

Attachment 11: Proposed Special Event Policy Guide Additions

Proposed Policies	Discussion
A maximum of two events will be permitted on any given day in the City.	The Community Resources Department's outdoor permit options for recreational activities and programs often take place in the same locations and times as events. This recommendation strives to further provide a balance between permits, programs and the community's general use, enjoyment and recreational activity on the Beach, parks and open spaces. Additionally, the planning, coordination, and management of more than two events per day impacts staff resources.
Only returning events may request a Fee Waiver Grant.	This allows the Commission to assess the event its first year and consider if the event is of benefit to the City and the community before providing any financial support.
<p>Any event requesting removal of the Beach Tennis Courts must provide one of the following:</p> <ul style="list-style-type: none"> • An event footprint that would allow for at least three of the permanent Beach Tennis Courts to remain in place for general public use; or • At least three temporary Beach Tennis Courts available for general public use. <ul style="list-style-type: none"> ○ Temporary courts must remain at least 50 feet from the strand wall and shall not block beach access or hinder emergency access onto and from the beach by the Los Angeles County Lifeguards. If temporary courts are provided outside of the Commercial Zone, outside of the event footprint, it is the responsibility of the event producer to set-up and remove the courts daily as they are not permitted to remain overnight. ○ The City and Beach Tennis community would assist with providing the temporary poles and nets to the event producer and provide guidance for installation/removal. 	Currently, event producers may request to remove the Beach Tennis Courts to accommodate their event footprint. There are no existing policies pertaining to this practice. If the event is approved, the courts are removed. The option remaining for beach tennis play would be for community members to set-up temporary beach tennis courts, and the courts would need to be removed nightly. This recommendation is to limit the impact to the Beach Tennis Courts and community and so the City may ensure this recreational activity, Beach Tennis, is available continuously throughout the year.
New event requests for locations outside of the Beach or downtown area, require event notifications to be posted at the event site leading up to the scheduled Public Hearing to provide the community additional notice of the proposed new event.	A majority of the events permitted through the City's Special Event Permit Program take place on the Beach or downtown area. Therefore, posting the Public Hearing notice for new events requesting to take place outside of these areas will serve as additional notice to the community of the proposed new event and demonstrate the opportunities to provide public input on the new event.

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<p>Fee Waiver Grant and Long-Term Agreement Program applicants will be requested to demonstrate a positive community benefit through the organization or its event by meeting at least two of the following criteria:</p> <ul style="list-style-type: none">a. The organization and/or event serves, involves, and/or promotes Hermosa Beach, its residents, schools, and/or businesses;b. The organization and/or event can demonstrate broad community support and sponsorship;c. The event appeals to a wide segment of community members;d. The organization and/or 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;e. The organization can demonstrate a commitment to supporting the City's active and healthy lifestyle as a result of the event; and/orf. The organization/and or event addresses an unmet community need.	<p>The criteria outlined was formed after review of the information requested on best practice research, each program's applications, and the goals and priorities outlined in PLAN Hermosa.</p>
<p>Fee Waiver Grant applicants must demonstrate a financial need or other economic justification to be considered for a Fee Waiver Grant.</p>	<p>This will require event producers to provide detail within their Fee Waiver Grant Application as to why a Fee Waiver Grant is important to the success of the event and provide additional information to the Commission for consideration as they review each Fee Waiver Grant Application.</p>