

May 4, 2004

Honorable Mayor and Members of  
The Hermosa Beach City Council

Regular Meeting of  
May 11, 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.

<b>COMMERCIAL EVENT</b>	<b>DATE</b>	<b>FEES (est.)</b>
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.

<b>AVP Request</b>	<b>Commission Recommendation</b>
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"> <li>• 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 change 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.</li> <li>• The special event policy permits sales on the beach of event-sanctioned AVP merchandise only.</li> <li>• The special event policy permits four (4) additional vendors to sell merchandise on Pier Plaza in association with the event.</li> </ul> <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 change 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 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.</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"> <li>• Commission does not recommend waiving fees for this commercial event.</li> <li>• 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.</li> <li>• 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.</li> </ul>
<p>Two (2) Street Banners Thirty eight (38) Light Pole Banners</p> <ul style="list-style-type: none"> <li>• Installation Date: June 28, 2004</li> <li>• Removal Date: July 26, 2004</li> <li>• Location: The Strand, Pier Avenue, Hermosa Avenue, and Pacific Coast Highway</li> </ul>	<p>Commission and staff recommend approval of both street banners and light pole banners at all locations with the exception of Pacific Coast Highway.</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
- F. Contract

Respectfully Submitted,

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Lisa Lynn  
Recreation Supervisor

Concur,

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Stephen R. Burrell  
City Manager

Noted for Fiscal Impact,

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Viki Copeland  
Finance Director

**CITY OF HERMOSA BEACH  
ASSOCIATION OF VOLLEYBALL PROFESSIONALS  
COMMERCIAL EVENT CONTRACT**

This contract is entered into on **May 11, 2004**, at Hermosa Beach, California by and between the **ASSOCIATION OF VOLLEYBALL PROFESSIONALS (AVP)** and the **CITY OF HERMOSA BEACH (CITY)** with regards to the **AVP – Hermosa Open on JULY 22-25, 2004**.

**FEES**

Permit fee shall be \$3,830 per day, plus set up/tear down fee of \$200 per day and other CITY fees as required.

The \$500 application deposit will be applied toward the permit fee and will be refunded only if the permit request is denied by CITY.

All predetermined costs/fees shall be paid two weeks prior to the tournament.

All unanticipated costs incurred by CITY on behalf of the tournament shall be paid within 15 days of receiving an invoice from CITY.

**LOCATION**

- On Beach and North of the Pier
- Pier Plaza
- Tournament operations and staging are subject to change if necessary

**SECURITY**

CITY shall establish a command post in the immediate vicinity of the tournament. The command post shall be staffed at all times with one (1) representative of the Hermosa Beach Police Department and one (1) representative of AVP.

AVP shall provide no less than six (6) unarmed security officers. Said Officers shall wear identifiable uniforms that indicate a separate identity from other tournament staff.

A representative of the security staff shall meet with the Hermosa Beach Police Department Watch Commander prior to the tournament for a pre-event briefing.

The private security staff shall be responsible primarily for informing spectators of CITY'S alcohol ordinance.

CITY shall provide Officers for the event as follows: **Two (2) Officers each day of the event**, or as many Officers as deemed necessary by the Police Chief.

CITY shall provide Fire/Paramedic personnel for the event as follows: **Two (2) Fire/Paramedic each day of the event**, or as many Fire/Paramedic deemed necessary by the Fire Chief.

Cost of Officers and Fire/Paramedic personnel shall be assumed by AVP.

## **SET-UP**

- All event personnel and construction crew members must wear orange safety vests or orange t-shirt at all time during set-up and tear-down. Venue site will be closed if this procedure is not adhered to.
- All vehicles entering and exiting the Strand must have an orange-vested crew member in front and behind each vehicle while it is in motion.

## **EVENT OPERATION**

- The venue will not open until the fire inspection has passed and Fire engineer has signed off on inspection sheet.
- AVP is responsible for securing site and disallowing entrance to the public until inspection has passed each day.

## **CLEAN-UP**

AVP shall use a professional maintenance service to clean the following areas each day of the tournament:

- The Beach and Strand (impacted area)
- Pier Plaza (impacted area)

The maintenance service shall be responsible for hauling the trash outside the CITY following the tournament.

AVP shall provide additional trash receptacles at the following locations:

- Beach (impacted area)
- Strand (impacted area)
- And, additional trash receptacles as CITY requires.

AVP shall use Consolidated Waste to provide: One (1) 30 yard roll-off trash bin on 11th Street at Beach Drive and six (6) portable toilets that includes one (1) handicap toilet at the base of the Pier on the south side. CITY staff will determine if additional toilets are needed.

AVP shall take necessary steps to encourage participants and require sponsors to utilize recycling bins for appropriate materials. AVP shall make arrangements for such bins.

## **LOS ANGELES COUNTY DEPARTMENT OF BEACHES AND HARBORS SERVICES**

CITY shall make any necessary contacts on behalf of the event with the Los Angeles County Department of Beaches and Harbors.

AVP shall assume all costs for any additional lifeguards each day of tournament if required by Los Angeles County Lifeguards.

If AVP desires any County services, they must process their request through CITY. Any costs for County services will be borne by AVP.

## **INSURANCE**

At least ten (10) days prior to the event, AVP shall provide CITY a Certificate of Insurance providing personal injury and property damage liability insurance naming CITY, and County of Los Angeles, their officers, employees and agents as additional insured with a minimum coverage of **\$2 million combined single limit coverage with \$4 million in excess liability**. Insurance is to be placed with insurers with a current AM Best's rating of no less than A:VII. Said insurance shall not be canceled or altered without 30 days notice in writing to CITY and County.

AVP insurers shall be primarily responsible for any and all liability resulting or arising from the performance of the contract and CITY and County and their insurers shall not be required to contribute.

For insurance purposes, the event area shall be defined to include any and all areas occupied or affected by the event.

AVP agrees to defend, indemnify, and hold CITY and County of Los Angeles harmless from and against any and all liability and expense, including defense costs and legal fees, caused by the negligent or wrongful act or omission of AVP, its agents, officers and employees, including, but not limited to, personal injury, bodily injury, death and property damage.

## **CO-SPONSORS**

A fee of \$100 each shall be charged for all co-sponsors; with each co-sponsor permitted one display booth. All co-sponsors must meet with CITY approval prior to event.

## **ADVERTISING**

AVP shall be required to make announcements informing spectators of CITY'S alcoholic beverage ordinance as deemed necessary by Hermosa Beach Police. Signage regarding CITY'S alcohol ordinance shall be required by AVP. CITY staff shall determine criteria for size, wording and locations for postings.

All sponsor signs, props, product facsimiles, etc. deemed necessary by AVP to identify the event, shall be approved as to location and content by CITY. CITY will not unnecessarily deny said approval and will not curtail certain constitutional rights of AVP.

CITY shall permit two street banners to be posted for tournament. Cost of installation shall be the responsibility of AVP.

CITY shall permit AVP to display six (6) large replicas of their product. CITY staff shall have final approval of said replicas and determine location.

Vehicles parked within the venue for sponsorship display must be limited to nine (9) in number and site location approved by City safety personnel.

## **PARKING**

AVP shall be required to post temporary "No Parking" signs 24-72 hours in advance of event (as directed by CITY), and be responsible for the removal of signs on final event day. AVP shall use plastic cable ties to secure the signs.

AVP shall be required to make announcements indicating: 1) where there is free parking; and, 2) that CITY will strictly enforce all traffic and parking regulations.

AVP shall provide a shuttle bus service from a major satellite point(s) on the outskirts of or outside of CITY. AVP shall provide directional signs and advertisement which shall be approved in advance by CITY. Information regarding shuttle bus service shall be included in all tournament advertisements.

At no time may AVP block emergency vehicle access. Parking privileges may be revoked at anytime by CITY.

### **SPECIAL EVENTS**

CITY shall review all requests for any special events to be held as part of the tournament. CITY shall have the right to deny all requests.

CITY Council must approve any/all requests for bands/concerts prior to the event.

### **ADDITIONAL PROVISIONS/RESPONSIBILITIES OF CITY**

CITY reserves the right to use the stadium for civic or recreational events or activities.

CITY shall allow AVP the opportunity to sell official AVP tournament concession items pursuant to certain conditions:

- No food or beverage concessions shall be permitted on the Beach or in the Pier Plaza area,
- Free sampling booths will be permitted on the beach, per CITY conditions and Health Department approval; and,
- All concession items must be approved by CITY prior to event.

### **ADDITIONAL PROVISIONS/RESPONSIBILITIES OF AVP**

AVP shall be responsible to obtain all necessary County and State health permits as required.

AVP will be required to obtain an amplification permit from CITY.

Event shall be conducted in compliance with CITY Noise Ordinances. Ordinances are on file at the Department of Community Resources.

AVP will be solely responsible for event management.

AVP shall be responsible to protect the lower Pier (plaza) surface per the Department of Public Works.

AVP shall provide barricades and cones for use at pre-approved street closures and other areas as deemed necessary by CITY staff.

AVP shall designate area for spectators to store alcoholic beverages.

AVP shall maintain public access openings on the Strand Wall (Pier).

AVP will abide by any additional policies or appropriate fees as established by CITY.

AVP shall be responsible for all prize money, equipment, sound system and personnel necessary for conducting said tournament.

AVP shall set up/tear down between the hours of 8:00 a.m. and 9:00 p.m. on scheduled days.

At CITY'S option, AVP is required to display and permit CITY representatives to present a perpetual trophy to tournament winners following the finals.

**CITY RESERVES THE RIGHT TO AMEND AND/OR TERMINATE THIS CONTRACT AT ANY TIME.**

CITY OF HERMOSA BEACH

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Date

APPROVED AS TO FORM

\_\_\_\_\_  
City Attorney

\_\_\_\_\_  
Date

DEPARTMENT OF COMMUNITY RESOURCES

\_\_\_\_\_  
Director

\_\_\_\_\_  
Date

INTERNATIONAL MANAGEMENT GROUP

\_\_\_\_\_  
Director of Operations

\_\_\_\_\_  
Date

ATTEST

\_\_\_\_\_  
City Clerk

\_\_\_\_\_  
Date



February 24, 2004

Chairperson and Members of the  
Parks, Recreation and Community  
Resources Advisory Commission

Regular Meeting of  
March 2, 2004

<b>2004 COMMERCIAL EVENT APPLICATION AVP HERMOSA OPEN</b>
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**Recommendation**

To review and approve the AVP commercial event in accordance with staff recommendations.

<b>COMMERCIAL EVENT</b>	<b>DATE</b>	<b>FEES (est.)</b>
1. AVP Hermosa Open Beach Volleyball Tournament	July 22-25	\$34,964.00

**Background**

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 Mervyn’s 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.

Please review the attached letter of request, noting that the AVP intends to appeal staff recommendation of adherence to City ordinances. Specifically, event operators plan to petition Council for alcohol consumption and food concessions on the beach during their event. 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 these requests are attached for perusal.

**AVP Request & Staff Recommendation**

- 1. Event Date                      July 22-25, 2004
- Event Set-Up                      July 19-21, 2004
- Event Tear Down                July 26-28, 2004

Staff recommends approval of dates specified for event set-up, implementation, and tear down. Staff has recommended an additional day of tear down to accommodate beach steam cleaning by the County and installation of volleyball courts, once the beach has been cleared.

- 2. Merchandise Sales on the Beach.

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. 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 of event-sanctioned merchandise only. Staff recommends adherence to this policy, which entitles the AVP to sell only AVP monogrammed merchandise on the beach.

The special event policy also permits four (4) additional vendors to sell merchandise on Pier Plaza in association with the event. Staff recommends adherence to this policy also.

2. Alcohol Consumption on the Beach.

Per City ordinance, 12.20.040, no person shall possess, transport, deliver, sell, give away, purchase, or consume alcoholic beverages on the beach. Staff cannot recommend violation of City ordinance.

3. Beach Club Membership & Reserved Seating

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. Staff supports the limit imposed by the coastal commission.

4. Modeling Search

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. Staff supports the stance of safety personnel and does not recommend any activity, such as the model search, that may further incite crowds.

5. Corporate Outing on the Beach (6:30PM-10:00PM)

During the busy summer months, staff 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. Staff recommends AVP utilize one of the downtown restaurants or hotels to facilitate a corporate outing.

6. Fee Waiver Request

Staff 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. 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 prior to the implementation phase. Direct costs are reflective of the four-day event only. Indirect costs are recovered by the special event permit fee.

Respectfully Submitted,

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Lisa Lynn  
Recreation Supervisor



# City of Hermosa Beach

*Inter Office Memorandum*

**DATE:** May 6, 2004

**TO:** Mayor and City Council

**FROM:** Steve Burrell

**SUBJECT:** AVP – Additional information for City Council consideration for AVP  
Hermosa Open event

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I have attached a letter from the AVP that clarifies their application and adds the performance of a band during the tournament at appropriate times, adds additional comments concerning the request for a reduction in the fees charged and changes the request to sell beer on the beach so that it is an activity of the Hermosa Beach Education Foundation as a non-profit organization.

Staff will review these changes and prepare a report for the meeting.