

May 6, 2003

Honorable Mayor and Members of  
The Hermosa Beach City Council

Regular Meeting of  
May 13, 2003

**TARGET/MERVYN'S BEACH BASH 2003**

**Recommendation**

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

<u>Event</u>	<u>Date</u>	<u>Fees (estimated)</u>
IMG - Beach Bash 2003	June 6-8	\$46,716.00

**Complete application and event information are available for public review at:**

1. Hermosa Beach Library
2. Hermosa Beach Police Station
3. Hermosa Beach City Manager's Office
4. Hermosa Beach City Clerk's Office

**Background**

The City received an application from IMG for a three-day commercial event on the beach. The event consists of professional beach volleyball (AVP Hermosa Beach Open) in-line skate, bmx bike, and skateboard competitions; as well as ongoing kids' clinics in each sport.

Attachment A provides the Council 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) event application, (b) site map and production schedule, and (c) event contract.

At their March 5, 2003 meeting, the Commission reviewed and approved the 2003 commercial events. This item has been posted as a Public Hearing and was advertised as such in the newspaper.

**Analysis**

The attached contract 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.

IMG - BEACH BASH 2003

As identified in Attachment A, IMG's set-up encompasses nine days (tear-down is five days.) It is important to note that the work will be minimal (no trucks) on the weekend of May 31-June 1, in order to accommodate weekend beach activities. This set-up time is required to create the unique venue inclusive of the "Soul Bowl" and "Side Out Playground."

The entertainment venue for 2003 will not change from last year. Specifically, there will not be any activities taking place on the south side of the Pier. The "Soul Bowl", and "Center Court" will return. As indicated in Attachment B, the "Side Out Playground" perimeter will be extended to allow more room for families; however, the venue itself will not increase. The deletion of the Cuervo Gold Activity/Promotion area adjacent to 14<sup>th</sup> Street facilitates this change. Pending event approval, the Hermosa Beach Police Department would like to utilize the playground area to promote their street safety program.

The size of Beach Bash and some operational issues from previous years required staff and IMG to spend considerable time in pre-event and evaluative meetings. Issues regarding safety and construction management have been discussed with IMG. Solutions to these areas of concern were successfully addressed last year. Venue reduction of Beach Bash 2002, substantially decreased number of spectators, compared to Beach Bash 2001.

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.

**Fiscal Impact: \$46,716 revenue to the General Fund  
\$18,566 of the \$46,716 pays for direct costs and city overhead charges.  
\$30,000 estimated donations (Target/Mervyn's)**

Attachments:

- A. City of Hermosa Beach: 2003 Commercial Event Grid
- B. Event application, site plan, production schedule and contract
- C. Correspondence – Letters of Support
- D. City's Special Event Policy
- E. 2003 Tentative Special Event Calendar (includes City and Community events)

Respectfully Submitted,

Concur,

\_\_\_\_\_  
Lisa Lynn  
Recreation Supervisor

\_\_\_\_\_  
Stephen R. Burrell  
City Manager

---

Viki Copeland  
Finance Director