

MISSION BAY PARK SPECIAL EVENT NARRATIVE AND IMPACT

Presentation to Mission Bay Park Committee will be limited to 5 minutes

Name of Event

San Diego CityFest with Luis Palau

1. Type of Event?

San Diego CityFest is a free two-day family festival featuring performances by top musicians, action sports demonstrations, a family fun area, and a positive message presented by Luis Palau. This event celebrates the success of the "Season of Service"; a coordinated service effort taking place across San Diego County and engaging thousands of volunteers from now until the festival.

2. When?

September 11 - 12, 2010

3. Dates?

Set-Up/Load In Dates: Tuesday, Sept. 7 – Friday, Sept. 10

Event Dates: Saturday, Sept. 11 – Sunday, Sept. 12

Tear Down/Load Out Dates: Monday, Sept. 13 – Tuesday, Sept. 14

4. Times?

Set-Up: 8:00 a.m. – 7:00 p.m. on Tues. 9/7, Wed. 9/8, Thur. 9/9, Fr. 9/10

Event Days: 1:00 p.m. – 10:00 p.m. (for previous events)

Tear Down: 8:00 a.m. – 7:00 p.m. on Mon. 9/13 and Tues. 9/14

5. Location?

Mission Bay Park – Tecolote Shores North and Playa Pacifica

6. Road Closure?

None

7. Parking Lot Closure?

The three lots south of the Hilton Hotel and the four lots directly north of the Hilton Hotel.

8. Parking Plan?

We will have a limited amount of parking onsite for festival participants and event vehicles. In addition, there will be a parking lot available onsite for ADA however the number of spots is limited. All attendees will be instructed to park at off-site lots and shuttle to the event.

9. Shuttle Plan?

We will have a multi-bus shuttle system that will run from various parking lots between the park and downtown. The off-site parking and shuttle schedule will be publicized through all communication material including newspaper ads, website and other printed documents.

10. Traffic Plan?

We will work with the different City of San Diego agencies to make sure we establish an appropriate traffic plan. There will be signage on the freeway and surface streets directing people to shuttle parking lots in order to minimize the number of people that may try to access the park for the event.

11. Attendance:

- **Estimated Participants?**

Main Stage – 125/day musicians and stage crew

Action Sports – 25/day athletes and crew

Children’s Stage – 20/day performers

- **Estimated Spectatorship?**

50,000 – 75,000 through the course of a day.

*Much of our crowd turns over as families with young children come earlier in the day and then leave toward evening. Families with older children come closer to 6 or 7 p.m.

12. P.A. System?

There will be three PA Systems:

Main Stage – Main Stage will be located on the south end of the park facing north toward the Hilton Hotel.

Action Sports – Located in the parking lot in the middle of the park between the south end of the park and the Hilton Hotel.

Children’s Area – Located adjacent to the Hilton Hotel, PA facing away from the Hilton.

13. Amplified Music?

- **Time frame?**

Main Stage - Performance Times: 5 p.m. – 10 p.m.

- There will be 3-4 musical acts and one speaker each day.

Action Sports - Performance Times: 1 p.m. – 5 p.m.

- The athletes will do two separate one hour demonstrations both days.

Children’s Area – Performance Times: 1 p.m. – 5 p.m.

- There will be two separate 30-45 minute stage shows both days.

14. Other Prolonged Noise Impacts?

No

15. Day and Time of Sound Checks?

Saturday, Sept. 11: 9 a.m. – 1 p.m.

Sunday, Sept. 12: 9 a.m. – 1 p.m.

16. Do you plan to apply for an Alcohol Permit?

No

17. Do you plan on selling Alcohol?

No

18. Do you plan on serving Alcohol?

No

19. Time frame for Alcohol Sales/Service?

Not Applicable

20. Any Other Special Events of more than 500 people occurring concurrently?

There will be a hospitality tent on-site for people who have contributed financially to the event. At previous events this has been open from 5 p.m. – 10 p.m. and has been located near the main stage.

21. Other unique event features not covered above?

As part of the Action Sports area, we have previously included FMX jumping demos. This is where a motorcycle jumps from one ramp to a second ramp. The ramps are portable metal structures that are set 100 feet apart. The athletes do aerial tricks as they transition from one ramp to the other. The FMX portion of each demo lasts 15-20 minutes.

