

Case Study: L.A. Street Festival

Date: September 2019

Location: El Segundo, CA

Client: The Los Angeles Times

Event Summary: L.A. Street Festival (LASF) held its inaugural event in 2019. The two-day event offered fans a festival-style atmosphere with sponsor activations, food trucks, e-sports and most notably, 3x3 FIBA basketball.

Kilowatt is hired by the Los Angeles Times (LAT) as the event production partner to run the venue as a whole and act as a liaison with all parties, including FIBA and the e-sports partner. Kilowatt managed all on-site vendors and worked closely with the City of El Segundo to execute the first-time event.

LASF served as the only U.S. stop on the 2019 FIBA 3x3 World Tour. The event also featured youth basketball clinics as well as a recreational tournament hosted by Hoop It Up.



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Challenges & Relevant Experience: With LASF being the first event of its kind in El Segundo, Kilowatt was tasked with educating city officials, law enforcement and other local entities on the complexities and nuances involved in an event that had to shut down a main artery of the city (Douglas Street). Additionally, the event was held right outside the Los Angeles Times headquarters. There was already a fair amount of construction happening on-site and then adding an event footprint into the mix created some other factors that LAT staff was not used to having to contend with.

Kilowatt worked with LAT and the City of El Segundo on a communication plan to ensure all parties were aligned and prepared for the impact the event would have on the local community and businesses.