



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.

Staff note: The event producer does not have this data available. However, they have shared they see many event attendees frequent the local restaurants before or after attending their event.

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: Rabbi Dovid Lisbon **Birthdate:** 9-12-77

Organization Name: The Jewish Community Center

Non-Profit? ☐ No ☒ Yes Non-Profit I.D. or Tax Exempt #: 71-0866033

If non-profit, please describe who will benefit from funds raised from your event:
There are no funds raised from this event

Address: 2108 Vail Ave Redondo Beach, CA 90278

City

State

Zip

Phone: 310-214-4999

Cell: 310-699-0151

Email Address: info@jccmb.com

EVENT INFORMATION

Please indicate the number of years your event has been held in Hermosa Beach: 8 years

Event location: Hermosa Beach Pier Plaza & Greenwood Park

Estimated # of Participants (daily): 500

Age of Participants: Families

Estimated # of Spectators (daily): _____

Total Estimated Attendance: _____

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 Community Chanukah Celebration

EVENT INFORMATION CONTINUED...

Event Description – briefly describe your event and event activities:

A fun filled family holiday celebration where the entire community comes together to celebrate and enjoy the holiday celebrations. The Menorah and music will be up on the stage with Chanukah delights served on the side. A short entertainment presentation will be followed by a school choir. Local Politicians and Community leaders will have an opportunity to share a greeting to the crowd. A highlight of the event is the Fire Department's "Chanukah Gelt (chocolate coins) Drop".

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): Monday, Dec 23, 2024

Event Date(s): Sunday, Dec 29, 2024

Clean-Up Date(s): Friday, Jan 3, 2025

YEAR TWO EVENT DATE(S):

Set-Up Date(s): Wednesday, Dec 10, 2025

Event Date(s): Sunday, Dec 14, 2025

Clean-Up Date(s): Tuesday, Dec 23, 2025

YEAR THREE EVENT DATE(S):

Set-Up Date(s): Wednesday, Dec 2, 2026

Event Date(s): Sunday, Dec 6, 2026

Clean-Up Date(s): Monday, Dec 14, 2026

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

The above dates correspond to the dates of the Holiday of Chanukah

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

RABBI DAVID LESTER

Name/Company Representative

[Signature]

Signature

2/28/23

Date

The Jewish Community Center

B"H

2108 Vail Ave. Redondo Beach, CA 90278
(310) 214-4999 www.jccmb.com

Rabbi Joseph Mintz
Director

February 14, 2023

To Whom It May Concern:

The Jewish Community Center is a religious institution in Southern California. We have several programs and services that we do, including: A Preschool, Kindergarten & A Day School, a Hebrew School, summer camps, a Synagogue, classes and seminars, and community service. There are over 1000 families connected to the Center either through their children in our schools, families attending services, or through the many other services we provide the community. While the JCC serves the entire South Bay community, a large number of these families live in Hermosa Beach.

We would like to thank you for your help and consideration regarding the annual Community Chanukah and Menorah Lighting Event that takes place at the Hermosa Beach Pier Plaza. The event is a fun filled Holiday celebration for the whole family. The whole community comes together to celebrate and participate in this special occasion. The menorah is kindled, music is playing, kids are crafting, and the fire department joins in with a special Chanukah "gelt" candy drop from the ladder truck. A featured entertainment presentation is enjoyed by all, while the traditional Chanukah delights of Potato Latkes and Donuts are carefully distributed to the attendees. There is a special opportunity for local politicians to share a greeting with the crowd.

While the main event is scheduled to take place the Sunday afternoon of Chanukah, the Menorahs at both Hermosa Beach Pier Plaza and at Greenwood Park are set up and lit for the duration of the Holiday. The City of Hermosa Beach has been so kind as to provide the power for the Menorahs and for the event. The event has been taking place for about eight years now and we have received a great outpouring of positive feedback from the community.

Sincerely,



Rabbi Joseph Mintz

Beach Cities Chabad