34
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Date: June 17, 2025

To: Honorable Mayor and City Council

From: Councilwoman Mary Zendejas, First Council District
Councilwoman Cindy Allen, Second Council District
Mayor Rex Richardson

Subject: Downtown Dining & Entertainment District Entertainment Zone One-Year Pilot Program

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RECOMMENDATION

Recommendation to direct the City Manager to work with the Police Department, Economic Development, Special Events, and other relevant departments and offices to establish a one-year Entertainment Zone (EZ) pilot program in the Downtown Dining & Entertainment District and return to council by the next available City Council meeting with recommendations outlining City processes and tools currently available such as street closure, open alcohol, and event permits, and immediate steps to develop a management plan and any required ordinance changes amending Title 5 of the Long Beach Municipal Code and other sections as needed pursuant to California Senate Bill 969, with a target of allowing a pilot to begin in the Summer of 2025.

DISCUSSION

BACKGROUND:

In 2023, the State of California passed Senate Bill 76 (SB 76), authorizing the City and County of San Francisco to establish open container Entertainment Zones (EZ) that permit regulated alcohol consumption to take place outside a licensed premise. Prior to this legislation, any public consumption of an alcoholic beverage was prohibited and any person found in violation of this law could be deemed guilty of an infraction.

SB 76 defined an EZ to mean a zone created by a city, county, or city and county ordinance that authorizes consumption of one or more types of alcoholic beverages on public streets, sidewalks, or public rights-of-way adjacent to and during a special event permitted or licensed by the Department of Alcohol Beverage and Control (ABC).[1]

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[1] See: https://calmatters.digitaldemocracy.org/bills/ca_202320240sb76

On June 25, 2024, San Francisco became the first city in California to adopt an ordinance, pursuant to SB 76, for local implementation of EZs with the selection of its first zone on Front Street in the city's downtown, in an effort to help revitalize the neighborhood by drawing increased foot traffic and supporting local businesses. To date, San Francisco has established a total of four zones citywide with 18 businesses permitted for this purpose.

On August 13, 2024, the Long Beach Economic Development and Opportunity Committee received a presentation from staff on Senate Bill 76. The Committee discussed the importance of studying the development of these zones as permitted in the City and County of San Francisco.

Following the successful implementation of SB 76, the State of California enacted Senate Bill 969 (SB 969) in September 2024, to extend this authorization to all cities and counties statewide. In January 2025, the Downtown Long Beach Business Alliance prepared a draft Entertainment Zone Pilot Program Management Plan for the Office of Councilmember Zendejas, the Long Beach City Manager's Office, and the Special Events & Filming Office. The document outlined a proposed program and an adaptation of Municipal Code 5.72.200 to allow for a Downtown Long Beach Entertainment Zone Pilot Program.

On May 13, 2025, the City of Santa Monica passed legislation introducing and adopting an emergency ordinance relating to the Third Street Promenade Entertainment Zone Pilot Program with the new ordinance proposed as a one-year pilot program allowing staff to assess the success of the entertainment zone and revise implementation if necessary.

Outside of California, cities like Grand Rapids, Michigan have successfully implemented similar refreshment zones designated in walkable neighborhoods creating vibrant and inclusive social and cultural atmospheres for all adults to enjoy responsibly. [2]

The Long Beach Downtown Dining and Entertainment District consists of the area bounded by the north side of Ocean Boulevard, the south side of Third Street, the east side of Pacific and the west side of Long Beach Boulevard. It also includes the Pike at Rainbow Harbor and Shoreline Village.

OPPORTUNITY:
It is well established that a city's cultural variables play a significant role in propelling urban development and economic prosperity.[3] Entertainment zones present opportunities for economic and cultural growth through increased foot traffic, tourism, and local business support, especially in dense corridors like Downtown. Such activation of business corridors will elevate community cohesiveness, support economic recovery efforts, and bring new life to the City's small business and entertainment industries. By creating a vibrant and engaging public space where families can gather and adults can responsibly enjoy alcoholic beverages purchased from local

[2] See: https://www.experiencegr.com/things-to-do/refreshment-areas/

[3] See Culture and the Economy of Cities: https://journals.sagepub.com/doi/abs/10.1177/096977649900600403

businesses, the City can positively impact Downtown Long Beach establishments.

The City of Long Beach has a growing reputation for its rich multi-cultural diversity and business-friendly environment. Such was the reasoning for the creation of an inaugural Arts, Culture, and Tourism Committee of the City Council, chaired by Councilwoman Zendejas. And as outlined in Mayor Richardson's Grow Long Beach Initiative, tourism and entertainment remain one of the City's most important growth and opportunity sectors, especially as the City transitions away from its historical reliance on oil revenues and looks to generate new and more sustainable revenue sources to support the critical public services that residents depend on. Tourists spent a record $2 billion in the City of Long Beach in 2024, and proven economic development strategies like Entertainment Zones will continue to draw visitors to Long Beach, supporting the city's core revenue base and ability to continue delivering essential services long-term.

The establishment of Entertainment Zones aligns with the City's strategic vision to support efforts that promote the arts and our unique culture, history, and identity to stimulate economic development and support our diverse communities.[4]

The local ordinances passed by cities like San Francisco and Santa Monica to draft a management plan with best practices around public safety and neighborhood well-being are valuable precedents and examples that could be specifically tailored for the City of Long Beach. The proposed pilot program should be structured around permitted events to allow the service of alcohol within the entertainment zone. The proposed pilot program is for a one-year pilot, limited to the Long Beach Downtown Dining and Entertainment District. The goal of the pilot program is to allow staff to assess the success of the entertainment zone and revise implementation if necessary. After a one-year pilot period of implementation and evaluation, the City Council may consider institutionalizing the pilot as a permanent entertainment zone in the Downtown Dining and Entertainment District and evaluate additional entertainment zone locations within the City.

This matter has been reviewed by Budget Manager Rebecca Bernstorff on June 10, 2025.

FISCAL IMPACT

This recommendation to establish a one-year Entertainment Zone pilot program in the Downtown Dining & Entertainment District is anticipated to have, at minimum, a moderate impact on staffing beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. Public safety staffing impact is currently unknown and depends on the frequency and scale of Entertainment Zone events and other permitted special events throughout the city. Staff would draft a proposed Entertainment Zone program and ordinance for further Council consideration. Any fiscal impact associated with operating the Entertainment Zone, such as additional public safety resources, would be the responsibility of the private event permittees. There is no local job impact associated with this recommendation.

SUGGESTED ACTION

[4] See full report: https://longbeach.gov/citymanager/2030-strategic-vision/

Approve recommendation.

Respectfully submitted,



Mary Zendejas, Councilwoman, First District



Cindy Allen, Councilwoman, Second District



Rex Richardson, Mayor, City of Long Beach

DOWNTOWN LONG BEACH ALLIANCE

ENTERTAINMENT ZONE PILOT PROGRAM MANAGEMENT PLAN

Prepared for City of Long Beach City Manager's Office and Special Events & Filming Department

January 2025

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EXECUTIVE SUMMARY

The Downtown Long Beach Alliance (DTLB Alliance) proposes the adaptation of Municipal Code 5.72.200 to allow for a Downtown Long Beach Entertainment Zone Pilot Program. This document outlines the proposed pilot program, including the summarized points of consideration by the City of Long Beach City Manager's Office, care of Special Events & Filming Bureau (SEF) listed below.

A. SECTION II: Adaptation of Municipal Code 5.72.200 Downtown Dining and Entertainment District, specifically the designated boundaries of the zone, hours of operation, and permitting requirements for participating businesses.
B. SECTION IV. A: Oversight of the DTLB Entertainment Zone Pilot Program management plan to be conducted by appropriate City of Long Beach department, specifically, the right to review, update, and publish the management plan with revised operating requirements at any time with a standard review of every two years (minimum).
C. SECTION IV. D. 2: DTLB Alliance "signature events" outlined below will accommodate specific hours of operation and management logistics designated by SEF.
D. SECTION IV. E. 2: A security plan shall be submitted to the appropriate Long Beach Police Department (LBPD) District Station prior to any Entertainment Zone event, and the LBPD-approved security plan shall be followed during the entirety of the event.
E. SECTION IV. E. 4: All Participating Businesses must serve to-go containers featuring Participating Business and DTLB Alliance event-specific branding. Branded event-specific stickers will be provided to Participating Businesses to be added to each unique Participating Business's existing "to-go" containers. Containers not featuring a Participating Business' and DTLB Alliance event-specific branding will be considered illegal within the Entertainment Zone boundaries and confiscated for disposal by security.
F. SECTION IV. E. 4. D: An Entertainment Zone event may only be held in conjunction with an approved street closure permit issued through the City of Long Beach Department of Special Events. The operation of the Entertainment Zone shall be subject to any conditions imposed upon the street closure permit. Recommendation only relevant if Pine Avenue (Option #1) is approved.

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SECTION I: DOWNTOWN LONG BEACH ENTERTAINMENT ZONE PILOT PROGRAM OVERVIEW

A. About Downtown Long Beach Entertainment Zones

Entertainment Zones are designated areas in Downtown Long Beach (DTLB), California where people can buy open container drinks (alcoholic drinks "to-go") from local bars, restaurants, wineries, and breweries and enjoy them outside in common spaces like plazas, sidewalks, and streets during approved special events.

B. Program Objectives

Guiding objectives for Downtown Long Beach's Entertainment Zone Pilot Program include:

- Activate DTLB commercial corridors
- Increase revenue for DTLB restaurants and bars
- Catalyze broader economic stimulus
- Ensure equitable distribution of program benefits
- Amplify the perception of DTLB as a vibrant cultural hub

SECTION II: DOWNTOWN LONG BEACH ENTERTAINMENT ZONE ORDINANCE

Recommendations for review and realignment of existing Municipal Code 5.72.200 Downtown Dining and Entertainment District:

A. Boundaries of Downtown Long Beach Entertainment Zone Pilot Program

Current:

5.72.210 The downtown program area consists of the area bounded by the north side of Ocean Boulevard, the south side of Third Street, the east side of Pacific and the west side of Long Beach Boulevard, and the areas known as the Pike at Rainbow Harbor and Shoreline Village, as shown on maps on file in the office of the City Clerk. Hotels within the boundaries are excluded from the requirements of the downtown program but continue to be subject to all other provisions of this Chapter and shall continue to operate under the conditions of their previously-issued entertainment permits.

(ORD-08-0039 § 1, 2008: ORD-06-0010 § 1 (part), 2006)

Proposed: There are four proposed boundaries detailed below for review and consideration.

OPTION #1 "Pine & Promenade" – The Downtown area consists of the area bounded by the south side of 3rd Street, the north side of 1st Street, the east side of Pine Avenue and the west side of The Promenade. Hotels and non-alcohol serving restaurants within the boundaries are excluded from the requirements of the downtown program but continue to be subject to all other provisions of this Chapter and shall continue to operate under the conditions of their previously-issued entertainment permits.

OPTION #2 "The Promenade Short" - The Downtown area consists of the area bounded by the south side of 3rd Street, the north side of Broadway, the east side of The Promenade and the west side of The Promenade. Hotels and non-alcohol serving restaurants within the boundaries are excluded from the requirements of the downtown program but continue to be subject to all other provisions of this Chapter and shall continue to operate under the conditions of their previously-issued entertainment permits.

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OPTION #3 "The Promenade Long" - The Downtown area consists of the area bounded by the south side of 3rd Street, the north side of 1st Street, the east side of The Promenade and the west side of The Promenade. Hotels and non-alcohol serving restaurants within the boundaries are excluded from the requirements of the downtown program but continue to be subject to all other provisions of this Chapter and shall continue to operate under the conditions of their previously-issued entertainment permits.

OPTION #4 "The Promenade +" - The Downtown area consists of the area bounded by the south side of 3rd Street, the north side of Broadway, the east side of Tribune Court and the west side of Waite Court. Hotels and non-alcohol serving restaurants within the boundaries are excluded from the requirements of the downtown program but continue to be subject to all other provisions of this Chapter and shall continue to operate under the conditions of their previously-issued entertainment permits.

B. Hours of Operation

Both indoor and outdoor ambient music restrictions to be upheld unless specifically requested in special events permits application for Downtown "signature" events.

Current: Indoor entertainment and outdoor Ambient Music that otherwise conforms with the requirements of state and local laws and regulations may be offered until 2:00 a.m., seven (7) days a week.

Outdoor Amplified Music, including entertainment activity on rooftop patios or areas with sidewalk-occupancy permits, must be applied for and will be considered separately from indoor entertainment. Outdoor amplified entertainment, if permitted, will be subject to the following restrictions: a) sound amplifying equipment may be used only between 10:00 a.m. and 10:00 p.m. Sunday through Thursday, and 10:00 a.m. and midnight Friday and Saturday; b) in conjunction with an Occasional Event Permit, pursuant to Long Beach Municipal Code section 5.72.130; or c) in conjunction with a special events permit. Permittee agrees that the following standard is reasonable: Noise emanating from Permittee's premises shall not be unreasonably loud or disturbing in light of the facts and circumstances then prevailing within fifty feet (50') of the perimeter of the premises in all directions.

Proposed:

C. Permitting Requirements

SECTION III: DOWNTOWN LONG BEACH ENTERTAINMENT ZONE VISION

A. Overview

The DTLB Entertainment Zone Operators aim to create a dynamic entertainment destination that reshapes how people perceive Downtown Long Beach. Their vision is to establish a flexible urban amenity that caters to both the local community and visitors.

Three main objectives steer their vision:

- Expand upon annual signature special events that draw attention while driving economic growth for local business operators.

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- Offer more profitable opportunities that keep people staying Downtown longer and engaging DTLB businesses in new ways.
- Create a "third place" that supports planned gatherings and entertainment through temporary and permanent streetscape improvements

B. Operators

The DTLB Entertainment Zone is operated in partnership by the following groups:

1. Entertainment Zone Lead

As Entertainment Zone Lead, DTLB Alliance coordinates the Participating Businesses and Community Partners to manage the Entertainment Zone in alignment with the Management Plan and serves as the Point of Contact for inquiries.

2. Participating Businesses

As participating businesses may serve open containers for consumption during approved special events within the Entertainment Zone.

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OPTION #1 – Pine & The Promenade (see Appendix A for map)

Pine Avenue & The Promenade between 3rd Street (South) and 1st Street (North)

Businesses:

- Agaves Ultra Lounge
- Altar Society Brewing & Coffee Co.
- Alegria Cocina Latina
- Bo-Beau Kitchen & Roof Tap
- George's Greek Cafe
- King's Fish House
- Café Sevilla of Long Beach
- L'Opera Italian Restaurant
- The Carvery Restaurant
- Baby Bros Pizza
- Bad Axe Throwing
- Chipotle
- Johnny Rockets
- Shannon's on Pine
- Poke Pub
- The Stave
- ISM Brewing
- Ubuntu
- Dog Haus
- The Ordinarie Tavern
- Harvelle's Long Beach

OPTION #2 – Promenade Short (see Appendix A for map)

The Promenade, between 3rd Street (South) & Broadway (North)

Businesses:

- Dog Haus
- ISM Brewing
- Ubuntu

- The Ordinarie Tavern
- Harvelle's Long Beach

OPTION # 3 – Promenade Long (see Appendix A for map)

The Promenade, between 3rd Street (South) & Broadway (North) AND Broadway (South) & 1st Street (North)

Businesses:

- Dog Haus
- ISM Brewing
- Ubuntu
- The Ordinarie Tavern
- Harvelle's Long Beach
- Poke Pub
- The Stave

OPTION # 4 – Promenade + (see Appendix A for map)

The Promenade, between 3rd Street (North) & Broadway (South), including Tribune Court. (East) and Waite Court (West)

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Businesses:

- Dog Haus
- ISM Brewing
- Ubuntu
- The Ordinarie Tavern
- Harvelle's Long Beach
- Poke Pub
- The Stave
- Altar Society Brewing & Coffee Company

C. Activation and Programming

1. Events

The DTLB Entertainment Zone Operators plan to pilot the program with a series of signature events that cater to a range of interests. These special one-day events aim to attract a cross-section of Downtown residents and visitors while highlighting unique DTLB businesses and amenities. Examples include Taste of Downtown, Art & Design Walk, and Beer & Wine festivals. These signature events could attract thousands of people over a five-to-eight-hour period.

a. Benefits of Activation and Programming

The DTLB Entertainment Zone Operators will prioritize strategies that enhance economic benefits for brick-and-mortar bars selling open containers, including:

- Placemaking as Economic Development: The proposed activation and programming can draw new customers to DTLB. By creating a clean, safe, and sociable street atmosphere with engaging signature events, the DTLB Entertainment Zone will

encourage people to socialize and linger, ultimately benefiting Participating Businesses.

- Media Promotion: The DTLB Entertainment Zone Lead will leverage its social media channels and collaborative partnerships to generate positive media coverage about DTLB's success as California's first Entertainment Zone. This can attract more visitors to boost sales for participating bars.
- Collaboration for Broader Economic Stimulus: DTLB Entertainment Zone Operators are committed to collaborating with diverse businesses to stimulate economic growth throughout the neighborhood. The Entertainment Zone Lead has a history of collaboration and cross-promotion with ground-floor businesses for event programming and activation.

SECTION IV: ENTERTAINMENT ZONE OPERATING REQUIREMENTS

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A. Compliance, Modification, and Evaluation

The operating requirements established in this section shall be considered mandatory and binding conditions for the operation of the Downtown Long Beach Entertainment Zone. Failure to comply with these conditions or the creation of any significant health or safety concerns resulting from the operation of the Entertainment Zone may result in the modification or suspension of the Entertainment Zone.

The City of Long Beach City Manager's Office and/ or Department of Special Events & Filming (SEF) reserves the right to publish an updated management plan with revised operating requirements at any time.

Additionally:

Any Participating Business holding a liquor license that fails to comply with these operating requirements will be reported to the Long Beach Police Department (LBPD), which may transmit the information to the California Department of Alcoholic Beverage Control. Non-compliance could result in the business's future ineligibility to participate within the Entertainment Zone.

The SEF will evaluate the Entertainment Zone's compliance with the conditions of this Management Plan every two years. Both the Entertainment Zone Lead and Participating Business must promptly respond to requests for information during this evaluation process. Failure to meet these conditions may lead to modification or suspension of the Entertainment Zone.

B. Entertainment Zone Lead and Point of Contact

The Entertainment Zone Lead must serve as the designated Point of Contact that should be contacted with inquiries about the operation of the Entertainment Zone. The designated Entertainment Zone Lead and Point of Contact for the Downtown Long Beach Entertainment Zone is:

Downtown Long Beach Alliance (DTLB Alliance)

Address: 100 W. Broadway, Ste. 235, Long Beach, CA 90802

Email: Info@dtlb.org

Phone: 562-436-4259

C. Participating Businesses

Only licensed restaurants, bars, breweries, and wineries are eligible to participate in selling open containers for consumption within the Entertainment Zone. The following establishments are confirmed to participate in the Entertainment Zone:

OPTION #1 – Pine & The Promenade (see Appendix A for map)

Pine Avenue & The Promenade between 3rd Street (South) and 1st Street (North)

Businesses:

- Agaves Ultra Lounge
- Altar Society Brewing & Coffee Co.
- Alegria Cocina Latina
- Bo-Beau Kitchen & Roof Tap
- George's Greek Cafe
- King's Fish House
- Café Sevilla of Long Beach
- L'Opera Italian Restaurant
- The Carvery Restaurant
- Baby Bros Pizza
- Bad Axe Throwing
- Chipotle
- Johnny Rockets
- Shannon's on Pine
- Poke Pub
- The Stave
- ISM Brewing
- Ubuntu
- Dog Haus
- The Ordinarie Tavern
- Harvelle's Long Beach

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OPTION #2 – Promenade Short (see Appendix A for map)

The Promenade, between 3rd Street (South) & Broadway (North)

Businesses:

- Dog Haus
- ISM Brewing
- Ubuntu
- The Ordinarie Tavern
- Harvelle's Long Beach

OPTION # 3 – Promenade Long (see Appendix A for map)

The Promenade, between 3rd Street (South) & Broadway (North) AND Broadway (South) & 1st Street (North)

Businesses:

- Dog Haus
- ISM Brewing
- Ubuntu
- The Ordinarie Tavern

- Harvelle's Long Beach
- Poke Pub
- The Stave

OPTION # 4 – Promenade + (see Appendix A for map)

The Promenade, between 3rd Street (North) & Broadway (South), including Tribune Court. (East) and Waite Court (West)

Businesses:

- Dog Haus
- ISM Brewing
- Ubuntu
- The Ordinarie Tavern
- Harvelle's Long Beach
- Poke Pub
- The Stave
- Altar Society Brewing & Coffee Company

Any other business wishing to participate must notify the SEF and the California Department of Alcoholic Beverage Control (ABC).

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D. Location and Hours

1. Location of Operation

Subject to all other applicable requirements, the Downtown Long Beach Entertainment Zone may operate within the entire area permitted by Municipal Code 5.72.200 Downtown Dining and Entertainment District. Maps of proposed zone boundaries (Options #1-4) can be found in Appendix A.

OPTION #1 – Pine & The Promenade (see Appendix A for map)

Pine Avenue & The Promenade between 3rd Street (South) and 1st Street (North)

Businesses:

- Agaves Ultra Lounge
- Altar Society Brewing & Coffee Co.
- Alegria Cocina Latina
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- ISM Brewing
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- Dog Haus
- The Ordinarie Tavern
- Harvelle's Long Beach

OPTION #2 – Promenade Short (see Appendix A for map)

The Promenade, between 3rd Street (South) & Broadway (North)

Businesses:

- Dog Haus
- ISM Brewing
- Ubuntu
- The Ordinarie Tavern
- Harvelle's Long Beach

Attraction opportunities (existing vacancies):

- 201 E. Broadway

OPTION #3 – Promenade Long (see Appendix A for map)

The Promenade, between 3rd Street (South) & Broadway (North) AND Broadway (South) & 1st Street (North)

Businesses:

- Dog Haus
- ISM Brewing
- Ubuntu
- The Ordinarie Tavern
- Harvelle's Long Beach
- Poke Pub
- The Stave

Attraction opportunities (existing vacancies):

- 201 E. Broadway
- 199 The Promenade N.

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OPTION # 4 – Promenade + (see Appendix A for map)

The Promenade, between 3rd Street (North) & Broadway (South), including Tribune Court. (East) and Waite Court (West)

Businesses:

- Dog Haus
- ISM Brewing
- Ubuntu
- The Ordinarie Tavern
- Harvelle's Long Beach
- Poke Pub
- The Stave
- Altar Society Brewing & Coffee Company

Attraction opportunities (existing vacancies):

- 201 E. Broadway
- 199 The Promenade N.

2. Hours of Operation

Under this management plan, the Downtown Long Beach Entertainment Zone may operate any Thursday, Friday, Saturday, and Sunday year-round between 12:00 PM to 11:00 PM, provided that the following required permits are obtained:

- One-day event permit from ABC
- Street closure permit from SEF

Additional "signature events" are permitted outside these regular operating hours, on any day of the year between 12:00 PM and 11:59 PM with the required one-day event permit from ABC, street closure permit and approval from SEF.

“Signature events” are defined as annually recurring DTLB Alliance presented events hosted within but not limited to the Entertainment Zone boundaries. These events include, but are not limited to the following:

- Taste of Downtown, Pine & Promenade
- Art & Design Walk
- New Year’s Eve

Businesses may only sell open containers for consumption within the Entertainment Zone during these hours. Businesses are prohibited from selling open containers for consumption within the Entertainment Zone outside these hours.

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E. Health and Safety Measures

1. Age Verification

Patrons of all ages may be admitted into the Entertainment Zone. Alcohol-serving businesses may admit patrons under the age of 21 if allowed by their liquor license.

During the duration of any Entertainment Zone event, every patron purchasing an alcoholic beverage for consumption in the Zone or drinking an alcoholic beverage within the Zone must be wearing a wristband identifying them as 21 years of age or over. All of the businesses within the Zone must use a single style of wristband agreed upon prior to the operation of any Entertainment Zone event.

If a patron is not wearing a wristband, staff within licensed businesses may check patrons’ IDs to confirm their age and provide them wristbands. For larger events, staff or volunteers possessing an ABC Server certification may also choose to check patrons’ IDs and distribute wristbands at the entrances to the Entertainment Zone or other locations within the Zone.

2. Safety and Security

Every business participating within the Entertainment Zone is responsible for the safety and security of their patrons and the surrounding neighborhood. A security plan shall be submitted to the Long Beach Police Department (LBPD) prior to any Entertainment Zone event, and the LBPD-approved security plan shall be followed during the entirety of the event.

Where Entertainment Zone events follow a recurring format/site plan (i.e., recurring weekday afternoon happy hours), the Entertainment Zone events may operate pursuant to one security plan governing all of the events of that format. For any unique or larger-scale event, a unique security plan shall be submitted to and approved by LBPD prior to the event.

During Entertainment Zone events, each business participating within the Entertainment Zone shall always have at least one staff member on site who is able to provide a copy of this management plan and the approved security plan and is aware of all relevant conditions within these plans.

Within 24 hours of any violent incident, or any time LBPD responds to a call for service at or within the Entertainment Zone, any business connected to that incident or call for service, or the permit holder of the City of Long Beach Department of Special Events street closure permit for the Entertainment Zone, shall complete and send an incident report to their LBPD District Station Permit Officer.

A security fund is to be established with funds received from the Participating Businesses (of select Entertainment Zone boundaries) to compensate for additional security, Entertainment Zone signage and branding, and costs associated with cleanup of Entertainment Zone events.

3. Signage

The boundaries of the Entertainment Zone must be clearly marked by easily visible signage posted at every intersection around the perimeter of the zone. This signage must instruct patrons not to carry alcoholic beverages outside the Entertainment Zone (e.g., "No Alcoholic Beverages Beyond This Point").

Signs must be illuminated well enough to be sufficiently visible during nighttime hours of the Zone's operation.

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4. Operational Requirements
   a. Cup Material

A licensed business within the Zone must serve any alcoholic beverage for consumption in the Zone in a compostable or reusable cup.

A business may not serve any alcoholic beverage for consumption in the Zone in any metal or glass container.

All Participating Businesses must serve to-go containers featuring Participating Business and DTLB Alliance event-specific branding. Branded event-specific stickers will be provided to Participating Businesses to be added to each unique Participating Business's existing "to-go" containers. Containers not featuring a Participating Business' and DTLB Alliance event-specific branding will be considered illegal within the Entertainment Zone boundaries and confiscated for disposal by security.

   b. Cup Disposal

The Entertainment Zone Lead or Participating Businesses will provide receptacles sufficient for patrons to dispose of their compostable cups or return their reusable cups before exiting the Entertainment Zone.

   c. Permits

For an Entertainment Zone event to occur, a one-day event permit must be acquired from ABC through either a one-day nonprofit daily license or a one-day catering authorization under a Caterer's Permit granted to a qualified food and beverage business.

The operation of the Entertainment Zone will be subject to any additional conditions imposed in the approved ABC permit for any Entertainment Zone event.

d. Street Closure Permit

An Entertainment Zone event may only be held in conjunction with an approved street closure permit issued through the City of Long Beach Department of Special Events. The operation of the Entertainment Zone shall be subject to any conditions imposed upon the street closure permit.

e. Insurance

The holder of the street closure permit shall maintain sufficient insurance as required by City of Long Beach Department of Special Events during the operation of any Entertainment Zone event.

f. Information
   1.) Website

The DTLB Alliance will create and maintain a dedicated webpage on its consumer-facing website that provides information about the operation of the Entertainment Zone Pilot Program, including the list of approved Participating Businesses.

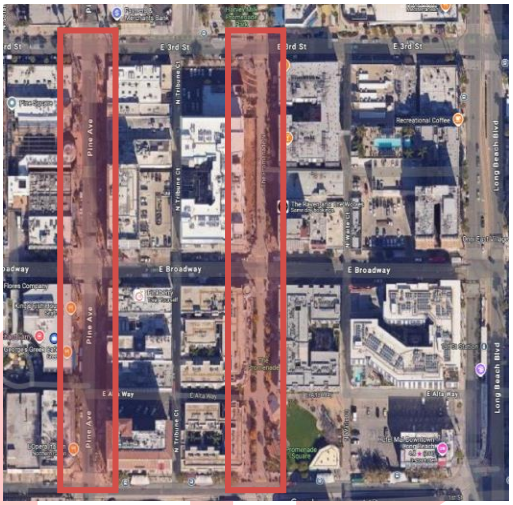
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SECTION V: APPENDICES

APPENDIX A - Downtown Long Beach Entertainment Zone Map and Existing Infrastructure

OPTION #1 – Pine & The Promenade (see Appendix A for map)

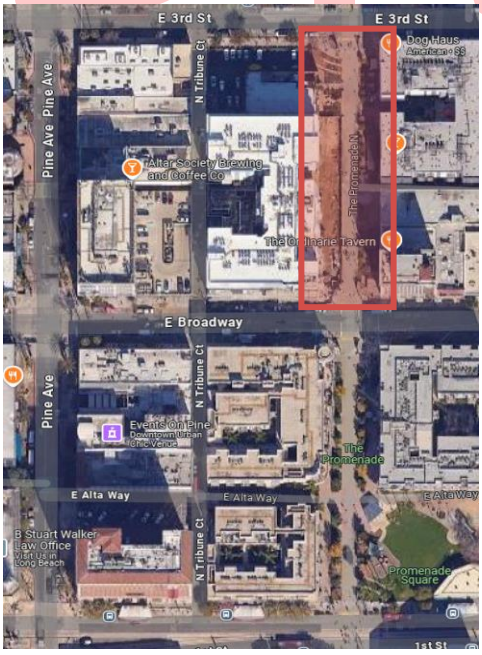
Pine Avenue & The Promenade between 3rd Street (South) and 1st Street (North)



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OPTION #2 – The Promenade Short

The Promenade, between 3rd Street (South) & Broadway (North)



OPTION #3 – The Promenade Long

The Promenade, between 3rd Street (South) & Broadway (North) AND Broadway (South) & 1st Street (North)



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OPTION #4 – The Promenade +

The Promenade, between 3rd Street (North) & Broadway (South), including Tribune Court. (East) and Waite Court (West)

