



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 organization's event(s) must qualify as an Impact Level II or III (per the Impact Characteristics Worksheet found in the Special Events Policy Guide), AND meet at least one of the following:
 - Have a combined estimated total of 5,000 people in attendance (participants and spectators); or
 - The event must be at least two (2) consecutive days (including setup and teardown).
- ☑ The organization has held its event in Hermosa Beach for at least three consecutive years.
- ☑ 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 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 event can demonstrate:
 - ☒ A community benefit; or
 - A positive economic impact as a result of the event.

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:

- ☑ The organization and/or event serves, involves, and/or promotes Hermosa Beach, its residents, schools, and/or businesses;
- ☑ The organization and/or event can demonstrate broad community support and sponsorship;
- ☑ The event appeals to a wide segment of community members;
- ☑ 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;
- ☑ The organization can demonstrate a commitment to supporting the City's active and healthy lifestyle as a result of the event; and/or
- The organization/and or event addresses an unmet community need.

Applicants will be requested to demonstrate a positive economic impact as a result of the event by providing the following information:

- If the event is consecutive days, data indicating the total number of participants that utilize overnight lodging in the City of Hermosa Beach; and
- Data indicating the participants spending in Hermosa Beach during the duration of the event at any of the businesses in the City of Hermosa Beach.

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.
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.



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ORGANIZATION INFORMATION

Applicant Name: Page Sacks **Birthdate:** 04/26/1983

Organization Name: Mychal's Learning Place

Non-Profit? ☐ No ☒ Yes Non-Profit I.D. or Tax Exempt #: 95-4871202

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

Mychal's Learning Place provides programs and support to youth and young adults with developmental disabilities to help them develop the skills needed to live a more independent life.

Address: 4901 W. Rosecrans Ave.

Hawthorne, CA 90250

City

State

Zip

Phone: 310-297-9333

Cell: 714-458-1515

Email Address: page@mychals.org

EVENT INFORMATION

Please indicate the number of years your event has been held in Hermosa Beach: 3

Event location: Pier Plaza and The Strand - 1 Pier Ave., Hermosa Beach

Estimated # of Participants (daily): 1,000

Age of Participants: 5-95 years young

Estimated # of Spectators (daily): 100

Total Estimated Attendance: 1,100

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.)
- ☐ Parade
- ☐ Concert
- ☐ Street Fair/Festival
- ☐ Concert
- ☐ Tournament
- ☒ Fundraiser
- ☐ Swim/Paddle/Surf
- ☐ Other

EVENT INFORMATION CONTINUED...

Event Description – briefly describe your event and event activities:

The California Great Santa Stroll is a 5K fun run, walk or stroll raising much needed funds to expand Mychal's Learning Place's After School and adult job training programs. This festive event is part of a word competition to gather the most "Santas" in one location, and thus is for all ages and abilities. Even our four legged friends can join the fun of the walk and costume contests. Join hundreds of Santas as we stroll the strand from Hermosa Beach to Manhattan Beach and back.

The event even includes a special appearance by the big guy himself, Santa as he starts the race and sits for photos inside of our family friendly village with crafts and activities for the whole family.

EVENT DATES 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): 12/14/24

Event Date(s): 12/14/24

Clean-Up Date(s): 12/14/24

YEAR TWO EVENT DATE(S):

Set-Up Date(s): 12/13/25

Event Date(s): 12/13/25

Clean-Up Date(s): 12/13/25

YEAR THREE EVENT DATE(S):

Set-Up Date(s): 12/12/26

Event Date(s): 12/12/26

Clean-Up Date(s): 12/12/26

Please provide a brief explanation detailing a necessity for holding your event during the date(s) listed above:

Since this is a holiday themed event we need to host it during the holiday timeframe, however we don't want to get too close to the Christmas holiday. We also think this is a great time to help bring business and foot traffic into Hermosa Beach to help people local during the holiday shopping time.

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

Page Sacks, Development Director

Name/Company Representative

Page Sacks
Signature

2/23/23

Date



MYCHAL'S

Learning Place

February 23, 2023

City of Hermosa Beach Community Resources Dept.

Attn: Lisa Nichols

710 Pier Avenue

Hermosa Beach, CA 90254

Dear Lisa & Community Resources Department,

I am submitting this request for a Long Term Agreement on behalf of Mychal's Learning Place for our annual event, The California Great Santa Stroll. Below please find our areas of eligibility:

As you may be aware, we have been hosting this fundraiser fun-run and walk in Hermosa Beach since 2019, with the exception of 2020 due to COVID-19, and would like to continue to host in Hermosa Beach for the foreseeable future.

Mychal's Learning Place is a 501c3 nonprofit organization that serves youth and young adults from throughout Los Angeles and the South Bay, including Hermosa Beach. Our mission is to provide support and training for youth and young adults with developmental disabilities to help them gain the skills necessary to live a more independent life, including gainful employment. Through our programs, we are actively trying to lessen the 85% unemployment rate faced by adults with disabilities.

The California Great Santa Stroll is a benefit to the community of Hermosa Beach by promoting the active and healthy lifestyle; involves many businesses throughout the city; displays broad community support; and appeals to a wide segment of community members. The Santa Stroll continues to grow every year, nearly doubling participants from 2021 to 2022, and we anticipate continued growth among community members in the future. Participants range in age from 2 years old to 92 years young and as an inclusive organization people of all abilities are encourage to participate which attracts a wide segment of the community. Many of the participants in 2022 were local to the South Bay region and had heard of the event from a friend and planned to return again in the future.

While we don't have specific data points from businesses, we were able to keep participants in Hermosa Beach before during and after the event thus creating a positive economic impact on the city. By taking place during the high stakes holiday shopping season (an otherwise slower season for the beach city), we proactively worked with the Hermosa Beach Chamber of Commerce to include and integrate local businesses during the event and in pre-event

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MYCHAL'S

Learning Place

marketing materials so that they may take advantage of the foot traffic and keep our participants shopping and staying in Hermosa Beach. Participating businesses offered bounce back incentives to our supporters and we promoted prior to the event and on site to encourage participants to visit our participating partners. Anecdotally, many businesses, especially in and around Pier Plaza, saw a lot of "Santas" lingering around and grabbing food to eat after the event.

Thus, for these reasons we feel that we meet the eligibility requirements for a Long Term Agreement to keep The California Great Santa Stroll in Hermosa Beach. Thank you so very much for taking the time to consider our application. We look forward to seeing you out on the Strand!

Sincerely,

Page Sacks
Development Director
Mychal's Learning Place
page@mychals.org