



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.



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SPECIAL EVENT LONG-TERM AGREEMENT APPLICATION

ORGANIZATION INFORMATION

Applicant Name: Richard O'Reilly Birthdate: 11/30/72

Organization Name: SPYDER SURF SHOPS

Non-Profit? ☒ No

☐ Yes

Non-Profit I.D. or Tax Exempt #: _____

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

Address: 65 Pier Ave.

Hermosa Beach
City

CA
State

90254
Zip

Phone: 310 374 2494

Cell: 310 951 0702

Email Address: richard@spyderturf.com

EVENT INFORMATION

Please indicate the number of years your event has been held in Hermosa Beach: 13 (- 2020 Covid)

Event location: Pier Plaza

Estimated # of Participants (daily): 4500 -

Age of Participants: 6 to 60+

Estimated # of Spectators (daily): 3000 -

Total Estimated Attendance: 7500

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:

SPYDER Surf Fest, since 2008, has been the biggest celebration and community give back for all things surfing and beach lifestyle in Los Angeles. As the afternoon event to compliment the Surfers' Walk of Fame induction ceremony – We bring nearly 50 of the best surf companies in the world to Pier Plaza for FREE Games and giveaways along with music and surf celebrities.

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): N/A **April 27, 2024**
Event Date(s): 4/20/2024
Clean-Up Date(s): N/A

YEAR TWO EVENT DATE(S):

Set-Up Date(s): N/A **April 26, 2025**
Event Date(s): 4/20/2024
Clean-Up Date(s): N/A

YEAR THREE EVENT DATE(S):

Set-Up Date(s): N/A **April 25, 2026**
Event Date(s): 4/20/2024
Clean-Up Date(s): N/A

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.

Richard O'Reilly
Name/Company Representative

[Signature]
Signature

2/7/2023
Date

Community Resources Department –

This year will be the 15th year we've hosted Spyder Surf Fest in conjunction with the Surfers Walk of Fame induction ceremonies. We're hoping you'll grant us approval of our "Special Event Long-Term Agreement Application" so we can continue to do so for many years to come.

Spyder Surf Fest celebrates Hermosa Beach's iconic surfing heritage as arguably the true "Surf City" by bringing together generations of surfers and their families from Hermosa Beach, the South Bay, and well beyond to recognize the annual Surfers Walk of Fame inductees, and the city of Hermosa Beach for everything it means to surfing.

The idea for the initial Surf Fest in 2008 was born from several conversations with prominent Surfers Walk of Fame inductees and those surfers that would someday be inducted. The shared sentiment was that the induction ceremonies and that day needed to be a bigger event – to really give those receiving their plaques a bigger stage and more recognition.

I don't think we understood the scope of what we were taking on that day back in 2008. We weren't then and we still are not event producers. We're essentially lifelong Hermosa Beach residents and business owners that decided in 2008 to dedicate our time, energy and resources to help create a bigger day that would give back to the Hermosa Beach community. It's not a money making venture for us (rather the opposite) and other than for some parking spaces, we don't ask the city for any of their resources. Now 15 years later, with the support of the city, our neighboring businesses on the plaza, our friends and family through the community, and our partners in the surf industry, Spyder Surf Fest is the most respected surfing event of the year, each year, in Los Angeles.

The Surfers Walk of Fame induction ceremony now takes place on the big stage at the west end of Pier Plaza with professionally produced sound and staging. Hundreds of people can now enjoy the speeches and introductions from seats in front of the stage, or from the patios of the restaurants on the Plaza, or from the ample standing room down the plaza. After the ceremony we bring in local music (typically youth bands) and then a professional recognized "headliner" to provide free entertainment for the rest of the afternoon. We also invite about forty of our best surf industry partners to spend the day with us. We ask them to bring a game, and a giveaway and one of their professional athletes, or an educational surf story. The plaza is lined with tents from Quiksilver, Billabong, Volcom, Reef, Hurley, and forty other iconic surf companies – each offering some kind of free game for the kids (and adults) to play. There are prizes galore and kids (and adults) end up walking away with a haul of goodies. We've had some of the biggest names in professional surfing there for photos and autograph signings. As we're all surfers, and as the surf industry continues to move toward more and more recycled fabrics and renewable materials, there is always a theme and a focus on protecting our ocean and beaches. We now partner with the South Bay Boardriders club to start the day with an amateur surf contest on the south side of the Pier. We always invite the Surfrider Foundation and any of the other local non-profits to join us for the day. We've worked with Hermosa Beach Historical Society each year to help them fundraise at the event the night before (that ties into the SWOF) and during Surf Fest.

The end result is that Spyder Surf Fest brings thousands of people to downtown Hermosa Beach one Saturday afternoon in April each year and it's always a day of a thousand smiles and laughs and good times for thousands of people that will always remember that day in Hermosa Beach celebrating the healthy surfing lifestyle and beach culture that makes Hermosa Beach so special.

We firmly believe that our completely free event that takes place outside of the heavily impacted summer months is a benefit to the City of Hermosa Beach, the Hermosa Beach (and South Bay and Los Angeles) community it's residents and the businesses throughout downtown.

We sincerely appreciate your support in the past and hope for your approval going forward.

Richard O'Reilly & Dennis Jarvis

Spyder Surf

65 Pier Ave / 2461 PCH

Hermosa Beach CA 90254