



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.



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ORGANIZATION INFORMATION

Applicant Name: ERIN SMITH Birthdate: 2/25/75

Organization Name: HERMOSA BEACH EDUCATION FOUNDATION

Non-Profit? ☐ No ☒ Yes Non-Profit I.D. or Tax Exempt #: 33-0522270

If non-profit, please describe who will benefit from funds raised from your event:
HBEF raises money for HB public schools which serve TK-8 grades.

Address: P.O. Box 864
HERMOSA BEACH CA 90254
City State Zip

Phone: _____ Cell: 917-519-7621

Email Address: president@hbef.org

EVENT INFORMATION

Please indicate the number of years your event has been held in Hermosa Beach: 27 years

Event location: HB Community Center parking lot

Estimated # of Participants (daily): 500+ Age of Participants: + 21

Estimated # of Spectators (daily): n/a 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:

HBEF's Hearts of Hermosa is the organization's signature annual fundraiser. The first one took place in 1996. It gathers parents + community members for an evening of food, dancing + silent auction bidding. All food + auction items are donated by local businesses who enjoy the recognition of partnering with our local schools for such a good cause. All proceeds help pay for academic programs like counselors, music + STEM for TK-8 grades at HBCSD.

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): Fri. March 29, 2024

Event Date(s): SAT. March 30, 2024

Clean-Up Date(s): Sun. March 31, 2024

YEAR TWO EVENT DATE(S):

Set-Up Date(s): FRI. March 28, 2025

Event Date(s): SAT. March 29, 2025

Clean-Up Date(s): SUN. March 30, 2025

YEAR THREE EVENT DATE(S):

Set-Up Date(s): FRI. March 27, 2026

Event Date(s): SAT. March 28, 2026

Clean-Up Date(s): SUN. March 29, 2026

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

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

Erin Smith, PRESIDENT HBEF

Name/Company Representative

Erin Smith

Signature

2/21/23

Date



HERMOSA BEACH

EDUCATION FOUNDATION

TO:

Lisa Nichols

Community Resources Manager

City of Hermosa Beach

710 Pier Avenue, Hermosa Beach, CA 90254

Re: HBEF application for Special Event Long-Term Agreement

February 21, 2023

Dear Lisa:

Herein, please find the corresponding letter to accompany the Hermosa Beach Education Foundation application for a special event long-term agreement. Specifically, HBEF is eligible for consideration for the following reasons:

- The organization has held its event – The Hearts of Hermosa – in Hermosa Beach for at least three consecutive years. In 2017, 2018, 2019, 2022 and coming up in 2023.
- Hearts of Hermosa is produced by HBEF, a 501(c)(3) which raises money for Hermosa Beach's public-school TK-8 grades.
- HBEF programs provide a positive impact on our community by enhancing the academic opportunities for our students, and by offering classes and support systems to help our students compete with neighboring communities.
- The Hearts of Hermosa event benefits the community by bringing together families to raise money for our public schools. It also benefits the community through its partnership with local businesses, restaurants, and bars all of which donate their food, beverages, services, and merchandise at the event or through our online auction.

Further, the organization provides a positive economic community benefit through the following:

- Hearts of Hermosa as stated above involves the participation of restaurants, bars, and businesses. In turn, HBEF promotes said businesses

- to the entire parent community and to the city through advance promotional materials.
- Participating businesses take part in Hearts because they believe that showing a commitment to our schools makes good economic sense and that that goodwill comes back to them in sustained increased business.
- This event brings in approximately 500+ people; a mix of parents, school leadership, community leaders, and business owners, it is an event that truly ties our community to the values we embrace for strong public schools.

Specific elements of Hearts of Hermosa – the annual fundraiser for HBEF:

- Event occurs over one-day typically at the end of March from 6pm-11pm.
- Amplified sound permits and staffing for the bathrooms is requested of the City.
- Set-up time is all-day the Friday prior the event through 2pm the Sunday following the event.
- The event is attended by Hermosa Beach residents for the most part, so there is no anticipated surge in overnight lodging.

What is Hearts of Hermosa (HoH)?

Hearts of Hermosa (HoH) is HBEF's annual fundraising gala. It gathers parents, local businesses, and civic leaders, all in celebration of our *best little beach schools*. The gala features food and beverages – generously donated by local restaurants and bars – an online auction including Young at Art (YAA) class projects, and of course, dancing!

The History of HoH

On February 14th, 1996, approximately 50 parents gathered for a Valentine's dinner fundraiser to benefit Hermosa Beach schools. *Hearts of Hermosa*, as it was called, was the beginning of what became Hermosa Beach Education Foundation (HBEF). This dedicated group of parents and community members recognized the need to address the funding gap in our schools and ignited a passion in this community for a strong public school district. That mission is as important today as it was then.

HBEF: A 30-Year History:

HBEF is an integral organization to the community of Hermosa Beach. It has a 30+ year history of raising money to fund our Hermosa Beach City School District.

It raises over \$1m every year to pay for academic programs that would not otherwise be supported. Monies raised by HBEF support programs in science, technology, foreign language, art, and music. HBEF funding also provides support for counselors, librarians, and class size reduction.

Hermosa Beach Education Foundation believes that investing in our children's education is the greatest investment we can make as a community. The goal of HBEF is to provide the funding to create a superior learning environment for every child to meet their potential, to expand their horizons, and to develop the tools to become our next generation's problem solvers.

Thank you to the City of Hermosa Beach for considering this application. Your partnership over the years has been integral in the success of our event and to the bond this community has to strong public education.

Sincerely,

Erin Smith

Erin Smith
HBEF President
president@hbef.org
917-579-7621
www.hbef.org
Follow us @hbef90254

Additional information provided to Staff 2/28/2023:

Further, the organization provides a positive economic community benefit through the following:

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No additional economic impact data is available.