

January 28, 2002

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

Regular Meeting of
February 4, 2003

**ALOHA DAYS COMMITTEE: REQUEST FOR APPROVAL OF “ALOHA DAYS”
LONGBOARD SURF CONTEST & HAWAIIAN FESTIVAL**

Recommendation

Staff recommends that the Commission:

1. Approve the request from the Aloha Days Committee to hold their annual surf competition and “Aloha Days” Hawaiian Festival (vendor booths and beach events), Saturday and Sunday, August 9-10 2003; and
2. Forward requests for (a) fee waivers and (b) funding to Council for consideration; and
3. Approve the event contract (Attachment A)

Background

This is the seventh year for this community event presented by the Aloha Days Committee that combines a longboard surf competition with a Hawaiian festival featuring artisans, performers and food booths.

Attachment B contains: (a) Aloha Days’ proposal/request for approval, (b) event outline, (c) site plan, and (d) budget.

Analysis

In the past six years Council and Commission have been supportive of Aloha Days Surf Contest and Hawaiian Festival as a very enjoyable community activity. Aloha Days organizers have proven to be a cooperative with all City requirements and requests. The event remains relatively low impact in nature and requires no street closures.

Event organizers have joined with the Hermosa Beach Historical Society to create a rotating display of surf paraphernalia within the boundaries of the recently expanded historical society museum. In addition, organizers report that proceeds from booth spaces and entry fees will benefit the Hermosa Beach Surf Museum Fund.

The recommended contract contains the same provisions as are standard with event contracts with notable differences to include:

1. Provision for ocean safety review and written approval from the LA County Lifeguards for surf competitions.
2. Requirement for Fire Chief approval of booth layout on lower Pier Avenue and the Pier.
3. Requirement that all food vendor booths erected on the pier head and pier deck areas shall have a protective flooring and/or padding to prevent marks on the pavement.
4. Food booths will be restricted to the Pier deck area only. No food booths permitted on the Plaza.
5. Requirement that all vendor booths, with the exception of Hermosa Beach non-profit organizations, must sell Hawaiian arts & crafts or surf themed items only.

Aloha Days has requested funding from the Downtown Enhancement Fund of \$2,500 to assist with the event costs.

<u>FISCAL IMPACT</u>	
<u>Fees</u>	
Daily Permit fee @ \$2,047 (Cat.II) X 2 days	\$4,214.00*
Set Up/Tear Down fees @ \$200/day	400.00*
Meter Buy-out fees @ \$17.00 per meter X 30 X 2 days	1,020.00*
Police fees @ actual hourly rate	1,136.00
Event Staffing fee @ \$200 X 2 days	400.00
Public Works/Banner fees	236.00*
Public Works/Plaza steam cleaning	600.00
Amplification Permit	<u>44.00*</u>
Total	\$8,050.00
Waive requests/subsidy	5,514.00
Total projected fees	\$2,536.00
<u>Requests for City Funding</u>	
Downtown Enhancement Fund	\$2,500.00
Total	\$2,500.00
*Aloha Days requests fee be waived by City Council	

Other Alternatives:

- A. Recommend the Aloha Days Surf Contest and Festival to be held on one day only, August 9, 2003.
- B. Do not approve Special Event application and supporting documents.

Attachments:

- A. Event Contract
- B. Supporting Materials

Respectfully submitted,

Shaunna Donahue
Recreation Supervisor