

February 25, 2003

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

Regular Meeting of  
March 5, 2003

**2003 COMMERCIAL EVENT APPLICATIONS**

**Recommendation**

Staff recommends that the Commission approve the events as listed below and forward the contracts to City Council for final review and approval.

EVENT	DATE	FEES (estimated)
1. IMG - Beach Bash 2003	June 6-8	\$46,716.00
2. EVP Tour – Pro Am Beach Volleyball Tournament	June 21	\$ 4,982.00
3. So Cal Foundation – Beach Volleyball Tournament	July 19	\$939.00
4. MESP – Hermosa Beach Triathlon	October 12	\$10,526.00

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

- 1. Hermosa Beach Library**
- 2. Hermosa Beach Police Station**
- 3. Hermosa Beach City Manager’s Office**
- 4. Hermosa Beach City Clerk’s Office**

**Background**

The City received four applications for commercial events on the beach. Applicants: IMG, EVP Tour, and MESP paid the City a \$500 deposit as required by the special event policy. So Cal Foundation for Children, a local non-profit has requested an application fee waiver.

Attachment A provides the Commission with a grid that identifies: (a) years the event has been held in the City, (b) proposed event dates, and (c) projected City fees. Attachment B includes: (a) site maps, (b) event contracts.

**Analysis**

The attached contracts and policies have been developed by the City through several years of experience in staging commercial events. The City and event operators have worked together through the years in

order to consider the needs of residents and to account for potential opportunities for local businesses in the assembly and conduct of these events.

Not only have special events provided local residents and visitors with an opportunity to enjoy world class sporting and cultural events, but they have also given the downtown area commerce and media exposure as a result of their existence here.

### IMG - BEACH BASH 2003

As identified in Attachment A, IMG's set-up encompasses nine days (tear-down is five days.) It is important to note that the work will be minimal (no trucks) on the weekend of May 31-June 1, in order to accommodate weekend beach activities. This set-up time is required to create the unique venue inclusive of the "Soul Bowl" and "Side Out Playground."

The entertainment venue for 2003 will not change from last year. Specifically, there will not be any activities taking place on the south side of the Pier. The "Soul Bowl", and "Center Court" will return. As indicated in Attachment B, the "Side Out Playground" perimeter will be extended; however, the venue itself will not increase. The deletion of the Cuervo Gold Activity/Promotion area adjacent to 14<sup>th</sup> Street facilitates this change.

The size of Beach Bash and some operational issues from previous years required staff and IMG to spend considerable time in pre-event meetings. Issues regarding safety and construction management have been discussed with IMG. Solutions to these areas of concern were successfully addressed last year. Venue reduction of Beach Bash 2002, substantially decreased number of spectators, compared to Beach Bash 2001.

In addition to Beach Bash, the City has worked with IMG on prior events including a Beach Volleyball Qualifier for the 1996 Olympics. As one of the largest sports agencies in the world, IMG has the experience and resources to produce events that are professionally presented, reflecting positively on the City and sponsors alike. Per the attached application, the fiscal impact of this event on the City is realized with hotel bookings, parties, and donations to local charities.

### EVP Tour – PRO AM BEACH VOLLEYBALL TOURNAMENT

Sports Endeavors Inc. (EVP Tour) has been in business for eleven years promoting beach volleyball programs. The Amstel Light Pro-Am Volleyball tour has twelve (12) stops on both east and west coasts. The series attracts players from Chicago, Miami, New York, and Los Angeles. The event format is professional beach volleyball competition, spectator contests, and an amateur volleyball tournament open for local teams. The one-day tournament is open to all levels of play.

This is a repeat event for the City. The summer tournaments have been successful and well managed. The EVP Tour has produced many volleyball tournaments, primarily in Chicago and Michigan City.

SO CAL FOUNDATION FOR CHILDREN

The So. Cal. Foundation for Children (SCFC) raises funds for scholarships and the purchase of gifts for children that would otherwise go without during the holiday season. The organization provides educational guidance and athletic opportunity to underprivileged youth in the South Bay and Los Angeles areas. The So. Cal. Foundation for Children is recognized by the City of Hermosa Beach as a local service organization. In accordance with policy, 100% of all event proceeds will be donated to the foundation.

This is a repeat event for the City. Tournament Director, Bill Sigler, has proven to be successful in the operation of other local charity events and volleyball tournaments.

MESP – HERMOSA BEACH TRIATHLON

The Hermosa Beach Triathlon is a repeat event for the City. This event is recreational and as such, the contract does not focus on impacts from large spectator crowds. MESP operators have abided by their contractual requirements in past years and have presented successful and safe events in Hermosa Beach.

Parking issues from fall of 2000 required staff and MESP to spend considerable time in evaluative discussions. Solutions to this area of concern were successfully addressed and implemented in both 2001 and 2002. MESP substantially increased distribution of information flyers prior to the event, “No Parking” signs were posted further in advance, and improvements were made with regard to notifying local car owners.

<p><b>Fiscal Impact: \$64,542 revenue to the General Fund</b> <b>\$23,327 of the \$64,542 pays for direct costs and city overhead charges.</b></p>
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Attachments:

- A: City of Hermosa Beach: 2003 Commercial Event Grid
- B: Site plans, contract
- C: City’s Special Event Policy
- D: 2003 Tentative Special Event Calendar (includes City and Community events)

Respectfully Submitted,

Concur,

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Lisa Lynn  
Recreation Supervisor

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Stephen R. Burrell  
City manager

## CITY OF HERMOSA BEACH: 2003 COMMERCIAL EVENTS

APPLICANT	Pigskins on the Beach	IMG	EVP Tour	So Cal Foundation for Children	MESP Marketing
EVENT/YEAR	Semi-Professional Flag Football 1 <sup>st</sup> Year	California Sports Beach Festival 5 <sup>th</sup> Year	Pro Am Beach Volleyball Tournament 3 <sup>rd</sup> Year	Beach Volleyball Tournament 2 <sup>nd</sup> Year	Hermosa Beach Triathlon 12 <sup>th</sup> Year
DATES/ LOCATION	April 11,12,13 Beach	June 6,7,8 Beach/Plaza	June 21 Beach	July 19 Beach	October 12 Beach/Plaza
SET-UP	April 11	May 28,29,30,31 June 1, 2, 3,4,5	June 21	July 19	October 12
TEAR-DOWN	April 13	June 9,10,11,12,13,14	June 21	July 19	October 12
CATEGORY	II	III	II	II	II
ADMISSION CHARGES	No	No	No	No	No
SHUTTLE BUS REQUIRED	No	Yes	No	No	No
INSURANCE	2 Million	6 Million	2 Million	2 Million	2 Million
FILMING	No	Yes	No	No	No
SEASON	Off-Season	Summer	Summer	Summer	Off-Season
<b>FEES (ESTIMATE):</b>					
Permit	6,321.00	11,490.00	2,107.00	Waived	2,107.00
Set-up/Tear Down	N/A	2,600.00	400.00	N/A	400.00
Police	3,408.00	9,936.00	992.00	639.00	4,830.00
Fire/Paramedic	N/A	5,130.00	N/A	N/A	N/A
CR Staff	900.00	900.00	300.00	300.00	300.00
Public Works	N/A	2,600.00	N/A	N/A	N/A
Admission	N/A	N/A	N/A	N/A	N/A
Film Permit	N/A	383.00	N/A	N/A	N/A
Location Fees	N/A	2,682.00	N/A	N/A	N/A
Business License	298.00	298.00	298.00	Waived	298.00
Banner	236.00	472.00	472.00	N/A	N/A
Co-Sponsor	400.00	1,000.00	300.00	N/A	200.00
Parking	408.00	9,180.00	68.00	Waived	2,346.00
Amp. Permit	45.00	45.00	45.00	Waived	45.00
<b>TOTAL</b>	<b>\$12,016.00</b>	<b>\$46,716.00</b>	<b>\$4,982.00</b>	<b>\$939.00</b>	<b>\$ 10,526.00</b>