

JL CC  
5/10/2022

# BEACHLIFE

## FESTIVAL



*In Remembrance of Taylor Hawkins*  
1972-2022

MAY 13-15TH, 2022 REDONDO BEACH CALIFORNIA

SALT MAGAZINE

*John Van Amerongen*  
© John Van Amerongen



# BEACHLIFE FESTIVAL

MAY 13-15<sup>TH</sup>, 2022  
REDONDO BEACH, CA

*John Van Hamersveld*  
JOHN VAN HAMERSVELD



9 Letter from BeachLife: Allen Sanford

13 Message from the Mayor: Bill Brand

16 BeachLife schedule

24 Festival Map

29 Featured Business: Card De A

32 Artist Profile: Sheryl Crow

36 Artist Profile: Cold War Kids

40 Local Acts: Roby Rodgers

42 Featured Business: Tradecraft Farms

43 Artist Profile: Matisyahu

45 Music Curator: Jim Lindberg

50 Cover Artist: John Van Hamersveld

52 Featured Business: Hermosa Surf Camp

56 Headliner: Smashing Pumpkins

58 Featured Business: Project Barley

60 Featured Artist: Beauty at the Bay

63 Artist Profile: Lord Huron

66 Artist Profile: 311

68 Featured Artist: Karl Denson's Tiny Universe

72 Artist Profile: Black Pumas

75 Artist Profile: Donavon Frankenreiter

80 Local Acts: Jamisen Jarvis/The Charities

82 Featured Business: Indivisible Arts

84 Artist Profile: UB40

88 Headliner: Steve Miller Band

94 Headliner: Weezer

96 Featured Business: Evolv Cannabis

Publisher: Ed Solt

Editor-in-Chief: Mark McDermott

Creative Director: Mark Kawakami

Contributing Writers: Gavin Hearney, Whitney Youngs,  
Rachel Reeves, Ryan McDonald, Mark McDermott, Bill  
Brand, Allen Sanford, and Jeff Vincent

Contributing Photographers: Brent Broza, JP Cordero

Director of Sales and Distributor of Stoke: Ed Solt

Sales Associate: Cormac O'Brien

BeachLife Festival Event Producer: Allen Sanford

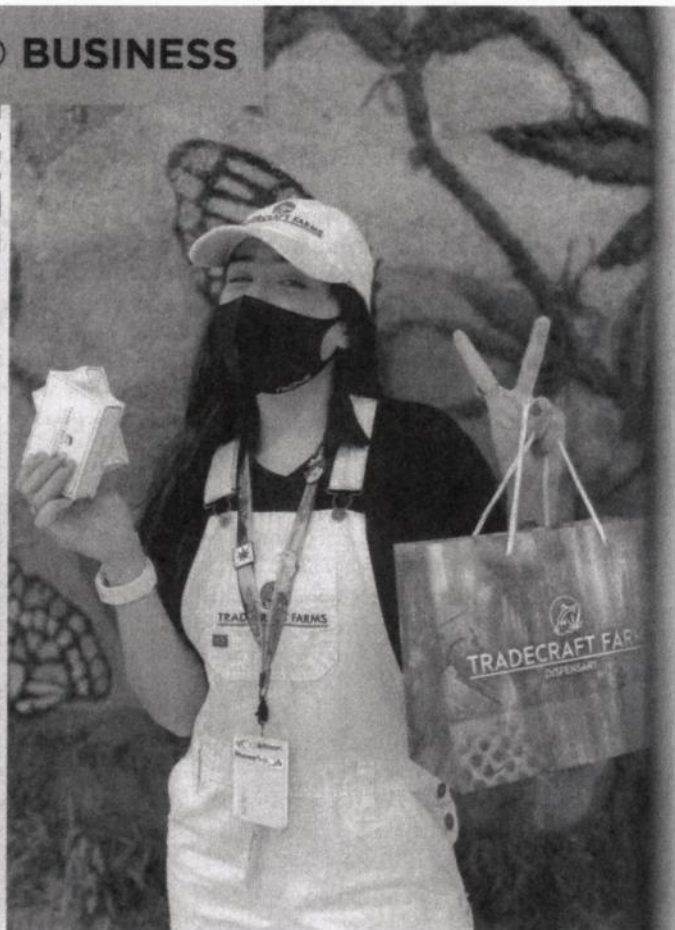
Cover Art: John Van Hamersveld

Published by Salt Media Co.





*Cultivation worker tending an indoor grow, downtown Los Angeles.*



*Bud Tender at Tradecraft Farms Vista.*

## TRADECRAFT FARMS USING CANNABIS FOR CHANGE

Brothers Brent and Barry Walker founded Tradecraft Farms in Southern California over a decade ago. 'I had a fascination with growing Cannabis -- how it all worked', explains Brent Walker. 'I started out with a few plants inside a container in my parents yard.'

From simple beginnings, the Walkers have grown Tradecraft Farms to include retail locations, cultivations and several premium quality cannabis brands.

'It's not easy these days to run a profitable and succesful cannabis business. If it was only about the money, I don't think I could do it,' according to Barry Walker. 'I need a purpose -- to believe I'm actually making a difference in someone's life. For me, that's always been about giving back.'

In Los Angeles, where the brand established its first location, homelessness is a prominent issue, with 60,000 people living on the streets.

For the last 10 years, on Thanks Giving Day, the Walkers' Gobble Gobble Give program prepares and distributes food and critical supplies to people without homes in LA. The program has expanded, now distributing 30,000 meals across the entire nation.

'The program was so successful, so many people wanted to be a part of it, we looked around and said, what holiday can we do next?' explained Barry Walker. 'That's how we started Skid Row Christmas.' Skid Row Christmas, invites local cannabis brands to donate money toward distributing supplies to the homeless on Christmas day.

'We also help a lot of Vets who have found that cannabis can be effective with PTSD or be an alternative to prescription drugs,' Barry Walker continued, 'With a new industry I think it's important to set a tone for what the future can be. You're introducing something new to communities. Let's make a reason why people should care and want to invite us to be next door.'

*Funders of initiatives & recall*



**OFFICIAL TOP FUNDERS. Valid only for April 2022**

A PETITION TO RECALL THE HONORABLE ZEIN OBAGI, JR., REDONDO  
BEACH CITY COUNCIL MEMBER, DISTRICT 4

**Petition circulation paid for by**  
Recall of Redondo Beach City Councilmember Zein Obagi, Jr., Sponsored by  
South Cord Management LLC

Committee major funding from: (Aka Tradecraft Farms)  
**Dub Brothers Management LLC** Barry Walker

---

Latest Official Top Funders: [Website in Process]



FEATURED BUSINESS

# EVOLV CANNABIS

## DESTINATION DISPENSARY

HOW A SIMPLE SHOP IN THE SOUTH BAY REPRESENTS  
THE FUTURE OF CALIFORNIA'S CANNABIS INDUSTRY

by Mark McDermott

A billboard went up, bold and brightly bulbed, on Pacific Coast Highway in Lomita a couple of years ago. In large letters, the sign said "CANNABIS" and included an arrow pointing up Western Avenue.

The Evolv Cannabis dispensary is appropriately named. As part of the new wave of stores opening throughout California since recreational marijuana legalization in 2018, the new storefront is indicative of the rapidly evolving cannabis industry, albeit the very forefront of that evolution. There's nothing half-hidden nor vaguely illicit about it; the store is bright and clean and sleekly hip.

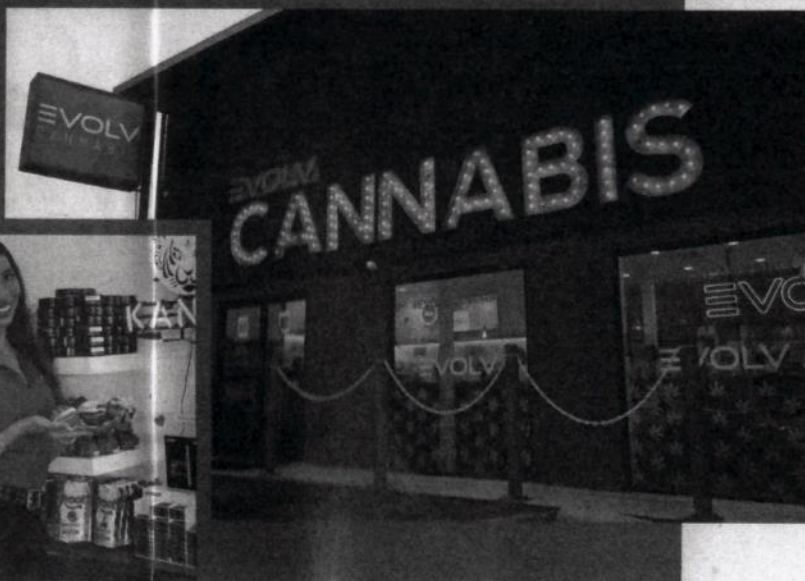
And here is where Evolv is at the very cutting edge of the Cannabis industry: its product lines, from marijuana flower to vape pens to edibles, lotions, tinctures and teas, are all lab tested for both potency and quality. Once it meets that criteria, it has to be scrutinized by the in-house buyer/aficionado. This is a high level of curation. Evolv both chooses and sells its cannabis products as carefully as any upscale boutique in the world.

Mark Adams, the founder/owner, got his start in medical

Cannabis in 2006 when illness struck a family member and safe access to Cannabis didn't exist. He was outraged and made it his mission to provide for patients' needs. He has since served as director of the Medical Cannabis Association, Lead product developer for Delta-9 and Harmony farms products and was instrumental in Project CBD started in 2008.

"We have evolved from medicinal to recreational but never forgot our roots in alternative medicine," said Adams. "We leave it open for people to choose what they want, a natural alternative or just elevate their personal journey. That's what makes us the South Bay's premier Cannabis store."

Evolv's flower selection is all likewise carefully chosen but includes a broad range of strains and price points with quality always at top of mind. The store offers discounts in the form of a "Daily Deal" and has monthly sales on the 1st and 15th of the month as a sign of appreciation for its customers. You can also have it delivered directly to your home.



OUR STORE  
25937 Western Ave.  
Harbor City, CA, 90717  
United States

PHONE: 310-504-2700

Delivery to the Beach Cities and  
during the BeachLife Festival!  
Order online: [evolv cannabis.com](http://evolv cannabis.com)





# VOTE YES



## LET'S BRING LEGAL, REGULATED CANNABIS TO THE SOUTH BAY

### BENEFITS OF PROVIDING REGULATED CANNABIS

- Increased tax revenue that generates millions of dollars for city services, community programs and public safety
- Decrease in illegal, non-tax paying pot shops
- Access to quality cannabis for residents and visitors alike
- Cannabis stores bring foot traffic and sales to surrounding businesses like restaurants and shopping locales
- A better alternative to pain relief compared to other highly addictive pain medication with harmful side effects

#### REDONDO



[redondobeach-cannabis.com](http://redondobeach-cannabis.com)

#### EL SEGUNDO



[elsegundocannabis.com](http://elsegundocannabis.com)

#### HERMOSA BEACH



[hermosabeach-cannabis.com](http://hermosabeach-cannabis.com)

#### MANHATTAN BEACH



[manhattanbeach-cannabis.com](http://manhattanbeach-cannabis.com)

*Barry Walker  
AKA DuB Brothers*

## LEARN MORE USING THE LINKS ABOVE & SIGN THE PETITION TODAY

*Elliot Lewis  
Damian Martin*

**TRADECRAFT  
FARMS**

**CATALYST**  
CANNABIS CO.

Compiled by Desirée Galassi, RB resident.

## Alta Vista COMPROMISE until PB free-standing facility is available

### Option 1:

- Overlay pickleball striping on 1 tennis court for dual use to allow pickleball drop in and reservations 2 days a week, tennis 5 days a week
- One time application of lines of a contrasting color \$1500-\$6000 (??)
- Potential daily revenue for PB ( reservation system only) vs. tennis see PER DAY on chart on page 2

### Option 2

- Court Tape rolled out for pickleball 2 days a week
- Need staff to roll out every week but does not take long
- \$56 pickleball court tape will make 4 courts, non-marking, removable (roughly \$3000 a year)

One time costs of nets \$180-\$350 per net x 4 nets:

- Portable nets take 10 minutes each to set up/take down
- Portable nets pack into a duffle size bag for easy storage

Monthly Tennis Court Usage Data	Total Hours Available	Total Hours Used by Tennis	Percentage used by Tennis	Hours proposed for Pickleball (2 days a week x 14 hours a day)	Percentage requested by Pickleball	Percentage left over for use
January	3033	2085	69%	108	3.56%	27.70%
February	3008	2593	86%	108	3.59%	10.21%
March	3100	2498	81%	108	3.48%	15.94%
April	3201	2394	75%	108	3.37%	21.84%
May	3312	2416	73%	108	3.26%	23.79%
June	3208	2148	67%	108	3.37%	29.68%



Had council voted to convert 1 tennis court to 4 DEDICATED PB courts this could have been the potential revenue!!

Comparative analysis of revenue for RESERVATIONS ONLY Tennis vs. Pickleball on one tennis court	Currently...	Adding PB...	Adding PB at \$10	Adding PB at \$15	
	<b>Tennis Resident and Non-Resident one court, current fees</b>	<b>Pickleball Resident and Non-Res assuming \$8 per court x4 (same fee structure as tennis)</b>	<b>Pickleball Resident assuming \$10 per court x 4</b>	<b>Pickleball Non-Resident assuming \$15 per court x 4</b>	
Per court, per hour					
Peak and weekend hours adult, senior, student	\$8	\$32	\$40	\$60	
Off peak and off peak weekend adults	\$6	\$32*	\$40	\$60	* senior rate TBD
Off peak seniors/student	\$5	\$32*	\$40	\$60	*senior rate TBD
PER DAY					
At 100% usage per day (8am-10pm)	\$84-\$112	\$448	\$560	\$840	
At 50% usage per day	\$42-\$56	\$224	\$280	\$420	
PER WEEK					
At 100% usage per week	\$588-\$784	\$3,136	\$3,920	\$5,880	
At 50% usage per week	\$294-\$392	\$1,568	\$1,960	\$2,940	
PER YEAR					
At 100% usage per year	\$30,660-\$40,880	163,520	\$204,400	\$306,600	
At 50% usage per year	\$15,330-\$20,440	81,760	\$102,200	\$153,300	
ADDITIONAL:					



<b>PICKLEBALL DROP IN RATES (per month) 3 hours of drop in during peak (suggested rates based on Manhattan Heights rates)</b>		<b>Monthly \$\$ assuming "only" 16 total PB players (using all 4 PB courts). This number would actually exponentially larger*</b>	<b>Monthly tennis revenue in a 3 hour time period on 1 court 1 day a week</b>	<b>Monthly tennis revenue in a 3 hour time period on 1 court 2 days a week</b>	
\$10 Seniors over 55		$16 \times \$10 = \$160^*$	\$96	\$192	
\$15 Residents under 55		$16 \times \$15 = \$240^*$			
\$25 Non-Residents		$16 \times \$25 = \$400^*$			
<b>PICKLEBALL DROP IN RATE (daily)</b>					
\$3 All Residents					
\$5 All Non-Residents					

Tennis League Information: Alta Vista Teams	League coordinator reserves courts for the entire season from September -May		
<b>A league team (if approved) gets 3 courts, for 4 hours, one day a week at a rate of \$8 per court per hour.</b>			<b>TOTAL FEE PER PLAYER FOR 4 HOURS OF PLAY per week</b>
Division 1			
Alta Vista Team 2: Roster 32	\$8 x 3 courts x 4 hours	\$96	\$3
Alta Vista Team 1 Roster 27	\$8 x 3 courts x 4 hours	\$96	\$3.55
Division 2			
Alta Vista Team 1 Roster:24	\$8 x 3 courts x 4 hours	\$96	\$4
Alta Vista Team 2 Roster: 32	\$8 x 3 courts x 4 hours	\$96	\$3
Division 4			
Alta Vista Roster : 24	\$8 x 3 courts x 4 hours	\$96	\$4
Division 5			
Alta Vista Roster : 30	\$8 x 3 courts x 4 hours	\$96	\$3.20



