

March 29, 2004

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
April 13, 2004

2004 SPECIAL EVENT APPLICATION

Recommendation

The Parks, Recreation, and Community Resources Advisory Commission and staff recommend that Council approve the AVP Hermosa Open Beach Volleyball Tournament.

COMMERCIAL EVENT	DATE	FEES(est.)
AVP Hermosa Open Beach Volleyball Tournament	July 22-25	\$36,914.00

Background

The City works in coordination with event operators to consider the needs of residents and to enhance opportunities for exposure to local businesses. Special events provide residents and visitors with unique recreational experiences that are of intergenerational appeal.

The AVP has a long-standing history of producing professional beach volleyball tournaments to large spectator crowds. The Hermosa Open has become a well-anticipated tradition to the local volleyball community. For the past five years the AVP has partnered with IMG to produce the Mervyns Beach Bash in June during the off-season, which encompassed the Hermosa Open. This year, the AVP has proposed a stand-alone “grand slam” tournament during the high-impact month of July.

The attached letter of request serves to appeal staff recommendation of adherence to City ordinances. Specifically, event operators are requesting alcohol consumption and food concessions on the beach. The Departments of Community Resources, Police, Fire, Community Development, and Public Works met to discuss both operational and safety concerns pertinent to AVP requests. The minutes of this meeting are attached for perusal.

AVP Request	Commission Recommendation
Event Date July 22-25, 2004	Commission recommends approval of dates specified for event set-up, implementation, and tear down.
Event Set-Up July 19-21, 2004	
Event Tear Down July 26-28, 2004	

Merchandise Sales on the Beach	<ul style="list-style-type: none"> • Per City ordinance 12.20.300, no person shall sell or offer for sale any foods, refreshments, drinks or other goods, wares, or merchandise upon the beach or strand. Commission does not recommend violation of City ordinance. The special event policy stipulates sampling of products only, so as not to compete with local merchant sales of product, food, and drink. • The special event policy permits sales on the beach of event-sanctioned AVP merchandise only. • The special event policy permits four (4) additional vendors to sell merchandise on Pier Plaza in association with the event. <p>The Chamber of Commerce does not support sales of merchandise or food on the beach.</p>
Alcohol Consumption on the Beach	<p>Per City ordinance, 12.20.040, no person shall possess, transport, deliver, sell, give away, purchase, or consume alcoholic beverages on the beach.</p> <p>Commission does not recommend violation of City ordinance.</p>
Beach Club Membership & Reserved Seating	<p>Per coastal commission policy, the AVP cannot charge admission to the proposed event, but may sell preferred seating for up to 24% of the total amount seating capacity. More than 75% of the seating capacity shall be available free of charge for general public use.</p> <p>Commission supports the limit imposed by the coastal commission.</p>
Modeling Search	<p>The Police Department is vehemently opposed to any type of model search, bikini contest, or beauty pageant. Crowd control and safety enforcement in the Pier Plaza and strand areas are most challenging over the holiday and summer weekends. Special events compound efforts required for safety enforcement.</p> <p>Commission supports the stance of safety personnel and does not recommend any activity, such as the model search, that may further incite crowds.</p>
Corporate Outing on the Beach (6:30PM – 10:00PM)	<p>During the busy summer months, commission recommends closure of all Friday and Saturday beach venues at 6:00PM. Beach activities further tax safety personnel whose primary concern is crowd control in the downtown area. A private corporate outing will invite onlookers and require extra security efforts.</p> <p>Commission recommends AVP utilize one of the downtown restaurants or hotels to facilitate a corporate outing.</p>

<p>Fee Waiver Request</p>	<ul style="list-style-type: none"> • Commission does not recommend waiving fees for this commercial event. • AVP is a corporate entity; as such there is no precedence for fee exemption. The majority of fees charged are direct costs to the City. Direct costs are reflective of the four-day event only. • Indirect costs are recovered by the special event permit fee. The special event fees encompass costs associated with interdepartmental senior personnel for planning meetings, event coordination, inspections, site mapping, operational procedures, emergency preparedness, permit processing, traffic control, and communications. Event components are City staff intensive months prior to the implementation phase.
<p>Two (2) Street Banners Thirty eight (38) Light Pole Banners</p> <ul style="list-style-type: none"> • Installation Date: June 28, 2004 • Removal Date: July 26, 2004 • Location: The Strand, Pier Avenue, Hermosa Avenue, and Pacific Coast Highway 	<p>Commission and staff recommend approval of both street banners and light pole banners at all locations with the exception of Pacific Coast Highway until commercial signage issue with Cal Trans is resolved.</p>

Attachments:

- A. 2004 Special Event Master Calendar
- B. Detailed Event Grid of Information
- C. Letter of Request
- D. Site Plan
- E. Minutes: AVP Operations Meeting

Respectfully Submitted,

Lisa Lynn
Recreation Supervisor

Concur,

Stephen R. Burrell
City Manager

Noted for Fiscal Impact,

Viki Copeland
Finance Director