

December 20, 2005

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

Regular Meeting of
January 3, 2006

2006 SPECIAL EVENT APPLICATIONS

Recommendation

To review proposed calendar of special events, select events for approval, and consider requested fee waivers.

COMMERCIAL EVENTS

| | DATE | FEES (est.) |
|--|------------|-------------|
| 1. EVP Tour - Pro Am Beach Volleyball Tournament | June 17 | \$ 4,699.00 |
| 2. Hermosa Beach Triathlon (MESP) | October 15 | \$12,265.00 |

NON PROFIT EVENTS

| | DATE | FEES (est.) |
|--|-----------------|-------------|
| 1. Watershed Expo 2006 | March 25 | \$ 6,050.00 |
| 2. Great Autos of Yesteryear Car Show | May 6 | \$ 1,643.00 |
| 3. Hermosa Beach Art Walk | 5/11, 6/8, 7/13 | \$ 5,686.00 |
| 4. Amateur Athletic Union (AAU) Youth Volleyball | July 8, 9, 16 | \$ 1,244.00 |
| 5. So Cal Foundation Beach Volleyball Tournament | July 29 | \$ 880.00 |
| 6. Friends of the Parks - Movie in the Park | August 26 | \$ 983.00 |
| 7. Volcom Sea Slugs Youth Surf Contest | December 9 | \$ 356.00 |

THE FOLLOWING EVENTS ARE APPROVED AT THE DEPARTMENT LEVEL AND ARE LISTED HERE FOR INFORMATION PURPOSES ONLY.

PIER PLAZA MERCHANT PROMOTIONS

| | DATE | FEES (est.) |
|---|----------|-------------|
| 1. Hearts of Hermosa/Ed Foundation Fundraiser | March 10 | \$ 0.00 |
| 2. Little League Annual Fundraiser | May 20 | \$ 493.00 |
| 3. Hennessy's Cup Paddleboard Championship | July 15 | \$ 493.00 |

PASS-THROUGH EVENTS

| | DATE | FEES (est.) |
|---------------------------------|--------------|-------------|
| 1. Richstone Pier-to-Pier Walk | April 2 | \$ 139.00 |
| 2. America's Cycle for Diabetes | May 13 | \$ 139.00 |
| 3. America's Walk for Diabetes | September 24 | \$ 139.00 |

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 two (2) applications for commercial events on the beach with impact to Pier Plaza. Applicants: EVP Tour 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, and Little League 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 2006, which has been categorized to differentiate between commercial, non-profit, co-sponsored, and Community Resources Department events. Attachment B 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 and organizational requests for fee waivers. Attachment C includes: (a) letters of request, (b) applications and (c) event contracts. Please note: in the case of Pier Plaza Merchant Promotions and Pass-Throughs, 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 fourteen years promoting beach volleyball programs. The event format is professional beach volleyball competition, spectator contests, and an amateur volleyball tournament open for local teams.

HERMOSA BEACH TRIATHLON – MESP

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. 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. Further revision includes opening Herondo for vehicular access by maintaining the entire bike course within Hermosa Beach City boundaries.

NON PROFIT EVENTS:

WATERSHED EXPO 2006

This is a new one-day event for the City presented by the Guacamole Fund and Agalita Research Foundation. It is an educational event with exhibits, film, lectures, and hands-on demonstrations pertaining to pollution problems on the beaches and in the ocean from upstream watersheds. This event will be in conjunction with the research vessel, The Agalita in King Harbor with shuttles going to The Agalita and the Sea Lab in Redondo Beach. Watershed Expo 2006 is free to the public.

GREAT AUTOS OF YESTERYEAR 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 for the City, held on the second Thursday for three consecutive months. Organizers of the Art Walk include Hermosa Arts Foundation and Pier Avenue merchants and gallery owners. Visual art exhibitions and musical performances will be located along Pier Avenue between Bard Street and Monterrey 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 three-day event, held on two consecutive weekends, for the City. 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.

SOUTHERN CALIFORNIA FOUNDATION FOR CHILDREN BEACH VOLLEYBALL TOURNAMENT

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.

FRIENDS OF THE PARKS – MOVIE IN THE PARK

This is a repeat one-day event for the City. Friends of the Parks coordinates this family-oriented community event. It consists of a featured movie, activities, food and a raffle drawing at Valley Park.

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 10th annual "Hearts of Hermosa" dinner, dance and auction. For the second year, 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.

AMERICA’S CYCLE FOR DIABETES – SOUTH BAY

This is a new “pass-through” event for the City. A cycling event to raise funds for diabetes research, education, community outreach and advocacy. The main site for this event is at the Santa Monica Pier. Participants will ride through Hermosa Beach on the Strand.

Attachments:

- A: 2006 Special Event Master Calendar
- B: Detailed Event Grid of Information
- C: Letters of Request, Applications and Contracts

Respectfully submitted,

Concur,

Katie Crevda
Administrative Assistant

Lisa Lynn
Community Resources Director

CITY OF HERMOSA BEACH: 2006 NON PROFIT EVENT APPLICATIONS

| APPLICANT | Guacamole Fund & Agalita Research Foundation | Great Autos of Yesteryear Club | Hermosa Beach Art Walk, Inc. |
|---------------------------------|---|---------------------------------------|--|
| EVENT/YEAR | Watershed Expo 2006 1 st Year | Car Show 7 th Year | Hermosa Beach Art Walk 3 rd Year |
| DATES/ LOCATION | March 25 Theater, Community Center & Lawn | May 6 Pier Plaza | May 11, June 8 & July 13 Upper Pier Avenue |
| SET-UP | March 25 | May 6 | 2pm on specified event date |
| TEAR-DOWN | March 25 | May 6 | 10pm on specified event date |
| ADMISSION CHARGES | No | No | No |
| SHUTTLE BUS REQUIRED | Yes | No | No |

| INSURANCE | 2 Million | | 2 Million | | 2 Million | |
|-------------------------|-------------------|------------------------------|-------------------|------------------------------|-------------------|------------------------------|
| FILMING | No | | No | | No | |
| SEASON | Off-Season | | Off-Season | | Summer | |
| FEES (ESTIMATE): | Fees | Requested Waivers | Fees | Requested Waivers | Fees | Requested Waivers |
| Permit | 1,440.00 | **1,440.00 | 1,080.00 | **1,080.00 | 1,800.00 | **1,800.00 |
| Set-up/Tear Down | | | | | | |
| Police | | | 450.00 | | | |
| Fire/Paramedic | | | | | 67.00 | |
| CR Staff | 300.00 | | 70.00 | | 300.00 | |
| Public Works | | | | | 90.00 | |
| Admission | | | | | | |
| Film & Location | | | | | | |
| Business License | | | | | | |
| Banner | | | | | 735.00 | |
| Co-Sponsor | | | | | | |
| Parking | 760.00 | | | | 2,565.00 | 2,565.00 |
| Amp. Permit | | | 43.00 | | 129.00 | |
| Facility Rental | 3,550.00 | | | | | |
| TOTAL | \$6,050.00 | \$1,440.00 | \$1,643.00 | \$1,080.00 | \$5,686.00 | \$4,365.00 |

****Note:** Permit fees are based upon anticipated attendance \$1.20 per participant up to 1,500.
When spectators number more than 1,500, fee category is commercial rate based on impact.

CITY OF HERMOSA BEACH: 2006 NON PROFIT EVENT APPLICATIONS

| | | | | |
|--|--|---|--|---|
| APPLICANT | Amateur Athletic Union (AAU) | | Southern California Foundation for Children | |
| EVENT/YEAR | Youth Beach Volleyball Tournament 11 th Year | | Beach Volleyball Tournament 5 th Year | |
| DATES/ LOCATION | July 8-9 (Girls) & July 16 (Boys) Beach | | July 29 Beach | |
| SET-UP | Day before each tournament | | July 29 | |
| TEAR-DOWN | At conclusion of each tournament | | July 29 | |
| ADMISSION CHARGES | No | | No | |
| SHUTTLE BUS REQUIRED | No | | No | |
| INSURANCE | 2 Million | | 2 Million | |
| SEASON | Summer | | Summer | |
| FEES (ESTIMATE): | Fees | Requested Waivers | Fees | Requested Waivers |
| Permit Set Up/Tear Down Police Fire/Paramedic CR Staff Public Works Admission Film & Location Business License Banner Co-Sponsor Parking Amp. Permit | 720.00 245.00 129.00 | **720.00 | 480.00 57.00 43.00 | **480.00 |
| TOTAL | \$1,244.00 | \$720.00 | \$880.00 | \$480.00 |

****Note:** Permit fees are based upon anticipated attendance \$1.20 per participant up to 1,500. When spectators number more than 1,500, fee category is commercial rate based on impact.

CITY OF HERMOSA BEACH: 2006 NON PROFIT EVENT APPLICATIONS

| APPLICANT | Friends of the Parks | | Volcom Sea Slugs | |
|-------------------------|---|------------------------------|--|------------------------------|
| EVENT/YEAR | Movie in the Park 2 nd Year | | Youth Surf Contest 6 th Year | |
| DATES/ LOCATION | August 26 Valley Park | | December 9 Beach | |
| SET-UP | August 26 | | December 9 | |
| TEAR-DOWN | August 26 | | December 9 | |
| ADMISSION CHARGES | No | | No | |
| SHUTTLE BUS REQUIRED | No | | No | |
| INSURANCE | 2 Million | | 2 Million | |
| SEASON | Summer | | Off-Season | |
| FEES (ESTIMATE): | Fees | Requested Waivers | Fees | Requested Waivers |
| Permit | 840.00 | **840.00 | 180.00 | **180.00 |
| Set Up/Tear Down | | | | |
| Police | | | | |
| Fire/Paramedic | | | | |
| CR Staff | 100.00 | | 100.00 | 100.00 |
| Public Works | | | | |
| Admission | | | | |
| Film & Location | | | | |
| Business License | | | | |
| Banner | | | | |
| Co-Sponsor | | | | |
| Parking | | | 76.00 | 76.00 |
| Amp. Permit | 43.00 | | | |
| TOTAL | \$983.00 | \$840.00 | \$356.00 | \$356.00 |

****Note:** Permit fees are based upon anticipated attendance \$1.20 per participant up to 1,500.
When spectators number more than 1,500, fee category is commercial rate based on impact.

**CITY OF HERMOSA BEACH: 2006 PIER PLAZA MERCHANT PROMOTIONS
INFORMATION ONLY**

| | | | |
|---------------------------------|---|---|---|
| APPLICANT | Hermosa Beach Education Foundation | Hermosa Beach Little League | Hennessey's Paddleboard Championship |
| EVENT/YEAR | Hearts of Hermosa 2 nd Year on Pier Plaza | Annual Fundraiser Unknown | Paddleboard Championship Unknown |
| DATES/ LOCATION | March 10 Pier Plaza and Sangria | May 20 Pier Plaza and Hennessey's Tavern | July 15 Pier Plaza and Beach |
| SET-UP | March 10 | May 20 | July 15 |
| TEAR-DOWN | March 10 | May 20 | July 15 |
| ADMISSION CHARGES | Yes | Yes | Yes |
| SHUTTLE BUS REQUIRED | No | No | No |
| INSURANCE | 2 Million | 2 Million | 2 Million |
| SEASON | Off-Season | Off-Season | Summer |
| FEES (ESTIMATE): | | | |
| Permit | N/A | N/A | N/A |
| Public Works | N/A | 450.00 | 450.00 |
| Amp. Permit | N/A | 43.00 | 43.00 |
| TOTAL | \$0.00 | \$493.00 | \$493.00 |

*Per policy, there are no permit fees associated with a pier plaza merchant promotion.

**CITY OF HERMOSA BEACH: 2006 PASS THROUGH EVENT APPLICATIONS
INFORMATION ONLY**

| | | | |
|----------------------------|--------------------------------|--------------------------------------|--------------------------------------|
| APPLICANT | Richstone Family Center | American Diabetes Association | American Diabetes Association |
| EVENT/YEAR | Pier to Pier Walk | Cycling event on the Strand | 5K/10K Walk |
| DATES/ LOCATION | April 29 Strand | May 13 Strand | September 24 Strand |
| ADMISSION CHARGES | No | No | No |
| INSURANCE | 2 Million | 2 Million | 2 Million |
| SEASON | Off-Season | Off-Season | Summer |
| FEES (ESTIMATE): | | | |
| Permit | 139.00 | 139.00 | 139.00 |
| TOTAL | \$139.00 | \$139.00 | \$139.00 |

CITY OF HERMOSA BEACH: 2006 COMMERCIAL EVENT APPLICATIONS

| APPLICANT | EVP Tour | MESP, Inc. |
|-------------------------|---|--|
| EVENT/YEAR | Pro Am Beach Volleyball Tournament 6 th Year | Hermosa Beach Triathlon 15 th Year |
| DATES/ LOCATION | June 17 Beach | October 15 Beach/Plaza |
| SET-UP | June 16 | October 14 |
| TEAR-DOWN | June 17 | October 15 |
| CATEGORY | II | II |
| ADMISSION CHARGES | No | No |
| SHUTTLE BUS REQUIRED | No | No |
| INSURANCE | 2 Million | 2 Million |
| FILMING | TBD | No |
| SEASON | Summer | Off-Season |
| FEES (ESTIMATE): | | |
| Permit | 2,288.00 | 2,288.00 |
| Set-up/Tear Down | 400.00 | 400.00 |
| Police | N/A | 6,480.00 |
| Fire/Paramedic | N/A | N/A |
| CR Staff | 300.00 | 300.00 |
| Public Works | N/A | 1,500.00 |
| Admission | N/A | N/A |
| Film & Location | TBD | N/A |
| Business License | 329.00 | 329.00 |
| Banner | 735.00 | 245.00 |
| Co-Sponsor | 300.00 | 300.00 |
| Parking | 304.00 | 380.00 |
| Amp. Permit | 43.00 | 43.00 |
| TOTAL | \$4,699.00 | \$12,265.00 |