

CALIFORNIA COASTAL COMMISSION

South Coast Area Office
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(562) 590-5071



Th12d

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original staff report

ADDENDUM

June 3, 2016

TO: Coastal Commissioners and Interested Parties

FROM: South Coast District Staff

SUBJECT: **PERMIT APPLICATION NO. 5-16-0246 (WORLD SERIES OF BEACH VOLLEYBALL, LLC AND CITY OF LONG BEACH) FOR THE COMMISSION MEETING OF THURSDAY, JUNE 9, 2016.**

CHANGES TO STAFF REPORT

The applicants have made modifications to the project description. Therefore, the following changes are proposed to the staff report dated May 19, 2016. The modifications are recommended in order to provide project description clarification. Language to be added to the findings and conditions is shown in **underlined italicized bold text**, and language to be deleted is identified by ~~strike-out~~.

A. Page 1, Project Description, shall be modified as follows:

World Series of Beach Volleyball event to be held on approximately 23 fenced acres of Alamitos Beach in downtown Long Beach from August 23 to 28, 2016. The project involves temporary construction of a stadium for professional volleyball competitions with ~~300 courtside~~ **500 premium seating** paid general admission seats surrounded by ~~2,284~~ **2,147** free seats, 300 VIP seats and free standing-room for 1,000 members of the public. Live music concerts will be held Friday, August 26, 2016 and Saturday, August 27, 2016 with admission charged for 90% of seats. Set-up of temporary facilities will begin August 15, 2016. All trash, debris and temporary improvements to the beach and adjacent areas will be removed no later than by 11:59pm on September 1, 2016.

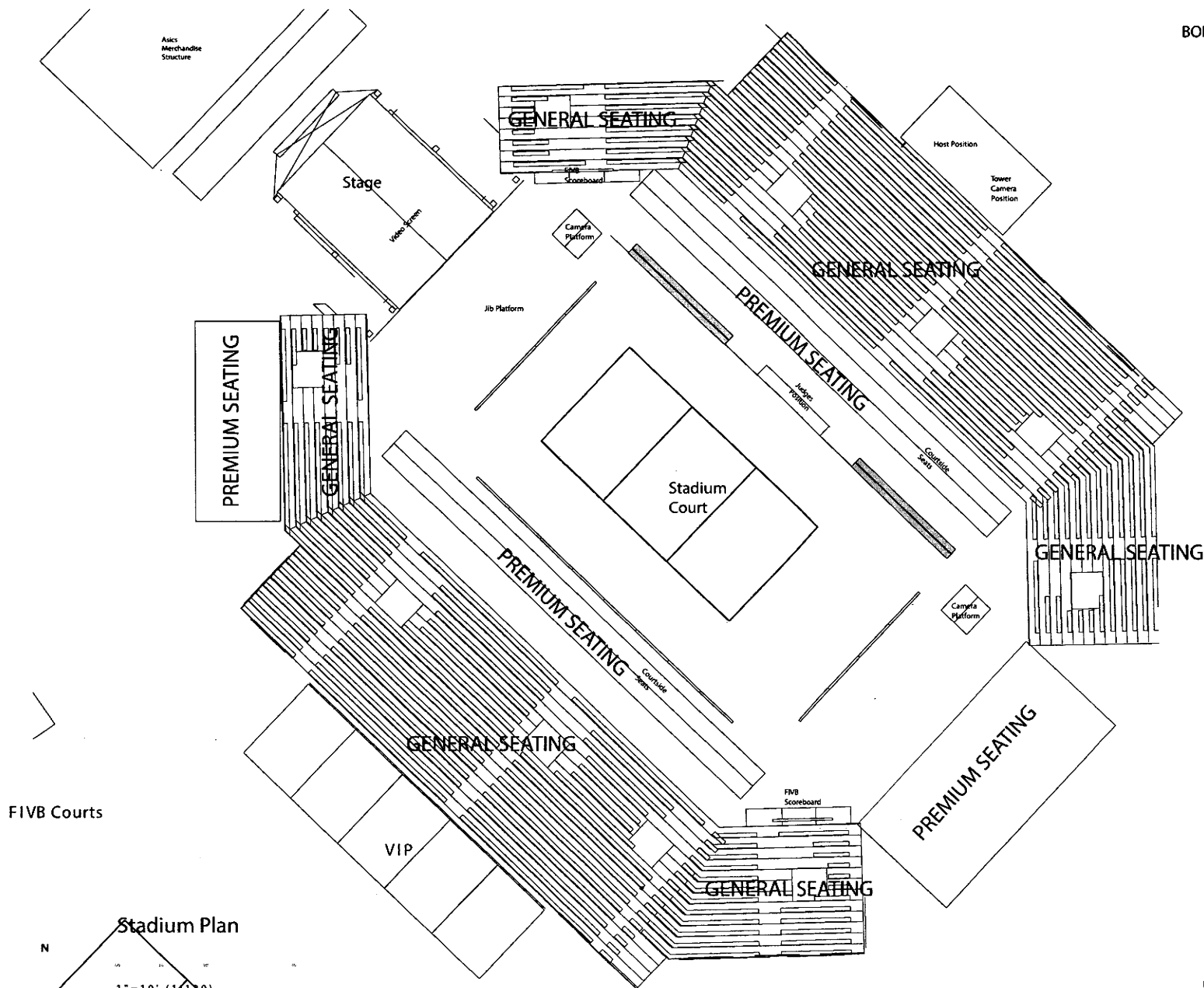
B. Page 5, Special Condition 2, shall be modified as follows:

2. **Shoreline Access.** Public access to the beach will be maintained during the entire event. Although a temporary fence will be installed around approximately 23 acres of public beach on state tidelands, the public will be able to attend the professional volleyball competition for free. The ~~3,884-seat~~ **3,947-seat** stadium will include ~~2,584~~ **2,147** free seats and standing room for another 1,000 spectators free of charge. Paid admission between ~~\$40 and \$150~~ **\$15 and \$200**, depending on amenities and day of the event, will be charged for ~~300 courtside~~

seats 500 premium seats. The only areas off limits to the general public are VIP boxes at the top of the stadium, and sponsor and participant tents. Members of the public will be able to walk through the site to get to the shoreline and beach closest to the water. The fence surrounding the event site will be located at least 50 feet inland of the high tide line. Lateral access along the shoreline shall not be impeded by the event (**Exhibit 2**).

C. Page 6, paragraph 1 of Project Location and Description, shall be modified as follows:

The proposed project is the 2016 World Series of Beach Volleyball, a professional beach volleyball competition, which will take place Tuesday, August 23 through Sunday, August 29, 2016 on Alamitos Beach in downtown Long Beach (**Exhibits 1-2**). For the fourth year, organizers of the event plan to construct a temporary multi-level stadium with a maximum height of 40 feet on the public beach close to the ocean. The stadium will include ~~300 courtside seats~~ 500 premium seats with a paid ticket charge between ~~\$40 and \$150~~ \$15 and \$200, depending on amenities and day of the event. Above the ~~courtside seats, 2,284~~ premium seating, 2,147 grandstand seats will be provided free to the public and another 300 seats will be reserved for VIPs. Standing room for another 1,000 spectators will be provided to the public at no charge (**Exhibit 3**). VIP areas at the top of the stadium and hospitality tents on the site will be available only to paid ticket holders. Subject to state approval, alcoholic beverages will be sold within the fenced event site.



BOH Tents

← PREMIUM SEATING - \$15-\$200 per day

General Admission site and grandstand free of charge for volleyball

Please note: a minimum of 76% of available seating at stadium court will be made available for free for volleyball as well as 100% of general footprint (10% for Saturday night concert)

FIVB Courts

Stadium Plan

N
1" = 10' (1:120)

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Filed: 03/21/2016
180th Day: 09/17/2016
Staff: C. Oshida-LB
Staff Report: 05/19/2016
Hearing Date: 06/09/2016

STAFF REPORT: REGULAR CALENDAR

Application No.: 5-16-0246

Applicants: World Series of Beach Volleyball, LLC and City of Long Beach

Agents: Jeff Pace, Management Plus Enterprises, Inc.
Tasha Day, City of Long Beach Special Events

Location: Alamitos Beach, on the public beach near 700 Shoreline Drive, City of Long Beach (Los Angeles County)

Project Description: World Series of Beach Volleyball event to be held on approximately 23 fenced acres of Alamitos Beach in downtown Long Beach from August 23 to 28, 2016. The project involves temporary construction of a stadium for professional volleyball competitions with 300 courtside paid general admission seats surrounded by 2,284 free seats, 300 VIP seats and free standing-room for 1,000 members of the public. Live music concerts will be held Friday, August 26, 2016 and Saturday, August 27, 2016 with admission charged for 90% of seats. Set-up of temporary facilities will begin August 15, 2016. All trash, debris and temporary improvements to the beach and adjacent areas will be removed no later than by 11:59pm on September 1, 2016.

Staff Recommendation: Approval with conditions

SUMMARY OF STAFF RECOMMENDATION:

The proposed project is the 2016 World Series of Beach Volleyball, a professional beach volleyball competition, which will take place Tuesday, August 23 through Sunday, August 28, 2016 on Alamitos Beach in downtown Long Beach. The event includes a professional, Olympic caliber 2-

person volleyball tournament, a 4-person social amateur tournament open to the public, a 6-person social amateur tournament, a 2-person open tournament open to the public and live music.

The primary Coastal Act issue raised by the proposed development is public access. Public access to and along the shoreline will remain available outside of the fenced event area. The bike path will also remain open. General admission to the event is free of charge. In addition, approximately 80% of seats within the stadium will be free of charge and standing room for 1,000 fans will also be free. Tickets to the live music performances on Friday, August 26 and Saturday, August 27 will be sold for approximately 90% of the stadium capacity. However, the concert will take place in the evening after peak beach use.

Staff is recommending **approval** of the proposed coastal development permit with **seven (7)** special conditions. The special conditions include: **1) Duration of Permit; 2) Shoreline Access; 3) Free Admission; 4) Bicycle/Pedestrian Route; 5) Parking Management Plan; 6) Water Quality; and 7) Lighting Design.**

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EXHIBITS

Exhibit 1 – Vicinity Map
Exhibit 2 – Site Plan
Exhibit 3 – Stadium Plan
Exhibit 4 – Parking Plan
Exhibit 5 – Bike Valet Parking
Exhibit 6 – Lighting Plan
Exhibit 7 – Trash & Recycling Plan
Exhibit 8 – Live Music Plan

I. MOTION AND RESOLUTION

Motion:

*I move that the Commission **approve** the Coastal Development Permit Application No. 5-16-0246 subject to the conditions set forth in the staff recommendation.*

Staff recommends a **YES** vote on the foregoing motion. Passage of this motion will result in conditional approval of the permit and adoption of the following resolution and findings. The motion passes only by affirmative vote of a majority of the Commissioners present.

Resolution:

The Commission hereby approves a coastal development permit for the proposed development and adopts the findings set forth below on grounds that the development as conditioned will be in conformity with the policies of Chapter 3 of the Coastal Act and will not prejudice the ability of the local government having jurisdiction over the area to prepare a Local Coastal Program conforming to the provisions of Chapter 3. Approval of the permit complies with the California Environmental Quality Act because either 1) feasible mitigation measures and/or alternatives have been incorporated to substantially lessen any significant adverse effects of the development on the environment, or 2) there are no further feasible mitigation measures or alternatives that would substantially lessen any significant adverse impacts of the development on the environment.

II. STANDARD CONDITIONS

This permit is granted subject to the following standard conditions:

1. **Notice of Receipt and Acknowledgment.** The permit is not valid and development shall not commence until a copy of the permit, signed by the permittee or authorized agent, acknowledging receipt of the permit and acceptance of the terms and conditions, is returned to the Commission office.
2. **Expiration.** If development has not commenced, the permit will expire two years from the date on which the Commission voted on the application. Development shall be pursued in a diligent manner and completed in a reasonable period of time. Application for extension of the permit must be made prior to the expiration date.
3. **Interpretation.** Any questions of intent of interpretation of any condition will be resolved by the Executive Director or the Commission.
4. **Assignment.** The permit may be assigned to any qualified person, provided assignee files with the Commission an affidavit accepting all terms and conditions of the permit.

5. **Terms and Conditions Run with the Land.** These terms and conditions shall be perpetual, and it is the intention of the Commission and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.

III. SPECIAL CONDITIONS

This permit is granted subject to the following special conditions:

1. **Duration of Permit.** Coastal Development Permit 5-16-0246 shall only extend to:
 - a. The World Series of Beach Volleyball and associated events to be held from Tuesday, August 23 through Sunday, August 28, 2016;
 - b. Set-up and timely removal of those temporary facilities necessary to stage the event. Set-up will begin Monday, August 15 and continue until Tuesday, August 23. Removal of facilities will begin after competition ends Sunday, August 28. All facilities will be entirely removed from the beach and Marina Green by 11:59pm on Thursday, September 1, 2016.
 - c. The Executive Director may extend the deadline for facilities removal with good cause for no later than noon on Friday, September 2, 2016.

The permittees shall undertake and maintain the development in conformance with the special conditions of the permit and the final plans approved by the Executive Director. Any proposed changes to the approved plans shall be reported to the Executive Director in order to determine if the proposed change shall require a permit amendment pursuant to the requirements of the Coastal Act and the California Code of Regulations. No changes to the approved plans shall occur without a Commission-approved permit amendment unless the Executive Director determines that no permit amendment is required.

2. **Shoreline Access.** Public access to the beach will be maintained during the entire event. Although a temporary fence will be installed around approximately 23 acres of public beach on state tidelands, the public will be able to attend the professional volleyball competition for free. The 3,884-seat stadium will include 2,584 free seats and standing room for another 1,000 spectators free of charge. Paid admission between \$40 and \$150, depending on amenities and day of the event, will be charged for 300 courtside seats. The only areas off limits to the general public are VIP boxes at the top of the stadium, and sponsor and participant tents. Members of the public will be able to walk through the site to get to the shoreline and beach closest to the water. The fence surrounding the event site will be located at least 50 feet inland of the high tide line. Lateral access along the shoreline shall not be impeded by the event (**Exhibit 2**).
3. **Free Admission.** The permittees shall establish an Information Booth at the front entrance to the event site to educate volleyball fans and beach-goers that the event is free to the public. The permittees shall also post a "Free General Admission" sign on the fence line at the main entrance.
4. **Bicycle/Pedestrian Route.** The temporary event facilities (i.e., stadium, tents, fencing, truss bridge, etc.) shall be sited so as not to interfere with the public's use of the east-west

regional bicycle and pedestrian route that crosses the Downtown Shoreline area (connecting the Los Angeles River Bike Trail to the Beach Bike Path). If temporary closure of the bicycle and pedestrian path is necessary during installation or tear-down of equipment, a 5-minute interruption of traffic on the pedestrian and bicycle route is authorized with a flagman or woman to stop bicycle and pedestrian traffic. A free valet bicycle parking program will be in operation next to the event site from 9 am to 10 pm on Friday, 9 am to 10 pm on Saturday, and 9 am to 5 pm on Sunday, August 26 to 28, 2016.

5. **Parking Management Plan.** The permittees shall implement the proposed Parking Management Plan in cooperation with the City of Long Beach and Long Beach Transit. Changeable message signs shall direct event attendees to appropriate parking facilities (**Exhibit 4**).
6. **Water Quality.** By acceptance of the permit, the permittees agree to remove and legally dispose of all trash, waste, oil, grease, and other materials that may be deposited within the event area incidental to public use of the Marina Green Park, the beach, and adjacent parking facilities. The permittees shall surround all fuel storage areas with a double layer of sand or gravel bags to contain any fuel that is spilled and keep absorbent spill clean-up materials on hand in the event of a spill. The permittees shall implement the proposed program to collect and recycle beverage containers (**Exhibit 7**).
7. **Lighting Design.** The permittees shall implement the proposed Lighting Plan on Wednesday, August 24, 2016 through Saturday, August 27, 2016 from 6:30pm to 10:00pm (**Exhibit 6**). In addition, nighttime lighting shall be minimized to levels necessary to provide pedestrian security. All nighttime lighting shall be shielded and directed downward. Up-lighting is prohibited. Use of “event” searchlights or spotlights shall be prohibited. Structures, including concession and merchandise tents, shall be designed to minimize light spillage and maximize light shielding to the maximum extent possible. Red lights shall be limited to only that necessary for security and safety warning purposes.

IV. FINDINGS AND DECLARATIONS

A. PROJECT LOCATION & DESCRIPTION

The proposed project is the 2016 World Series of Beach Volleyball, a professional beach volleyball competition, which will take place Tuesday, August 23 through Sunday, August 29, 2016 on Alamitos Beach in downtown Long Beach (**Exhibits 1-2**). For the fourth year, organizers of the event plan to construct a temporary multi-level stadium with a maximum height of 40 feet on the public beach close to the ocean. The stadium will include 300 courtside seats with a paid ticket charge between \$40 and \$150, depending on amenities and day of the event. Above the courtside seats, 2,284 grandstand seats will be provided free to the public and another 300 seats will be reserved for VIPs. Standing room for another 1,000 spectators will be provided to the public at no charge (**Exhibit 3**). VIP areas at the top of the stadium and hospitality tents on the site will be available only to paid ticket holders. Subject to state approval, alcoholic beverages will be sold within the fenced event site.

Because the proposed event area is located on state tidelands, it falls within the Commission's area of original jurisdiction and the applicants must obtain a coastal development permit from the Commission. A permit is required for this year's event because it involves erection of a fence on the public beach, and special conditions are necessary to protect public access.

The Downtown Shoreline area of Long Beach, where the proposed event is located, is a popular coastal recreation area that provides the public with excellent coastal access opportunities and many different types of free and lower cost recreational activities. Throughout the year, visitors to the Downtown Shoreline area can take advantage of sailing and boating opportunities, use the coastal bicycle and pedestrian path, go fishing, sightsee, visit coastal parks and the public beach, or shop at Shoreline Village and The Pike. Many of these activities are free or lower cost visitor and recreational opportunities protected by Section 30213 of the Coastal Act.

To provide increased security, organizers plan to install temporary fencing around approximately 23 acres of public beach during the event. Installation of the temporary improvements necessary to hold the event will begin Monday, August 15. The fence surrounding the site will be installed Monday, August 15. Tear down of those improvements and clean-up of the site shall begin after the event closes on Sunday, August 28. Tear down of all facilities must conclude no later than Thursday, September 1, unless extension is given by the Executive Director, for no later than noon on Friday, September 2.

The City of Long Beach Office of Special Events, a co-applicant for this Coastal Development Permit, supports the use of the beachfront for the volleyball competition. Organizers say members of the public, who wish to pass through the site, to access the beach nearest to the water will be able to do so. The fencing shall be installed on the beachfront at least 50 feet inland of the mean high tide line, which allows people to walk unimpeded by the shoreline.

Television coverage is expected during the final days of the competition. An aluminum box truss bridge will be built to carry television camera cables across the beachfront bicycle trail, which runs inland of the event site. Parking for TV production trucks will be provided in a designated area between the beach and Shoreline Drive. A section of the Alamitos Parking Lot will be reserved for VIP parking, while staff, sponsors and vendors will park in the Convention Center parking lot (**Exhibit 4**).

The City of Long Beach will use changeable message signs to direct volleyball fans to parking lots and garages in the vicinity, preserving metered parking at the marina for beach-goers, boat owners, and restaurant guests. A parking plan, submitted by the applicants, calls for volleyball fans to use the Marina Green (east and west of Linden Avenue) and the Convention Center with overflow parking available at the Long Beach Pike parking structure and other public and private lots in the downtown area. Parking rates will be \$10 a day. All designated parking locations are within walking distance of the event site, including the host hotel for players, referees and employees (**Exhibit 4**). Other parking for the Aquarium of the Pacific, nearby restaurants, hotels, and retail shops will be maintained.

To reduce vehicle traffic and encourage volleyball fans to ride bicycles to the event, organizers will provide a free valet parking lot for bicycles on the busiest days of the event. The bike valet,

operated by Pedal Movement, a Long Beach company, will be open from 9 am to 10 pm on Friday, 9 am to 10 pm on Saturday, and 9 am to 5 pm on Sunday, August 26 to 28, 2016. Pedal Movement staff members will run the valet operation, which will be located in two tents near the event and next to the City's beachfront bike trail. Cyclists do not have to bring their own bike locks. Pedal Movement staff members will lock all bicycles that are checked in at the valet parking area. Each bicycle may receive a complimentary 15-minute Safety Check. Details of the bicycle parking will be promoted on the event website as an alternative transportation option **(Exhibit 5)**. In 2015, Pedal Movement serviced over 1,350 bikes over the weekend, compared to 612 the previous year.

The co-applicants are also organizing two live music performances following completion of volleyball competition about 6:30 p.m. on Friday, August 26 and Saturday, August 27 **(Exhibit 8)**. The live music performance will take place on the stage inside the stadium. Tickets will be charged for 90% of seats. Free public access will be provided for 10% of the stadium's capacity. Following completion of the volleyball competition, the stadium will be cleared, except for paid ticket holders who may remain in the stands. Once the court is cleared, free access will be provided to a limited number of non-ticket holders. Concession stands will remain open during the musical performance, including those selling alcoholic beverages. The entire fenced area outside of the stadium will also remain open and free for public access during the concert. Two light towers and light stands at public areas, food vendors and the merchandise tent will allow fans to safely navigate the event site during and following the musical performance **(Exhibit 6)**.

Approximately 30 beach volleyball courts located outside the stadium and inside the fence will be open to the public. Four and six-person co-ed or same gender players may register to compete in amateur competitions. Event organizers propose to charge a \$200 registration fee for four-person amateur competition and \$400 for six person competitions (both registration fees have been lowered from last year to encourage more people to play). Other existing courts may be used at no charge. A volleyball clinic for beginners will also be offered.

Organizers of the event plan to sell alcoholic beverages in designated areas of the site. The City of Long Beach has already approved the sale of alcohol. The California Department of Alcoholic Beverage Control must issue a license for the sale of alcohol to take place. The applicants have agreed to establish a recycling program **(Exhibit 7)**. For management of the waste that will be generated by the proposed event, the applicants have contracted with waste management companies to dispose of trash and to provide and maintain portable toilets for the proposed event. The sanitary waste will be removed from holding tanks using a vacuum truck and disposed of into the City's sanitary sewer system for treatment.

Power for the television trucks, operational trailers, and other facilities at the event site will be provided by generators. The area where fuel for the generators is stored will be surrounded by a double layer of sand or gravel bags to contain any fuel that is spilled. Absorbent spill clean-up materials should be on hand in the event of a fuel spill.

B. PUBLIC ACCESS & RECREATION

Vertical access to the shoreline will remain available to the public on either side of the fenced event site. In addition, lateral shoreline access will not be impeded by the event. Metered parking at the marina will be reserved for beach-goers, boat owners, and restaurant guests. **Special Condition 3** requires the permittees to educate volleyball fans and the beach-goers that the event is free to the public and to post a “Free General Admission” sign on the fence line at the main entrance. Although there will be a charge for tickets to the live music performances on Friday, August 26 and Saturday, August 27, 10% of the stadium capacity will be made available to the public free of charge. In addition, the concert will take place in the evening, past peak beach use hours. As conditioned, the proposed development will not have any new adverse impact on public access to the coast or to nearby recreational facilities, and it will not interfere with public recreational use of coastal resources. The proposed development, as conditioned, protects coastal areas suited for recreational activities. Therefore, the Commission finds that the proposed development, as conditioned, is in conformity with Coastal Act Sections 30210 through 30214, Coastal Act Sections 30220 through 30224, and Section 30252 of the Coastal Act regarding public access and the promotion of public recreational opportunities.

C. MARINE RESOURCES

The proposed event will be occurring in a location where there is a potential for a discharge of polluted runoff from the site into coastal waters. The spilling of fuel, debris, or waste onto the beach or in a location where it could be carried into coastal waters would result in an adverse effect on the marine environment. In order to reduce the potential for adverse impacts on water quality, the Commission imposes **Special Condition 6** requiring the appropriate storage and handling of fuel, waste, oil, grease and other materials. As conditioned, the Commission finds that the development conforms with Sections 30230 and 30231 of the Coastal Act.

D. DEVELOPMENT

The development is located within an existing developed area and, as conditioned, will be compatible with the character and scale of the surrounding area, has been designed to assure structural integrity, and will avoid cumulative adverse impacts on public access. Therefore, the Commission finds that the development, as conditioned, conforms to Sections 30250, 30251, 30252, 30253 and the public access provisions of the Coastal Act.

E. ENVIRONMENTALLY SENSITIVE HABITAT AREAS

The applicants propose the use of lighting after dark (6:30pm to 10pm) to ensure that fans can safely navigate the event site during and after the events on Wednesday, August 24 to Saturday, August 27. **Special Condition 7** limits the time and type of lighting used. As conditioned, the development will not result in significant degradation of adjacent habitat, recreation areas, or parks and is compatible with the continuance of those habitat, recreation, or park areas. Therefore, the Commission finds that the project, as conditioned, conforms with Section 30240(b) of the Coastal Act.

F. LOCAL COASTAL PROGRAM (LCP)

A coastal development permit is required from the Commission for the proposed development because it is located on state tidelands within the Commission's area of original jurisdiction. The Commission's standard of review for the proposed development is the Chapter 3 policies of the Coastal Act. The City of Long Beach certified LCP is advisory in nature and may provide guidance. The Commission certified the City of Long Beach LCP on July 22, 1980. As conditioned, the proposed development is consistent with Chapter 3 of the Coastal Act and with the certified LCP for the area.

G. CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

Section 13096 of the California Code of Regulations requires Commission approval of a coastal development permit application to be supported by a finding showing the application, as conditioned by any conditions of approval, to be consistent with any applicable requirements of the California Environmental Quality Act (CEQA). Section 21080.5(d)(2)(A) of CEQA prohibits a proposed development from being approved if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment.

Historically, the City of Long Beach, the lead agency for CEQA, has determined that the proposed event is categorically exempt from CEQA, and found that the professional beach volleyball event with amateur competition and music as ancillary events results in a “minor temporary change to land use.”

The proposed project has been conditioned in order to be found consistent with the Chapter 3 policies of the Coastal Act. As conditioned, there are no feasible alternatives or additional feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment. Therefore, the Commission finds that the proposed project, as conditioned to mitigate the identified impacts, is the least environmentally damaging feasible alternative and complies with the applicable requirements of the Coastal Act to conform to CEQA.

Appendix A – Substantive File Documents

- World Series of Beach Volleyball Live Music Plan
- World Series of Beach Volleyball Parking Plan
- World Series of Beach Volleyball Bike Valet Plan
- World Series of Beach Volleyball Trash and Recycling Plan
- World Series of Beach Volleyball Lighting Plan
- Coastal Development Permit No. 5-14-1935
- Coastal Development Permit Exclusion No. 5-13-066-X
- Categorical Exemption CE-14-148, 12/01/2014
- Categorical Exemption CE-13-116, 12/05/2013



Vicinity Map

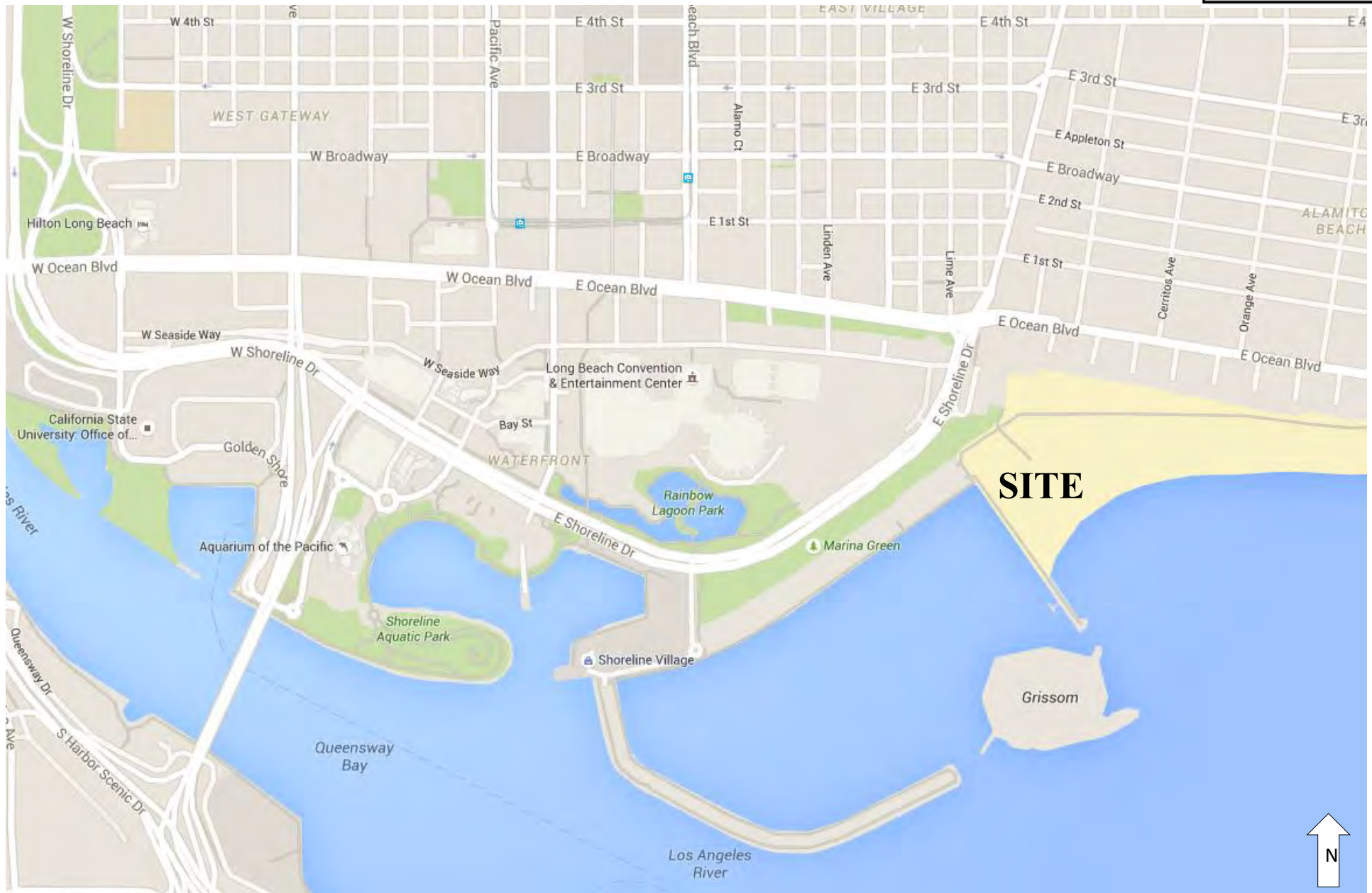


Photo Credit: Google Maps

Exhibit 2

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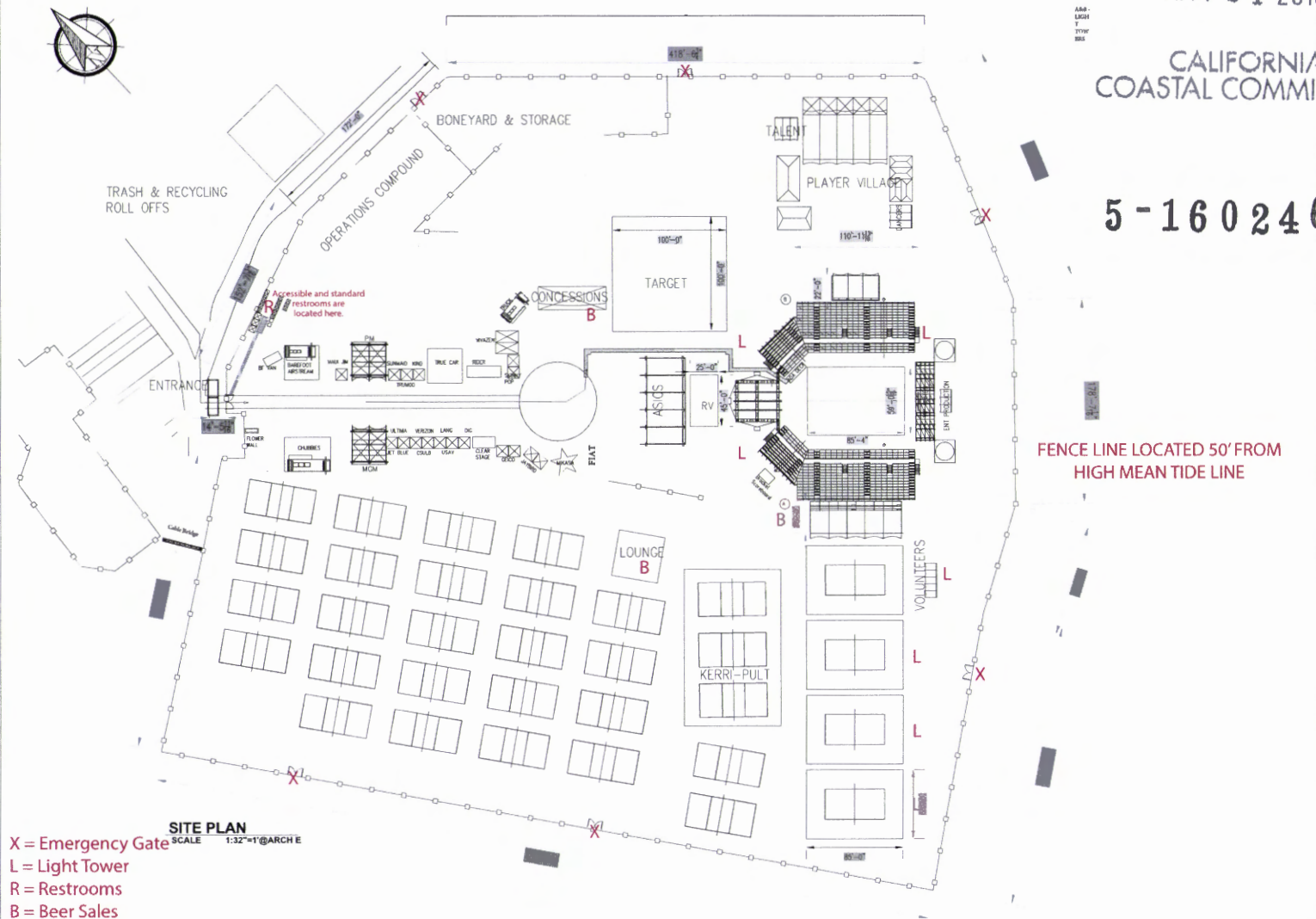


Exhibit 3

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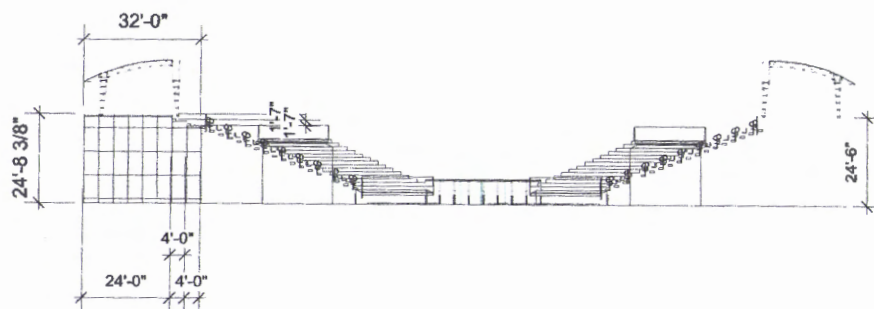
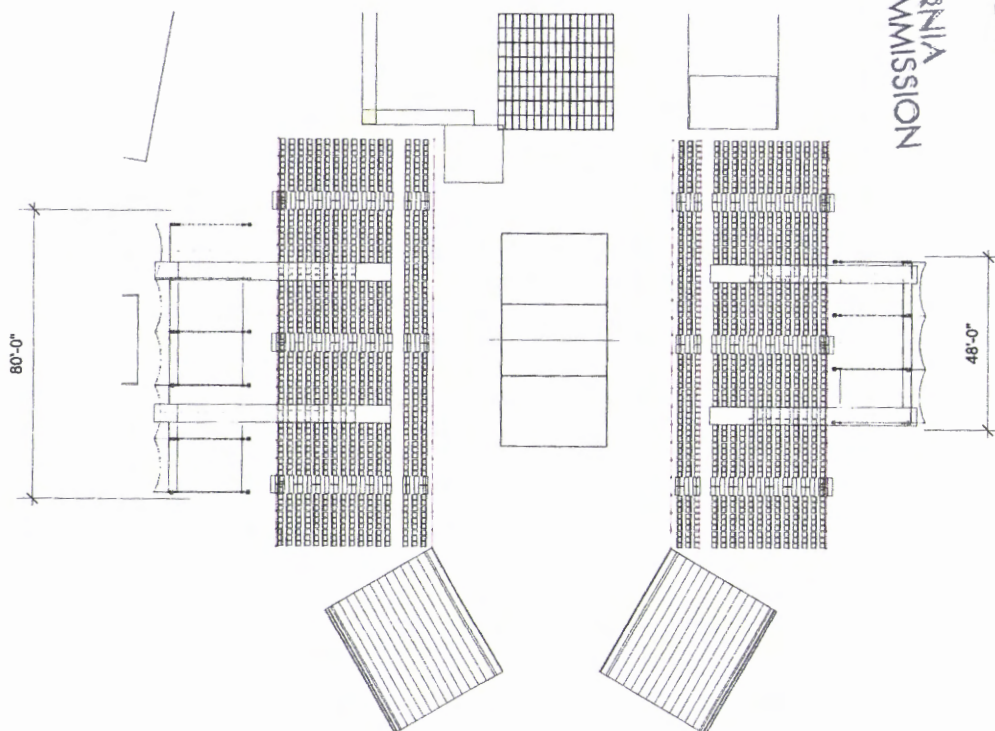
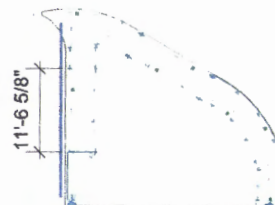
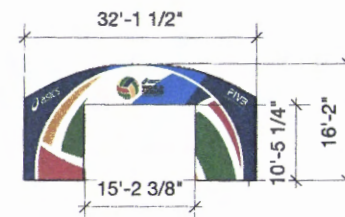
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Get rid of last bay

Rigging avoids going
through decks

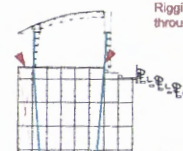
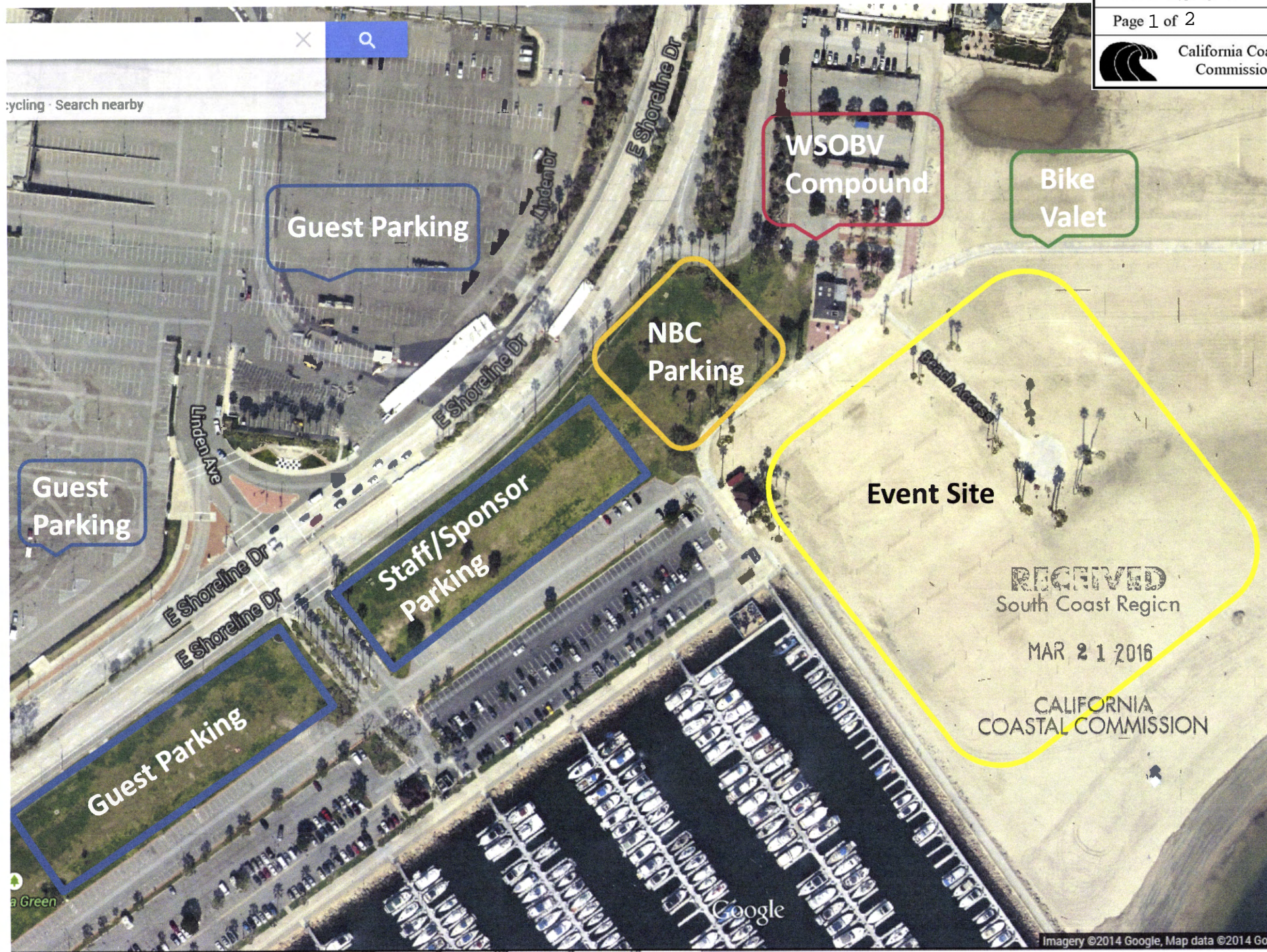


Exhibit 4

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asics
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OF BEACH VOLLEYBALL

Exhibit 4

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2016 World Series of Beach Volleyball Parking Plan

As part of our execution, please review this summary below as our formal parking plan for the dates of our event (World Series of Beach Volleyball) from Wednesday August 23rd to Sunday August 28th in and around Marina Green and the beach in Downtown Long Beach off of Shoreline Dr. East of Linden. We are partnering with the City of Long Beach to help manage the parking pass distribution to WSOBV staff, sponsors and vendors to avoid overflow in the Marina Green area.

- We confirmed with SMG, who controls the Convention Center parking; our staff, vendors and sponsors will have access to the lot during the entire week of the event, which will allow fans to park on the Marina Green both east and west of Linden
- Electric message boards provided by the City of Long Beach will direct our guest to park in the Convention Center parking lot/garage
- WSOBV, with the assistance of SMG, will provide security and parking personnel to help direct fans, sponsors and vendors to appropriate parking locations, including reserved parking and overflow parking areas
- Accordingly, we are not accessing the general parking for our event adjacent to Marina Green and it will be open to operate on a day-to-day basis with no parking rate changes
- WSOBV spectators will have access to the parking locations listed above and will be pursuant to their normal parking pricing/fees as listed below:
 1. Parking lot adjacent to the Convention Center, \$10 daily max
 2. Marina Green Parking West of Linden (overflow), \$10 daily max
 3. Long Beach Pike (Pike Garage), \$10 for daily max

Bike Valet – Last year, Pedal Movement, serviced over 1,350 bikes in three days. We plan to partner with Pedal Movement again and to promote and encourage biking as an alternative means of transportation to our fans. The bike valet will be available Friday August 26th – Sunday August 28th.

Alamitos Parking Lot – WSOBV is interested in reserving a section of this parking lot for the event dates (August 17th – September 3rd), instead of reserving spots in the Marina Green parking lot.

Dirt Lot Adjacent to Alamitos Parking – WSOBV would like to secure this area for trash and recycling bins, bike valet, load-in/load-out for vendors and sponsors and large vehicle parking (ASICS trailer).

Shuttle Service – All of our designated parking locations are within walking distance of our event site, including the host hotel for players, referees and employees.

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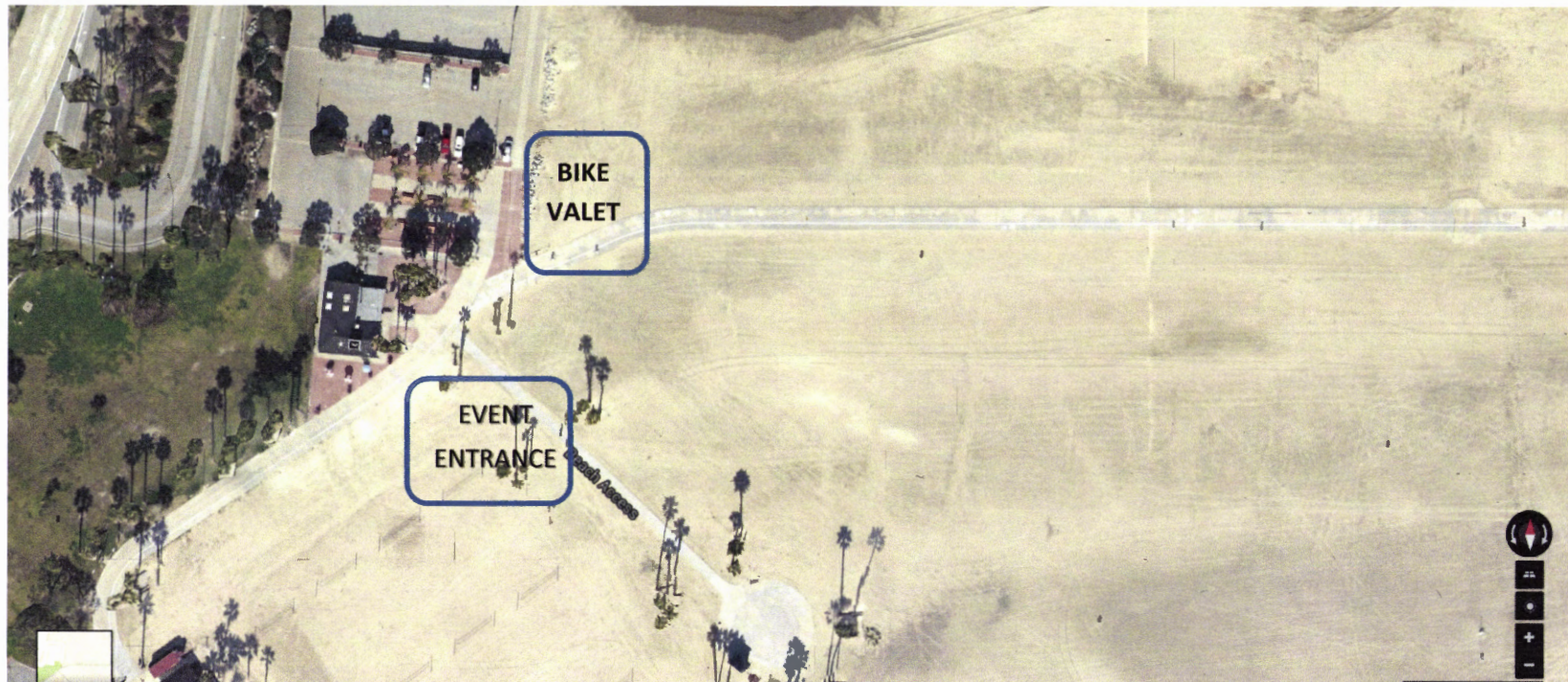
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CALIFORNIA
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We will be renewing our partnership with a local Long Beach company, Pedal Movement, for the third straight year to create a bike valet at our event. The bike valet details will be promoted through our website (WSOBV.com) and social media messaging as an alternative transportation option for our fans attending the event.

Bike Valet Details:

- Open from 9:00am to 10:00pm on Friday August 26th, 9:00am to 10:00pm on Saturday August 27th to accommodate both volleyball fans and concert attendees and 9:00am to 5:00pm on Sunday August 28th
- Four to six Pedal Movement staff members will man the valet throughout the event
- The valet consists of two tents, three repair stands and three valets to hang bikes without kickstands
- Pedal Movement will also provide and lock all bikes that are checked into the valet, patrons do not need to bring their own bike locks
- Each bike will also receive a complimentary 15 minute "Safety Check"
- In 2015, we serviced over 1,350 bikes throughout the weekend, compared to 612 the previous year



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2016 World Series of Beach Volleyball Lighting Plan

Lighting will be provided throughout the event site from 6:30pm – 10pm on Wednesday August 24th – Saturday, August 27th. Volleyball competition on stadium court will be completed by 9:30pm on both Wednesday and Thursday nights. We will need additional lighting to support our Friday and Saturday ancillary events, which include our Legends Night (honoring Olympic athletes) and musical performances take place following the completion of volleyball competition in our stadium. At the completion of volleyball competition, WSOBV staff will convert the stadium court for concert seating, including taking down the volleyball net and clearing entry points for fans to access sand seating areas. In addition, to ensure the safety of our fans, WSOBV staff will also position two light towers between the front entrance of the event site and the entrance to the stadium.

- Lighting from the two light towers will be directed toward the ground to provide coverage for fans to exit safely from the venue as well as to adhere to CA Coastal Commission guidelines to minimize impact on marine resources
- Additional light stands will be placed at public areas, food vendors and the merchandise tent to allow fans to safely navigate the event site during and following the musical performances
- We will not have a need for lights on Sunday August 28th, as all of the volleyball competition and live musical performances will take place throughout the day between matches in the stadium and will be completed by 5pm

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Trash and Recycling Plan



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Sponsors and Vendors

- Advanced notification to our sponsors and vendors is important. A message with instructions about recycling at the event will be included in our Sponsor Setup Memo.
- We will also do our best to provide reminders (signs posted at the venue, live stage announcements, messages in event programs or promotional materials) to help reinforce the recycling message

Recycle and Trash containers

- The number of recyclable containers will be equal to the number of trash containers (a 1:1)
- All containers will be clearly marked "Recycle" and "Trash"
- Containers will be placed throughout the foot print of the event, including all food and beverage areas and all entrances and exits

Dedicated Recycle and Trash Personnel

- We will continue our partnership with the service men from the Beacon House of San Pedro to help us manage the collection and upkeep process throughout the event. They have proved to be a very helpful and hard working group
- The group will patrol the grounds emptying both recycling and trash receptacles when needed.

Recycle and Trash Dumpsters

- We will have two larger dumpsters (one for recyclables and one for trash) adjacent to our event site in a designated fenced off area during setup, event and breakdown.
- Both dumpsters will be monitored and emptied throughout the event by the trash and recycling companies
- All recycling and trash dumpsters will be removed from the venue on the last day of load-out

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2016 World Series of Beach Volleyball Live Music Plan

The ASICS World Series of Beach Volleyball (WSOBV) is one of Southern California's biggest summertime events bringing together the world's best players in a groundbreaking week long sports and lifestyle event with a music festival component. With over 23M worldwide viewers in 2015 (2.3M in the USA) and over 60k onsite attendees, the event has broad consumer and corporate appeal. The 2016 event (August 23-28, Long Beach, CA) will have over 14 hours of national broadcasts across NBC national stations www.wsbov.com

The multi-day music festival component produced in partnership with iHeart Media will have daily performances from top bands and DJ's, Friday August 26th – Sunday August 28th. Prior artists from the last three years have included Bleachers, Adam Lambert, American Authors, MAGIC!, Capital Cities, Eric Hutchinson, Katy Tiz, SomeKindaWonderful, Parachute, Ryan Cabrera, Cisco Adler and Danny Avila.

Friday August 26th

- Live music will start at the completion of volleyball competition, 6:30pm (estimated) to 10pm
- All concession vendors, including alcohol sales will remain open to the general public and will shut down an hour prior to the completion of the musical performances
- Tickets will be charged for 90% of seats with the remaining 10% of the stadium's capacity being offered to the general public for free
- Bike valet hours will be extended to 10pm to accommodate event attendees

Saturday August 28th

- Live music will start at the completion of volleyball competition, 6:30pm (estimated) to 10pm
- All concession vendors, including alcohol sales will remain open to the general public and will shut down an hour prior to the completion of the musical performances
- Tickets will be charged for 90% of seats with the remaining 10% of the stadium's capacity being offered to the general public for free
- Bike valet hours will be extended to 10pm to accommodate event attendees

Sunday August 28th

- A combination of live music and DJs will perform between volleyball matches throughout the day. All performances will be free to the general public.

Performance Details:

- The live music performance will take place inside the stadium on the announcer/music stage
- Following the completion of volleyball competition on Friday August 26th and Saturday August 27th, the stadium will be cleared, except for paid ticket holders who may remain in the stands. Once the court is cleared, free access will be provided to a limited number of non-ticket holders

World Series of Beach Volleyball 111 Penn St., Suite 101 El Segundo, California 90245 (310) 906-3800



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- The City of Long Beach has already approved alcohol on the beach for this event. Per ABC regulations, we can apply for an ABC permit 30 days from the start of the event. The application will be submitted on our behalf by our concessionaire. We will have a physical copy of the permit 7-14 days from the start of the event
- The entire fenced area outside of the stadium will also remain open and free for public access during the concert
- Two light towers and light stands at public areas, food vendors and the merchandise tent will allow fans to safely navigate the event site during and following the musical performances on Friday and Saturday evenings. Concert speakers will be positioned facing out towards the ocean at all times