



Letter of Transmittal

Date: November 16, 2017

To: Ellen Carroll, San Luis Obispo Planning Department

CC: Justin Cooley, San Luis Obispo Tax Collector's Office

From: Jamie Kirk

RE: Baseline and Background Information for the Avila Beach Resort (ABR)
Temporary Commercial Outdoor Entertainment License (License)

Please find attached a partial listing of the on-going entertainment activities that have occurred at the ABR since 2007. This listing is only intended to address those activities that are included in the License application. Other on-going activities not included in this listing, but occur on the property, include wedding, banquets, corporate retreats, golf tournaments, and other similar activities generally associated with a commercial resort facility. The listing includes the name of the specific event along with the number of ticketed attendees for each activity. Pictures are also included to verify the location of the activity and parking areas.

The listing provides the baseline for CEQA purposes. The number of concert activities are generally between 15-20 a year with attendees between 1,000 – 5,000. The "baseline" demonstrates that the events are exempt from CEQA. The public concerts and gatherings at existing facilities are categorically exempt under CEQA. State CEQA Guidelines, Section 15323, "Normal Operations of Facilities for Public Gatherings" provides:

"Class 23 consists of the normal operations of existing facilities for public gatherings for which the facilities were designed, where there is a past history of the facility being used for the same or similar kind of purpose. For the purposes of this section, 'past history' shall mean that the same or similar kind of activity has been occurring for at least three years and that there is a reasonable expectation that the future occurrence of the activity would not represent a change in the operation of the facility. ..."

I have also attached an excerpt from the County's 2006 Park and Recreation Element which lists concerts as an on-going use at the Resort.

Jamie Kirk

President

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Date	Events	Paid Attendees
May 27	Tequila Festival	3500
May 28	Blues Festival	2700
May 29	Unfinished Business Memorial Day Jam benefiting Veterns	1700
June 10	Duke Dumont Concert	1700
June 17	Rebelution Concert	5000
June 24	American General Media Mac 'n Cheese Festival	2000
July 7	UB40 Concert	2500
July 8	Oyster Festival	2000
July 9	Yoga Festival	1000
Aug 6	Slightly Stoopid Concert	4500
Aug 18	Dropkick Murphys/Rancid Concert	3000
Aug 25	Trombone Shorty & St. Paul and the Broken Bones Concert	2000
Sept 10	RISE: Wine Women & Shoes fundraiser	1500
Sept 16	Oktoberfest	1000
Oct 7	Big Brothers & Big Sisters: Bubblyfest	1000
Oct 28	Autumn Jam Concert	1500
Nov 4	SLO Vintner's: Harvest on the Coast-Hospice SLO benifit	2000
Nov 11	Avila Beach Party ft. Seven Lions & Tritonal	3000
Nov 17	Kid Cudi Concert	5000

Date	Events	Paid Attendees
May 27	Rodrigo Y Gabriela Concert	2500
May 28	Tequila Festival w/ Ozomatli	3500
May 29	Blues Festival-Buddy Guy Trombone Shorty, Carolyn Wonderland	3000
June 18	Mac & Cheese Festival	2000
July 3	Slightly Stoopid	4000
July 9	Oyster Festival	3000
Aug 14	Rebeultion Concert	5000
Aug 25	Michael Franti	2500
Sept 4	Tedeschi Trucks & Nicki Bloom	2000
Sept 17	Chris Young & Josh Abbot Band	2000
Sept 23	Thomas Jack & Ottograph	2000
Sept 29	ZZ Top	2000
Oct 8	Bubblyfest-Big Brothers, Big sisters benifit	1000
Oct 21	Willie Nelson	2000
Oct 29	Gran Fondo Bike Race- NON profit beneficiary Team SLO	1500
Nov 4	Harvest Festival SLO Vintners	1000
Nov 18	Galantic	3000

Date	Events	Paid Attendees
Apr. 24	Whiskey Festival	1500
May 23	Tequila Festival-Metalachi	3000
May 24	Blues Festival-Bonnie Raitt/JJ Grey	3000
June 6	Oyster Festival	2000
Aug 2	Stephen Marley-Collie Buds	3000
Aug 7	Above & Beyond	4000
Aug 14	Michael Franti & Spearhead	2500
Aug 15	Mac & Cheese Festival	2000
Sept 19	Chasmere Cats & Trippy Turtle	2000
Sept 25	G Eazy	4000
Sept 27	Rebelution/Tribal Seeds	5000
Oct 2	Cash Cash & Tritonal	3000
Oct 3	Firestone Walker 805 Beach Festival	1000
Oct 4	Gary Allen/ John Pardi/ Love & Left	3000
Nov 17	Harvest Festival	2000

Date	Events	Paid Attendees
Apr. 23	Avila Beach Party-Nervo & Cash Cash Concert	3000
May 24	Tequila Festival- Mariachi El Bronx	3000
May 25	Blues Festival-Gregg Allman- Trombone Shorty Concert	3000
June 7	Oyster Festival	3000
June 15	Tribal Seeds- Soja Concert	3000
June 22	Gavin DeGraw Concert	2500
July 13	Central Coast Wine Classic	1000
Aug 13	Portugal the Man- Grouplove Concert	3000
Aug 16	Firestone Walker 805 Beach Festival	1500
Aug 23	Mac & Cheese Festival	2000
Aug 31	POPS by the Sea SLO Symphony Concert	3000
Sept 12	Forever Never Land	200
Sept 21	Irish Festival- Young Dubliners Concert	2000
Oct 12	Experience Hendrix-Buddy Guy, Ozzy, Rich Robinson Concert	3500
Oct 30	Laidback Luke Concert	3500
Nov 8	Harvest Festival	2000

Date	Events	Paid Attendees
May 25	Tequila Festival- Kinky Boots	3000
May 26	Blues Festival - Steve Miller, Elvin Bishop, Carolyn Wonderland	3500
June 9	Blarney at the Beach-Young Dubliners	2000
June 23	Damien & Stephen Marley	3000
July 6	Above & Beyond	4000
July 12	Central Coast Wine Classic	1000
Aug 2	Dirty Heads, Expendables	3000
Sept 1	Pops By the Sea-San Luis Obispo Symphony	3000
Sept 14	Sea Fare- Central Coast Aquarium	2000
Sept 21	Firestone Walker 805 Beach Festival	2000
Oct 6	Empire of the Sun	3500
Nov 2	Harvest on the Coast-SLO Vintners	2000

Date	Events	Paid Attendees
May 25	Dev & the Cataracs	3000
May 26	Tequila Festival-Ozomatil	2500
May 27	Blues Festival- Doobie Brothers, Tower of Power, Taj Mahal	3500
June 24	Citizen Cope	3000
June 25	JJ Grey & MoFro	2500
July 13	Central Coast Wine Classic	1000
July 21	Car Show	1000
July 24	Sublime	4000
Sept 3	San Luis Symphony-Pops by the Sea	3000
Sept 28	Mac Miller	3000
Sept 29	Wilco	3000
Oct 3	Offspring- Neon Trees	3000
Oct 6	Oaktoberfest	2500
Oct 19	Bassnectar	3500
Nov 3	Harvest on the Coast-SLO Vintners	1000

Date	Events	Paid Attendees
May 21	Sheryl Crow-Options Family Services	3000
May 27	LMFAO	3500
May 28	California Festival of Beers-Hospice of San Luis Obispo	3500
May 29	Hendrick Experience-Steve Via, North Mississippi allstars	3500
June 9	Central Coast Wine Classic	1000
Aug 21	Stone Temple Pilots	3000
Sept 4	San Luis Obispo Symphony-POS by the Sea	3000
Sept 19	Bassnectar	4000
Oct 5	Tiesto	3500
Oct 13	Incubus	3000
Oct 16	Oaktoberfest	1500
Oct 21	Central Coast Aquarium-Sea Fare	2000
Nov 5	Harvest on the Coast- SLO Vintners	2000

Date	Events	Paid Attendees
May 9	Gypsy Kings	3000
May 14	Cheech and Chong	2500
May 25	MGMT-Tamin Paula	3500
May 30	California Festival of Beers- Hospice of San Luis Obispo	3000
May 31	Blues Festival-Jonny Lang & Tower of Power	3500
June 10	Avila Beach Invitational Car Show	1000
June 20	Dirty Heads & Fat Freddy's Drop	3000
July 10	Central Coast Wine Classic Experience Hendrix- Bill Cox, Joe Satrini, John Lang, Kenny Wayne	1000
Aug 3	Shepherd, Brad Whitford, Living Colour	3500
Sept 4	ZZ Top	3000
Sept 5	San Luis Obispo Symphony- POPS by the Sea	3000
Sept 17	Sublime	3000
Sept 19	Ivan Neville's Dumpstaphunk	3000
Oct 3	Savor the Central Coast- Chris Isaak	3000
Oct 16	Firestone Walker Brewery Oaktobefest	3000
Oct 18	Nas & Damien Marley	3000
Oct 22	Central Coast Aquarium- Sea fare	2000
Oct 24	Avila Beach Concours De Elegance-Hospice of San Luis Obispo	3500
Oct 29	Switchfoot	2500
Nov 6	Harvest on the Coast-SLO Vintners	2000

Date	Events	Paid Attendees
Apr. 11	Rock n' Beach	1500
May. 3	Cinco de Mayo Festival	1000
May. 23	California Festival of Beers- Hospice of San Luis Obispo	3000
	Blues Festival-Kenny Wayne Shepard, Susan Tedeschi, Crosby Stills and	
May. 24	Nash, Jackson Browne	3000
June 13	Spring Launch Party	3000
June 14	Los Lobos & Los Lonely Boys	3000
July	Summer Celebration	3000
23-Aug	End of Summer Beach Reunion	1000
Sept 6	Symphony by the Sea- Pops by the Sea	3000
Sep 20	Autumn Jams	1000
Oct 11	Octoberfest	1800
Nov 7	Harvest Festival- SLO Vintners	2000

Date	Events	Paid Attendees
April 19	Spring Concert Series	2500
May 4	Cinco de Mayo party	1000
May 18	Stephen Marley- Capleton-Iration	3000
May 24	California Festival of Beers- Hospice of SLO	3000
May 25	Blues Festival- Little Richard, Elvin Bishop	3000
Jul 12	Canned Heat	3000
Aug 17	AB Summer Celebration	1500
Sept 1	Symphony- POPS by the Sea	3000
Sep 13	Fall Party	1500
Oct 5	Bonnie Raitt	3000
12-Oct	Oktoberfest	1000
8-Nov	Harvest Celebration	1500

Date	Events	Paid Attendees
Apr. 28	Spring Fling Series	2500
May 18	Ziggy Marley & Robert Randolph	3000
May 26	California Festival of Beers- Hospice SLO	3000
May 27	Blues Festival- Los Lobos, Kenny Wayne Shepherd, Dave Alvin	3000
9-Jun	Concert	2000
7-Jul	Summer Beach Bash	2000
11-Aug	Beach Party	1500
Sept 2	SLO Symphony- San Luis Obispo	3000
Sept 9	Death Cab for Cutie, Matt Costa	3000
Sept 16	Oktoberfest	1000
13-Oct	Autumn Jam Concert	1500
20-Oct	Havest Festival	1800



Avila Beach Resort Site Images

Avila Beach Resort at night



Avila Beach Resort
Concert at Sunset



Avila Beach Resort
Car Show



Avila Beach Resort During the Day



Avila Beach Resort
During the Day



Avila Beach Resort
Daytime Concert



Avila Beach Resort Blues Festival (Concert)



Avila Beach Resort Concert



Avila Beach Resort
During the Day



Avila Beach Resort Evening Concert



Avila Beach Resort EDM Festival



Avila Beach Resort
Daytime Festival



Avila Beach Resort Parking



Avila Beach Resort Parking & Access



TABLE A1 - AVILA BEACH (San Luis Bay PA)

EXISTING Parks, Recreation, & Natural Areas

Name	Facility Type	Owner/Operator	Provides	See:
West Irish Hills Natural Park South of Montaña de Oro and east of Diablo Canyon	Natural Area	Bureau of Land Management, Nature Conservancy	Habitat protection and potential development of trails. (1,200 acres +).	Not Mapped
Hibbard Preserve		SLO Land Conservancy	The preserve is a natural area originally conserved by the Nature Conservancy and is in the middle of the Irish Hills.	
Avila Park Front Street, Avila Beach	Community Park	SLO County Parks	Children's play equipment, picnic areas, restrooms, access to the beach and Avila Plaza, and open play area.	A V I L A M A P
Avila Plaza Front Street, Avila Beach	Community Plaza	SLO County/SLO County Parks	Pedestrian plaza along a portion of Front Street.	
See Canyon Park San Luis Bay Drive, Avila	Park	SLO County Parks	Undeveloped parkland. Expand parkland in this area if possible.	
Avila Recreation Center 191 San Miguel Street, Avila	Civic Center Building	Avila Civic Association	An area for indoor recreation.	
Bob Jones Pathway (San Luis Bay Drive to Avila Beach Road), Avila	Bicycle Path & Pedestrian Corridor	Private	County is working on accepting this from the private developer. Currently the path is open to the public. (~2 mile)	
Bob Jones Pathway (Ontario Road to San Luis Bay Drive), Avila		SLO County Parks	Class I bicycle path and pedestrian path, staging area at Ontario Road, and parking.	
Pecho Trail to the Lighthouse (Avila Beach Road and the Lighthouse), Avila	Trail	Pacific Gas & Electric & Port San Luis	Public tours lead by docents. Hiking available if arranged in advance. No general public access without permission by PG&E.	Not Mapped
Avila Beach Coastline Community of Avila, Avila	Beach	Port San Luis	Public parking, restrooms, vendors, boating and swimming. This beach is located within the community of Avila and extends the town to the Port San Luis Pier.	A V I L A M A P
Avila Beach Resort & Golf Course Avila Beach Road, Avila	Golf Course	Private	72 par golf course, pro shop, clubhouse, provides concerts, private club, and other recreation on greater than 100 acres.	
Bellevue-Santa Fe ES 1401 San Luis Bay Drive, Avila	School	San Luis Coastal School District	Children's play equipment, basketball and handball courts, sports fields (grass area with back stops), and school facilities.	

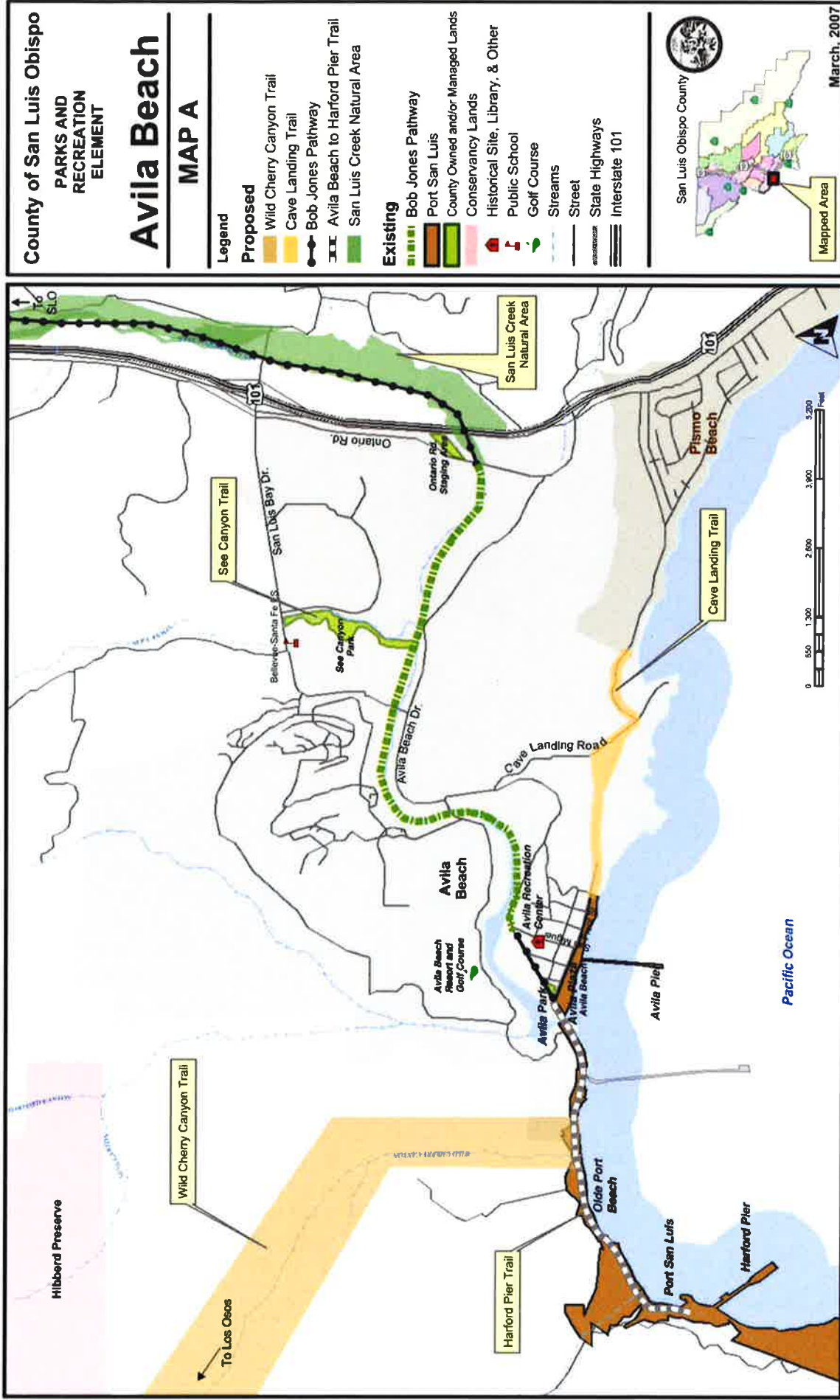
TABLE A2 – AVILA BEACH (San Luis Bay PA) PROPOSED County Parks, Recreation & Natural Areas		
Name	Location	Description
Avila Community Park*	<i>Specific site unknown</i>	Provide a community park in the Avila Valley. <i>Not Mapped</i>
San Luis Obispo Creek Natural Area*	City of SLO to Pacific Ocean	Restoration and protection of riparian habitat, environmental education and passive recreation opportunities.
Cave Landing Trail*	Bluff & Local Roads	Connect the town of Avila to Cave Landing Road and Bluff Drive along the bluffs and near the old Cave Land right-of-way. <i>See Avila Map</i>
Avila Beach to Harford Pier Trail*	Vicinity Avila Beach Drive	Provide a trail connecting the community of Avila Beach to Harford Pier. <i>See Avila Map</i>
Ontario Ridge Trail Along Ontario Ridge	SLO County Parks	Work with the community of Avila Beach to provide a trail along Ontario Ridge.
Bob Jones Pathway* (Avila Beach Road/San Miguel to Avila Park)*	Vicinity of Avila Beach Road	Connect the existing section of the Bob Jones Pathway near the sewer plant to Avila Park. <i>See Avila Map</i>
California Coastal Trail (CCT)*	<i>Along the coast</i>	The CCT is a statewide trail extending along the California coast. In San Luis Obispo County, the CCT is generally located along the marine terrace. Periodic public access to the CCT should be provided from the first public road. The CCT will connect the various coastal communities. Preserve sensitive habitats, passive recreation and nature study. <i>Not Mapped</i>

Also See San Luis Bay Planning Area Projects

Notes: * The project would be owned and/or managed by SLO County Parks or a similar entity.

** The project would be owned and/or managed by a homeowner's association, non-profit, or a similar entity.

AVILA BEACH MAP



The trails shown on this map do not authorize the public or any member thereof any right of public access to private property.