

January 24, 2002

Honorable Mayor and Members of
The Hermosa Beach City Council

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

Workshop Meeting
February 5, 2002

<p style="text-align: center;">CITY COUNCIL / COMMISSION WORKSHOP: BEACH EVENTS</p>
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Recommendation

Staff recommends that City Council and the Commission receive and file this report.

Background

The City Council requested that staff schedule a workshop meeting with the Parks, Recreation, and Community Resources Commission to discuss special events on the beach.

This report includes attachments which may be helpful in providing background information to Council Members and Commissioners:

Attachment A: *Beach Events 2001- A grid outlining last year's beach events.*

Attachment B: *City policies and sample special event contract*

Attachment C: *Ordinance for special events*

Attachment D: *Commercial event fact sheets from 1997-2001.*

Analysis

For decades, the City has enjoyed a rich history of sports and cultural events on the beach including events such as an Olympic Qualifier for beach volleyball, sand soccer, and many memorable AVP and WPVA championships. The AVP's national championships in Hermosa Beach was the first live network broadcast in the history of beach volleyball (NBC) and the WPVA's CBS debut marked the first network event for women's beach volleyball.

As identified in Attachment A, beach events are one of three types: (a) City sponsored events (e.g., Sunset Concerts on the Beach, Sand and Strand Run), (b) non-profit events (e.g., Aloha Days, AAU Youth Volleyball Tourneys), and (c) commercial events (e.g., Mervyn's Beach Bash, MESP Triathlon). Commercial events are further subdivided by impact measuring from Category I to Category III (Attachment B).

In past years, commercial special events on the beach were greater in numbers (averaging 7 to 8 per year) but since 1999, have dropped considerably (3 to 4 per year). This is not coincidental with the emergence of Beach Bash as it absorbed a number of other events that were previously separate including: (a) AVP Championships, (b) WPVA Championships, and (c) the Extreme Sports Spectacular (skateboarding). So while Beach Bash created a significant impact from set-up to teardown, it in effect, reduced the number of set-ups and teardowns through the summer season (though not overall days).

In examining the 2000 calendar, it is clear that Beach Bash stands alone in terms of set-up, impacts, and spectator draw. The other two commercial events had lower impacts than the next largest event on the beach, Sunset Concerts. Based on feedback from the Council regarding Beach Bash, it seems that this event alone may be the main focus of this meeting. As such, per City Council action, IMG Vice President, James Leitz has been invited to this meeting to discuss the event.

In addition to directing staff with regards to the Beach Bash event, Council may provide staff with new direction with regards to special event policies as they relate generally and/or to beach events.

Respectfully submitted,

Mary C. Rooney
Director of Community Resources