

CRSSD FESTIVAL – March 5 & 6, 2016

Noon to 11 p.m., Sat. & Noon to 10 p.m., Sun. / 21+ only

Waterfront Park - 1600 Pacific Highway, San Diego, CA 92101

www.crssdfest.com

Dear Residents & Business Owners,

My name is Darren Carroll. I am the community relations representative working with the producers of a two-day **MUSIC FESTIVAL** to be held on **March 5 and 6, 2016** at **Waterfront Park**, from the hours of **12 to 11 p.m., Saturday & 12 p.m. to 10 p.m., Sunday**.

CRSSD music festival is a multi-stage music festival with bands like Odesza and Chet Faker. It is not a rave or a hardcore dance music event. Expected attendance is 15,000 each day. CRSSD hopes to find a unique presence in California among the festival scene by being the **first 21-and-up music festival of its kind**. We are proud to showcase the best of what San Diego has to offer with local food vendors, craft beers and mixology cocktails that are popular in the San Diego community.

We learned a lot from our events last year and we continue to work closely with representatives from the city, port, police department, fire department and county from start to finish, as well as working closely with park staff to safeguard the park and maintain a "leave no trace" behind principle. We will have security as well as trash monitoring/cleanup inside and outside the event perimeter. There will be sufficient public restrooms and drinking water options. In a collaborative effort to improve the community experience, we are using a 3rd party sound monitoring company and specialized engineer for sound mitigation and minimization of sound levels and travel. We will be using techniques such as delays and angling speakers to keep sound focused where it's needed only. We also have a comprehensive plan to promote and utilize public transportation options to minimize traffic congestion for added ingress and egress efficiency.

We are planning to use the strip of public parking on the west side of the park on **North Harbor Drive** from **Ash Street** to **Grape Street** from the hours of **8 a.m. on Wednesday, March. 2 to 12 p.m. on Monday, March 7**. We are also proposing to close **Ash Street** (to vehicles, only pedestrian access is allowed) **between PCH and Harbor Drive** during festival hours on both **Saturday and Sunday, and one North-bound lane on Harbor Drive, with two lanes remaining** open for traffic. Access to Pacific Highway, surrounding streets, residences and businesses will remain open. We anticipate a boost in business traffic around the site such as Little Italy and the Port. **Event load in is Wednesday, Thursday and Friday, 8am-midnight** and **Load out is immediately following event** as well as on **Monday 8am - 10pm**. Access will be limited on the west side of the park during this time, however the south fountains and playground will be open until Friday night at 10 p.m. The fountains and the playground will open back up on Monday morning. **Sound Checks** will be Friday 3/4 at 5pm-8pm. Saturday 3/5 at 9am-10am (low sound) & 10am-12pm. Sunday 3/6 at 9am-10am (low sound) & 10am-12pm.

This is a general information notice to make sure you are aware of the festival date, times, etc. as well as have my contact information if needed. For more information on the talent line-up, and other aspects associated with the event go to **CRSSDfest.com**. Feel free to contact me with any questions or concerns you may have.

Thank you for your support!

DARREN CARROLL

Community Relations Director

619 356-0478 - dc@coachella.com

Christian Clark – crssdfestival@gmail.com

Community Relations Manager