

Special Event Long-term Agreement

The City of Hermosa Beach recognizes the value in hosting a variety of beloved community events that help create a balanced and enjoyable events calendar for its residents. To support and develop a long-term approach to the scheduling of events, eligible events can qualify for a long-term agreement (LTA) with the City.

ELIGIBILITY

In order for an organization to be eligible for consideration of a long-term agreement, its event(s) must satisfactorily meet at least three of the following:

- The event(s) must qualify as an Impact Level II or III (per the Impact Worksheet), and at least one of the following:
 - Have a combined estimated total of 5,000 people in attendance; or
 - The event must be at least two (2) consecutive days (including setup and teardown).
- Have held its event in Hermosa Beach for at least three consecutive years and can demonstrate a positive and differentiated impact to the city including substantive and measurable economic and community benefits;
- The event must be produced by an organization that serves, involves, and/or promotes Hermosa Beach's coastal lifestyle, its residents, schools, and/or businesses; and
- The organization or event producer must be able to demonstrate how its programs (outside of those provided at the event) provide a positive impact to the City including enhancements to quality of life to the Hermosa Beach community; or the offering of recreational, cultural, social, and/or educational activities of interest to the community.

Upon request of an organization whose event does not satisfy one or more of the above eligibility criteria, the City Council may at a regular Council meeting authorize such organization to apply for an LTA where its event provides a demonstrable or differentiated benefit to the community or a service that the City would otherwise be unable to provide.

TERM LIMITS

LTA's shall be for no less than two (2) years but shall not exceed a maximum of three (3) years unless otherwise determined by the City Council.

PROCEDURES

The following steps are required to guide the development and implementation of an LTA:

1. Submittal of an LTA Application and corresponding letter to the Community Resources Department explaining the organization's qualifications (as outlined above).
2. Review and recommendation for City Council approval by the Parks, Recreation and Community Resources Advisory Commission (Commission).
3. Review and approval by the City Council to begin LTA negotiations with Staff.
4. LTA negotiations and development.
5. Presentation of the final LTA to the City Council for approval.

AGREEMENT OBLIGATIONS

Organizations whose event(s) are approved through an LTA are required to provide a formal presentation to the Commission at one of its regular monthly meetings no more than 60-days prior AND 60-days following its event(s). The pre-event presentation shall include a general event overview including anticipated number of attendees; an overview of the event footprint and individualized setup; and its anticipated impact(s) to the community, etc. The post-event presentation shall include a general overview including the actual number of attendees; actual impact(s) to the community; and any event struggles and successes, etc.