



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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ORGANIZATION INFORMATION

Applicant Name: Michael Epstein **Birthdate:** 06/22/1960

Organization Name: MESP Inc.

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: 30765 Pacific Coast Highway #331

Malibu, CA 90265

City

State

Zip

Phone: 818 707-8866

Cell: 818 419 4231

Email Address: michael@mesp.com

EVENT INFORMATION

Please indicate the number of years your event has been held in Hermosa Beach: 30 plus

Event location: Hermosa Beach Pier

Estimated # of Participants (daily): 1000

Age of Participants: 14-80

Estimated # of Spectators (daily): 500-1000

Total Estimated Attendance: 1500-2000

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:*

Annual Hermosa Beach Triathlon 1/4 mile Swim, 10 Mile Bike, 3 mile Run

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): August 9, 2024, August 10, 2024

Event Date(s): August 11, 2024

Clean-Up Date(s): August 11, 2024

YEAR TWO EVENT DATE(S):

Set-Up Date(s): August 8th, 2025, August 9th, 2025

Event Date(s): August 10th, 2025

Clean-Up Date(s): August 10th, 2025

YEAR THREE EVENT DATE(S):

Set-Up Date(s): August 7, 2026, August 8th, 2026

Event Date(s): August 9th, 2026

Clean-Up Date(s): August 9th, 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.

Michael Epstein

Name/Company Representative

Michael Epstein

Signature

Feb 10th, 2023

Date

Lisa Nichols

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

Dear Lisa:

I am proud to present to the City of Hermosa Beach the attached Long Term Agreement Application for the Hermosa Beach Triathlon. As you may know, we created the annual triathlon event well over 30 years ago and it has become a Hermosa Beach institution. Consisting of a ¼ mile ocean swim, a 10 mile bike ride and a 3 mile run, the event showcases some of the best attributes of the City of Hermosa Beach, while providing a positive health and wellness opportunity for both residents and the general public as well. With an Ocean Swim at the Pier, a Beach Side run along the Strand, I am not sure there is an event that more embodies the Hermosa Beach Coastal Lifestyle! The short distances and fun atmosphere help to further exemplify health and fitness in Hermosa Beach.

The application will show we meet and exceed the requirements for a long-term agreement. In addition to the basic requirements, we provide numerous opportunities for people to prepare safely for the event, through a series of pre event Ocean Swim Clinics designed to prepare participants successfully for the triathlon. We also provide a special discount for Hermosa Beach Residents, to ensure it's easy for them to participate. While we appeal to ages ranging from 14-85, we limit the actual race entries to 1,000 in order to provide a safe experience for all and to minimize the impact to the community. Additionally, participants stay in Hermosa Beach Hotels and fill the restaurants both pre and post-race.

As we approach our 35th year, we believe a Long Term Agreement is in the best interest of all parties , allowing us to establish the mutually agreeable parameters now and focus on event execution of the coming three years.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Michael Epstein".

Michael Epstein
Hermosa Beach Triathlon