

CONSIDERATION OF APPROVAL OF NEW IMPACT LEVEL III SPECIAL EVENT

Recommended Action:

Staff recommends the Parks, Recreation, and Community Resources Advisory Commission hold a Public Hearing to consider a recommendation for approval by City Council the inclusion of a new Impact Level III Special Event on the 2024 Special Events Calendar, the Rams Draft Experience on Schumacher Plaza, Pier Plaza, and the beach south of the Pier on the dates requested in Proposal A or B as outlined in the staff report.

Background:

The Special Events Policy Guide (**Attachment 1**) serves as a comprehensive document for event producers with information on the review and approval process, applicable fees, policies, and Hermosa Beach Municipal Code chapters and sections pertaining to special events. Special events are evaluated based on several factors and categorized as either Impact Level I, II, or III using the Impact Characteristics Matrix in the Special Events Policy Guide. The matrix considers event characteristics to determine the Impact Level such as: the total estimated attendance; the event location; the day and season in which the event is requesting would take place; the total number of consecutive event days; and special requests such as reserved parking, amplified sound, etc. The Impact Level of the event is then used to determine the deadline for application submittal, and the level of review and approval required (City staff, Parks, Recreation and Community Resources Advisory Commission, and/or City Council) for the event. Impact Level III events, which are events with the largest impact to the City, require approval by City Council. Impact Level II events require approval by the Parks, Recreation and Community Resources Advisory Commission (Commission) and Impact Level I events are approved by staff.

Special event application deadlines are as follows:

- New events: If the new event is an Impact Level I or II, the application must be submitted at least 90 days in advance of the event. If the new event is an Impact Level III, the application must be submitted no later than July 30 for the following calendar year.
- Returning Impact Level III events: Must be submitted no later than July 30 for the following calendar year.
- Returning Impact Level II events: Must be submitted at least 90 days in advance of the event.
- Returning Level I events: Must be submitted at least 30 days in advance of the event.

At the discretion of the Community Resources Manager, special event applications may be submitted for consideration after the application submittal deadline has passed, provided:

- there are unforeseeable circumstances (memorial service, team victory celebration, need for minimal marketing/advertising);
- the event does not exceed peak season event limits; and
- the event can still meet all the event approval findings.

Staff began accepting applications from all event producers interested in applying for 2024 event dates regardless of each event's Impact Level on June 14, 2023. Event producers with new event requests or returning Impact Level III event requests were required to submit a special event application by July 30, 2023.

Discussion:

On November 15, 2023, staff received a late new Impact Level III special event application for the Rams Draft Experience from the Los Angeles Rams and BuzzHive. The event producers requested use of the beach south of the Pier from Thursday, April 25 – Sunday, May 5 utilizing the entirety of the south side of the Pier's commercial zone. Staff did not move forward with formal consideration of the late special event application due to several concerns with the event as proposed, including:

- impact to the City's volleyball classes on Wednesdays, Thursdays, Saturdays, and Sundays;
- impact to the Los Angeles County Lifeguards' access to the beach;
- impact to the access to the downtown area and beach considering other events scheduled at each location on several dates throughout the event producer's requested event dates;
- potential impacts to the planning for the other events scheduled, including the City's Surfers Walk of Fame Weekend, and other scheduled City projects. The event would require a significant amount of planning and overtime for several City Departments, including Community Resources, Community Development, Public Works, and Police; and
- exceeding event limits outlined in the Special Events Policy Guide.

On January 14, 2024, staff received two revised applications from the event producers providing two proposals for consideration addressing some of the concerns previously outlined. The event producers requested staff move forward with formal consideration of the late special event applications for consideration by the Commission. The event producer shared the initial special event application was submitted late due to an unforeseeable circumstance; 2024 would mark the first year that the Los Angeles Rams would have a 1st round pick in the draft since 2015, and that it was only finalized in October 2023, resulting in the late special event application submittal.

Proposal A

The event producers request approval to hold a draft viewing party and concerts on the beach south of the Pier, and activations on Schumacher Plaza and Pier Plaza such as the Rams van, spirit station, photo opportunities, and amplified music on Thursday, April 25 and Friday, April 26. Load-in would begin on Wednesday, April 24, and load-out would be completed Friday, April 26. The event expects up to 2,000 attendees per day. However, the City and Los Angeles County Fire Department would require the amount of security guards, portable restrooms, and a site plan to accommodate up to 5,000 attendees per day. The event load-in and load-out would be monitored by the Public Works Department. The event producers would have staff onsite to ensure the volleyball courts remain open and free of

crowds to allow for the City's volleyball classes on Wednesday and Thursday to be held, as well as the lifeguard access routes and the ADA path.

Per the Special Events Policy Guide, the number of event days for events outside of the Peak Season (Labor Day to Memorial Day) would be limited to a maximum of 15 per month. Currently, in the month of April, there are 18 event days. If the Commission recommends approval of Proposal A, there would be 19 event days. Additional event details are included in the Rams Draft Experience – Proposal A event overview sheet (**Attachment 2**) and included on the 2024 Special Events Calendar (**Attachment 3**).

Proposal B

The event producers request approval to build an arena sized football field for sports clinics and free play, to hold a draft viewing party and concerts on the beach south of the Pier, and activations on Schumacher Plaza and Pier Plaza such as the Rams van, spirit station, photo opportunities, and amplified music on Thursday, April 25, Friday, April 26, Monday April 29, Tuesday, April 30, and Wednesday, May 1. Load-in would begin on Monday, April 22 through Wednesday, April 24, and load-out would be completed Friday, May 3. The football field would remain in place Saturday, April 27 and Sunday, April 28 with no event activities would be scheduled to limit impact to the Surfers Walk of Fame Weekend. The event expects up to 2,000 attendees per day. However, the City and Los Angeles County Fire Department would require the amount of security guards, portable restrooms, and a site plan to accommodate up to 5,000 attendees per day. The event load-in and load-out would be monitored by the Public Works Department. The event would include a relocation of the volleyball courts within the commercial zone south of Pier to allow for the City's volleyball classes on Wednesday, Thursday, Saturday, and Sunday to be held. The event producers would have staff onsite to ensure the volleyball courts remain open and free of crowds on event days, as well as the lifeguard access routes and the ADA path. An additional ADA path would be installed from the Strand beach access entrance between 10th and 11th street, directly to the field. The draft viewing party, concerts on the beach, and Schumacher Plaza and Pier Plaza activations would only take place on Thursday, April 25, and Friday, April 26. The football field would remain in place through all other requested event dates.

Per the Special Events Policy Guide, the number of event days for events outside of the Peak Season (Labor Day to Memorial Day) would be limited to a maximum of 15 per month. Currently, in the month of April, there are 18 event days. If the Commission recommends approval of Proposal B, there would be 21 event days. Additional event details are included in the Rams Draft Experience – Proposal B event overview sheet (**Attachment 4**) and included on the 2024 Special Events Calendar (**Attachment 5**).

Attachments

1. Special Events Policy Guide
2. Rams Draft Experience Proposal A Event Overview Sheet

3. 2024 Special Events Calendar with Proposal A
4. Rams Draft Experience Proposal B Event Overview Sheet
5. 2024 Special Events Calendar with Proposal B

Respectfully Submitted By: Community Resources Manager Lisa Nichols