



2021

City of Hermosa Beach
Special Event Permit Application Overview

Event Title: *Hermosa Holidays*

Impact Level: *III*

Proposed Event Dates: *Friday, November 19 – Saturday, November 21*

Applicant Name: *Jessica Accamando*

Organization Name: *Hermosa Beach Chamber of Commerce*

Non-Profit: ~~NO~~**YES**

Event Time: *Please see page 2. Setup and Tear down would be same day.*

Event Summary: *To celebrate the holiday season, the Hermosa Holidays event would create an open-air winter wonderland at the beach. This weekend-long community event provides holiday shopping of gifts from local artisan and retailers; workshops to create crafts and gifts for all ages; local food and beverage; a community ice rink; and entertainment and activities for the whole family.*

Returning Event: ~~NO~~**YES** *Although the Tree Lighting Ceremony has taken place for many years, the added components to this application would be new to Hermosa Beach.*

Event Location (Site Map Attached): *Site Plan attached. Road closure would be requested on Manhattan Avenue from Pier to the end of the Marlin Equity driveway on November 20 from 7:00am to 8:00pm.*

Estimated Number of Participants per Day: *1,000 – 2,000, depending on the day and the number of activations scheduled.*

Age of Participants: *All ages*

Participant Fee: *Tickets will be sold for access to the ice rink, workshops, and the Winter Lodge. Prices are TBD.*

Parking: *Various spaces throughout downtown area from November 19 to November 21.*

Amplified Sound: *Workshops will have small PA systems for the instructors to provide directions. The Winter Lodge and some additional activations may have background music, either live (Winter Lodge only) or ambient music. The Tree Lighting Ceremony would have a live community concert immediately following.*

Security: *Yes. This will be organized once activations are finalized.*

Sponsors: *N/A*

Applicable Fees:

<i>Application Fee</i>	\$589
<i>Amplified Sound</i>	\$173
<i>Parking fees</i>	TBD
<i>Inspections + City Staff</i>	TBD
<i>Pier Plaza Use Daily Rate</i>	\$11,771

Event Time Information

Friday, November 19	
Ice Rink	5:00 – 8:00pm
Winter Lodge	5:00 – 9:00pm
Selfie Stations	All day
Saturday, November 20	
Open House for retailers	11:00am – 5:00pm
Ice Rink	11:00am – 8:00pm
Local Artisan Pop-up	11:00am – 5:00pm
Letters to Santa	11:00am – 4:00pm
Santa’s Workshop	11:00am – 4:00pm
Winter Lodge	5:00pm – 9:00pm
Selfie Stations	All day
Sunday, November 21	
Open House for retailers	11:00am – 5:00pm
Ice Rink	11:00am – 8:00pm
Pictures with Santa	11:00am – 5:00pm
Charity “Village” on Pier Plaza	3:00 – 8:00pm
Selfie Stations	All day
Tree Lighting Ceremony and Community Concert	6:00 – 8:00pm