



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 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: Amy G. Trell **Birthdate:** 11/09/1965

Organization Name: SKECHERS Foundation

Non-Profit? ☐ No ☒ Yes Non-Profit I.D. or Tax Exempt #: 27-3158320

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

Children with varying abilities, along with all students in public schools in the South Bay.

Address: 330 S. Sepulveda Blvd.

Manhattan Beach

CA

90266

City

State

Zip

Phone: 310-318-3100 ext. 1186

Cell: 216-570-6122

Email Address: amy.trell@skechers.com

EVENT INFORMATION

Please indicate the number of years your event has been held in Hermosa Beach: 14

Event location: The event is a walk that begins at MB Pier, goes south to HB Pier, then heads back to MB.

Estimated # of Participants (daily): Approx. 10,000

Age of Participants: Stroller age thru elderly

Estimated # of Spectators (daily): (incl. with above)

Total Estimated Attendance: Total approx. 10,000

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 annual Friendship Walk includes a 3.4-mile walk from Manhattan Beach Pier to Hermosa Beach Pier and back, along with sponsor activations on the Strand in MB, and an onstage celebration of children's talent. The only activities taking place in Hermosa Beach involve the walkers reaching the HB Pier and turning back to MB, with a brief stop for water at an event-provided water station. However, many participants remain in Hermosa Beach for a meal, shopping, or to enjoy other local businesses.

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): 10/20/2024

Event Date(s): 10/20/2024

Clean-Up Date(s): 10/20/2024

YEAR TWO EVENT DATE(S):

Set-Up Date(s): 10/19/2025

Event Date(s): 10/19/2025

Clean-Up Date(s): 10/19/2025

YEAR THREE EVENT DATE(S):

Set-Up Date(s): 10/18/2026

Event Date(s): 10/18/2026

Clean-Up Date(s): 10/18/2026

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

The year 2023 will be the 15th anniversary of the Skechers Pier to Pier Friendship Walk, which has always been held at the end of October. Because we partner with Manhattan Beach to share the date with their Pumpkin Races, it is critical that we are aligned on the date. We are moving the event beginning 2024 so that it doesn't interfere with other community and children's events for Halloween.

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

Amy G. Trell

Name/Company Representative

Amy G. Trell

Signature

2/15/2023

Date



February 20, 2023

City of Hermosa Beach
Community Resources Department
710 Pier Avenue
Hermosa Beach, CA 90254

Dear Members of the Hermosa Beach Community Resources Department Commission,

We are pleased to present our letter, as an attachment to our Special Event Long-Term Agreement Application, describing why the Skechers Pier to Pier Friendship Walk is a perfect fit for this type of event agreement. Below are the specific ways in which we meet the stated requirements:

Eligibility

- The October 29, 2023, event will be our 15th annual Walk, which takes participants from Manhattan Beach to Hermosa Beach and back. Thus, we easily meet the three-year requirement.
- This event, co-produced by the Skechers Foundation and Friendship Foundation, serves, involves, and promotes Hermosa Beach's residents and schools by inviting all citizens in the Walk itself, funding all of the South Bay's public schools through the education foundations, and promoting the coastal lifestyle by holding the Walk on the beautiful Strand.
- The Walk itself makes a positive impact on the City by providing a tremendous amount of funding to the Hermosa Beach Education Foundation (\$207,303 was gifted just in 2022).
- Our event demonstrates both a community benefit and a positive economic impact based on the above facts.

The Walk makes a positive community impact by meeting these criteria:

- The Foundation and the Walk serves, involves, and/or promotes Hermosa Beach, its residents, schools, and businesses by showcasing the City as the mid-point of the Walk; inviting all citizens (with a special focus on school children from kindergarten through high school and their families) to participate; and advertising local businesses as a stopping point during and after the Walk (e.g., there are sponsors whose teams gather for brunch at restaurants on the Pier to celebrate the day).
- There is broad community support and sponsorship every year. In fact, in 2023, Hermosa Beach schools had 1,756 registered participants (up from 1,294 in 2021).
- The Friendship Walk appeals to a wide segment of community members, because we have participants of all ages (babies in strollers through grandparents), a very diverse ethnic and racial population, and people of varying abilities (we have participants in wheelchairs, those who need access to special sensory activations, and more).
- The organizations and the Walk itself enhance the quality of life in the community by creating an annual recreational, social, and educational fundraiser that provides support to public schools, a

national college scholarship program, and the local Friendship Foundation, which helps children with varying abilities and families realize their dreams of education, community, and training for access to employment opportunities.

- The Walk itself is a vivid demonstration of the City's featured healthy and active lifestyle—thousands of people enjoying exercise and being outdoors together.
- The Skechers Pier to Pier Friendship Walk is the largest charity event of its kind in California, and it grows every year. The fact that it continues to build momentum and draw more people and press shows that it meets a need that is crucial to the entire South Bay, and it focuses positive attention on Hermosa Beach and especially the small businesses on and around the HB Pier.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Trell". The signature is fluid and cursive, with the first name "Amy" and last name "Trell" clearly distinguishable.

Amy Trell
Director of Development and Events
Skechers Foundation