

	Beach Bash 2002
Title Sponsor	Mervyn's, California
Event Description	<p>A three-day sports festival featuring professional beach volleyball and extreme sports players.</p> <ul style="list-style-type: none"> • 3 days of professional men and women's beach volleyball tournaments. • 3 days of extreme sports competition: bicycle stunts, inline skating and skateboarding. • 3 days of 'kid clinics' (volleyball, in-line skating, and skateboarding). • Event will be taped for national television. • Bleachers accommodate 2,100 spectators. • An estimated spectator audience of 60,000.
Issues / Changes from last year	<p>Entertainment Venue</p> <ul style="list-style-type: none"> • Length of event decreased to three (3) days from four (4). • Number of days to implement Kid's Clinics and Kid Zone component increased to three (3) days from two (2). • Deletion of all events previously held on the South side of the Pier, including music concerts, and all promotions. • Deletion of the Street Course. Main event area will include the Center Volleyball Court and Soul Bowl, divided by the Skybox (VIP seating area). <p>Set Up / Tear Down</p> <ul style="list-style-type: none"> • Set up days on the beach reduced to seven (7) days from nine (9). Tear down days reduced to four (4) from five (5). Total reduction of beach impact is three days: total of fifteen (15) days, as opposed to eighteen (18). <p>Traffic Plan</p> <ul style="list-style-type: none"> • Shuttle Bus signage will be increased and easily identifiable to assist with directing incoming traffic toward Mira Costa High School. • IMG to implement incentive program to encourage utilization of the shuttle bus service. <p>Construction Management & Safety</p> <ul style="list-style-type: none"> • Safety/Compliance Officer assigned to implement and monitor safety rules/regulations; meet with designated City officials as required for design, inspection, and approval sign-off.
Total City Fee Estimated	\$46,282.00

	EVP Tour (Sports Endeavors Inc.)
Title Sponsor	Amstel Light
Event Description	<ul style="list-style-type: none"> • One-day Beach Volleyball Tournament open to all levels of play. • Two separate one-day tournaments scheduled for 2002. • Festival style tournament contests and volleyball matches. • Less than \$5,000 total value of tournament prizes. • An estimated spectator audience of less than 3000.
Issues/ changes from last year	<ul style="list-style-type: none"> • Requesting an additional one day tournament
Total City Fee Estimated	\$7,934.00

	Hermosa Beach Triathlon
Title Sponsor	TBD
Event Description	<p>The triathlon features a 1/4-mile swim, 9-mile bike leg and 3 mile run.</p> <ul style="list-style-type: none"> • Street closures are necessary to implement the bike portion of the race; however, the entire event ends before noon. Streets are then reopened for the remainder of the day. • The event also includes an amateur volleyball tournament.
Issues/ Changes from Last Year	<ul style="list-style-type: none"> • Event Promoter will provide a detailed notification letter, specifying street and intersection closures, to residents. A map will be included. • Number off cars parked on and towed from racecourse needs to be reduced. Implementation of the following procedures should accomplish this goal. <p>Octagon marketing to post temporary 'No Parking' signs 72 hours in advance, as opposed to 24. Octagon Marketing responsible for re-posting signs over the weekend as necessary.</p> <p>Octagon Marketing to distribute information flyers on car windshields 3 days in advance.</p> <p>Parking Enforcement will run plate numbers of parked cars to identify owners. Local owners will be notified in person that their vehicle will be towed if it is not immediately moved.</p> <p>Tow Operators will be instructed to disengage alarm battery when cards are towed.</p>
Total City Fee Estimated	\$10,456.00