

2007 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 16	\$ 5,044.00
2. Hermosa Beach Triathlon (MESP)	October 14	\$12,982.00

NON PROFIT EVENTS	DATE	FEES (est.)
1. Great Autos of Yesteryear Car Show	May 5	\$ 1,130.00
2. Amateur Athletic Union (AAU) Youth Volleyball	July13-15, Aug19	\$ 1,626.00
3. So Cal Foundation Beach Volleyball Tournament	July 28	\$ 925.00
4. Friends of the Parks - Movie in the Park	August 25	\$ 993.00
5. Volcom Sea Slugs Youth Surf Contest	December 8	\$ 420.00

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. Little League Annual Fundraiser	May 19	\$ 495.00

PASS-THROUGH EVENTS	DATE	FEES (est.)
1. Richstone Pier-to-Pier Walk	April 28	\$ 147.00

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

1. Hermosa Beach Library
2. Community Resources Department
3. Hermosa Beach City 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 nine (7) non-profit special event applications for events at various locations throughout the City. Applicants: Great Autos of Yesteryear, and Little League will impact Pier Plaza only; Applicants: AAU, So Cal Foundation and Volcom will impact the beach only; Applicant: Richstone Center will 'pass-through' the Strand only. Applicant: Friends of Parks will impact Valley Park only.

Attachment A includes the master event calendar for 2007, 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: 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:

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. In celebration of the Centennial, a car from each decade will be showcased.

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

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.

PASS-THROUGH EVENTS

RICHSTONE CENTER PIER TO PIER WALK

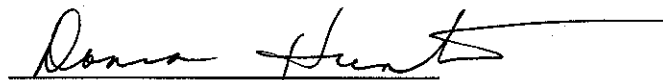
This is a repeat "pass-through" event for the City. Participants walk along the strand from the Manhattan Beach Pier to the Hermosa Beach Pier and back. This non-profit fundraising event supports the Richstone Family Center and KTLA Charities bringing aid to hundreds of abused children in need of counseling each year. This event is the organization's primary fundraising event.

Attachments:


- A: 2007 Special Event Master Calendar
- B: Detailed Event Grid of Information
- C: Event Contracts

Respectfully submitted,

Concur,



Donna Hunter
Administrative Assistant



Lisa Lynn
Community Resources Director

Noted for Fiscal Impact,