

Memo

To: Judy Vickers
Revenue Supervisor
Department of Finance – City of Costa Mesa

From: Doug Lofstrom
Vice President – Events & Facilities

CC: Bill Morris
Director of Public Services – City of Costa Mesa

Date: May 8, 2007

Re: 2007 OC Fair Cattle Drive – Revised Event Information

Enclosed is the revised event description for the 2007 OC Fair Cattle Drive and six (6) copies of the revised aerial map for the route. Key revisions to the previously submitted event information are: use of Fairview Park for staging the event, new street route, modifications to the production schedule and the fundraising barbecue event will be held at the OC Fair.

The OC Fair is requesting use of the following Fairview Park facilities:

1. Goat Hill Junction (“Horse Camp”) - approximately 20 acres: infield of train layout and train station parking area (all flat area located south of the train layout). No activities will occur north of the train layout and riders accessing the cattle staging area (“Cow Camp”) will use existing trails or approved roadway crossings. Goat Hill Junction Horse Camp will be used for staging horses, parking, rider registration/briefing, rider lunch (Thursday), Cattle Drive “Kick-Off Breakfast” (Friday) and event production support.
2. Lower, Northwest Portion of Fairview Park (“Cow Camp”) – approximately 30 acres: access off Placentia at flood control channel. Cow Camp boundary is flood control channel to the north, fenced environmental area to the west, existing park trails to the south and Placentia to the east. Fairview Park Cow Camp will be used for the cattle holding pen, wrangler horse camp and cattle working area. It will also serve as the start for the cattle drive on Friday, July 27.

Event Purpose

The purpose of the cattle drive is to provide the 2007 OC Fair with a unique special event that promotes the OC Fair, highlights its salute to agriculture, extends fair programming into the community and provides the public an opportunity to experience a “on-of-a-kind” event. The cattle drive is more than a parade...it is an opportunity for the public to get involved. An added dimension of the cattle drive is the fundraising component of the event that generates resources for the OC Fair’s Centennial Farm Foundation, a 501.C3 non-profit organization. The Centennial Farm Foundation supports and provides agricultural education for school-age children and the public at-large. Based on the experience of past cattle drives, the event has been well received and highly anticipated by communities. Event operations are designed to have minimal impact on the public and public right-of-way. Care is given to insure safety is a concern at all times and emphasis is placed on planning, communications and multi-agency coordination. Agencies involved with past cattle drives can attest to the efforts given to pre-event coordination and event day operations as well as enthusiasm for the cattle drive. Community and agency support is the cornerstone of the event’s success.

2007 Cattle Drive Production Schedule

Tuesday, July 24

8am – Set-up Goat Hill Junction Horse Camp/Fairview Park Cow Camp

12noon - Pre-Drive Agency Coordination Meeting/Luncheon

Wednesday, July 25

10am - Cattle Delivered – Fairview Park Cow Camp

12noon - Work Cattle – Fairview Park Cow Camp

6pm - Event Operations/Production Meeting/Dinner

Thursday, July 26

5am: Load Cattle - Fairview Park Cow Camp/Transport to Huntington Beach

7am: Media Event (@ Huntington Beach Pier

9am: Load Cattle/Transport to Fairview Park Cow Camp

11am: Rider Registration/Lunch/Orientation – Goat Hill Junction Horse Camp

1pm – 6pm: Work Cattle – Fairview Park Cow Camp

Friday, July 27

8am: Cattle Drive “Kick-Off Breakfast” – Goat Hill Junction Horse Camp

9:30am: Rider Briefing/Warm-up Horses

10am: Ride Horses to Fairview Park Cow Camp

10:30am: Cattle Drive to OC Fair

11:45am: Cattle Drive Arrives at OC Fair

12noon: Rider/Guest Lunch

1:30pm: Shuttle Riders Back to Goat Hill Horse Camp/Fairview Park Cow Camp

Proposed 2007 Cattle Drive Route

South on Placentia to Victoria
East on Victoria to Harbor
North on Harbor to Fair Drive
East on Fair Drive to Fairgrounds – Enter at Vanguard Gate
Estimated Route Mileage – 3 ½ miles

Proposed 2007 Cattle Drive

The event description identified as follows is patterned after a model proven to be successful for seven prior cattle drives, thereby insuring the greatest chance for its continued success.

Tuesday, July 24th

A multi-agency coordination meeting will be held to discuss and review the event operations plan, anticipated weather conditions, contingency plans, communication plan and production schedule.

Set-up operations base for the cattle drive at Fairview Park. Goat Hill Junction will serve as the “Horse Camp” - rider parking, rider registration, horse area (tie-up, warm-up) and the lower, northwest area of Fairview Park will serve as the “Cow Camp” – cattle pen, wrangler camp, cattle working area. OC Fair personnel and production contractors will be responsible for set-up of equipment and production to create a camp that will provide the necessary amenities to support event operations. The camp facility will be designed to have minimal impact on the environment and special focus will be given to insure camp facilities can easily be taken down in a timely fashion at the conclusion of the event. Security staff will be provided to secure the facilities at all times.

Commercial livestock trucks (3 sets of doubles) will arrive in the morning with approximately 300 head of Corriente cattle. Cattle will be off-loaded, counted, fed, watered and settled for the evening. Approximately 100 head of cattle will be worked during the day in preparation for the media event the next morning at the Huntington Beach Pier.

In the evening, cattle drive operations personnel will attend a production meeting and event briefing.

Thursday, July 26th

At daybreak a small contingency of cattle and riders (100 steers and 25 riders) will be transported to Huntington Beach for a special media event. This group will drive the cattle along the beach from Goldenwest and PCH to join the U.S. Open of Surfing at the Huntington Beach Pier. This group will return to the Cow Camp mid-morning

Starting at 11am, cattle drive riders will check-in at the Goat Hill Junction Horse Camp. Approximately one hundred and twenty-five pre-registered riders will pay to participate in the event. Cattle drive experience is not required since horsemen familiar with cattle and cattle drives are part of the 25-person core team used to produce the event and assist riders. The 25-person core team was selected because of past experience and knowledge of cattle drive operations. Another key and valuable component of the event are the cattle dogs. Cattle dogs under the supervision of select riders provide immediate assistance if it is needed. No other dogs are permitted on the cattle drive.

After registration and lunch riders will attend a briefing to discuss the day's event schedule and operations plan. Riders are placed in

groups of twelve and assigned a group leader. The cattle drive will have one trail boss who directs all operations and is responsible for the group leaders. Groups will ride together for the entire cattle drive and will be identified by colored bandanas. After the rider briefing, riders will warm-up their horses and assemble by groups. Cattle will be released from the cattle holding pen and worked in the lower, northwest portion of Fairview Park. Cattle will be worked for approximately four hours.

The working of the cattle in the afternoon is very important and integral to the success of the event. It is during this approximately four-hour work session that group leaders instruct riders regarding their role and set expectations for the next day. In addition to the afternoon cattle work providing exercise for the cattle and horses, the trail boss and group leaders use this time to assess whether any of the steers or horses might be problematic. A large-animal veterinarian will be present during riding activities and available on-call during non-riding times. Attention to animal welfare is a priority and all animal activity will be monitored to insure there will be no adverse public reaction to the cattle drive.

In the evening, the Centennial Farm Foundation will hold its fundraising activity at the OC Fair.

Friday, July 27th

Riders, guests and media will attend a Cattle Drive “Kick-Off Breakfast” at the Goat Hill Horse Camp. After breakfast riders will attend a briefing to review event operations. After the briefing riders will warm-up their horses, assemble in their assigned groups and ride to the Cow Camp. After police and traffic control personnel have secured the street staging area on Placentia, riders will assemble in a “perimeter containment” format. Then the cattle will be released from the Fairview Park Cow Camp and proceed along the street route. As soon as the cattle drive has started, OC

Fair personnel and event production contractors will breakdown the facility and restore the area to its original condition.

The concept for traffic control/support is to create a “rolling roadblock/detour”, thereby minimizing traffic delays and public inconvenience. In advance of the cattle drive will be a media truck for news personnel/photographers and one vehicle for event communications/emergency use by the event coordinator. Directly behind the cattle drive will be approximately 20 woody cars and several wagons pulled by horses for officials and dignitaries. At the rear of the entire procession will be a pickup truck/livestock trailer and street cleaning equipment. In addition to event operation vehicles, there will be law enforcement vehicles as determined by the event’s traffic control plan. The cattle drive will travel at approximately 3.5 miles per hour. As part of the contingency plan, pre-determined areas along the route will serve as holding spots in the event emergency circumstances require their use. If required by law enforcement personnel, it is possible to stop the cattle drive and hold the cattle in place until further notice.

The cattle drive is not scheduled to make any stops along the route. It is anticipated the drive will take approximately ninety minutes to reach the Orange County Fairgrounds. The cattle drive will enter at the Vanguard Gate and be driven through the parking lot to a special loading area where commercial livestock trucks will be parked to pick up the cattle. Riders will be released to tie-up their horses and attend a post-event barbecue lunch in the Livestock area of the OC Fair. After lunch riders will be shuttled back to Goat Hill Junction Horse Camp/Fairview Park Cow Camp to pick up their vehicles and horse trailers.

Event References

City of La Verne

Marty Lomeli, City Manager

909.596.8726

Los Angeles County Fair Cattle Drive

Cattle Drive produced as part of the Los Angeles County Fair
1996, 1997, 1998, 1999

Ron Ingels, Interim Chief of Police

City of Irwindale

(Chief of Police, Retired

City of La Verne)

626.430.2234

Bill Harford, Executive Director

Inland Valley Humane Society

909.623.9777

City of Hemet

Great Anza to Hemet Cattle Drive

Cattle Drive produced as part of events held at the Hemet
Fairgrounds sponsored by the Farmers Fair of Riverside County
1985, 1986, 1987

