



HERMOSA BEACH

SPECIAL EVENTS POLICY GUIDE

This policy guide has been developed to clarify and carry out the City's mission statement related to special events that occur on outdoor public spaces within the community.

Cover Image: *Hermosa Beach Murals Project - John Van Hamersveld*

Mission Statement

Hermosa Beach strives to offer a safe and enjoyable environment for special events to take place in a way that balances resident and visitor needs. Special events in Hermosa Beach are celebrated for being community-friendly, enhancing local beach culture, and offering a myriad of benefits to the local community. The City of Hermosa Beach* works collaboratively with event operators in an efficient and clear manner to process and carry out permits in compliance with this policy.

** "City of Hermosa Beach" collectively refers to City staff, Parks, Recreation and Community Resources Advisory Commission, City Manager, and City Council.*

City Contact Information

The City of Hermosa Beach Department of Community Resources is available to assist and answer any questions related to the special events process:

Website: www.hermosabeach.gov

Phone: (310) 318-0280

Email: hbconnect@hermosabeach.gov

Address: 710 Pier Avenue, Hermosa Beach, CA 90254

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General Information + Frequently Asked Questions

When is a special events permit required?

Any organized event, activity, celebration, or function involving the use of the beach at which one hundred (100) or more persons are to be assembled, or use of outdoor city facilities, rights-of-way, or parkland at which twenty-five (25) or more persons are to be assembled requires a special events permit. Additionally, special events permits shall be required for any commercial or non-profit group requesting use of any outdoor area or public facility within the city.

How do I apply for a special events permit?

Applications for special events must be submitted using the online form on the City of Hermosa Beach website and questions may be directed toward the Department of Community Resources.

Are private events allowed?

All events located on the beach within the commercial zone, the Pier, or Pier Plaza must be open to spectators/general public free of charge. Participant entry fees are permissible.

What is the "Nothing Weekend"?

On at least one weekend during each summer season, the Parks, Recreation and Community Resources Advisory Commission will recommend that no special events permits be issued. This means that any application for a special events permit that coincides with the designated "Nothing Weekend" will be asked to change dates in order for their event to be considered.

How will this policy be enforced?

The special events policy will be strictly enforced by Community Resources Department staff, Code Enforcement Officers, and the Police Department. Events, either permitted or unpermitted, found to be violating the City's rules or failing to comply with any of the requirements of the Hermosa Beach Municipal Code may be subject to penalties or fines. Special events, and any of its participants, vendors, or spectators, found to have caused damage or be in violation of any City rules may be subject to greater deposits, regulation, or restrictions when submitting special events applications in the future.

Where are special events allowed?

To ensure adequate space and resources are available, and to limit potential disturbances to residents, special events are limited to the following locations:

- South of Pier (Adjacent to the commercial area on the beach (between 10th Street and the pier);
- North of the Pier (Adjacent to the commercial area on the beach (between the pier and 15th Street
- Designated Surf Zone
- Along The Strand (only allowed for races or events that are continuously moving);
- Pier Plaza
- Within a public right of way (please note that any event, race, or block party within the public right of way is subject to approval by the Chief of Police);
- The following City Parks and Facilities
 - Valley Park: Corner of Gould and Valley Drive
 - Community Center: 710 Pier Avenue
 - Clark Field: 861 Valley Drive
 - Greenwood Park: PCH & Aviation
 - Edith Rodaway Park: Prospect & Hollowell Ave
 - The Greenbelt

Events on the beach outside of the commercial area (between 10th and 15th Street) are not permitted.

Beach Special Event Boundaries



Use Classifications + Impact Characteristics

Special events are evaluated based on a number of factors and will be categorized as a level I, II, or III event based on the information provided in the special events application. Once the information is submitted and reviewed by the Community Resources Department, City staff will determine the impact level of the event using the impact characteristics matrix.

The impact level of the event will be used to determine:

- applicable fees;
- timing of application submittal;
- requirements for pre event meeting and post event walk through; and
- level of review for approval (City staff, Commission or City Council)

Impact Characteristics Matrix

If more than one option is applicable, the highest characteristic will be used to determine the impact level.

Characteristic	Impact Level I	Impact Level II	Impact Level III
Attendees and spectators total	100-500	501 – 1,999	2,000 or more
Event has previously occurred in Hermosa Beach	3 or more years	1 or 2 years	New event
Event location(s)	a park or the beach	Pier or Pier Plaza	Streets, the Strand, or public right of way
Event season(s)	Winter	Spring or Fall	Summer
Event day(s)	Monday - Thursday	Friday, Saturday, or Sunday	Holiday
Total event days per year (including set-up and tear-down)	1-2	3-4	5 or more
Events per year	1-2	3-4	5 or more
Additional requests such as filming, reserved parking, fencing, stage, street closures, or amplified sound	None	1-2	3 or more
Impact Level	5 or more applicable = Impact Level I	2 or more applicable = Impact Level II	2 or more applicable = Impact Level III

Pass-Through Events

A pass-through event is exactly what the name implies, the event participants pass through the City of Hermosa Beach and the event does not start or end in Hermosa Beach. A special events application is required to be submitted and pass-through events must also go through the approval process required based on the impact level assigned to the event.

Pier Plaza Promotions

The Pier Plaza Promotion option is designed to provide companies or event sponsors a one-day promotional opportunity on Pier Plaza subject to a Pier Plaza use fee. These events must be strictly commercial product or service promotions and not special events. Companies or sponsors who request approval for this use will be required to submit a special events application.

Approval Guidelines + Requirements

Event Approval Findings

A special events permit may be issued upon finding that:

1. The applicant reimburses the City for all costs incurred by the City in connection with the event, including public safety, traffic control and monitoring.

2. The number of estimated attendees can be accommodated at the proposed location and surrounding area.
3. The applicant is capable and qualified to manage the event in a competent, professional manner in accordance with all conditions of approval.
4. Adequate provision has been made for satellite parking, shuttle transportation and traffic control (as requested and determined by City staff).
5. Adequate provision has been made for security, crowd control, ingress and egress, and clean-up.
6. The total number of days required for the event shall not exceed sixteen consecutive days.
7. The applicant provides required insurance, deposits, bonding and indemnification of the City.

Application Submittal Deadlines and Approval Process

Special Events Applications must be submitted as follows:

- **Level III events:** Must be submitted no later than July 30 for the following calendar year. Will be subject to a public hearing by both the Parks and Recreation Commission and the City Council. Upon recommendation for approval by the Parks, Recreation and Community Resources Advisory Commission and approval by City Council, permits will be processed and issued by the Community Resources Manager. Applicants who do not meet the July 30 deadline, must submit an application at least ninety (90) days in advance of the event for consideration on a case-by-case basis.
 - **New events:** Please note, any events that are new to Hermosa Beach will need to follow the approval process for impact level III events.
- **Level II events:** Must be submitted at least ninety (90) days in advance of the event, but no earlier than October 15 of the prior calendar year. Upon Parks, Recreation and Community Resources Advisory Commission approval, the Community Resources Manager may process and issue permits. Should the Parks, Recreation and Community Resources Advisory Commission recommend denial of a Special Event, that decision may be appealed to the City Council.
- **Level I events:** Must be submitted at least thirty (30) days, but no earlier than October 15 of the prior calendar year. Level I events will be reviewed and permits will be issued by the Community Resources Manager. Should the Community Resources recommend denial of a Special Event, that decision may be appealed to the City Council.
 - **Pier Plaza Promotions:** Review and approval of Pier Plaza Promotion events will follow the same approval process as Level I events.

The Parks, Recreation and Community Resources Advisory Commission and City Council will evaluate and recommend approval of Level III events and a "Nothing Weekend" first, and then will consider approval of Level II events. Events submitted earliest will be given priority for their preferred dates.

Review Timeline	Application Period Opens	Last Day to Submit Application	Commission Review	City Council Review
Level I	October 15 (for following calendar year)	30 days prior to event	n/a	n/a
Level II	October 15 (for following calendar year)	90 days prior to event	Beginning in December	n/a
Level III/ New Events	July 1 (for following calendar year)	July 30 (for following calendar year)	September Meeting – Public Hearing	October Meeting – Public Hearing

At the discretion of the Community Resources Manager, special events 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
- the event can still meet all of the event approval findings (as noted on Page 9)

The Community Resources Manager and the City's Special Events Team will participate in the review and approval of event applicants submitted after the deadline has passed. The Parks, Recreation and Community

Resources Advisory Commission and City Council will receive an update on the status of events submitted after the deadlines.

City staff will provide both a calendar of all upcoming special events and a brief event wrap-up summary for special events to the Parks, Recreation and Community Resources Advisory Commission and City Council (if required).

Event organizers are expected to be present at the Parks, Recreation and Community Resources Advisory Commission and City Council meetings (if required) where their event is scheduled to be reviewed.

Peak Season Event Limits

To balance coastal access with beach events, the beach/Pier Plaza area will be limited to the following number of events during the peak summer season (Memorial Day to Labor Day – approximately 100 days over the summer):

- Maximum of 30 days used by Level III Events
- Maximum of 40 days used by Level I and II Events, and City Sponsored/Contracted Events events (on days not used by Level III Events)
- Events under a Long Term Agreement will be categorized by their Impact Level

Additionally, the monthly number of event limits for off-peak season (Labor Day to Memorial Day) will be limited to a maximum of 15 days used by events per month.

Simultaneous Use of North and South Volleyball Courts

One side of the North and South of Pier Volleyball courts will be required to remain open for general public use during special events occurring on weekends (exception provided for events that occur at the same time as City-sponsored classes utilizing the North or South of Pier Volleyball Courts) or at the discretion of the Parks, Recreation and Community Resources Advisory Commission and the City Council.

Pre/Post Event Meetings

Pre-event meetings and post-event walkthrough/evaluations with City staff and event producers may be required.

A “pre-event meeting” may be scheduled anytime between 3 months to several weeks prior to the actual event date as determined by City staff. The goal of this meeting is to provide information to any and all City departments involved or impacted by your event. The Community Resources Department may require any event to have an “on-site meeting” prior to the event and a final site map must be presented at this time. City staff may require multiple meetings if the event details require further discussion or if additional information is requested. First-time events that expect to be recurring events may also be required to attend a “post-event meeting.” The Community Resources Department will invite representatives from other City Departments to these meetings if who may be involved or affected by your event.

Permits may also specify a time for a “post-event walkthrough” where the applicant, event coordinator, or another authorized representative of the applicant is required to be present during the “post-event walkthrough” inspection, as staff will walk through the site and assess the condition it was left in.

Failure to participate in pre or post meeting events, may jeopardize your approved event or future events in Hermosa Beach.

Site Plan, Equipment, and Signage

A detailed map schematic must be submitted to move forward with the review and approval process that includes the proposed location of the event, including all temporary facilities/structures/signage/equipment to be erected, ingress and egress, number and type of vehicles and whether existing structures/facilities are to be relocated or modified. Events requiring Building, Police, or Fire Department review, must include maps and plans that are drawn to scale.

All recreational activities and set-up of recreational equipment should remain at least 50 feet from the Strand wall. Special considerations may be made for permitted and approved recreational events or activities by the City, Commission and/or City Council. Additionally, all recreational activities and set-up shall not block beach access or hinder emergency access onto and from the beach by the Los Angeles County Lifeguards. This includes temporary volleyball courts and temporary beach tennis courts. All tents must remain at least 10 feet from the Strand wall.

A parking plan showing the number of public parking spaces to be occupied by the event organizers, the location of satellite parking lots to be used for attendee parking, arrangements for shuttle bus transportation, and plans for publicizing the availability of off-site public parking may also be required.

Events that set up bleachers, stages higher than 2' off the ground, fencing or other temporary structures will be subject to review and inspection by the City Building Official prior to the start of the event. Accessibility compliance will be required for seating, bleachers or any stages higher than 2' off the ground. Pedestrian access shall be maintained, and a layout plan may be required to ensure proper access and circulation.

Events including promotional signs/banners, a frame signs, and other signage items shall not be placed on City facilities or premises without prior written approval from the City and must include a temporary sign/banner permit and site plan.

Accessibility Plan

It is the applicant's responsibility to comply with all City, County, State and Federal disability access requirements applicable to the event, including the American with Disabilities Act (ADA). All indoor and outdoor sites, activities and programs must be accessible to persons with disabilities.

Amplified Sound

Amplified sound (Public Address system for announcements, etc.) is limited to the hours of 10:00 AM to 9:00 PM for up to a total of four hours in any day. Exceptions may be approved for special events, in conjunction with the Special Event approval. Events must comply with the City Noise Ordinance HBMC 8.24 and speakers must be facing westward (towards the ocean) at all times. Event producers are required to obtain an Amplified Sound Permit if the event intends to use a loudspeaker or sound amplifying equipment for the purpose of giving instructions, directions, lectures, or transmitting music. Requests should be noted when submitting a special events application to the Community Resources Department to ensure proper coordination with the Chief of Police. The Chief of Police will consider the following in the issuance of amplified sound permits:

1. The volume and intensity of the noise, particularly as it is experienced within a residence or place of business;
2. Whether the noise is prolonged and continuous;
3. How the noise contrasts with the ambient noise level;
4. The proximity of the noise source to residential and commercial uses;
5. The time of day; and
6. The anticipated duration of the noise

Food, Beverage, or Merchandise Sales

In accordance with HBMC Section 12.20.300, the sale of food, non-alcoholic beverages, or branded merchandise from the event producer on the beach are allowed pursuant to a special events permit approved by the City Council. The sale of any other commodity, merchandise, wares, products, or service on the beach or the strand is not allowed.

Applicant is responsible for obtaining any applicable food or beverage permits. A Temporary Food Permit is required when selling, serving, giving away, or sampling food or consumable products, including water or other beverages, at a public event. Additionally, each food vendor at the event must also have a Temporary Food Permit. Different permits, policies and procedures depend on the classification and the number of days of the event. As part of the food handling requirements, applicants or event organizers are required to include public safety features in the event plans such as hand-washing sinks. The County of Los Angeles Department of Environmental Health issues food permits. It is the responsibility of the applicant to ensure all vendors have current permits.

If the sale of alcohol is included in a special event application (requests for alcohol on the beach will not be approved), approval from the City Council is required and the applicant must request authorization from the State of California Department of Alcohol Beverage Control (ABC). A copy of the ABC License must be provided to the Community Resources Department prior to the issuance of a permit. City departments may place restrictions on the way in which alcohol is managed at a proposed event.

Professional Filming

A Film Permit Application is required for any event utilizing professional filming equipment or recording activities resulting in commercial use. Information about professional filming permits can be obtained on the City of Hermosa Beach website.

Security

City staff or law enforcement may deem an activity warrants the presence of one or more Police Officers or security personnel and the cost of such services shall be borne by the applicant. Security personnel must be licensed, in uniform and are subject to approval by the City. Proof of obtaining the required security personnel must be provided to the Community Resources Manager at least two (2) weeks prior to the event.

Portable Restrooms + Hand Sanitizing/Sink Facilities

Events may be required to provide portable restrooms and hand-sanitizing/sink facilities. The cost of such services shall be borne by the applicant. The number of portable restrooms and hand-sanitizing/sink facilities required will be determined by City staff and factors such as the event location, total duration of the event, estimated attendance (participants and spectators), season the event takes place and whether food and beverage will be served will be considered. City staff will designate the location for any portable restrooms and hand-sanitizing/sink facilities required at the event location.

Insurance

At least ten (10) days prior to the event, applicants will provide the City with a certificate of insurance providing liability insurance with the following requirements:

Applicant agrees to furnish the City of Hermosa Beach evidence of comprehensive general liability insurance in the form of a certificate naming "the City of Hermosa Beach, its officers, agents, volunteers, and employees as additional insureds." This exact verbiage is required. Applicant shall notify the City at least thirty (30) days prior to the termination, reduction, cancellation, suspension, modification, or expiration of the policy. Notwithstanding the foregoing, Applicant shall maintain insurance coverage meeting the standards outlined in this Section at all times during the term of the activity or activities for which Applicant submitted its application, as reflected in and permitted by this Agreement. All certificates are subject to approval of the City's Risk Manager.

Coverage shall be at least as broad as Insurance Services Form CG 00 01 covering commercial general liability on an "occurrence" basis, including property damage, bodily injury, death, and personal and advertising injury with limits no less than two million dollars (\$2,000,000) per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this Agreement, or the general aggregate limit shall be twice the required occurrence limit. The City reserves the right to request greater or lesser amounts of insurance coverage.

If the use includes athletic activities, Applicant shall provide evidence of that the commercial general liability insurance includes coverage for injuries to athletic participants and participant accident insurance.

If the Applicant maintains broader coverage and/or higher limits than the minimums shown above, the City requires and shall be entitled to the broader coverage and/or the higher limits maintained. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the City.

Event Day Expectations

In order to immediately address any issues or changes that may arise during the course of an event, producers are responsible for:

- Providing a cell phone number upon which City staff may contact the producer
- Being available on-site or providing a designated contact at all times during the event. This includes agreement that producers (or their designated contact) will not actively participate in the event.
- Maintaining copies of all applicable special events permits and any other permits issued by the City of Hermosa Beach on-site during the event.

Applicable Fees

All special events are subject to an application fee, special event category fees and additional fees established by resolution of the City Council and any additional costs incurred by the City on behalf of the event. **Payment of special event fees is due upon receipt. The Community Resources Manager has the discretion to revoke a permit or place a hold on processing future event applications if all applicable fees are not paid in a timely manner.**

Current Fee Schedule

Event Categories	Fee
Category I <ul style="list-style-type: none"> Less than 500 people 	Non-profit: \$2 per registrant and roster or participants due to City
	Commercial: 70/30 split of proceeds and roster or participants due to City
Category II <ul style="list-style-type: none"> Impacts public areas for no longer than one (1) day including set-up/tear-down Is conducted in the off-season (not between Memorial Day and Labor Day or on any holiday) Participant plus spectator crowd more than 500 but less than 3,000 Has no television coverage (except news) A non-profit entity is the beneficiary of the net revenues (100%) Does not meet any of the identifying criteria for a Category III or IV event 	\$2,940 per event day
Category III <ul style="list-style-type: none"> Impacts public areas for more than one (1) day including set-up/tear-down Participant plus Spectator crowd does not exceed 5,000 Has no television coverage (except news) Has more than \$3,000 and less than \$50,000 in prize money Does not meet any of the identifying criteria for a Category IV event 	\$3,235 per event day
Category IV <ul style="list-style-type: none"> Meets Category III Criteria and has one or more of the following: <ul style="list-style-type: none"> Has network television coverage Estimated participant/spectator crowds exceed 5,000 people Prize money in excess of \$50,000 Charges admission to spectator Gross revenues in excess of \$50,000 	\$5,882 per event day

Additional Fees	Fees
Commercial Application Fee - <i>non-refundable</i>	\$924
Non-Profit Application Fee - <i>non-refundable</i>	\$616
Pass-Thru Application Fee - <i>non-refundable</i>	\$308
Amplified Sound Permit	\$181
Pier Plaza Use Fee	\$12,312 per event day
Event Co-Sponsor	\$311 each
Event Set-Up/Tear-Down	\$278 per location, per day
Community Resources Staff	\$369 per day
Parking Meter Space Fee	\$1.25 per hour (8am-8pm) \$1.50 per hour (8pm-8am)

Depending on event details additional fees may apply due to required staffing and/or services from the City of Hermosa Beach's Building Division, Police Department, Public Works Department and the Los Angeles County Fire Department.

Application Fees

Upon review of the special events application, City staff will follow up to the event contact to collect payment of the application fee, which will be due immediately to continue the review and approval process. This fee will not be applied to special events permit fees and is non-refundable.

Special Events Permit Fees

Events are subject to a daily permit fee based on the designated event category level.

Payment of applicable special event permit fees shall be due following event approval and must be submitted at least 10 days in advance of the scheduled event.

Additional Fees

The Community Resources Department will confirm the necessary permits during application review and will coordinate with applicants to secure permits and process fees from the appropriate City departments once the Special Event is approved by the appropriate review body. Additional fees may be required for:

- the use of Pier Plaza and reservation of City Facilities
- installation of street banners or temporary signs
- reservation/use of public parking spaces
- use of amplified sound
- use of professional filming or still photography
- presence of police, fire, community resources, or paramedic staff on site before, during or after event
- application for business license

Damage Deposit

Monetary deposits, bonds and other security may be necessary to guarantee performance of all required conditions, clean-up and repair of any City property or facilities damaged as a result of the event. Events may be required to submit a deposit to cover any potential damage to City facilities. All or a portion of the deposit may be refunded upon post event inspection or sign-off by Public Works, Chief of Police, or other applicable City staff. Events will be billed for the costs to repair or replace any City property damaged as a result of the event if the damage exceeds the deposit provided.

Refund/Cancellation Policy

Once a permit is approved and issued, the special events permit and additional impact fees may be refunded when written notice is given to the Community Resources Department at least two weeks prior to the event date and provided that no staff services are incurred. If rain is predicted and the decision is made to cancel within two weeks prior to the event, no monetary refund will be given but City staff will work with event producers to re-schedule events to another available date.

Compliance

Environmental Requirements

All events will be required to submit an environmental protection plan showing proposed compliance to reduce environmental impacts as part of the application form. Such measures may include, but shall not be limited to:

- Waste recycling and reduction
- Energy efficiency
- Protection of the marine environment
- Community education opportunities
- Monitoring and reporting compliance with the environmental protection plan

Applicable Codes + Regulations

The City of Hermosa Beach Municipal Code governs the approval, review, and enforcement of Special Events. The Special Event Policy rules and regulations must be strictly adhered to and all pertinent City Ordinances shall be enforced. The sections of the Hermosa Beach Municipal Code relevant to Special Events include:

Title 8 – Health and Safety

8.24 Noise Control -

<http://www.codepublishing.com/CA/HermosaBeach/#!/HermosaBeach08/HermosaBeach0824.html>

8.64 Ban on Polystyrene Food Service Ware –

Title 9 – Public Peace Morals and Welfare

9.28 Parties, Events and Gatherings on Private Property

<http://www.codepublishing.com/CA/HermosaBeach/#!/HermosaBeach09/HermosaBeach0928.html#9.28>

Title 10 – Vehicles and Traffic

10.28 Loading and Unloading

<http://www.codepublishing.com/CA/HermosaBeach/#!/HermosaBeach10/HermosaBeach1028.html#10.28>

10.32 Stopping, Standing and Parking

<http://www.codepublishing.com/CA/HermosaBeach/#!/HermosaBeach10/HermosaBeach1032.html#10.32>

Title 12 Street, Sidewalks and Public Places

12.20 Beach and Strand Regulations

<http://www.codepublishing.com/CA/HermosaBeach/#!/HermosaBeach12/HermosaBeach1220.html#12.20>

12.24 Municipal Pier

<http://www.codepublishing.com/CA/HermosaBeach/#!/HermosaBeach12/HermosaBeach1224.html#12.24>

12.28 Parks, Playgrounds and Other Public Areas

<http://www.codepublishing.com/CA/HermosaBeach/#!/HermosaBeach12/HermosaBeach1228.html#12.28>

Fee Waivers

To support qualifying organizations, the City provides special event fee waiver grant opportunities to assist in its success by relieving the financial burden associated with the cost of the City's special event fees. The Special Event Fee Waiver Grant Policy is intended for those events required to complete the annual application filing, review, and approval process. Events and organizations that qualify for a long-term agreement are not bound to the terms of this policy.

Funding Limits

The Parks, Recreation and Community Resources Advisory Commission ("Commission") awards grant funding for qualified organizations that have received approval to hold their event in the City of Hermosa Beach. The annual award limit of the Special Event Fee Waiver Grant is approved by the City Council each fall for the upcoming calendar year. Grants will be awarded up to a maximum of \$2,500 per event or a 50% reduction of indirect City special event fees, whichever is the lesser amount.

Awards may only be used toward indirect special event fees charged by the City; direct costs (i.e. application processing fee, inspections, staff time, Police or Fire services, etc.) are not eligible for consideration of this grant and organizations are required to pay those in full. A fee worksheet is included in the Fee Waiver Grant Application that further outlines those fees eligible under this grant. The minimum amount of requested special event fee waiver grants must total at least \$250. Fee waivers will not be considered for events taking place between Memorial Day and Labor Day (peak season).

Eligibility

In order to be eligible to apply for a Special Event Fee Waiver Grant, the special event must have been successfully approved through its applicable approval process as outlined in the Special Event Policy Guide. Following approval of a special event, a completed Special Event Fee Waiver Grant Application is required to be submitted to the Community Resources Department at least 60 days prior to the event. Following a review to ensure the completeness of the application, the request will be included on an upcoming meeting of the Commission for its formal review and determination of grant award.

Fee waivers may be granted when the Commission determines that the event is of significant value to the community or to a significant portion of its residents and provides a measurable community benefit. In addition, the organization producing the event must meet at least 1 (one) of the following criteria:

- 1) An organization that has a demonstrated community benefit to Hermosa Beach.
- 2) Hermosa Beach business that is not delinquent on city permits or fees.
- 3) Organizations that are producing returning events to the City of Hermosa Beach and can demonstrate:
 - a. A community benefit (must complete the Community Benefit form); or
 - b. A positive economic impact as a result of the event (must complete the Economic Impact Report with previous years' event details).

Activities specifically prohibited from receiving a fee waiver grant include those events that:

- Promote, advocate or advance a political message or belief.
- Projects or organizations who have unsatisfactorily fulfilled its obligations from previous Special Event Fee Waiver Grant awards.

Approval

The five (5) member Commission is tasked with reviewing and determining the level of Special Event Fee Waiver Grant award at one of their regular meetings held on the first Tuesday of each month beginning at 7:00pm.

Consideration will include careful review of:

- Special Event Fee Waiver Grant Application.
- Community Benefit Form (if required).
- Economic Impact Report (if required).
- Successful fulfillment of previously awarded grant obligations.

In addition, the Commission will consider the following evaluation criteria:

- Whether the event serves, involves, and/or promotes Hermosa Beach, its residents, schools, and/or businesses.
- Whether the event delivers substantive and measurable economic and community benefits to the City.
- Whether the event enhances the quality of life to the Hermosa Beach community; offering recreational, cultural, social, and or and/or educational activities of interest to the community.

The Commission's decision to deny grant funding for specific events is appealable by the City Council. The City Council will not consider additional fee waiver considerations in addition to the maximum award amounts allowable through the Special Event Fee Waiver Grant program.

Obligations

Organization receiving grant funding through the Special Event Fee Waiver Grant program will be required to complete the following:

- Submission of a Grant Final Report within 30-days following the event.
- A formal presentation to the Parks, Recreation and Community Resources Advisory Commission at one of its regular meetings no more than 60-days following the event. The presentation shall include discussion of:
 - Number of attendees.
 - Beneficiary of funds raised by the event (if applicable).
 - Overview of event budget and financial outlook.

Disqualification

Failure to complete these requirements in accordance with this policy shall automatically disqualify the organization from submitting a future request to receive a Special Event Fee Waiver Grant for the remainder of the current calendar year plus one additional year.

If any information submitted as part of the Special Event Fee Waiver Grant is found to be fraudulent, event approvals already granted for the remainder of the calendar year will be automatically revoked. While the organization will be permitted to reapply for approval of event(s) in the following calendar year, it will no longer be eligible to apply for Special Event Fee Waiver Grants.

Long-term Agreements

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), 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.

Term Limits

LTA's shall be for no less than two (2) years but shall not exceed a maximum of three (3) years unless otherwise determined by the City Council.

Procedures

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 explaining the organization's qualifications (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.

Obligations

Organizations whose event(s) are approved through an LTA are required to provide a formal presentation to the Commission at one of its regular monthly meetings no more than 60-days prior AND 60-days following its event(s). The pre-event presentation shall include a general event overview including anticipated number of attendees; an overview of the event footprint and individualized setup; and its anticipated impact(s) to the community, etc. The post-event presentation shall include a general overview including the actual number of attendees; actual impact(s) to the community; and any event struggles and successes, etc.

