



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: David Freedman Birthdate: 06/30/1961

Organization Name: Great Autos of Yesteryear

Non-Profit? ☐ No ☒ Yes Non-Profit I.D. or Tax Exempt #: 95-4119261

If non-profit, please describe who will benefit from funds raised from your event:

Address: 196 Hoonanea St.

Hilo

HI

96720

City

State

Zip

Phone: 213-952-3173

Cell: 213-952-3173

Email Address: dj@capitalist.com

EVENT INFORMATION

Please indicate the number of years your event has been held in Hermosa Beach: 22

Event location: Pier Plaza

Estimated # of Participants: 88

Age of Participants: 22-80

Estimated # of Spectators (daily): 5000

Total Estimated Attendance: 5088

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 Classic Car Show

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

48 Beautiful Classic Cars from all eras including Woodies, convertibles and a flock of Deloreans.

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): May 7, 2022 8AM-9AM

Event Date(s): May 7, 2022 9AM-3PM

Clean-Up Date(s): May 7, 2022 3PM-4PM

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

The show has always taken place on the first Saturday in May.

YEAR TWO EVENT DATE(S):

Set-Up Date(s): May 6, 2023 8AM-9AM

Event Date(s): May 6, 2023 9AM-3PM

Clean-Up Date(s): May 6, 2023 3PM-4PM

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

The show has always taken place on the first Saturday in May.

YEAR THREE EVENT DATE(S):

Set-Up Date(s): May 4, 2024 8AM-9AM

Event Date(s): May 4, 2024 9AM-3PM

Clean-Up Date(s): May 4, 2024 3PM-4PM

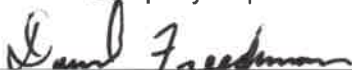
If applicable, please provide a brief explanation detailing a necessity for holding your event during the date(s) listed above:

The show has always taken place on the first Saturday in May.

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

David Freedman / Great Autos of Yesteryear Show Coordinator

Name/Company Representative


Signature

11/21/2021

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: ENDLESS SUMMER CLASSIC CAR SHOW

Event Date(s): MAY 7, 2022 MAY 6, 2023 MAY 4, 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 <input checked="" type="radio"/> | MEDIUM 500-2,000 <input type="radio"/> | LARGE 2,000+ <input type="radio"/> |
|--|--|--|

REOCCURANCE

| | | |
|--|--------------------------------------|------------------------------------|
| 3+ Years <input checked="" type="radio"/> | ONCE BEFORE <input type="radio"/> | NEW EVENT <input type="radio"/> |
|--|--------------------------------------|------------------------------------|

LOCATION

| | | |
|---|--|--|
| PARKS OR BEACH <input type="radio"/> | PIER PLAZA <input checked="" type="radio"/> | STREETS/ PUBLIC RIGHT OF WAY/STRAND <input type="radio"/> |
|---|--|--|

TIME OF YEAR

| | | |
|---------------------------------|--|---------------------------------|
| WINTER <input type="radio"/> | SPRING OR FALL <input checked="" type="radio"/> | SUMMER <input type="radio"/> |
|---------------------------------|--|---------------------------------|

DAY(S) OF THE WEEK

| | | |
|----------------------------------|---|----------------------------------|
| WEEKDAY <input type="radio"/> | WEEKEND <input checked="" type="radio"/> | HOLIDAY <input type="radio"/> |
|----------------------------------|---|----------------------------------|

NUMBER OF CONSECUTIVE DAYS

| | | |
|--|-----------------------------------|---|
| LESS THAN 2 DAYS <input checked="" type="radio"/> | 2-4 DAYS <input type="radio"/> | MORE THAN 5 DAYS <input type="radio"/> |
|--|-----------------------------------|---|

NUMBER OF EVENTS IN ONE YEAR

| | | |
|---|--|--|
| 1-2 EVENTS/YEAR <input checked="" type="radio"/> | 3-4 EVENTS/YEAR <input type="radio"/> | MORE THAN 5 EVENTS/YEAR <input type="radio"/> |
|---|--|--|

ADDITIONAL REQUESTS NEEDED

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

| | | |
|--|------------------------------|------------------------------------|
| NONE <input checked="" type="radio"/> | 1-2 <input type="radio"/> | 2 OR MORE <input type="radio"/> |
|--|------------------------------|------------------------------------|

3

Calculate the total number of each color/column selected.

TOTALS

| | | |
|---|---|---|
| 5 | 3 | 0 |
|---|---|---|

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 2

Endless Summer Classic Car Show
Long Term Agreement Application
By David Freedman
Show Coordinator

From the application:

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).

The show is determined to be an impact Level II.

We do not track the number of people in attendance because the car show is an open, free show but it is reasonable to estimate that during the course of the day-long show, we have over 5000 people entering the plaza and enjoying the beautiful classic cars.

- ☐ 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 show has taken place for 21 consecutive years with the exception of 2020 due to COVID. Because the show occurs in early May, it brings pedestrians to Hermosa Beach and the Plaza during a time of the year that people would not regularly consider going to the beach, resulting in increased economic benefits. The long-term sponsors of the show, such as Hennessey's Tavern and Baja Sharkeez has consistently stated that they far busier on the car show day, than the previous or following weekend.

- 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;

The sponsoring classic car club, Great Autos of Yesteryear was founded in Los Angeles and convertibles and woodies have been a part of the beach culture for as long as there have been cars. On a sunny, cool, early May Saturday, there is nothing finer than enjoying a free and diverse classic car show while reveling in the delicious food and beautiful sites offered on the Plaza in Hermosa Beach.

- 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.

The sponsoring classic car club, Great Autos of Yesteryear, is the largest LGBT classic car club in the world, yet many of our members, and participants in this show, are straight-identified, making this show and the numerous classic car shows and classic car cruise-ins sponsored by the club, a shining example of diversity, equality and friendship, all bound by the love of classic cars.

I personally have made lifelong friends through this show, straight and gay identified, many of them local to my hometown of Hermosa Beach and the South Bay, and consider my life enriched as a result. But it is the smiles on peoples' faces as they enter the Plaza and see the classic cars, that is the ultimate sign of the importance and success of this show.

*With Warmest Regards,
David Freedman*