



2024

City of Hermosa Beach Special Event Permit Application Overview

Event Title: *Rams Draft Experience (Proposal B)*

Impact Level: *III*

Proposed Event Date(s): *Thursday, April 25, Friday, April 26, Monday, April 29, Tuesday, April 30, and Wednesday, May 1 with load-in Monday, April 22 through Wednesday, April 24, and load-out Thursday, May 2 through Friday May 3*

Note: Event Infrastructure to remain in place between event days (Saturday, April 27 through Sunday, April 28)

Applicant Name: *Jordan Cohen*

Organization Name: *Los Angeles Rams/BuzzHive Creative*

Non-Profit: ☒ NO ☐ YES

Event Time: *Field activation: 6am-10pm (tentative) & Beach, Schumacher Plaza, and Pier Plaza activations: 12-10pm (tentative)*

Event Summary: *Draft experience on Schumacher Plaza, Pier Plaza and the beach south of the Pier. Schumacher Plaza and Pier Plaza would have interactive activities for the public such as giveaways, a spirit station, photo opportunities, and face painting. The beach south of the Pier would include a stage for musical performances and a screen for attendees to watch the NFL Draft and listen to panels of players, legends, and coaches. The aforementioned activities would only take place Thursday, April 25, and Friday, April 26. This option would also include a temporary football field on the beach south of the Pier to run sports clinics and tournaments, and general free play on Thursday, April 25, Friday, April 26, Monday, April 29, Tuesday, April 30, and Wednesday, May 1.*

Returning Event: ☒ NO ☐ YES

Event Location (Site Map Attached): *Pier Plaza and Beach south of the Pier*

Estimated Number of Participants: *A maximum of 5,000 per event day*

Age of Participants: *All ages*

Participant Fee: *None*

Parking: *Yes*

Amplified Sound: *Yes*

Generator(s): *Yes*

Fenced Area(s): *Yes, to protect production equipment around the stage, and waist high barricades would be around the football field to control ingress and egress of the field, and to keep attendees off the field during unsupervised hours*

Stage(s), Structure(s) or Tent(s): *Yes – stage, football field, signs, tents that exceed 10' by 10'*

Security: *Yes*

Sponsor(s): *None*

Estimated Fees Payable to the City

Application (Commercial)

\$1,028

Category III

\$3,599 per event day x 5 event days = \$17,995

Set-up (Beach)

\$310 per location, per set-up day x 1 locations and 3 set-up day = \$930

Set-up (Schumacher Plaza & Pier Plaza)

\$310 per location, per set-up day x 2 locations and 1 set-up day = \$620

Tear-down

\$310 per location, per tear-down day x 1 location x 2 tear-down days = \$620

Pier Plaza Use	\$13,697 per use day x 2 use days = \$27,394
Amplified Sound	\$201
Parking	TBD

**Additional fees to apply due to required staffing and/or services from the City of Hermosa Beach's Community Resources Department, Community Services Department, Public Works Department, Police Department and the Los Angeles County Fire Department.*

RAMS DRAFT IN HERMOSA BEACH

2024 LA Rams Draft Events

Preliminary Program Details

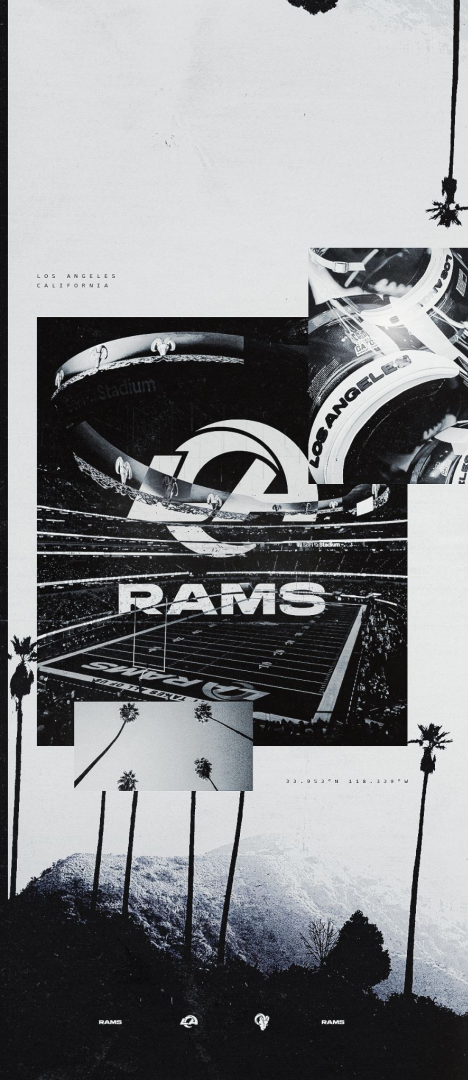


2024 LA RAMS DRAFT EVENTS

01. INTRODUCTION - WHY 2024?
02. PROPOSAL A - RAMS DRAFT EXPERIENCE
03. PROPOSAL B - COMMUNITY BEACH EVENTS

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INTRODUCTION

The NFL Draft is every April...why is the 2024 draft so special for the LA Rams?

01
WHY 2024?

WHY 2024?

INTRODUCTION

The 2024 NFL Draft is special for the Los Angeles Rams...

- The last time the Rams had a 1st Round pick in the draft was in 2016 when they traded up to the #1 pick in the draft in their first year back in LA.
- Picks can be traded up until the trade deadline during the NFL season, but cannot trade picks after that date or before the draft.
- We don't know when the Rams will have another 1st Round draft pick to celebrate...it could be another 8 years or more, so...
- Let's celebrate this pick since we know we'll be on the clock on Day 1!!!
- We'd like to execute the Rams Draft Experience Takeover (Proposal A) and supplement it with the Community Beach Events (Proposal B) to really show the world what Hermosa Beach is all about.





PROPOSAL A

The Rams Draft Experience will takeover Hermosa Beach, creating a destination for Rams Fans on the first two days of the NFL Draft

02

RAMS DRAFT EXPERIENCE

TIMELINE

RAMS DRAFT EXPERIENCE

Pier Plaza, Schumacher Plaza, & South Commercial Zone

- Load-In:
 - Wednesday, April 24, 2024
 - 7am - 7pm
- Event:
 - Thursday, April 25, 2024
 - Draft Experience: 12pm-10pm
 - Round 1 Live: 5pm - 8pm
 - Post Draft Night #1 Concert: 8pm - 10pm
 - Friday, April 26, 2024
 - Draft Experience: 12pm-10pm
 - Rounds 2 & 3 Live: 5pm - 8pm
 - Post Draft Night #2 Concert: 8pm - 10pm
- Load-Out:
 - Friday, April 26, 2024
 - 10pm to completion
 - Clear by Surfers Walk of Fame event load-in



* All renderings are just idea starters showing possible activation area and stage locations. Final locations and sizes to be determined by city/council approval.

ACTIVITIES

RAMS DRAFT EXPERIENCE

Pier Plaza & Schumacher Plaza Activations

- Rams Draft Takeover of Pier Plaza & Schumacher Plaza
- Live Thursday, April 25th & Friday, April 26th ONLY
- Rams Van, spirit station, photo opps, and amplified music in the plazas
- No stage in Pier Plaza due to potential crowd size concerns
- Signage, lighting, and removable vinyl walkway decals on Pier Avenue from Hermosa Ave to The Strand leading up to Pier Plaza activation space for a full takeover of the space
- Restaurant buy-outs next to Pier Plaza activation space for VIP events
- Rams Draft branding only on Thursday & Friday to not interfere with weekend Surfers Walk of Fame activities
- No tickets required to attend
- Light Pole Banners (*with Non-Profit Information required)
- St. Patrick's Day Parade Pre-Promotion: March 16th (bands, performers, floats, vehicles, etc.)
- All elements clear by Saturday morning for Surfers Walk of Fame event



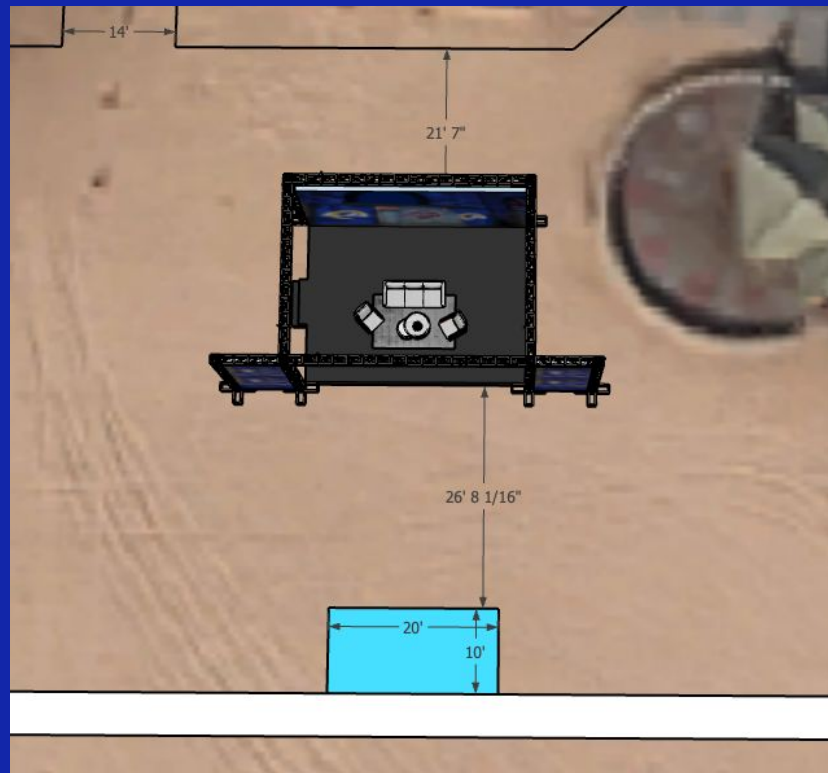
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ACTIVITIES

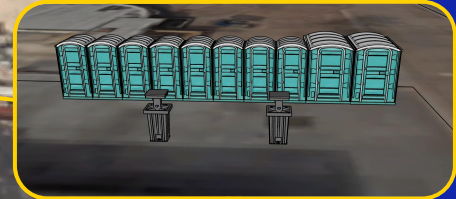
RAMS DRAFT EXPERIENCE

Rams Draft Stage

- Live Thursday, April 25th & Friday, April 26th ONLY
- Stage & truss system built for watching the draft live, announcing picks, & possible performances (size TBD)
- Live Rams "broadcast" during the 1st-3rd rounds of the NFL Draft
 - Hosted by JB Long (radio voice of the Rams)
 - Interviews with Legends & current players
 - Highlight Surfers Walk of Fame Weekend
- No tickets required to attend
- Stage to be removed after the event is over on the evening of Friday, April 26th
- Event staff will make sure spectators keep clear of the volleyball courts to allow for pre-scheduled classes to take place without interruption. Barricades will be added to separate the spaces if requested by the city.
- Reserved ADA space located just off of ADA walkway (shown in blue on the map)
- Provide 8 standard & 2 ADA portable restrooms and hand wash stations to the concrete pad north of the permanent restrooms



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EVENT STAFFING

RAMS DRAFT EXPERIENCE

Rams Draft Experience - Hermosa Beach Takeover

- Activation Staff
 - Rams Hype street team
- Production Staff
 - Event crew (setup/strike, cleaning, etc.)
 - Audio, video, & lighting technicians
- Talent
 - South Commercial Zone State
 - Emcee/Host
 - Former/Current Players
 - Coaches/Execs
 - Musical Guests (TBD)
 - Pier Plaza/Roaming
 - Emcee/Host (Announcements)
 - Cheerleaders & Mascot
 - Mariachi Los Rams
- Security Staff
 - Line management in Pier Plaza
 - Stage access control/overnight watch
 - Crowd control in South Commercial Zone





PROPOSAL B

Extend the Rams Draft Experience by building a football field on the beach for community events and to highlight the beautiful Hermosa Beach even further.

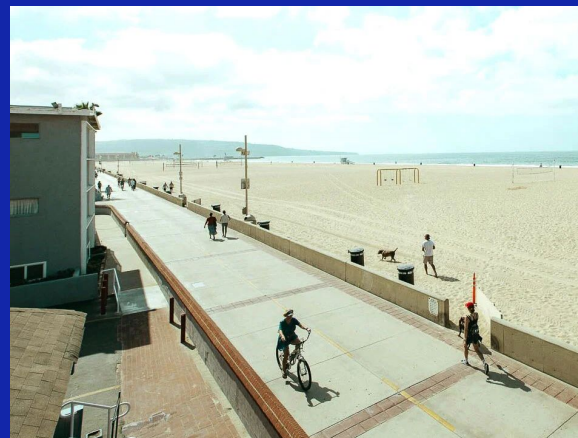
03 COMMUNITY BEACH EVENTS

TIMELINE

COMMUNITY BEACH EVENTS

South Commercial Zone

- Load-In Dates:
 - Monday, April 22 - Wednesday, April 24
 - 7am to 7pm each day
- Event Dates:
 - Thursday, April 25
 - Pre-Draft - Clinics
 - During Draft - Stage Viewing Platform
 - Friday, April 26
 - Pre-Draft - Clinics
 - During Draft - Stage Viewing Platform
 - NO ACTIVITIES: Saturday, April 27 & Sunday, April 28
 - Monday, April 29
 - Community Clinics - Local Elementary Schools
 - Tuesday, April 30
 - Community Clinics - Local Rec Leagues
 - Wednesday, May 1
 - Community Clinics - Top SoCal Prospects
- Load-Out Dates:
 - Thursday, May 2 - Friday, May 3
 - 7am to 7pm each day



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ACTIVITIES

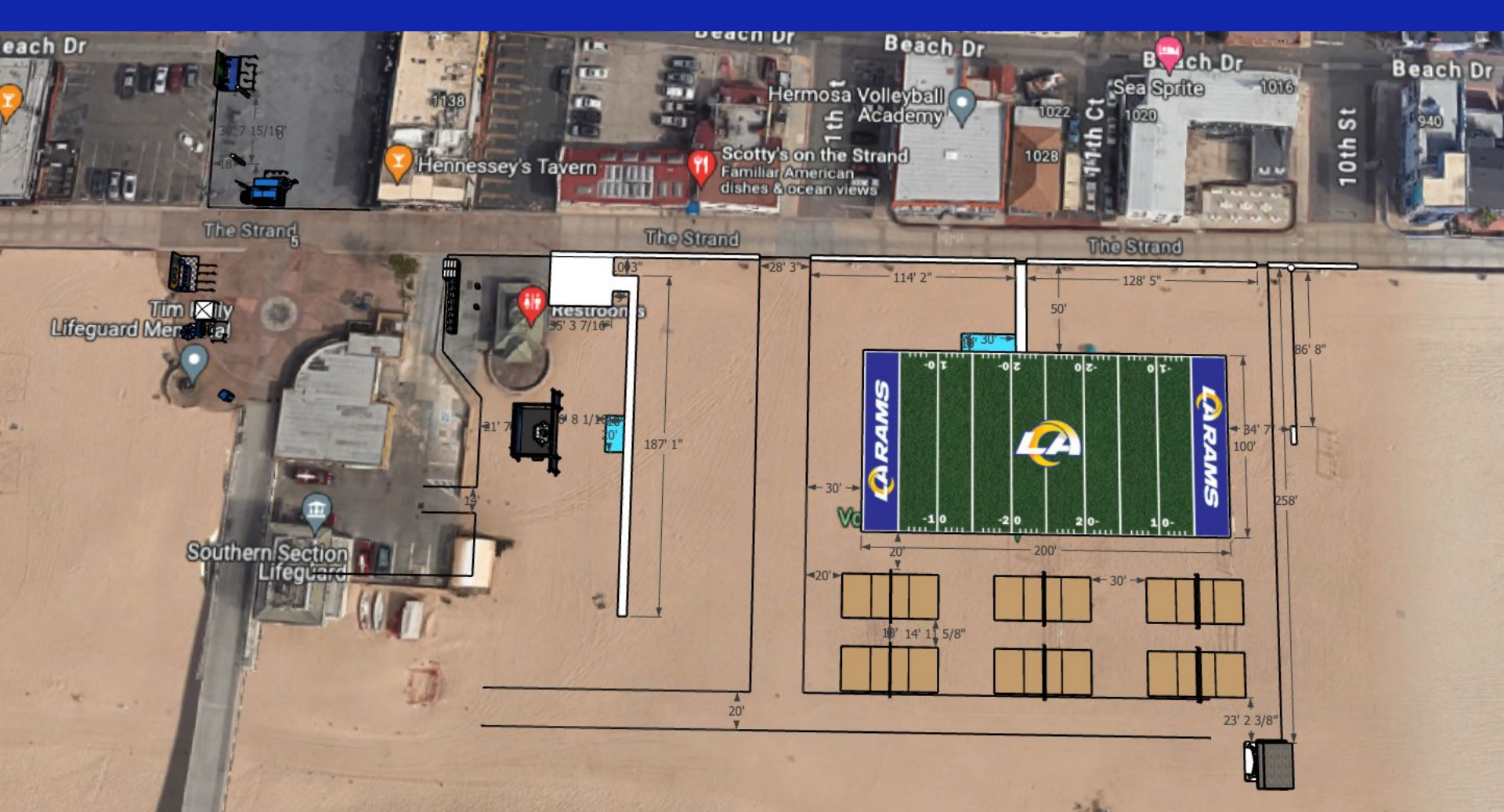
COMMUNITY BEACH FIELD - SOUTH OF PIER

Volleyball Court Relocation

- With direction of city staff, we will remove and relocate 3-6 beach volleyball courts on Monday, April 22nd to allow for enough courts for pre-scheduled volleyball classes and public free play during the duration of the time the temporary field is set on the beach.
- The courts are being moved to allow for easier access to the temporary field for ADA participants to enjoy the community beach activities in the designated blue area marked on the rendering next to the field.
- These courts will remain open to the public or pre-scheduled classes during all Rams related activities in the south commercial zone during the entire event period.
- Event staff will make sure spectators keep clear of the volleyball courts to allow for pre-scheduled classes to take place without interruption. Barricades will be added to separate the spaces if requested by the city.
- The re-located courts will be re-installed in their original locations on Friday, May 3rd after removal of the temporary field is complete.



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EVENT STAFFING

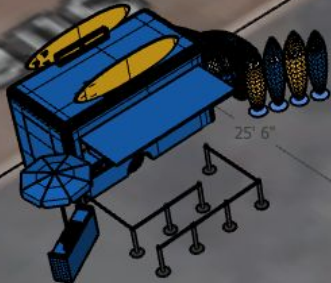
COMMUNITY BEACH EVENTS

Community Beach Activities & Events

- Activation Staff
 - Rams Play 60 Community Team for football activities
 - Rams Hype Street Team for waiver station
- Production Staff
 - Event crew (setup/strike, cleaning, etc.)
 - Audio & lighting technicians during programmed activities
- Talent
 - Current & former players
 - Rams Football Academy Coaches
- Security Staff
 - 24/7 supervision of the temporary football field
 - Line management staff during programmed activities







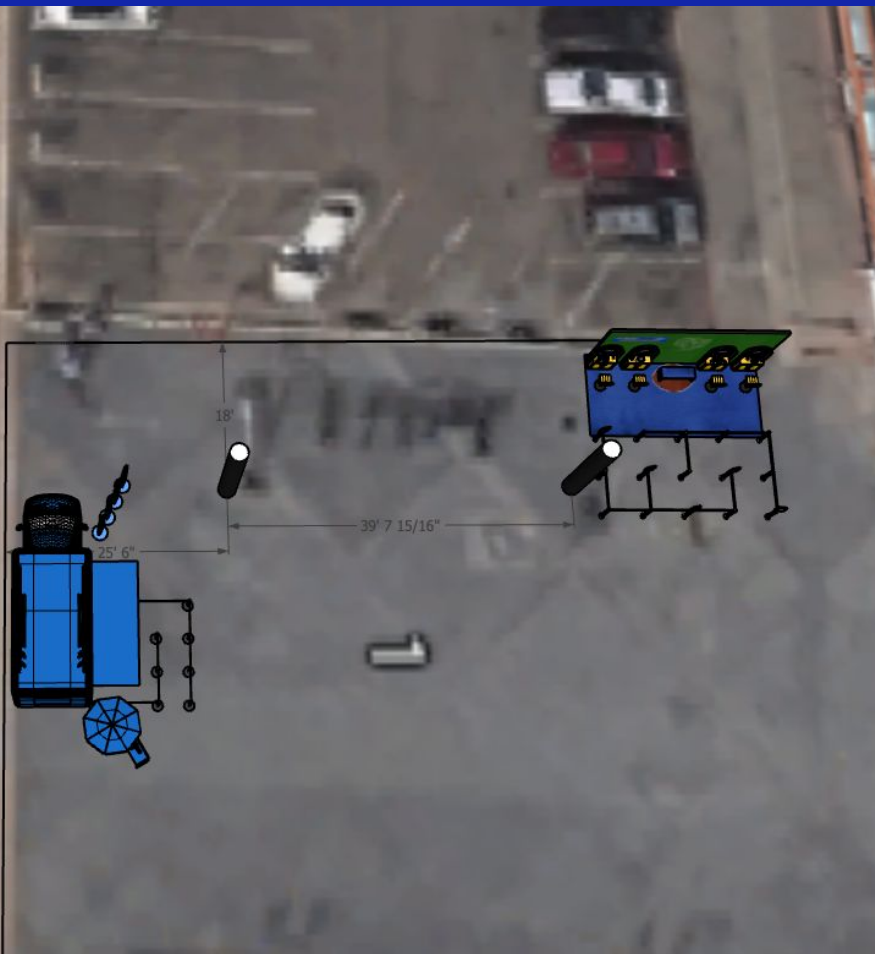
25' 6"

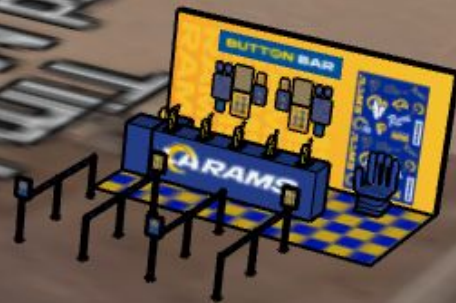
18'

39' 7 15/16"











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