

March 18, 2002

Honorable Mayor and Members of  
The Hermosa Beach City Council

Regular Meeting of  
March 26, 2002

**BEACH BASH 2002 APPLICATION**

**Recommendation**

The Parks, Recreation, and Community Resources Commission recommends that Council:

1. Approve the request from IMG to hold Beach Bash 2002 June 7 through 9, 2002.

EVENT	DATE	FEES (estimated)
IMG – Beach Bash 2002	June 7-9	\$46,482.00

2. Review and approve the event contract.

**Background**

The City received an application from IMG for Beach Bash 2002 and a \$500 deposit as required by the special event policy.

On February 5, 2002 Council and the Commission held a workshop meeting to address beach events. At that time, three 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.

On March 12, 2002, the City Council had a tied 2-2 vote and it was decided that the public hearing would be continued to the March 26<sup>th</sup>, 2002 City Council meeting for a final vote.

**Analysis**

The attached Beach Bash contract and policy has been developed by the City through three years of experience in staging this event. The City and IMG have worked together in order to consider the needs of residents and to account for potential opportunities for local businesses in the assembly and conduct of this event.

Not only has IMG provided local residents and visitors with an opportunity to enjoy this three-day event but they have also given the downtown area commerce and media exposure as a result of Beach Bash.

Per Council action at the March 12, 2002 meeting, IMG's beach time has been reduced (see Attachment B). Specifically, they plan to accomplish set-up and tear-down on the beach in 9 days with a 10<sup>th</sup> day reserved for beach sanitation and for erecting City volleyball court standards. They propose no set-up activity on Sunday, June 2, however, staff wishes to reserve flexibility on that day in the event that any scheduling problems occur for meeting safety inspection timelines. The actual event has been reduced from a four day event to a three day event, making the total beach occupancy 13 days (14<sup>th</sup> day for sanitation only). This reduced set-up time has been accomplished due to the elimination of a significant number of venue sites (e.g., concert stage, contour course), removal of all events south of the Pier, and an improved staging plan for construction. It is also noteworthy that staging off-site within the City will take three days.

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.

<p><b>Fiscal Impact: \$46,482 revenue to the General Fund.</b> <b>\$18,566 of the \$46,482 pays for direct costs and city overhead charges.</b> <b>\$40,000 estimated donations (Mervyn's)</b></p>
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Attachments:

A: Beach Bash 2002 Event Grid

B: Beach Bash 2002 Description, Production Schedule, Site Plan, and Contract

Respectfully Submitted,

Concur:

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Mary C. Rooney  
Community Resources Director

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Stephen R. Burrell  
City Manager

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Viki Copeland  
Finance Director