



City of Hermosa Beach
Community Resources Department
710 Pier Avenue • Hermosa Beach, CA 90254
310.318.0280 • 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.



City of Hermosa Beach • Community Resources Department
710 Pier Avenue • Hermosa Beach, CA 90254 • 310.318.0280
hbconnect@hermosabeach.gov

SPECIAL EVENT LONG-TERM AGREEMENT APPLICATION

ORGANIZATION INFORMATION

Applicant Name: Rabbi Dovid Lisbon Birthdate: 9-12-77

Organization Name: The Jewish Community Center

Non-Profit? ☐ No ☒ Yes Non-Profit I.D. or Tax Exempt #: 71-0866033

If non-profit, please describe who will benefit from funds raised from your event:
There are no funds raised from the event

Address: 2108 Vail Ave Redondo Beach, CA 90278

City: _____ State: _____ Zip: _____

Phone: 310-214-4999 Cell: 310-699-0151

Email Address: info@jccmb.com

EVENT INFORMATION

Please indicate the number of years your event has been held in Hermosa Beach: 7 years

Event location: Hermosa Beach Pier Plaza & Greenwood Park

Estimated # of Participants: 500 Age of Participants: Families

Estimated # of Spectators (daily): _____ Total Estimated Attendance: _____

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 Community Chanukah Celebration

Event Description – briefly explain your event and its associated activities.

A FUN FILLED FAMILY HOLIDAY CELEBRATION WHERE THE ENTIRE COMMUNITY COMES TOGETHER TO CELEBRATE AND ENJOY THE HOLIDAY CELEBRATIONS. THE MENORAH AND MUSIC WILL BE UP ON THE STAGE WITH CHANUKAH DELIGHTS SERVED ON THE SIDE. A SHORT ENTERTAINMENT FOLLOWED BY A SCHOOL CHOIR. LOCAL POLITICIANS WILL HAVE AN OPPORTUNITY TO SHARE A GREETING TO THE CROWD. A HIGHLIGHT IS THE FIRE DEPARTMENT'S "CANDY DROP"

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):** December 14, 2022**Event Date(s):** December 18, 2022**Clean-Up Date(s):** December 27, 2022

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

The dates correspond to the dates of the Holiday of Chanukah

YEAR TWO EVENT DATE(S):**Set-Up Date(s):** December 6, 2023**Event Date(s):** December 10, 2023**Clean-Up Date(s):** December 18, 2023

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

The dates correspond to the dates of the Holiday of Chanukah

YEAR THREE EVENT DATE(S):**Set-Up Date(s):** _____**Event Date(s):** _____**Clean-Up Date(s):** _____

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

The dates correspond to the dates of the Holiday of Chanukah

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

Rabbi Dovid Lisbon

Name/Company Representative


Signature

11/4/21

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: Community Chanukah Celebration

Event Date(s): December 18, 2022 / December 10, 2024

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.

NUMBER OF EXPECTED PARTICIPANTS

SMALL
100-500
✓

MEDIUM
500-2,000

LARGE
2,000+

REOCCURRENCE

3+
Years
✓

ONCE
BEFORE

NEW
EVENT

LOCATION

PARKS
OR
BEACH

PIER
PLAZA
✓

STREETS/
PUBLIC RIGHT
OF
WAY/STRAND

TIME OF YEAR

WINTER
✓

SPRING
OR FALL

SUMMER

DAY(S) OF THE WEEK

WEEKDAY

WEEKEND
✓

HOLIDAY

NUMBER OF CONSECUTIVE DAYS

LESS THAN
2 DAYS
✓

2-4 DAYS
✓

MORE
THAN 5
DAYS

NUMBER OF EVENTS IN ONE YEAR

1-2
EVENTS
/YEAR
✓

3-4
EVENTS/
YEAR

MORE THAN
5 EVENTS/
YEAR

ADDITIONAL REQUESTS NEEDED

i.e. filming, reserved parking, fencing, stage or seating construction, road closures, amplified sound, etc.

NONE

1-2

2 OR
MORE

3

Calculate the total number of each color/column selected.

TOTALS

5

3

1

IMPACT LEVEL I

At least 5 blue

IMPACT LEVEL II

At least 2 red

IMPACT LEVEL III

At least 2 green

4

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

IMPACT LEVEL

II

The Jewish Community Center

B"H

2108 Vail Ave. Redondo Beach, CA 90278
(310) 214-4999 www.jccmb.com

Rabbi Joseph Mintz
Director

November 4, 2021

To Whom It May Concern:

The Jewish Community Center is a religious institution in Southern California. We have several programs and services that we do, including: A Preschool, Kindergarten & A Day School, a Hebrew School, summer camps, a Synagogue, classes and seminars, and community service. There are over 1000 families connected to the Center either through their children in our schools, families attending services, or through the many other services we provide the community. While the JCC serves the entire South Bay community, a large number of these families live in Hermosa Beach.

We would like to thank you for your help and consideration regarding the annual Community Chanukah and Menorah Lighting Event that takes place at the Hermosa Beach Pier Plaza. The event is a fun filled Holiday celebration for the whole family. The whole community comes together to celebrate and participate in this special occasion. The menorah is kindled, music is playing, kids are crafting, and the fire department joins in with a special Chanukah "gelt" candy drop from the ladder truck. A featured entertainment presentation is enjoyed by all, while the traditional Chanukah delights of Potato Latkes and Donuts are carefully distributed to the attendees. There is a special opportunity for local politicians to share a greeting with the crowd.

While the main event is scheduled to take place the Sunday afternoon of Chanukah, the Menorahs at both Hermosa Beach Pier Plaza and at Greenwood Park are set up and lit for the duration of the Holiday. The City of Hermosa Beach has been so kind as to provide the power for the Menorahs and for the event. The event has been taking place for about seven years now and we have received a great outpouring of positive feedback from the community.

Sincerely,



Rabbi Joseph Mintz

Beach Cities Chabad