

March 5, 2002

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
March 12, 2002

2002 COMMERCIAL EVENT APPLICATIONS

Recommendation

The Parks, Recreation, and Community Resources Commission recommends that Council approve the events as listed below and the contracts as provided in Attachment B.

| EVENT | DATE | FEES (estimated) |
|--|------------|------------------|
| 1. IMG - Beach Bash 2002 | June 7-9 | \$46,282.00 |
| 2. EVP Tour – Pro Am Beach Volleyball Tournament | June 22 | \$ 3,967.00 |
| EVP Tour – Pro Am Beach Volleyball Tournament | July 20 | \$ 3,967.00 |
| 3. Octagon Marketing – Hermosa Beach Triathlon | October 13 | \$10,456.00 |

Background

The City received three applications for commercial events on the beach. Each applicant paid the City a \$500 deposit as required by the special event policy.

Attachment A provides the Commission with a grid that identifies: (a) years the event has been held in the City, (b) proposed event dates, and (c) projected City fees. Attachment B includes: (a) a description for each proposed event and special issues, (b) event fact sheet, (c) site maps, and (d) event contracts.

On February 5, 2002, Council and the Commission held a workshop to address beach events. At that time, each of these proposed commercial events were discussed. At their March 5, 2002 meeting, the Commission reviewed and approved the 2002 commercial events with amendments to the IMG event as directed by Council from the workshop meeting.

Per Council direction, this item has been posted as a Public Hearing and was advertised as such in the newspaper.

Analysis

The attached contracts and policies have been developed by the City through several years of experience in staging commercial events. The City and event operators have worked together

through the years in order to consider the needs of residents and to account for potential opportunities for local businesses in the assembly and conduct of these events.

Not only have special events provided local residents and visitors with an opportunity to enjoy world class sporting and cultural events but they have also given the downtown area commerce and media exposure as a result of their existence here.

Following are summaries of the proposed commercial events for 2002:

IMG - BEACH BASH 2002

As identified in Attachment A, IMG's set-up encompasses eight days (tear-down is five days.) This set-up time has been reduced from years previous due to the elimination of some of the venue sites (e.g., concert stage, contour course) and to an improved staging plan for construction.

As indicated previously, the beach event workshop meeting produced some significant changes in the footprint of the event (see Attachment B). In short, the event will exist solely on the north side of the Pier and the Plaza.

Last year, IMG made significant strides in improving the assembly and operation of this event from the previous two years. City staff from all Departments evaluated the 2001 event favorably from an operations and safety standpoint. It is anticipated that the combination of a reduced footprint and the improved management will make the 2002 event even better than last year's.

In addition to Beach Bash, the City has worked with IMG on prior events including a Beach Volleyball Qualifier for the 1996 Olympics. As one of the largest sports agencies in the world, IMG has the experience and resources to produce events that are professionally presented, reflecting positively on the City and sponsors alike. Per the attached application, the fiscal impact of this event on the City is realized with hotel bookings, parties, and donations to local charities (estimated to be \$40,000).

EVP Tour – PRO AM BEACH VOLLEYBALL TOURNAMENT

Sports Endeavors Inc. (EVP Tour) has been in business for ten years promoting beach volleyball programs. The Amstel Light Pro-Am Volleyball tour has twelve (12) stops on both east and west coasts. The series attracts players from Chicago, Miami, New York, and Los Angeles. The event format is professional beach volleyball competition, spectator contests, and an amateur volleyball tournament open for local teams. The one-day tournament is open to all levels of play.

This is a repeat event for the City though they have requested an additional date this summer. The 2001 summer tournament was successful and well managed. This was a low impact commercial event that included a lot of local participation and has an efficient set-up and tear-down system.

Octagon Marketing – HERMOSA BEACH TRIATHLON

The Hermosa Beach Triathlon is another repeat event for the City. This event is recreational and as such, the contract does not focus on impacts from large spectator crowds. The event was formally run by MESP (Michael Epstein Sports Productions) but has recently been acquired by Octagon Marketing, however, the Event Coordinator will be the same person as last year.

Parking issues from fall of 2000 required staff and Octagon Marketing to spend considerable time in evaluative discussions. Solutions to this area of concern were successfully addressed and implemented in 2001. Octagon Marketing substantially increased distribution of information flyers prior to the event, “No Parking” signs were posted further in advance, and improvements were made with regard to notifying local car owners.

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| <p>Fiscal Impact: \$78,656 revenue to the General Fund (all events). \$30,320 of the \$78,656 pays for direct costs and city overhead charges. \$40,000 estimated donations (Mervyn’s)</p> |
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Attachments:

- A: City of Hermosa Beach: 2002 Commercial Event Grid
- B: Event descriptions, a fact sheet, site plans, contracts
- C: City’s Special Event Policy
- D: 2002 Tentative Special Event Calendar (includes City and Community events)

Respectfully Submitted,

Mary C. Rooney
Community Resources Director

Concur:

Stephen R. Burrell
City Manager

Viki Copeland
Finance Director