

March 1, 2005

Honorable Mayor and Members of  
The Hermosa Beach City Council

Regular Meeting of  
March 8, 2005

**2005 SPECIAL EVENT APPLICATIONS**

**Recommendation**

The Parks, Recreation, and Community Resources Advisory Commission recommends that Council: 1) review proposed calendar of special events and select events for approval, and 2) determine which requests for fee waivers should be granted.

<b>COMMECIAL EVENTS</b>	<b>DATE</b>	<b>FEES (est.)</b>
1. EVP Tour – Pro Am Beach Volleyball Tournament	June 18	\$ 4,395.00
2. AVP Hermosa Open Beach Volleyball Tournament	July 21-24	\$47,558.00
3. Hermosa Beach Triathlon (MESP)	October 9	\$10,277.00

<b>NON PROFIT EVENTS</b>	<b>DATE</b>	<b>FEES (est.)</b>
1. Great Autos of Yester Year Car Show	May 7	\$ 802.00
2. Hermosa Beach Art Walk	5/12, 6/16, 7/21	\$ 4,453.00
3. Amateur Athletic Union (AAU) Youth Volleyball	July 9, 10, 17	\$ 892.00
4. So Cal Foundation Beach Volleyball Tournaments	July 30	\$ 881.00
5. World Aids Day	November 27	\$ 714.00
6. Volcom Sea Slugs Youth Surf Contest	December 10	\$ 332.00

**The following events are approved at the Department level and listed here for information purposes.**

<b>PIER PLAZA MERCHANT PROMOTIONS</b>	<b>DATE</b>	<b>FEES (est.)</b>
1. Hearts of Hermosa/Ed Foundation Fundraiser	May 18	\$ 450.00
2. Little League Annual Fundraiser	May 21	\$ 450.00
3. Hennessy’s Cup Paddleboard Championship	July 16	\$ 450.00
4. Hermosa Arts Foundation Synesthesia	September 24	\$ 450.00

<b>PASS-THROUGH EVENTS</b>	<b>DATE</b>	<b>FEES (est.)</b>
1. Richstone Family Center	April 30	\$ 133.00
2. Diabetes Walk	September 25	\$ 133.00

Complete event applications and event information are available for public review at:

1. Hermosa Beach Library
2. Community Resources Department
3. Hermosa Beach City Manager’s Office
4. Hermosa Beach City Clerk’s Office

**Background**

The Community Resources Department received three (3) applications for commercial events on the beach with impact to Pier Plaza. Applicants: EVP Tour, AVP and MESP each paid the City a \$500 deposit fee, as required by the special event policy.

The Community Resources Department received thirteen (13) non-profit special event applications for events at various locations throughout the City. Applicants: Great Autos of Yesteryear, Hermosa Beach Education Foundation, Little League, Hermosa Arts Foundation/Synesthesia and World Aids Day will impact Pier Plaza only; Applicants: AAU, So Cal Foundation and Volcom will impact the beach only; Applicant: Hennessy's Cup will impact both Pier Plaza and the beach; Applicants: American Diabetes and Richstone Center will 'pass-through' the Strand only; Applicant: HB Art Walk will impact several areas of public space, primarily along Pier Avenue.

Attachment A includes the master event calendar for 2005, which has been categorized to differentiate between commercial, non-profit, co-sponsored, and Community Resources Department events. Attachment B 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 and organizational requests for fee waivers. Attachment C includes: (a) letters of request, (b) contracts and (c) After Action reports. Please note: in the case of Pier Plaza Merchant Promotions and Pass-Through events, the signed application serves as contractual agreement.

### **Analysis**

The attached contracts and policies have been developed by the City through several years of experience in staging special events. The City has worked in coordination with event operators to consider the needs of residents and enhance opportunities for exposure to local businesses. Special events have provided residents and visitors with unique recreational experiences that are of intergenerational appeal.

### **COMMERCIAL EVENTS :**

#### EVP Tour PRO AM BEACH VOLLEYBALL TOURNAMENT

This is a repeat one-day event for the City. The summer tournaments have been successful and well managed by the EVP Tour, a company that has been in business for thirteen years promoting beach volleyball programs. The event format is professional beach volleyball competition, spectator contests, and an amateur volleyball tournament open for local teams.

#### AVP HERMOSA OPEN BEACH VOLLEYBALL TOURNAMENT

The AVP has a long-standing history of producing professional beach volleyball tournaments to large spectator crowds. The Hermosa Beach Open has become a well-anticipated tradition to the local volleyball community. From 1998 to 2003, the AVP partnered with IMG to produce the Mervyn's Beach Bash which encompassed the Hermosa Beach Open. This is the second year, the AVP has proposed a stand alone "grand slam" tournament.

#### MESP – HERMOSA BEACH TRIATHLON

This is a repeat one-day event for the City. MESP operators have abided by their contractual requirements in past years and have repeatedly produced safe events that appeal to participating athletes and spectators alike. A commitment from MESP to notify every resident in Hermosa by direct mail has addressed issues of concern regarding event notification. Further, the Police Department has produced informative flyers for distribution that detail event course and 'escape routes' for vehicular traffic during the race. The bike route revision deleting Hermosa Avenue and extending the course along Pier Avenue proved to be successful last year.

### **NON PROFIT EVENTS:**

#### GREAT AUTOS OF YESTER YEAR CAR SHOW

This is a repeat one-day event for the City presented by the Great Autos of Yester Year Car Club. The organization is dedicated to prominent displays of classic cars from the 1960's and 1970's. Pier Plaza provides a unique venue location for the annual show.

#### HERMOSA BEACH ART WALK

This is a repeat one-day event, held on the third Thursday for three consecutive months, for the City. Organizers of the Art Walk include Hermosa Arts Foundation, Pier Avenue merchants and gallery owners. Visual art exhibitions and musical performances will be located along Pier Avenue between Bard Street and Monterey Boulevard. Local galleries, restaurants and businesses will participate in the Art Walk by hosting food and wine receptions on their properties.

#### AMATEUR ATHLETIC UNION (AAU) YOUTH VOLLEYBALL TOURNAMENT

This is a repeat event, held on two consecutive weekends, for the City. The newly posed format will reduce impact with boys and girls playing on separate weekends. This national championship for junior volleyball takes place in Hermosa Beach annually. The competition is doubles only and open to boys and girls in 18 & under, 16 & under, 14 & under, and 12 & under age divisions. Winning teams move on to compete in the AAU Junior Olympic Games. In addition to the tournaments, a skills development camp is held for junior players.

#### SO CAL FOUNDATION FOR CHILDREN

This is a repeat one-day event for the City. The So. Cal. Foundation for Children (SCFC) raises funds for scholarships, educational guidance and athletic opportunity to underprivileged youth. The So. Cal. Foundation for Children is recognized by the City of Hermosa Beach as a local service organization

#### SYNESTHESIA DRIVE-IN

This is a new one day event for the City featuring: live music performed by ten bands, works of art created onsite, various food vendors, art sales and local non-profit participation. The event will feature up-and-coming artists and musicians, as well as local talent. All net proceeds will benefit the development or arts in the community.

#### WORLD AIDS DAY

This is a repeat one-day event for the City. The South Bay Family Healthcare Center has provided free family health care and health screenings for over thirty years. World AIDS Day, commemorated since 1988, has been a day set aside to bring messages of compassion, hope, solidarity and understanding about AIDS.

#### VOLCOM SEA SLUG YOUTH SURF CONTEST

This is a repeat one-day event for the City. Youth ages 14 to 17 years participate in the annual surf competition held on the south side of the Pier. Prizes are awarded to the top six finalists in Grom, Junior, and Open Divisions.

#### **PIER PLAZA MERCHANT PROMOTIONS**

#### HEARTS OF HERMOSA

The Hermosa Beach Education Foundation will be holding its 9<sup>th</sup> annual "Hearts of Hermosa" dinner, dance and auction. This is the first time Sangria will host the event. This party is the largest annual fundraising event benefiting Hermosa Beach public schools.

#### LITTLE LEAGUE ANNUAL FUNDRAISER

This is a repeat one-day event for the City. Hosted by Hennessey's and coordinated by Hermosa Beach Little League, this annual fundraising event is highly popular, attracting a large crowd of local participants to the Plaza. Those in attendance enjoy dinner and music. Ticket proceeds directly benefit the local resident league.

HENNESSEY'S CUP PADDLE-BOARD CHAMPIONSHIP

This is a repeat one-day event for the City. The early morning paddleboard championship takes place on the south side of the Pier and is followed by a Hawaiian luau on the Plaza. Sponsored by Hennessey's, ticket proceeds directly benefit the local paddleboard association.

**PASS-THROUGH EVENTS**

RICHSTONE CENTER PIER TO PIER WALK

This is a repeat "pass-through" event for the City. Participants walk along the strand from the Manhattan Beach Pier to the Hermosa Beach Pier and back. This non-profit fundraising event supports the Richstone Family Center and KTLA Charities bringing aid to hundreds of abused children in need of counseling each year. This event is the organization's primary fundraising event.

AMERICA'S WALK FOR DIABETES-SOUTH BAY

This is a repeat "pass-through" event for the City. The event is the signature fundraising opportunity for the American Diabetes Association. Net proceeds from the event fund research, education and advocacy. With strong support from the business community, including sponsorship and corporate teams, the event raises millions of dollars each year.

Attachments:

- A: 2005 Special Event Master Calendar
- B: Detailed Event Grid of Information
- C: Letters of Request, Contracts, and After Action Meeting Minutes

Respectfully Submitted,

Concur,

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Lisa Lynn  
Community Resources Director

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Stephen R. Burrell  
City Manager

Noted for Fiscal Impact:

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Viki Copeland  
Finance Director