



## 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](mailto:hbconnect@hermosabeach.gov)

## SPECIAL EVENT LONG-TERM AGREEMENT APPLICATION

### ORGANIZATION INFORMATION

Applicant Name: SAM PERROTTI Birthdate: 8-2-1941

Organization Name: ARTS GROUP OF HERMOSA BEACH / HERMOSA BEACH ARTS FESTIVAL

Non-Profit? ☐ No ☒ Yes Non-Profit I.D. or Tax Exempt #: 26-3402895

If non-profit, please describe who will benefit from funds raised from your event:  
HERMOSA BEACH HIGH SCHOOL STUDENT SCHOLARSHIPS AND MIDDLE SCHOOL ART STUDENTS.

Address: 1506 GOLDEN AVENUE  
HERMOSA BEACH CA 90254  
City State Zip

Phone: 310-322-7269 Cell: 213-219-1713  
PREFER CELL PHONE

Email Address: S.PERROTTI.1@VERIZON.NET

### EVENT INFORMATION

Please indicate the number of years your event has been held in Hermosa Beach: 16 YEARS

Event location: EAST LAWN OF THE HERMOSA BEACH COMMUNITY CENTER.

Estimated # of Participants (daily): 75 Age of Participants: ALL AGES

Estimated # of Spectators (daily): 400 Total Estimated Attendance: 500

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:

ARTISTS USE 10'X10' POP UP TENTS TO DISPLAY THEIR ART. THERE IS A STUDENT ART SECTION CONSISTING OF 3 BOOTH SPACES. THOSE STUDENTS ARE FROM THE HERMOSA BEACH MIDDLE SCHOOL. THERE IS ALSO AN AREA FOR YOUNG CHILDREN TO PRODUCE CRAFT ARTS. PROCEEDS FROM ARTIST BOOTH FEES FUND 4 SCHOLARSHIPS FOR HERMOSA BEACH STUDENTS ATTENDING MIRIA COSTA AND REDONDO BEACH HIGH SCHOOLS.

**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): FRIDAY 6-7-2024

Event Date(s): SATURDAY 6-8-2024 AND SUNDAY 6-9-2024

Clean-Up Date(s): SUNDAY 6-9-2024

**YEAR TWO EVENT DATE(S):**

Set-Up Date(s): FRIDAY 6-6-2025

Event Date(s): SATURDAY 6-7-2025 AND SUNDAY 6-8-2025

Clean-Up Date(s): SUNDAY 6-8-2025

**YEAR THREE EVENT DATE(S):**

Set-Up Date(s): FRIDAY 6-12-2026

Event Date(s): SATURDAY 6-13-2026 AND SUNDAY 6-14-2026

Clean-Up Date(s): SUNDAY 6-14-2026

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

WE HAVE TRADITIONALLY HELD OUR EVENT THE SECOND WEEKEND IN JUNE. WE AVOID HAVING OUR EVENT ON FATHER'S DAY, THE THIRD SUNDAY IN JUNE. THERE ARE NO COMPETING EVENTS THAT WEEKEND.

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

SAM PERROTTI

Name/Company Representative

Sam Perrotti

Signature

2-6-2023

Date

February 6, 2023

Lisa Nichols

Community Resources Manager

City of Hermosa Beach

Hello Lisa,

Our organization, the Arts Group of Hermosa Beach produces the Hermosa Beach Arts Festival. We have held the event for 16 years. We had to cancel the 2020 event because of the COVID shutdown.

Our event is held on the second weekend in June. We have selected that weekend because there are fewer events scheduled on that weekend. Also we try to avoid Father's Day which is the third Sunday in June. We set up our event on Friday and hold the event on Saturday and Sunday. We break down the event on Sunday.

We rent the South Bay Alano Club parking lot for artist parking. We also have an arrangement with the HB Middle School so artists with oversize vehicles can park in their southern parking lot. This reduces the impact on parking at the Community Center parking lot. We use Frontline/EB Security on Friday and Saturday nights.

We give information to our artists about local hotels, two of which are within walking distance from our event. At the information booth we provide information to both artists and attendees on local hotels, restaurants and direction maps. Often attendees and artists eat at the restaurants along upper Pier Avenue. We estimate that attendees, artists and the cost to put on our event contributes \$25,000 to local businesses.

We have about 80 artists who use 10x10 pop up tents to display their art. We also have a student art section consisting of 3 booth spaces. Those students are primarily from our HB Middle School. That area is supervised by the art teacher at the HB Middle School. We may have student art from Mira Costa and Redondo Beach High Schools. There are also 2 booth spaces for young children to produce craft arts. That area is supervised by volunteer parents.

Each year we award 4 scholarships of \$500 each to high school students. Two students from Mira Costa High School and two students from Redondo Beach High School who are residents of Hermosa Beach are selected to receive the \$500 scholarships.

If you have any questions, feel free to contact me at 213-219-1713 or email me at [sperrotti1@verizon.net](mailto:sperrotti1@verizon.net).

Thank you,

Sam Perrotti



Additional Information provided to Staff 2/28/2023:

The number of artists participating in our event that utilize overnight lodging is 11. We maintain an Excel spreadsheet with information about the artists. One of the columns on the spreadsheet is the residence location of the artist. There are artists from cities very far from Hermosa Beach such as Northern California, San Diego and even one artist from Oregon. The artists who are not familiar with the Beach Cities often ask us for information on Hermosa Beach hotels especially those located on PCH and Aviation Blvd.

Data about the artists who participate in our event spending in Hermosa Beach businesses. I do not have a dollar amount but over the years I have spent a lot of time in our information booth. Artists and attendees often ask me for recommendations for local restaurants for lunch and dinner. I do not know how much they spend at the restaurants but the feed back I get from the artists is positive. They like our restaurants. We provide the artists with donuts and coffee. We buy the donuts at Vons and buy the coffee at Starbucks across the street. I have also gotten feed back from the artists and attendees that they also shop for retail items at the Vons and Trader Joes shopping centers. I have gotten feed back from merchants on upper Pier Avenue that their business increases during our event.

Also, attendees ask for information/directions for the Historical Society Museum and the Friends of the Library. Museum staff have given me feed back that attendance at the Museum increases during our event.