

## **CALIFORNIA COASTAL COMMISSION**

South Coast Area Office  
200 Oceangate, Suite 1000  
Long Beach, CA 90802-4302  
(562) 590-5071



# **F16e**

**5-17-0255 (WSOBV & CITY OF LONG BEACH)**

**MAY 12, 2017**

## **EXHIBITS**

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# Vicinity Map



Photo Credit: Google Maps





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TRASH AND RECYCLING ROLL-OFFS

**E - entrance**

**X - emergency exit**

☐ - beer sales

✱ - pre-existing trees

💡 - light tower (facing toward ocean)

TV Compound

Ops Compound and Boneyard/Storage

Youth Court

Outer Courts

FIVB Courts

Medium

Fence line to be placed 50' above mean high tide line

BOH Tents

Sponsor Village

STAGE

STAGE



Site Plan



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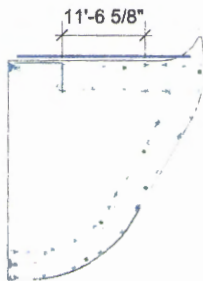
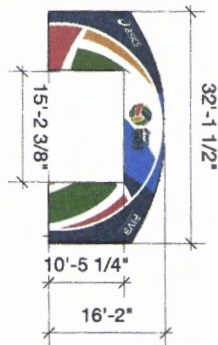
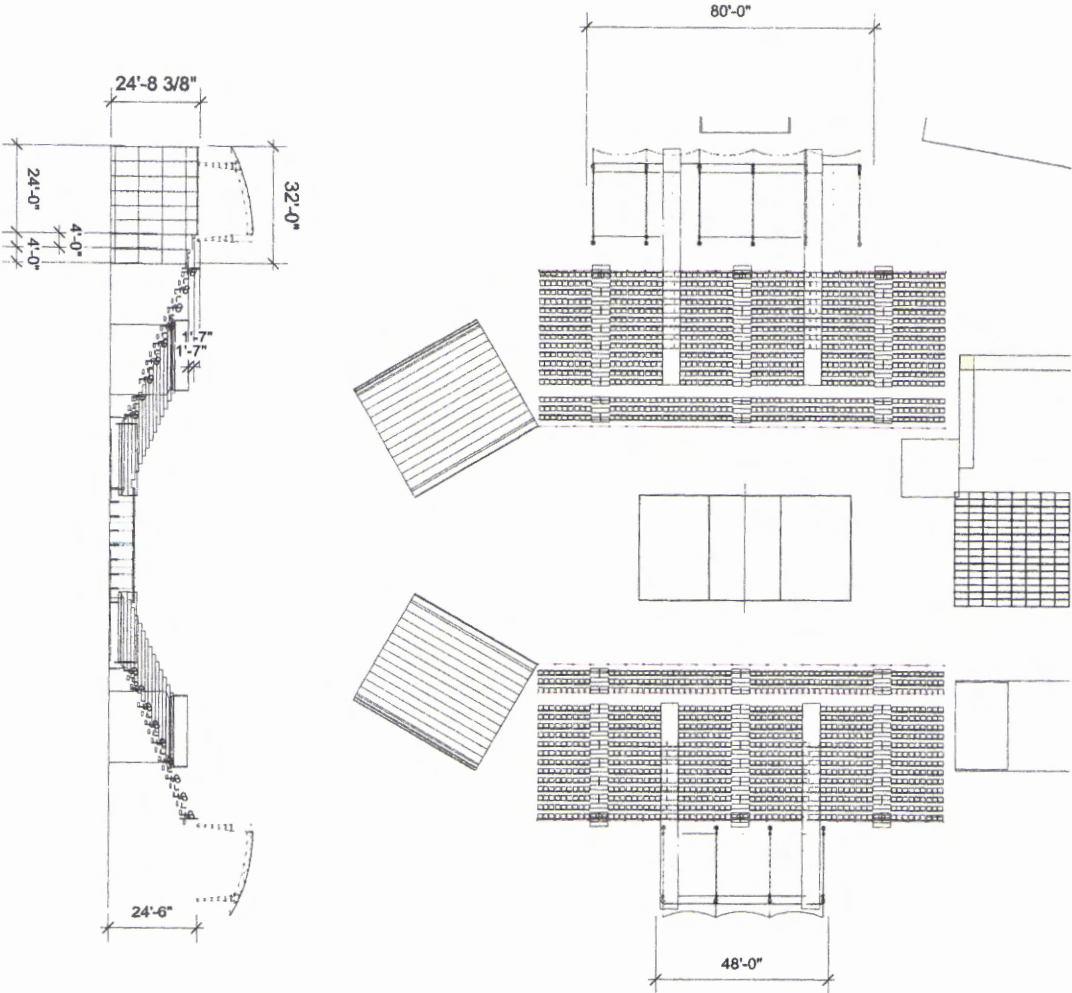
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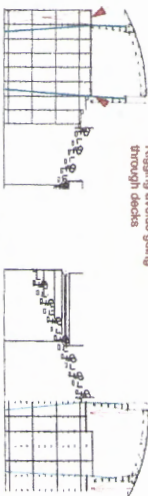
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Center of last bay

Rigging avoids going through decks



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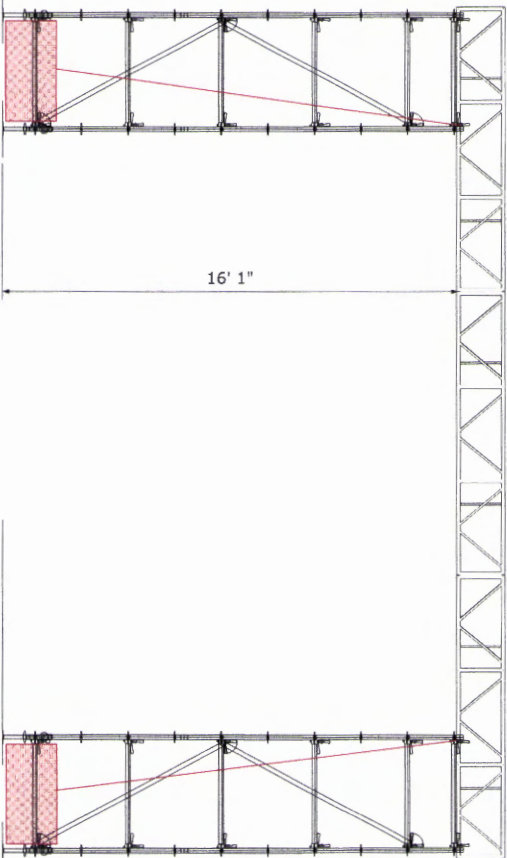
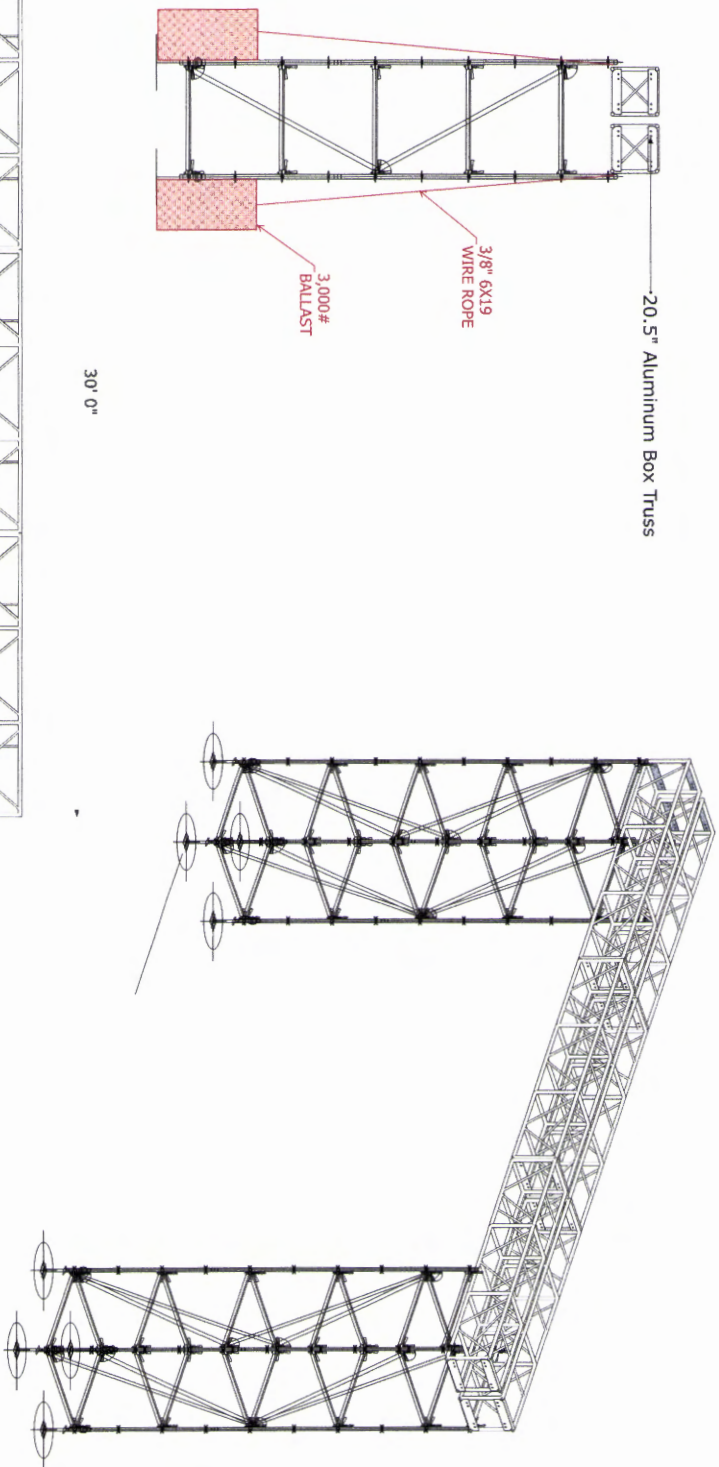
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**Exhibit 3**

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NOTES:  
 1) ALL SCRAM SHALL BE REMOVED FROM CABLE BRIDGE WHEN WIND SPEEDS ARE EXPECTED TO EXCEED 40 MPH.  
 2) 20.5 BOX TRUSS ALLOWABLE LOAD SHALL NOT EXCEED 150 PLF PER SPAN

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CLARK

Cable Bridge

WORLD SERIES  
 BEACH VOLLEYBALL

SHORELINE DR  
 LONG BEACH, CA 90802E



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## **2017 World Series of Beach Volleyball Ticketing Plan**

The WSOBV Ticket Sales Plan will change for the 2017 event (pending approval). All fans will be allowed to access the event site for free for all days of the professional FIVB tournament. This includes access to sponsor village, AAU Junior Nationals Championship tournament, outer courts for both professional and open tournaments, concessions and merchandise area, Kids' Day activities and clinics, athlete autographs and meet and greet promotions and free youth clinics. The Stadium will remain free of charge for general access seating for Thursday and Friday. Premium seating inside the stadium and discounted ticket packages will be made available for fans to purchase Friday through Sunday. Tickets can be purchased in advanced online at WSOBV.com or can be purchased day of at the event.

### **General Stadium Access**

On Thursday and Friday, the general access seating areas of the stadium will remain open, which will allow fans to watch 56 of the total 64 tournament matches, free of charge. After Friday, we plan to fence off the stadium and charge for ninety percent of the stadium capacity for the remaining matches on Saturday and Sunday. Fans will be charged a minimal general admission fee to gain access to the stadium. The remaining ten percent of the stadium capacity will be free for fans and will still provide access to the stadium and have the ability to watch the best athletes compete during the medal rounds. The free area of the stadium will be on a first come-first serve policy and fans will not need a separate ticket to access this area.

The City of Long Beach is in full support of us charging fans to access the stadium on Saturday and Sunday as it would provide a more controlled and safer environment for crowd control. The other areas of the event site will remain free to all fans all week long.

### **Beach Access**

Beach patrons not attending the event will still have access to the beach. Patrons will be permitted to walk through the event site to access the beach without paying an admission fee. We will have signage by the front entrance directing traffic for beach access vs event attendance. Security personnel will also be instructed to allow patrons to pass through the event to access the beach. Free General Admission signs will be posted at the front entrance next to our Information / Ticket Booth. We will have staff members at the entrance answering general event questions and assisting with directing patron traffic.

### **Stadium Seating Area/Ticket Sales**

The stadium has two seating sections, general grandstand (GA) and reserved courtside seating areas. The following is a breakdown of seating sections and the cost associated with each section.

***World Series of Beach Volleyball 111 Penn St., Suite 101  
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## **Exhibit 4**

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SEATING AREA	Thurs	Friday	Saturday	Sunday
<b>COURTSIDE SEATS</b>				
Courtside 1-Day	Free	\$50	\$60	\$60
Courtside 2-Day	-		\$100	-
Courtside 3-Day	-	\$125	-	-
<b>GENERAL ADMISSION</b>				
GA 1-Day	Free	Free	\$10	\$10
GA 2-Day	-	-	\$15	-
GA 3-Day	-	-	-	-
Group GA	-	-	-	-
Youth GA	Free			
Military	Free			

### Admission / Re-entry Policy

Fans will be given wristbands/tickets for the charged days of competition. The color and print on the wristband will identify which day and seating area fans have access to the event and seating areas. Security will be posted at all access points to ensure all fans have the correct wristband for each day of competition and to assist with directing fans to the different seating areas inside the stadium. Re-entry will be permitted as security will be stamping fans as they exit and will be checking for correct wristbands and stamps upon re-entry.

### Stadium Capacity/Ticket Sales

Our stadium has a seated capacity of 1,634 with an additional VIP / Hospitality space of 300. The stadium has two seating sections, general grandstand and reserved courtside seating areas. The following is a breakdown of the overall capacity of the stadium, the capacity for each seating section and the cost associated with each section.

Total capacity of the stadium – 1,634  
 Courtside seats – 276 capacity (Free Thurs, \$50-\$65 Fri-Sun)  
 Grandstand seats – 1,358 capacity (Free Thurs/Fri, \$10 Sat/Sun)  
 VIP only section – 300

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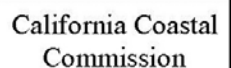
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**2017 World Series of Beach Volleyball Parking Plan**

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 July 12<sup>th</sup> to Sunday July 16<sup>th</sup> 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** – The last two years, we’ve partnered with Pedal Movement to run our Bike Valet and have serviced over 3,000 bikes. 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 July 14<sup>th</sup> – Sunday July 16<sup>th</sup> during the hours of the event.

**Alamitos Parking Lot** – WSOBV is interested in reserving a section of this parking lot for the event dates (July 5<sup>th</sup> – July 21<sup>st</sup>), 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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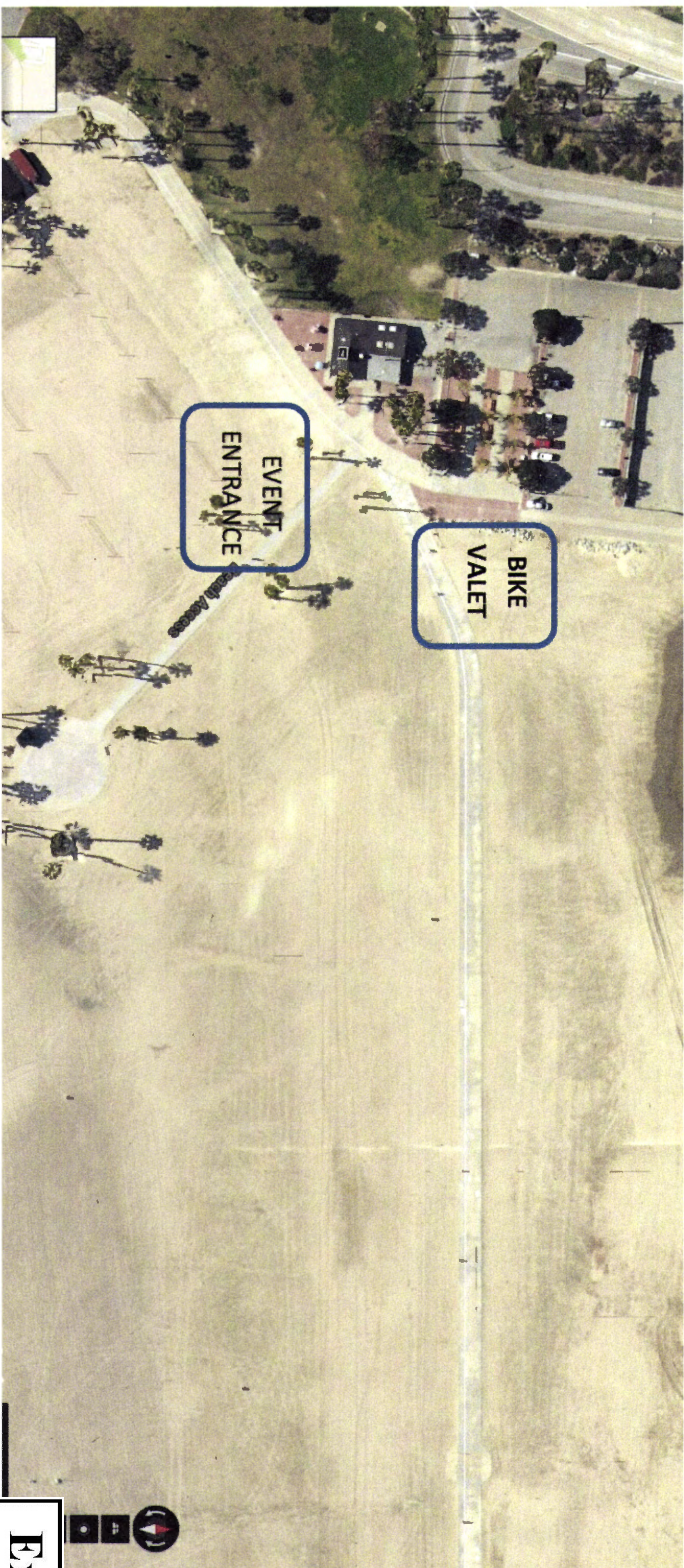


## 2017 WSOBV Bike Valet Plan

We will be renewing our partnership with a local Long Beach company, Pedal Movement, for the fourth 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 7:00pm on Friday July 14, 9:00am to 10:00pm on Saturday July 15<sup>th</sup> to accommodate both volleyball fans and concert attendees and 9:00am to 5:00pm on Sunday July 16<sup>th</sup>
- Four to six Pedal Movement staff members will work 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 the last three years, Pedal Movement has serviced over 3,500 bikes at the WSOBV event



**Exhibit 6**

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**2017 World Series of Beach Volleyball Lighting Plan**

Lighting will be provided throughout the event site from 6:30pm – 10pm on Saturday July 15<sup>th</sup>. Volleyball competition on stadium court will be completed by 10:00pm on Saturday night and will remain on for 30 minutes as fans safely exit the stadium and the event site. The lighting on stadium court will be broadcast quality as the women's finals will be broadcasted live on ESPN. We will need additional lighting to support our Saturday night musical performance, which will take place following the completion of the women's 3<sup>rd</sup> place match (estimated from 6:30 to 8:15pm). 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 July 16<sup>th</sup>, 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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## **2017 WSOBV Trash and Recycling Plan**

### **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 a 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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**2017 World Series of Beach Volleyball Live Music Plan**

The 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 sports and lifestyle event with a music festival component. With over 23M worldwide viewers in 2016 (3M in the USA) and over 60k onsite attendees, the event has broad consumer and corporate appeal. The 2017 event (July 13-16, Long Beach, CA) will have over 14 hours of national broadcasts across ESPN/ABC national stations [www.wsbov.com](http://www.wsbov.com)

The multi-day music festival component produced in partnership with iHeart Media will have daily performances from top artists and DJ's, Friday July 14<sup>th</sup> – Sunday July 16<sup>th</sup>. Prior artists from past years have included Thomas Jack, Bleachers, Adam Lambert, American Authors, MAGIC!, Capital Cities, Eric Hutchinson, Katy Tiz, SomeKindaWonderful, Parachute, Ryan Cabrera, Cisco Adler and Danny Avila.

**Friday July 14<sup>th</sup>**

- A combination of live music and DJs will perform between volleyball matches throughout the day
- 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 capacity with the remaining 10% being offered to the general public for free
- Bike valet hours will be extended to 10pm to accommodate event attendees

**Saturday July 15<sup>th</sup>**

- A combination of live music and DJs will perform between volleyball matches throughout the day
- Completion of volleyball and live music elements will be no later than 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 volleyball match
- Tickets will be charged for 90% of capacity with the remaining 10% being offered to the general public for free
- Bike valet hours will be extended to 10pm to accommodate event attendees

**Sunday July 16<sup>th</sup>**

- A combination of live music and DJs will perform between volleyball matches throughout the day.
- All concession vendors, including alcohol sales will remain open to the general public and will shut down an hour prior to the completion of volleyball match
- Tickets will be charged for 90% of capacity with the remaining 10% being offered to the general public for free







**Performance Details:**

- The live music performance will take place inside and adjacent to main stadium
- On Saturday July 15<sup>th</sup>, around 5pm the outer court area will be cleared following the completion of volleyball competition for a ticketed music concert outside the stadium consistent with what has been describe previously herein.
- 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
- 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

