

March 21, 2006

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
March 28, 2006

HB 5000 & City Walk: 5K Run/Walk Proposal

Recommendation

The Parks, Recreation and Community Resources Advisory Commission recommends that Council approve the request for *HB 5000 & City Walk* proposed for Saturday, April 14, 2007.

Background

The Department of Community Resources received an event application and letter of request (Attachment A) from Jeff Atkinson, Race Director, requesting permission to conduct a special event to encompass a 5K road race and walk. The fast course is designed to accommodate the elite runner, while the walking component provides accommodation for all physical fitness levels (Attachment B).

The date selected does not interfere with existing calendar of special events. The first annual race purposefully coincides with the Centennial year of celebratory events. The route was determined through collaborative efforts between the Race Director and Departments of Police, Public Works, and Community Resources.

Participation is estimated to exceed 1,500; therefore, the event is categorized as commercial. The group is not requesting fee waivers.

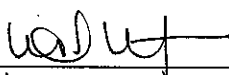
Fiscal Impact: Estimated Fees

Permit Fee	\$3,972
Set-Up Fee	\$200
Amplification Permit Fee	\$47
Police Officers	\$2,520
Fire Inspection	\$69
Public Works	\$1,500
Parking	\$2,869
CR Dept. Staff Fee	\$300
Total	\$11,477

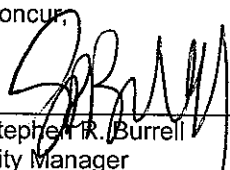
Attachments:

- A. Letter of Request
- B. Route Map

Respectfully submitted,



Lisa Lynn
Community Resources Director

Concur,


Stephen R. Burrell
City Manager

Noted for Fiscal Impact:



Viki Copeland
Finance Director

Jeff Atkinson, Race Director
Hermosa Beach Centennial 5000 and City Walk
332 First Place
Manhattan Beach, CA 90266

March 1st, 2006

Ms. Lisa Lynn, Director
City of Hermosa Beach Department of Community Resources
710 Pier Avenue
Hermosa Beach, CA 90254

Dear Ms. Lynn

Thank you for your enthusiasm regarding our recent proposal for the HB Centennial 5000 and City Walk to celebrate the 100th birthday of Hermosa Beach. Allow me to present this formal request for the following event:

The Hermosa Beach Centennial 5000 and City Walk, Saturday, April 14th, 2007, 8am

This 5K road race and walk provides a terrific tour of Hermosa's best attributes including Pier Avenue, the Strand and an exciting finish off the pier onto Pier Plaza.

Our goal is to provide Hermosa Beach with a signature event: a professional caliber road race to rival and complement Redondo's Super Bowl 10K and Manhattan's Hometown Fair 10K in size, quality, and execution.

The event will cater to the entire community and take advantage of its unique charms. The incredibly fast course will provide a fantastic opportunity for the competitive athlete, fitness enthusiast, casual walker, and volunteer to take part in Hermosa's "premier healthy street party." The event itself will become a yearly focus for local runners, as well as a destination event for regional and out of state participants.

The HB Centennial 5000 and City Walk will also serve as the goal/championship/celebration of a new school-based fitness opportunity for Hermosa school children. "Kids Run Hermosa" will provide training guidance and an introduction to the health benefits of endurance exercise to these children through a six-month program leading up to the race. Workouts, clinics, and mini races conducted in conjunction with their normal P.E. curriculum will provide valuable goal-oriented experience and a chance for community participation as they get ready for the big event in the spring.

Other fitness groups, including seniors, will also be specifically targeted to get out and "walk the city" to inspire participation at all levels.

The race will benefit the Hermosa Beach Education Foundation and become a yearly source of funding.

I am excited to present this idea to the community and look forward to your response.

Sincerely,

Jeff Atkinson

Project Name

HB Centennial 5000 & City Walk – 03/01/06 Report

This Centennial project/event:

_____ will be leveraged from an existing organized event.

* Name of the existing event: _____

will be created specifically for the Centennial Celebration

Project Leader	Project Sponsor	Date of project/event
Richard McCurdy	Hermosa Beach Education Foundation and Beach Cities Health District	Saturday, April 14, 2007 Race Starts @ 8:00 am

Project Description

Describe your event/project:

A visually interesting, "cool" and entertaining, six-turn course is proposed that will highlight Hermosa's most beautiful attributes: starting on Pier Ave. at Hermosa Ave. and running east up the hill; doing a "U-Turn" on Pier Ave. when you reach Bard St. by the Fire Station; roaring back down the hill on Pier Ave., through the Plaza; then turning north on the Strand to the end and then doing another "U-Turn" and running back to the Pier; making a right turn and running out to the end of the Pier and again doing a "U-Turn" and racing back towards the Strand; and finally reaching the "Finish Line" located on the south side of the Plaza at the first palm trees. This race will provide a fantastic opportunity for the competitive athlete, fitness enthusiast, casual walker, and volunteer to take part in Hermosa's "Premier Healthy Street Party". The starting gun will go off at 8 am to begin the race for the runners and at 8:05 am for the walkers. The final participant is expected to complete the race and cross through the finish line by 9:30 am. "Goodie Bags", T-Shirts and medals are planned. Registration fees to enter the race will be \$25 up to a week before the race, then increased to \$30 during the week before and \$35 for the day of the race..

The HB Centennial 5000 and City Walk will also serve as the goal and celebration of a new school-based fitness opportunity for Hermosa school children. "Kids Run Hermosa" will provide training guidance and an introduction to the health benefits of endurance exercise to students through a six-month program leading up to the race. Workouts, clinics, and mini-races conducted in conjunction with their normal P.E. curriculum will provide a valuable goal-oriented experience and community participation, as they get ready for the big event in the spring. A similar program will be made available to seniors through the Parks & Recreation Dept.

Describe the Centennial element/theme:

The team will provide the Centennial Celebration with a signature event. It will be a professional grade road race to rival and compliment Redondo's "Super Bowl 10K" and Manhattan's "Hometown Fair" 10K in size, quality and execution, that will highlight the

attractions afforded by Hermosa Beach: the commercial corridors and the Plaza/Strand/Pier areas.

Resources

Team Members:

Jeff Atkinson (1988 US 1500 Champion, Palos Verdes HS Track and Cross Country Coach), Annie Seawright-Newton, HBEF, BCHD and Hermosa Valley School Administration Staff.

Designated Centennial Committee Liaison:

Richard McCurdy

Deliverables

What will you provide:

A professional grade road race to rival and compliment Redondo's "Superbowl 10K" and Manhattan's "Hometown Fair" 10K in size, quality and execution.

What does the Centennial Committee need to provide to you for your success?

Approval from the HB Police Dept., Public Works Dept., Parks & Rec. Commission and the City Council.

Dependencies & Risks

Are there any dependencies that we need to be aware of for your success?

Event approval will be required from the City Council. Additionally, support will also be needed from the various city departments that are normally involved in events of this nature.

Risks, Issues we should be aware of:

The main risk is gaining final approval of the event by the City Council. There is no financial risk since all costs to put on the race will be paid by entry fees and a limited number of sponsors.

Budget

How much capital is allocated for this event/project?

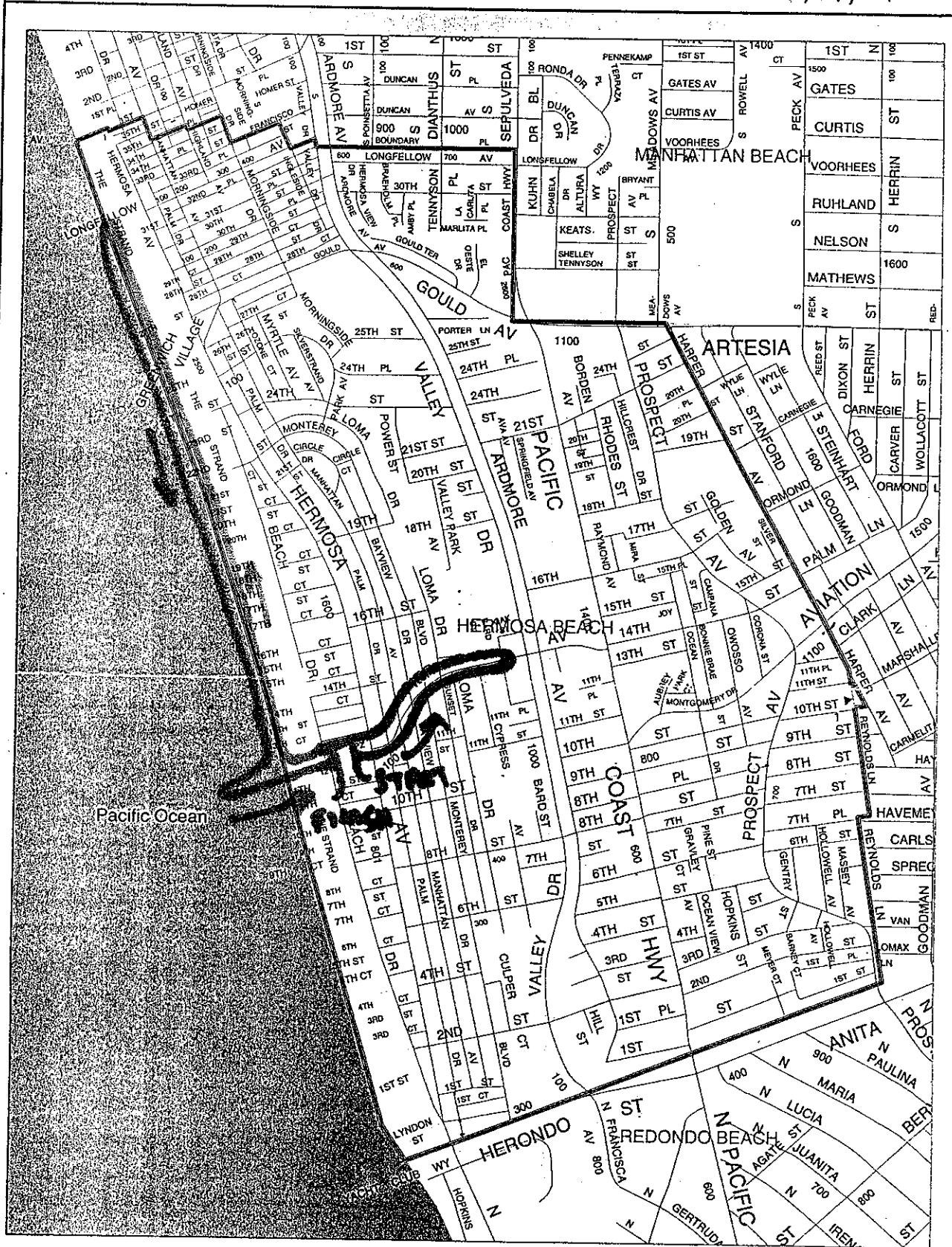
\$35,000 (estimated)

What is the source of the allocated budget?

TBD

Other comments

- ① PIER PLAZA EAST TO BARO.
- ② U-TURN ON PIER AVE @ BARO AND RETURN TO PLAZA
- ③ NORTH ON SPANISH TO LONG FELLOW
- ④ U-TURN ON SPANISH AND RETURN TO PLAZA
- ⑤ RT. ONTO PIER OUT OVER THE WATER
- ⑥ U-TURN ON PIER AND RETURN TO PIER PLAZA TO FINISH LINE.



Hermosa Beach Sphere of Influence

Legend

- Roads, Thomas Bros.
- City of Hermosa Beach
- SOI, Hermosa Beach

1 adopted 7-25-84 (in city of Redondo Beach)

1:10,000

0 0.1 0.2 0.4 Miles

LAFCO June 10, 2003