



City of Hermosa Beach  
Community Resources Department  
710 Pier Avenue • Hermosa Beach, CA 90254  
310.318.0280 • [hbconnect@hermosabeach.gov](mailto:hbconnect@hermosabeach.gov)

# SPECIAL EVENT

## ***LONG-TERM AGREEMENT APPLICATION***

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 found in the Special Event Application) event, 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.

### **Procedures for Consideration**

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 that addresses how the organization or event qualifies for each of the eligibility requirements (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.

LISA COFFI  
Producing Artistic Director  
lisa@shakespearebythesea.org

SUZANNE DEAN  
Development Director  
suzanne@shakespearebythesea.org

Board of Directors

LINDA ELLISON  
Board President  
Senn Delaney

MADELEINE DRAKE  
Real Estate Broker

DENCY NELSON  
Community Advocate/Directors  
Guild of America - Retired

JASNA PENICH  
Malaga Bank

RAY WOLFE  
Consultant, GMAC

*OUR MISSION:*  
To create theatrical experiences  
for audiences in culturally diverse  
communities to make theatre  
accessible to all.

To provide theatre presentations  
that incorporate community  
values and ideas into a timeless  
and dynamic theatrical  
experience.

To ignite imagination, promote  
literacy, and encourage artistic  
expression, while offering a  
venue for technical and  
performing artists to exercise  
their passion.

Non Profit ID:  
95-4785457

September 23, 2020

Community Resources Department  
City of Hermosa Beach

Dear Community Resources Department,

Shakespeare by the Sea (SBTS) is submitting a Long Term Agreement Application for 2021-2023.

For the last 20 years, SBTS has brought our admission free performances to Valley Park. And since 2001, we have been presenting both performances there – 2 evenings of entertainment for Hermosa Beach residents.

Our nightly surveys indicate that roughly 80% of each evenings' audience members are Hermosa Beach residents with an average economic impact of \$27.06 per group/family unit preparing to attend SBTS each night. Further analysis indicates that roughly 75% of these patrons attend both performances at Valley Park, while another 18% attend the 2<sup>nd</sup> performance at a different location.

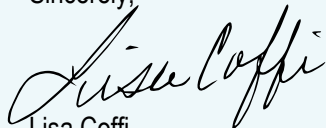
SBTS is thrilled that the average mileage for our Hermosa Beach audiences is under 10 miles (as compared to our overall average of 28 miles). We believe this is due to the huge contingency of patrons being able to walk over to the park, rather than drive, a circumstance entirely unique to Hermosa Beach, and typical of the Hermosa Beach lifestyle.

SBTS offers a multitude of opportunities to see our performances in addition to those in Hermosa – Manhattan Beach, Rancho Palos Verdes, Torrance, San Pedro, etc. And we do know that people see our performances more than once – often with different friends or family members. We're providing a cultural and social experience that is also educational. We bring to life classic stories by one of the greatest, most influential authors in history in a live interactive family-friendly format. It's truly unlike any other theatrical experience to be had in the Los Angeles area.

SBTS also provides additional year-round affordable entertainment through our theatrical presentations at Little Fish Theatre in San Pedro.

We look forward to bringing our productions to Hermosa Beach for many years to come.

Sincerely,



Lisa Coffi  
Producing Artistic Director



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# SPECIAL EVENT LONG-TERM AGREEMENT APPLICATION

## ORGANIZATION INFORMATION

Applicant Name: Lisa Coffi Birthdate: 8/30/1969

Organization Name: Shakespeare by the Sea

Non-Profit?  No  Yes Non-Profit I.D. or Tax Exempt #: 95-4785457

If non-profit, please describe who will benefit from funds raised from your event:  
All proceeds go towards underwriting the costs of presenting our admission free performances.

Address: 777 Centre St  
San Pedro, CA 90731

City State Zip

Phone: 310-217-7596 (SBTS Voicemail only) Cell: 310-619-0599

Email Address: lisa@shakespearebythesea.org

## EVENT INFORMATION

Please indicate the number of years your event has been held in Hermosa Beach: Since 1999 - 20 years

Event location: Valley Park Amphitheatre & Grass Area Behind it (Valley & Gould)

Estimated # of Participants: 25-30 Age of Participants: 22+

Estimated # of Spectators (daily): 350-400 Total Estimated Attendance: 700-800

Please indicate your event level, selecting all that apply:

Local  Regional  National  
 Championship  Qualifier

**Event Type** (please select all that apply):

Race (run, walk, bike, etc.)  Tournament Type: \_\_\_\_\_  
 Parade  Pass-Through  
 Street Fair/Festival  Fundraiser Benefitting: \_\_\_\_\_  
 Concert  Swim Event  
 Other Free Shakespeare performances

**Event Description** – *briefly explain your event and its associated activities.*  
 Shakespeare by the Sea annually presents two full-length Shakespeare productions and brings them to communities such as Hermosa Beach. One performance is presented for audience members each night. SBTS brings the entire production to the site - set, sound equipment, lighting, costumes, etc. We set up in roughly two hours, have an hour to futz with lighting/sound/etc., then present a full-length Shakespeare production in 2 hours or less. We then break it all down and repeat the process the next day. Anyone and everyone is encouraged to bring their picnics, blankets and beach chairs to sit back, relax and enjoy an evening of Shakespeare in the park.

**EVENT DATE REQUEST**

Please note the requested event dates, including set-up and tear-down dates, for the next three (3) years. Date requests are not guaranteed.

**YEAR ONE EVENT DATE(S):**

**Set-Up Date(s):** Wed, July 14 & Thu, July 15, 2021

**Event Date(s):** Wed, July 14 & Thu, July 15, 2021

**Clean-Up Date(s):** Thu, July 15, 2021

If applicable, please provide a brief explanation detailing a necessity for holding your event during the date(s) listed above:

These dates represent the same time slot as in previous years

**YEAR TWO EVENT DATE(S):**

**Set-Up Date(s):** Wed, July 13 & Thu, July 14, 2022

**Event Date(s):** Wed, July 13 & Thu, July 14, 2022

**Clean-Up Date(s):** Thu, July 14, 2022

If applicable, please provide a brief explanation detailing a necessity for holding your event during the date(s) listed above:

**YEAR THREE EVENT DATE(S):**

**Set-Up Date(s):** Wed, July 12 & Thu, July 13, 2023

**Event Date(s):** Wed, July 12 & Thu, July 13, 2023

**Clean-Up Date(s):** Thu, July 13, 2023

If applicable, please provide a brief explanation detailing a necessity for holding your event during the date(s) listed above:

I certify that the information contained herein is true and correct to the best of my knowledge.

Lisa Coffi, Producing Artistic Director

\_\_\_\_\_  
Name/Company Representative



\_\_\_\_\_  
Signature

9/23/2020

\_\_\_\_\_  
Date

# IMPACT CHARACTERISTIC WORKSHEET

Please consider details of your event and use this worksheet to determine its impact level. Your event must qualify as an Impact Level II or III to be eligible for consideration of an LTA.

**1** **Event Name:** Shakespeare by the Sea's Admission Free Shakespeare Performances  
**Event Date(s):** July 14 & 15, 2021; July 13 & 14, 2022; July 12 & 13, 2023

**2**

Select one characteristic in each ROW as it relates to your event(s).  
 Please be sure to mark (i.e. "x", circle, checkmark, etc.) each selection. Failure to do so will deem the worksheet and application incomplete.

<b>NUMBER OF EXPECTED PARTICIPANTS</b>	<input type="radio"/> SMALL 100-500	<input checked="" type="radio"/> MEDIUM 500-2,000	<input type="radio"/> LARGE 2,000+
<b>REOCCURRENCE</b>	<input checked="" type="radio"/> 3+ Years	<input type="radio"/> ONCE BEFORE	<input type="radio"/> NEW EVENT
<b>LOCATION</b>	<input checked="" type="radio"/> PARKS OR BEACH	<input type="radio"/> PIER PLAZA	<input type="radio"/> STREETS/PUBLIC RIGHT OF WAY/STRAND
<b>TIME OF YEAR</b>	<input type="radio"/> WINTER	<input type="radio"/> SPRING OR FALL	<input checked="" type="radio"/> SUMMER
<b>DAY(S) OF THE WEEK</b>	<input checked="" type="radio"/> WEEKDAY	<input type="radio"/> WEEKEND	<input type="radio"/> HOLIDAY
<b>NUMBER OF CONSECUTIVE DAYS</b>	<input type="radio"/> LESS THAN 2 DAYS	<input checked="" type="radio"/> 2-4 DAYS	<input type="radio"/> MORE THAN 5 DAYS
<b>NUMBER OF EVENTS IN ONE YEAR</b>	<input checked="" type="radio"/> 1-2 EVENTS/YEAR	<input type="radio"/> 3-4 EVENTS/YEAR	<input type="radio"/> MORE THAN 5 EVENTS/YEAR
<b>ADDITIONAL REQUESTS NEEDED</b> <small>i.e. filming, reserved parking, fencing, stage or seating construction, road closures, amplified sound, etc.</small>	<input type="radio"/> NONE	<input checked="" type="radio"/> 1-2	<input type="radio"/> 2 OR MORE

**3** Calculate the total number of each color/column selected.

<b>TOTALS</b>	<b>4</b>	<b>3</b>	<b>1</b>
	<b>IMPACT LEVEL I</b>	<b>IMPACT LEVEL II</b>	<b>IMPACT LEVEL III</b>
	At least <b>5</b> blue	At least <b>2</b> red	At least <b>2</b> green

**4** Determine Impact Level by selecting the HIGHEST your event qualifies for.

**IMPACT LEVEL 2**