
03/24/2009 Donte Watson	9003121	\$1400.00	\$0.00	\$0.00	\$0.00	\$0.00	05/30/2009	\$1400.00

RESERVATIONS

EventName

EVENT NAME	FACILITY	CENTER
Malcolm X Jazz Festival Attendance: 1000 Type: Park Special Event	San Antonio Park Area C	San Antonio Recreation Center 1701 E 19th Street Oakland, CA 94606

DATES RESERVED	HRS
Saturday - 5/30/2009 07:00 AM to 09:00 PM	14

Total Number of Dates: 1

Total Number of Hours: 14

NOTES: 3/25/09: Received by CRU (gm)

Actual Event Time: 11 am to 7 pm
Sound: Musical instruments, live jazz bands
Request received for community artists and craftspeople to sell crafts and vendors to sell food.
Request being submitted for the Wednesday, April 8, 2009 Parks and Recreation Advisory Commission meeting.

Type: Park Special Event

CHARGES

CHARGE DESCRIPTION	FACILITY/EVENT	UNIT FEE	QTY	TAX	TOTAL CHARGED	DISCOUNTED/PAID	BALANCE DUE
Deposit (Rentals)	San Antonio Park Area C - Malcolm X Jazz Festival	\$500.00	1.00	\$0.00	\$500.00	\$0.00	\$500.00

Park Use Permit Fees	San Antonio Park Area C - Malcolm X Jazz Festival	\$800.00	1.00	\$0.00	\$800.00	\$0.00	\$800.00
Sound Permit Fee	San Antonio Park Area C - Malcolm X Jazz Festival	\$100.00	1.00	\$0.00	\$100.00	\$0.00	\$100.00

PAYMENTS AND REFUNDS

RECEIPT NUMBER	DATE	CHARGE DESCRIPTION	FACILITY/EVENT	AMOUNT
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ADDITIONAL CUSTOMER INFORMATION

Customer Email: elenas@mindspring.com

DISCLAIMERS

CANCELLATION POLICY: A cancellation fee will be assessed according to the current City of Oakland Master Fee Schedule. Customer is responsible to familiarize him/herself with the cancellation fees associated with the site for which they are making a reservation.

I am aware of and understand the cancellation policy _____ (initial)

FORCE MAJEURE ("greater force") - Any prevention, delay, performance failure or stoppage due to natural causes or other acts of God, strikes, lockouts, labor disputes, governmental regulations, governmental controls, unreasonable delay in the issuance of any permit by the City of Oakland or any governmental agency, enemy or hostile governmental action, civil commotion, fire or other casualty, and other causes beyond reasonable control of the City of Oakland obligated to perform shall excuse the performance, delay or stoppage, except the obligations imposed with regard to permit fees and other charges to be paid by Licensee pursuant to this Permit.

Examples of prevention, delay, performance failures or stoppage of event that would be beyond the City of Oakland's control include power outages (disruptions in PGE service/telephone service), earthquakes, floods, wars, riots or other major upheaval acts.

I am aware of and understand the Force Majeure Clause _____

OPD SPECIAL PERMIT REQUIRED: All events with attendance of 49 people or more require an Oakland Police Department (OPD) Special Event Permit. This permit must be submitted to the Office of Parks and Recreation Central Reservations Unit no later than 30 days before your event. Failure to submit the necessary permit will result in cancellation of your event and forfeiture of your deposit. To apply for a permit, contact OPD Special Event Office at (510) 777-8525.

I am aware of and understand the procedures to obtain an Oakland Police Department (OPD) Special Event Permit. _____ (initial)

SOUND AMPLIFICATION-OMC 12.64.120: No loudspeaker shall be permitted to be placed in a public park within three hundred feet (300') of any residential structure. In no event shall the permit holder cause amplified sound to exceed eighty decibels (80 dB) at any boundary of the park in which amplified sound is being produced.

Please be aware of residents living nearby. Should there be a complaint(s) regarding the sound level, permit holder will be expected to lower the volume as instructed by the Oakland Police Department (OPD), OPR or authorized CITY representative. Failure to turn the sound level down or off by the designated time may result in closure of the event by the OPD, OPR or authorized CITY representative and forfeiture of deposit paid.

SELLING WARES, GAMING, OBSCENITY-OMC 12.64.080: It is unlawful for any person to sell or offer for sale any goods, wares, merchandise, foods, confections, refreshments or other article within any public park, public building or public grounds in the city. No gaming shall be allowed in said parks, buildings or grounds, nor any obscene or indecent act performed therein.

1) Permits are issued and authorized by the Central Reservations Supervisor, or the Director of Office of Parks and Recreation or their authorized representatives.

2) The permit holder is responsible and will be charged for any damages, including, but not limited to:

- a) damages to landscaping;
- b) failure by the group to clean up after the event and properly dispose of all trash and other debris generated by the event;
- c) any other unusual repairs or cleanup expense incurred by the Office of Parks and Recreation beyond routine park maintenance. In the event that damages are incurred, the deposit will be held and/or the permit holder shall reimburse the City of Oakland for necessary repairs and excessive cleanup.
- d) damages occasioned by the activity whether on or to public or private property.

Claims exceeding amount of deposit must be paid within 10 days after notification to the City of Oakland, Office of Parks and Recreation.

If no deposit was collected prior to the event, reimbursement for the Administrative Services Fee and any claims for repairs and excessive cleanup must be paid within 10 days after notification to the City of Oakland, Office of Parks and Recreation.

3) Events must start and end on time. Staying beyond the scheduled time will result in the deposit being withheld and/or additional fees being charged to the permit holder.

4) The following activities are prohibited in all City of Oakland parks: use of drugs, fighting, or gambling.

5) Alcohol consumption is prohibited unless a special permit is obtained and submitted to the Office of Parks and Recreation at least 30 days prior to the event.

6) Charging admission or registration fees, selling tickets or soliciting money in any way is prohibited.



Office of Parks and Recreation

250 Frank H. Ogawa Plaza, Suite 3330 Oakland, CA 94612

Central Reservations Unit

PH (510) 238-3187 Fax (510) 238-2397

CITY OF OAKLAND OFFICE of PARKS & RECREATION

Park Use Rental Application

Application Date: 3/24/09

ATTENTION:

*RESIDENCY IS DETERMINED ACCORDING TO ADDRESS INDICATED ON DRIVER'S LICENSE OR STATE IDENTIFICATION CARD

REQ No. 9003121	OFFICE USE ONLY	Receipt No.
RWP No. _____	Approved By/Date _____	Issued By/Date _____
Received By/Date: <u>Om 3/25/09</u>		
Police Special Events Permit Required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If required, Special Events Permit due to OPR by _____		

Application on behalf of: (Group, Individual, Organization) Eastside Arts Alliance

Address: P.O. Box 17008 City: Oakland State: CA Zip: 94601

Individual responsible for event: Name: Elena Serrano Address: 1924-11th Avenue

City: Oakland State: CA Zip: 94606 Email: elenas@mindspring.com

Home #: 510-508-9173 Work #: 510-533-6629 Fax #: N/A Cell#: 510-508-9173

To use (Name of Park): San Antonio Park Location: 18th Ave & Foothill Blvd.

On the following date (s): Sat, May 30, 2009 General Public Allowed: Yes No Number of Participants: 1000

Between the hours of: (Start Time/Setup) 7am (Actual Event Time) from 11am to 7pm (End Time/Cleanup) 9pm

Type of Event/Purpose (be specific; i.e., Picnic, Walk/Run, Entertainment, Family Reunion, Rally, etc.) Jazz Festival - 9th Annual Malcolm X Jazz Arts Festival

Sound Amplification: Amplified Yes No Non-Amplified Yes No

Type of equipment to be used (i.e. jumpers, musical instruments, live band, cd player, amplifiers, microphones, etc.) Musical instruments, live jazz bands

Will food be served? Yes No (If yes, please list type(s) of food to be served.) Vendors selling food

Please describe below special accommodations/requests required for your event. If no special accommodations/request required, write NONE.

Fees:

Rent: \$ 800 Deposit: \$ 500

Sound Use: \$ 100 Other Fees: —

Total of ALL Fees PLUS Deposit: \$ 1,400

(Deposits are refunded 6-8 weeks AFTER event date, provided the facility is left in acceptable condition and the event goes as planned)

CANCELLATION FEES:

31 days or more notice:	Forfeit 1/2 Deposit
30 days 11 days notice:	Forfeit Deposit PLUS 1/2 Rental Fee
10 days or less notice:	Forfeit All Fees

Check Amount: \$ _____ Check #: _____ Cash: _____

Type of Credit Card (Visa or Master Card Only): _____

Credit Card #: _____ Expiration Date: _____

I Authorize the Office of Parks and Recreation, Central Reservations Unit to charge my Visa or Master Card \$ _____ (Amount to be Charged)

for my reservation at _____ (Park) on _____ (Event Date)

Elena Serrano (Signature Required) Elena Serrano (Print Name) NS8913496 (Driver License #/Expiration Date)

ATTENTION

- ✓ DID YOU REMEMBER TO SIGN THIS APPLICATION?
- ✓ DID YOU REMEMBER TO ATTACH A LEGIBLE COPY OF YOUR DRIVER'S LICENSE OR STATE IDENTIFICATION CARD?