



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.



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

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:

NO FUNDRAISING

Address: 196 HOONANEA ST

HIL
City

41
State

96120
Zip

Phone: _____

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: _____

Event location: THE PLAZA

Estimated # of Participants (daily): 48

Age of Participants: 18-80

Estimated # of Spectators (daily): 5000

Total Estimated Attendance: 5048

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 CAR SHOW

EVENT INFORMATION CONTINUED...

Event Description – briefly describe your event and event activities:

48 GORGEOUS CLASSIC CARS FROM ALL ERAS INCLUDING
WOODIES, CONVERTIBLES AND A FLOCK OF DELOREANS

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): MAY 4, 2024
Event Date(s): MAY 4, 2024
Clean-Up Date(s): MAY 4, 2024

YEAR TWO EVENT DATE(S):

Set-Up Date(s): MAY 3, 2025
Event Date(s): MAY 3, 2025
Clean-Up Date(s): MAY 3, 2025

YEAR THREE EVENT DATE(S):

Set-Up Date(s): MAY 2, 2026
Event Date(s): MAY 2, 2026
Clean-Up Date(s): MAY 2, 2026

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

ESCORT THE CARS ONTO THE PLAZA.
PARK THE CARS.
ESCORT THE CARS OFF THE PLAZA.

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

DAVID FREEDMAN / SHOW COORDINATOR
Name/Company Representative

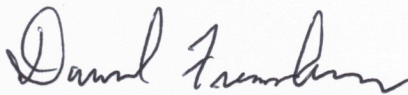
David Freedman
Signature

2-5-2023
Date

Great Autos
From the Desk of David Freedman

Aloha. This will be our 24th year for this beloved classic car show. Everybody loves this show. It has minimal to no impact on the Plaza and brings spectators to Hermosa Beach in early May, when people do not think about going to the beach. It educates new generations of attendees on the history of Southern California car culture and provides warm nostalgia to everyone else.

Mahalo,

A handwritten signature in cursive script, appearing to read "David Freedman".

David Freedman
Show Coordinator

Endless Summer Classic Car Show
Long Term Agreement Application
By David Freedman
Show Coordinator
Feb. 5, 2023

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).

Every year, the show is consistently deemed as Impact Level II.

This is a one-day only show and while 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, The Brew's Hall and Baja Sharkeez has consistently stated that they far busier on the car show day, that 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