



**RANCHO 51**  
**BUSINESS OPERATIONS PLAN**

**83272 51<sup>st</sup> Ave Coachella Ca, 92236**

**APN 779-310-012 & 779-310-013**



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## 1. MISSION STATEMENT

Festival Campgrounds at Rancho 51 is a pop-up glamping resort Campground for guests to stay with us during the festival Season. We are open for business for three weekends, two of Coachella and one of stagecoach. For 2025 the dates will be April 10th through April 14th; April 17th through April 21st; and April 24th through April 28th. We create a calm experience and focus on Safety. Riverside County Approved Food trucks will be onsite. Our Music is off at 7pm, we follow the 847-noise ordinance and respect our neighbors. We don't have any events after hours. Quiet hours from 10pm-8am. We Rent Restrooms and showers from Diamond Environmental and hire our Security from Superior Protection Consultants.

We have meditation yoga for our guests, delicious food, a beauty bar, and entertainment with music. My husband and I purchased this property specifically this business. We are a family-owned business that will continue to focus on having a Safe and beautiful Campground where festival goers from all over the world can stay and sleep under the stars, representing our beautiful Coachella Valley in our date farm.

### 1.1 OBJECTIVES:

- 1.1.1 Maintain a professional courteous presence during all times.
- 1.1.2 Maintain a clean and functional property, restrooms, and showers at all hours.
- 1.1.3 Manage employees and security team, to ensure all Campground is safe and in order 24 hours.



## 2.EVENT ESTIMATED ATTENDANCE, SITE, & TIMES OF EVENT:

An estimated attendance of 150-200 people will be camping at the Rancho 51 property.

Rancho 51 is a large (8 acre) property located in Coachella, CA, off Ave 51 and Jackson St. The site consists of grassed areas, parking.

The layout of the site is shown in Appendix A - Site Map.

On site, there will also be 45 glamping tents, 50 bring your own tents, food vendor trucks approved by Riverside County, restrooms, and showers trailers, pool area, and no open flames permitted.

### Event schedule agreement by owner operator and county is as follows:

Camping for Coachella Festival and Stagecoach is scheduled to start on Thursday, April 10th through April 14th; April 17th through April 21st; and April 24th through April 28th at 3:00 pm, and will end on Monday, 4/14th, 4/21st, & 4/28th)at 11am

All noise and music issues will be regulated in accordance with Riverside Ordinance No. 847, Section 6 "Noise Regulations," and will be posted in each camping area as shown in Appendix B – Riverside County Ordinance 847 Regulation Noise. Quiet hours 10pm-8am.



### 3. SECURITY:

Superior Protection Consultants

760.262.7210

www.superiorprotectionco.com

Rancho 51 has contracted with Superior Protection Consultants

Security to staff the venue. Superior Protection Consultants

Security will provide 24-hour security staff for the duration of each camping week for the venue. The role of Superior Protection Consultants

Security at the event is to identify, control, and/or remove conditions that could threaten the peace, safety, and property, vendors, and/or staff at the event.

Superior Protection Consultants Security will staff all entry and exit gates, as well as staffing all security posts, camping and parking areas, on both the exterior and interior of the event and camping. Superior Protection Consultants Security and

staff will conduct searches of all persons and property brought into the event, which will include any and all items to be brought into the on-site camping areas.

Superior Protection Consultants Security is a key element in the safety and security of the event. Riverside County Sheriff's Department will review the relevant security plans with Superior Protection Consultants Security to ensure staffing levels are adequate for the estimated attendance.

#### Answers to questions:

Individuals will be screened at the front gate, will be asked for their name and reservation number, they will then park their car guided by traffic control, they will then check in and receive a Rancho 51 bracelet. This bracelet cannot be removed. No one on our property is permitted without a bracelet.

Guest will also be screen for any propane grills, gasoline for generators,

**OUR RULES AND POLICY AT FESTIVALS CAMPGROUNDS RANCHO 51**

**NO OPEN FLAMES AT OUR PROPERTY**

**NO GENERATORS**

**NO HAZARDOUS MATERIALS**

**NO CAMPFIRE -PROPAIN OR WOOD**

Guests can buy food with our vendors or exit the property to buy food.



### 3.1 OBJECTIVES:

3.1.1 Superior Protection Consultants Security will provide security staff for the venue, within the venue, and will provide uniformed security officers for traffic control.

3.1.2 Superior Protection Consultants Security will provide security staff for the Beer and Wine Gardens.

3.1.3 Superior Protection Consultants Security will provide security staff for the on-site campgrounds and parking lots.

3.1.4 Superior Protection Consultants will provide uniformed security officers to patrol in the camping and parking lots.

3.1.5 Superior Protection Consultants will handle the ingress and egress into all parking areas, in conjunction and with the approval of the Riverside County Sheriff's Department.

3.1.6 Superior Protection Consultants Security will provide security staff for the pool area.

Superior Protection Consultants Security will be responsible for patrolling the parking and camping lot areas 24-hours a day during each week of the event. Superior Protection Consultants Security will be responsible for deterring minor incidents in the parking areas such as tailgating, drinking, overnight camping and thefts. The security staff will liaison with law enforcement and will handle all minor infractions that occur on the property grounds, camping and parking areas. Large-scale crime issues will be referred by Superior Protection Consultants Security to the appropriate law enforcement agency as deemed necessary by the on-site security Incident Commander.

#### 4. MUSIC HOURS AND LOCATION

The Campground will have music from 10am – 7pm. Rancho 51 will follow Ordinance NO. 847. Quiet hours from 10pm -8am.

No amplified sound shall not be included.

#### 5. AMENITIES

The Coachella Rancho 51 Glamping Experience, less than 2 miles away from the festival grounds. Our "Pop-Up" Tent Camping Ranch Resort has plenty of palm trees, providing unlimited shade, along with lush green grass, with beautiful mountain views. festival campgrounds allow you to get the most out of your camping experience with 24 hour security, restroom trailers with flushable toilets, hot and cold showers, beauty bar, yoga, charging stations, local food trucks. The experience of Camping, combined with the comforts of resort living, Festival Campgrounds take camping to a whole new level.

Beauty Bar

24hr Security/Surveillance

Charging Stations

Hot/Cold Showers Trailer (diamond Environmental)

Local Food Trucks

Music

Massage

Restroom Trailers (solar Flushable Toilets- diamond environmental)

**NO OPEN FLAME AT THE PROPERTY**

#### 6. STAFF INFORMATION

2- OWNERS 24 HOURS AT PROPERTY – The Owners are available 24 hours as we live in the property. **Juan Alvarado and Claudia Lua Alvarado**

1- Employees – to help check in guest Thursday and Friday – help guest for any needs during stay

3- 24 HOUR SECURITY AT CAMPGROUND (**Superior Protection Consultants Security**) traffic control

1 -MANAGER -

1- CLEANING PERSONNEL -One person during the Day and another during the evening and night to maintain the campground, restrooms, and showers clean.



**STAFF TOTAL- 8**

## **7. VENDORS**

4- FOOD TRUCKS –(RIVERSIDE COUNTY APPROVED) to serve our guest.

Their truck have their own septic tank, all is pumped and nothing is disposed of at our property.

8 staff total for the food trucks

2 -hair stylist to braid hair. They are professionals with a license.

1 - yoga instructor for 1 hour on Saturday

1 – masseuse

**TOTAL VENDORS - 7**

**TOTAL STAFF AND VENDORS -12**

## **8. HEALTH DEPARTMENT INFORMATION**

**SOLAR RESTROOMS** – Will be serviced (pumped) BY Diamond Environmental

**SHOWERS** – Will be serviced (pumped) BY Diamond Environmental.

**FOOD TRUCKS** – they will pump their tank; nothing is disposed in our property. the food trucks will pull a permit and are riverside county approved.

## **9.FIRE DEPARTMENT INFORMATION**



Guest will also be screened by security for any propane grills, gasoline for generators, or wood for campfires.

**OUR RULES AND POLICY AT FESTIVALS CAMPGROUNDS RANCHO 51 ARE:**

**NO OPEN FLAMES AT OUR PROPERTY**

**NO GENERATORS**

**NO HAZARDOUS MATERIALS**

**NO CAMPFIRE -PROPAIN OR WOOD**

Guest can buy food with our vendors, call a delivery food service, or exit the property to buy food.

10. **DUST CONTROL:** Our property has a irrigation sprinkler system in the parking lot area, and portable sprinkler system as needed. Our parking lot has class 2 road base to help with the dust control. The property is an event center year-round under the Rancho Ordinance, our irrigation system is permanent, therefore there is nothing to restore. See site plan for water system

#### **11. OWNERS CONTACT INFORMATION**

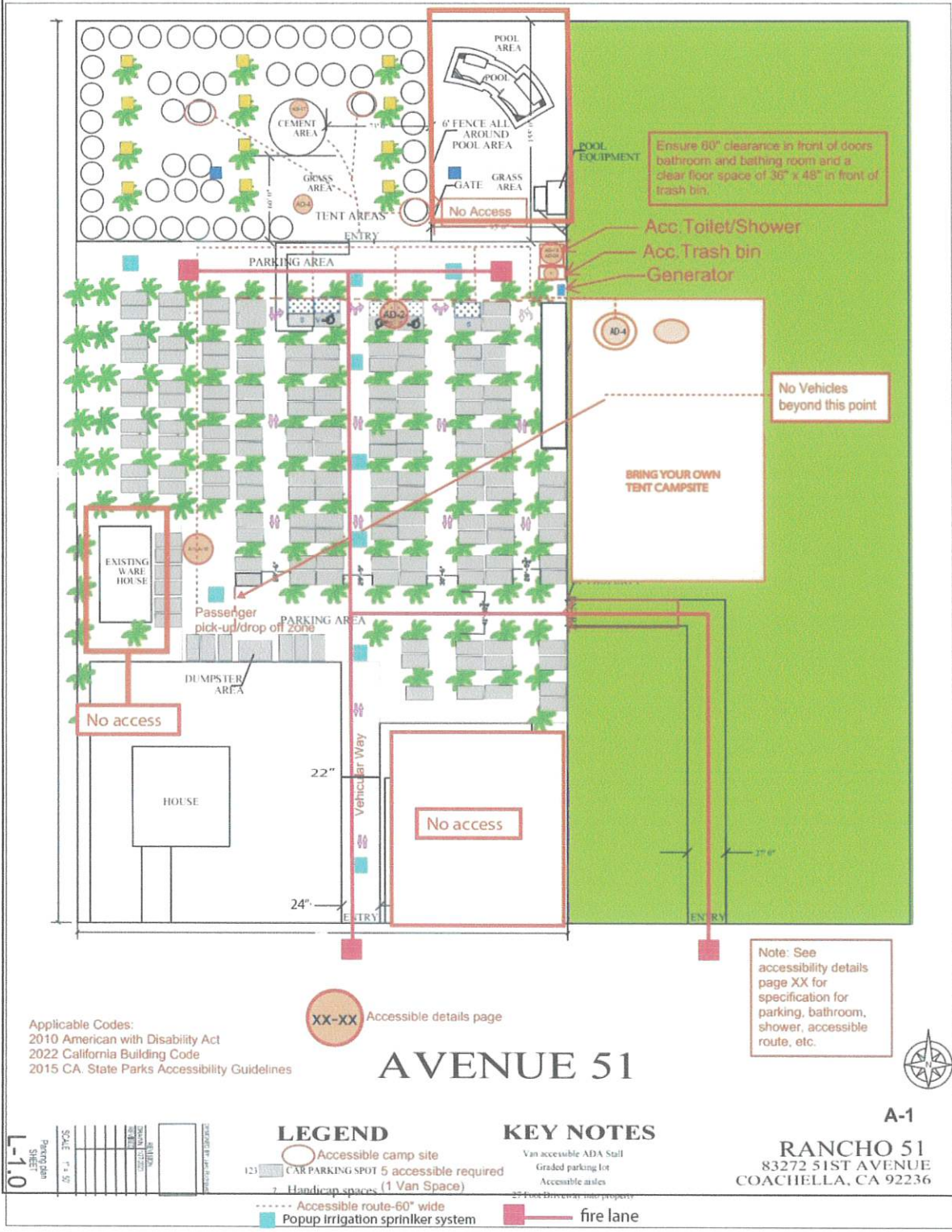
We will be available 24 hours, at the property.

Claudia Lua Alvarado 760-578-5931 email Rancho51inc @gmail.com

Juan M. Alvarado 760-579-5944

**If you need any other info, please contact us as soon as possible.**

**ADMINISTRATIVE**  
**4/4/2025**  
**APPROVAL**  
 County of Riverside Planning  
 Department



Applicable Codes:  
 2010 American with Disability Act  
 2022 California Building Code  
 2015 C.A. State Parks Accessibility Guidelines

XX-XX Accessible details page

Note: See accessibility details page XX for specification for parking, bathroom, shower, accessible route, etc.

**L-11.0**

SCALE	7.5:30
DATE	04/04/25
PROJECT	RANCHO 51
SHEET	A-1

- LEGEND**
- Accessible camp site
  - CAR PARKING SPOT 5 accessible required
  - Handicap spaces (1 Van Space)
  - Accessible route-60" wide
  - Popup Irrigation sprinkler system
- KEY NOTES**
- Van accessible ADA Stall
  - Graded parking lot
  - Accessible aisles
  - Fire Lane

**ADMINISTRATIVE  
4/4/2025  
APPROVAL**  
County of Riverside Planning  
Department

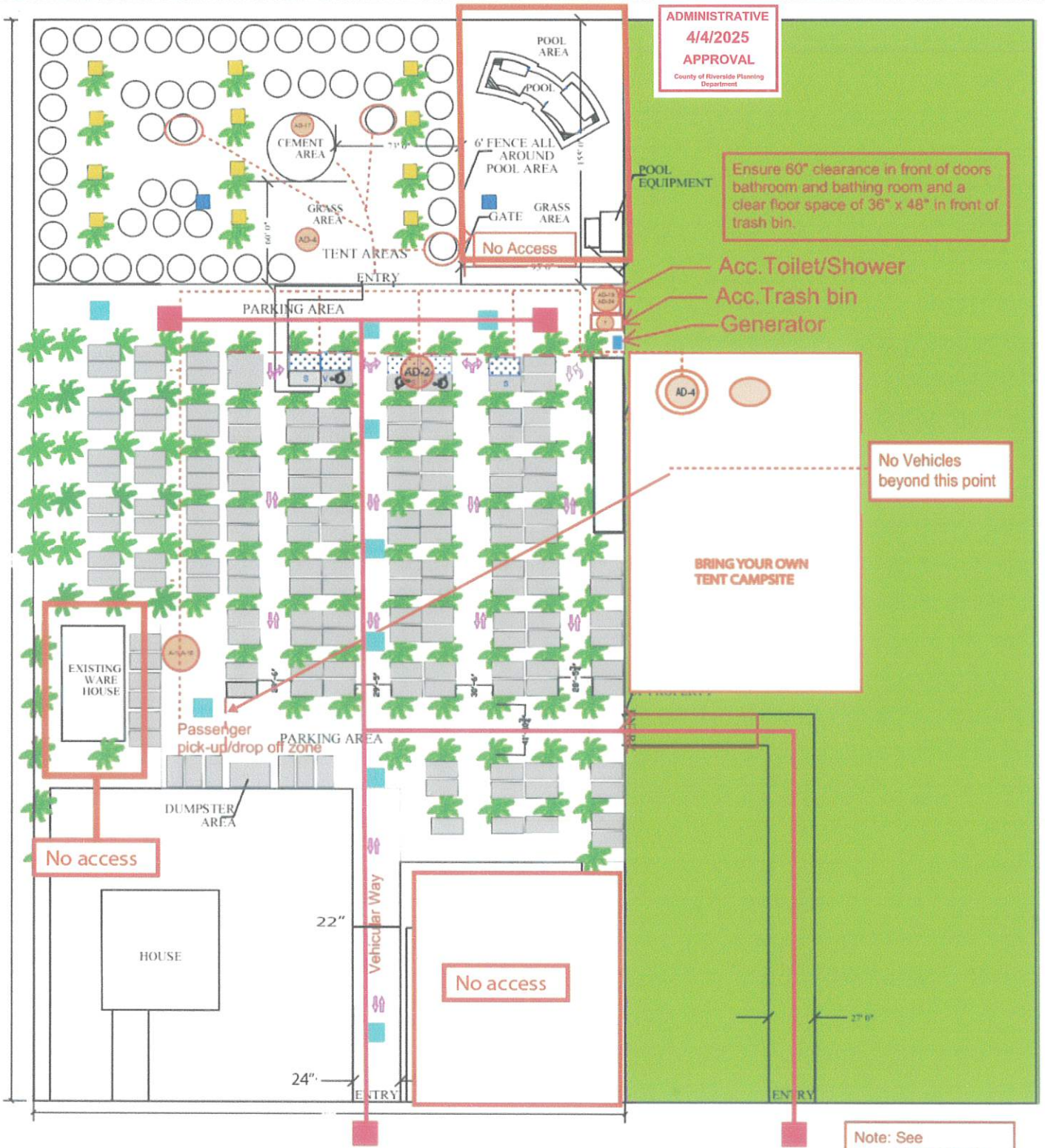
Ensure 60" clearance in front of doors bathroom and bathing room and a clear floor space of 36" x 48" in front of trash bin.

- Acc. Toilet/Shower
- Acc. Trash bin
- Generator

No Vehicles beyond this point

**BRING YOUR OWN  
TENT CAMPSITE**

Note: See accessibility details page XX for specification for parking, bathroom, shower, accessible route, etc.



Applicable Codes:  
2010 American with Disability Act  
2022 California Building Code  
2015 CA. State Parks Accessibility Guidelines

XX-XX Accessible details page

# AVENUE 51



A-1

**RANCHO 51**  
83272 51ST AVENUE  
COACHELLA, CA 92236

## LEGEND

- Accessible camp site
- 123 CAR PARKING SPOT 5 accessible required
- 7 Handicap spaces (1 Van Space)
- Accessible route-60" wide
- Pop up irrigation sprinkler system

## KEY NOTES

- Van accessible ADA Stall
- Graded parking lot
- Accessible aisles
- 27 Foot Driveway into property
- fire lane

SCALE: 1" = 50'

DESIGNED BY: JAMES R. BROWN

DRAWN BY: JAMES R. BROWN

CHECKED BY: JAMES R. BROWN

DATE: 04/04/2025

PROJECT: RANCHO 51

SHEET: L-1.0