

MISSION BAY PARK SPECIAL EVENT NARRATIVE AND IMPACT

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

***Please attach a site map**

Name of Event: Country Music Festival

1. **Type of Event: A 2-day Country Music Festival Experience**
2. **When, Day and Date: Saturday Oct. 15th 2022 and Sunday Oct. 16th, 2022.**
3. **Dates: Load In: Tuesday October Oct. 11th, 2022- Friday Oct 14th.**
4. **Times?**
 - Load in: Everyday Tuesday Oct 11th- Friday Oct 14th from 8am until 8pm**
 - Event: Saturday Oct 15th 2-11pm**
 - Event: Sunday Oct 16th 1-9pm**
 - (We are open to modification of our hours if the committee has other recommendations).
 - Load out: Monday Oct 17th. and Tuesday 18th 8am until 8pm.**
5. **Location: Road Closure:** Crown Point Drive (between Ingraham & La Cima. Both directions), La Cima Between Jewell and Crown point drive, as well as Corona Oriente road from La Cima to Mooreland from Friday Oct 14th at 7pm until Sunday Oct 16th at 11:59pm.
6. **Parking Lot Closure:** Crown Point South, middle and north lots
 - a. **Most of the parking lots above would be opened to the public both on Tuesday Oct 11th and Tuesday Oct. 18th.**
7. **Parking Plan:** We plan to offer parking at multiple locations including Seaworld and Sports Arena lots with complimentary shuttles to/from the event to these lots. The closure of east bound Crown point is specifically to allow these shuttles to be able to pick-up and drop off with ease.
8. **Shuttle Plan:** We plan to run between 20-40 buses from a variety of locations in San Diego to the Ski beach lot, where guests can then walk over the bridge to the event.
9. **Traffic Plan:** We plan to work with the city to hire and retain parking and traffic enforcement teams to help with the event. We plan to work with the city and receive their input to create a traffic plan that everyone is comfortable with to ensure maximum efficiency and minimum impact to the neighborhood.
10. **Attendance:**
 - **Estimated Participants:**
 - **Estimated Spectatorship:** 20K attendees
11. **P.A. System: Yes**
12. **Amplified Music: Yes**
 - Time frame: Saturday Oct. 15th 2-11pm & Sunday Oct. 16th 1-9pm
 - We plan to layout the sound to avoid most residential homes and the sound will be monitored at the borders of the event to ensure our decibels are within allowable range.
13. **Other Prolonged Noise Impacts:**
14. **Day and Time of Sound Checks:** Thursday Oct 13th 12-4pm. Friday Oct 14th 12-4pm. Saturday Oct 15th 10:30-1pm and Sunday Oct 16th 10:30-1pm.
15. **Do you plan to apply for an Alcohol Permit: Yes**
16. **Do you plan on selling Alcohol: Yes**
17. **Do you plan on serving Alcohol: Yes**

18. Time frame for Alcohol Sales/Service: Saturday Oct. 15th 2-10:30pm & Sunday Oct. 16th 1-8:30pm. Alcohol sales would end 30minutes before event end time.

19. Any Other Special Events of more than 500 people occurring concurrently: No

20. Other unique event features not covered above:

This 2-day experience is meant to drive tourism and business to the Pacific and Mission beach area in the off season and feature the beauty of the bay. We plan to work with all the local hotels & restaurants to feature them and to provide discounts to help drive traffic to the local community including working with PB/MB restaurants to have pop-up food booths at the event.