



City of Hermosa Beach  
Community Resources Department

CONTRACT NUMBER:

EVENT DATE:

DATE STAMP

STAFF  
INITIALS

## COMMERCIAL AND NON-PROFIT SPECIAL EVENT PERMIT APPLICATION

710 Pier Avenue • Hermosa Beach, CA 90254 • 310.318.0280 • Fax: 310.372.4333

- APPLICATION **MUST** BE SUBMITTED BY OCTOBER 31<sup>ST</sup>, 2013 FOR EVENTS SCHEDULED FROM JANUARY THROUGH JUNE, AND DUE MARCH 1, 2014 FOR EVENTS SCHEDULED FROM JULY THROUGH DECEMBER.
- \$758 Non-Refundable Application FEE required with application.
- \$505 Non-Refundable Application FEE, for VERIFIABLE non-profits (SEE INSTRUCTIONS)

Request Event Date: 1<sup>st</sup> choice \*\*: October 23, 2014

2<sup>nd</sup> Choice \*\* (Required): October 24, 2014

**\*\*Date choice is not guaranteed until final calendar has been determined by City staff.**

### ORGANIZATION'S INFORMATION

EVENT TITLE: Ocean Spray

Applicant Name: Jonathan Waks

Organization Name: Magnetic

Non Profit?:  No Yes Non-Profit I.D. or Tax Exempt #: \_\_\_\_\_

Address: 49 W 27th St, 6th Floor

New York

City

NY

State

10001

Zip

Phone: (212) 242-9000 x102

Cell: (917) 559-5915

Email Address: Jon@weremagnetic.com

Fax: (212) 620-4068

### CONTACT PERSON'S INFORMATION (IF DIFFERENT FROM ABOVE)

Name: Clint Eastman

Address: Beach & Embarcadero, Stairway 2 Level 3

San Francisco

City

CA

State

94119

Zip

Phone: (415) 705-5421

Cell: (415) 531-2436

Email Address: clint@cpmgsf.com

Fax: (866) 611-2703

### REQUIRED: CONTACT PERSON ON THE DAY OF THE EVENT:

Name: Jonathan Waks

Cell: (917) 559-5915

**EVENT INFORMATION**

**Event Type** (please select all that apply):

- Race (run, walk, bike, etc.)
- Parade
- Street Fair/Festival
- Concert

- Tournament Type: \_\_\_\_\_
- Pass-Through
- Fundraiser Benefitting: \_\_\_\_\_
- Other Fitness

Event Start Time: 7:00 am

Event End Time: 6:00pm

Set-Up Date: October 23, 2014

Set-Up Time: 12:00am-7:00am

(If set up includes multiple days, please include additional pages with a daily set-up schedule).

Break Down Date: October 23, 2014

Break Down Time: 6:00pm-11:50pm

Event Location: North Beach Pier Sand Space

Estimated # of Participants: 250

Age of Participants: 18-45

Estimated # of Spectators (daily): 500

Total Estimated Attendance: 750

**Overall Event Description** - Briefly explain event and activities:

Health based activities including kettle ball classes, yoga, stretching classes and sampling of health water

**Street Closure Information** – For Parades, Races, Walk/Runs, etc.taking place on City streets.

Names of Streets to be closed (please include additional sheets if necessary):

<u>n/a</u>	between	_____	and	_____	_____	am/pm	to	_____	am/pm
_____	between	_____	and	_____	_____	am/pm	to	_____	am/pm
_____	between	_____	and	_____	_____	am/pm	to	_____	am/pm
_____	between	_____	and	_____	_____	am/pm	to	_____	am/pm
_____	between	_____	and	_____	_____	am/pm	to	_____	am/pm

**Event Route** (official map must be submitted with application)

n/a

Assembly Area/Event Start: n/a

Disbanding Area/Event End: n/a

**Sponsors**

List ALL proposed/anticipated Co-Sponsors. Each Co-sponsor is a \$250 per co-sponsor fee. Co-sponsors may sample only, not sell.

PACT (Ocean Spray)

**Parking** (\$1.25 per hour or \$30 per space per day)

Will you need reserved parking spaces?  Yes  No

If YES, please list requested parking times for each day of request:

Date October 23, 2014 from 12:00am am/pm to 11:59pm am/pm

Date \_\_\_\_\_ from \_\_\_\_\_ am/pm to \_\_\_\_\_ am/pm

Date \_\_\_\_\_ from \_\_\_\_\_ am/pm to \_\_\_\_\_ am/pm

Will official event merchandise be sold at the event (Business License required)?

(Note: No sales on beach per HBMC)

Yes  No

Does your event involve the sale or consumption of alcoholic beverages?

Yes  No

Alcohol is prohibited on the beach per HBMC 12.26.300

Will the event have amplified sound?  Yes  No

-If YES, please describe (live music, PA, number and size of speakers, microphone, bullhorn, etc):

Is this a fundraising event?  Yes  No

-If YES, please describe:

Will there be any fenced areas?  Yes  No

-If YES, please describe:

Will there be construction of stages or structures, including any tents or awnings?  Yes  No

-If YES, please describe:

60'H cranberry

What is your clean-up plan post event?

There will be a team of staff responsible for disposing of any and all garbage as restoring the area is the original condition (i.e. combing the sand...if required).

Will you be requesting street banners?  Yes  No

Will you be requesting light pole banners?  Yes  No

Will you be filming or having television coverage?  Yes  No

Entrance or Registration Fee: Free to the public

Methods of Registration (please check all that apply):

- Website  Mail  
 Active.com  Other n/a

Prizes (including anticipated cash prizes):

9oz flavored water

#### SAFETY/SECURITY/VOLUNTEERS

Have you hired a security company to handle security arrangements for this event?  Yes  No

-If YES, please include the following information:

Company Name: Andrews International Phone: 661.775.8400 # of Guards: 6 total

Guard Schedule:

Two (2) guards: 12:00am-8:00am

Four (4) guards: 8:00am-10:00pm

Do you plan on utilizing volunteers?  Yes  No

-If YES, please describe:

A couple of volunteers to assist with exercise instructors

Please describe your procedures for both crowd control and internal security:

Employing staff, security and signs to manage and direct pedestrian traffic flow

**EVENT PROMOTION INFORMATION**

Please describe marketing and promotional efforts for this event. Include event website, social networking sites, radio play, etc.

Social networking (Facebook, Twitter), Today Show

**EQUIPMENT INFORMATION (ATTACH SITE PLAN)**

**A DIAGRAM OF YOUR SITE PLAN THAT INCLUDES ALL FACILITIES, EXACT PLACEMENT OF ALL EQUIPMENT, STREET CLOSURES, INGRESS AND EGRESS ROUTES, SHUTTLE ROUTES, FENCING, ACCESSIBILITY PLAN, AND PARKING MUST BE ATTACHED TO THE APPLICATION.**

**YOUR APPLICATION WILL NOT BE PROCESSED WITHOUT A SITE PLAN**

Please check all the boxes that apply to the equipment that will be on site for your event and specify the number and size of each (if applicable).

- |   |  |
|---|--|
| <input type="checkbox"/> Cars _____   | <input type="checkbox"/> Porta Potties _____ |
| <input type="checkbox"/> Semi-Trucks _____  | <input type="checkbox"/> Motor Homes _____   |
| <input type="checkbox"/> Generator _____  | Size: _____                                  |
| Size/Type: _____  | <input type="checkbox"/> Trailer _____       |
| <input type="checkbox"/> Vans _____   | Size: _____                                  |
| Size: _____   | <input type="checkbox"/> Stage _____         |
| <input type="checkbox"/> Sound Equipment _____                                    | Measurements: _____                          |
| <input type="checkbox"/> Enclosed Tents _____                                     | <input type="checkbox"/> Canopies _____      |
| <input type="checkbox"/> Other (please attach list with description of each item) |  |

**GREEN MATRIX (ENVIRONMENTAL PROTECTION PLAN) - REQUIRED**

**COMPLETE THE ATTACHED GREEN MATRIX AND ATTACH TO YOUR APPLICATION.**

**ACCESSIBILITY PLAN**

It is the applicant's responsibility to comply with all City, County, State and Federal disability access requirements applicable to the event, including the American with Disabilities Act (ADA). All indoor and outdoor sites, activities and programs must be accessible to persons with disabilities.

Please describe your accessibility plan:

All activities will be accessible to anyone who is able to able to get on the beach. All activities are designed for participation on sand level.

**INSURANCE**

Unless greater or lesser coverage is requested, applicant agrees to furnish the City of Hermosa Beach evidence of \$2 million comprehensive general liability insurance in the form of a certificate, including endorsement, covering the entire period of this permit, naming the City of Hermosa Beach, its officers, agents and employees as additionally insured. Permittee waives claims against the City of Hermosa Beach, its officers, agents and employees, for fees or damages caused, arising out of or in any way connected with the exercise of this permit.

**APPLICANT AGREES TO COMPLY WITH ALL APPLICANT'S LAWS AND AGREES TO MAINTAIN PREMISES IN GOOD  
CONDITION AND RETURN IN THE SAME CONDITION AS BEFORE SAID USE.**

I certify that the information contained herein is true and correct to the best of my knowledge. I have read and agree to comply with the City of Hermosa Beach Sustainability Measures. All fees, charges and other material will be paid and or furnished to the Department of Community Resources as mutually agreed to by both parties.

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Company Representative (signature)

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Date

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Department of Community Resources

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Date

## All Event Applications must include the completed GREEN MATRIX (Environmental Protection Plan)

Events in Hermosa Beach are expected to implement measures to reduce impacts and costs to the environment, the city, and the community. Specify how you will comply with applicable measures (or mark not applicable). If your contract is for several years, show how you will increase compliance in subsequent years.

Event Name: Ocean Spray Expected Attendance: 750

MEASURE	APPLIES TO:	HOW WILL YOU COMPLY? (use additional sheets if needed)
<b>Recycling and Waste Reduction</b>		
<b>1. Reduce waste and single-use items</b>		
<ul style="list-style-type: none"> <li>▪ Limit single-use paper, plastics, packaging, and décor items</li> </ul>	All events	All distribution is limited to one (1) per person
<ul style="list-style-type: none"> <li>▪ Reduce size/bulk of plates, containers, cups</li> </ul>	All events	There are no plates, containers and cups being distributed, only prepackaged which is at the minimum of 9oz
<ul style="list-style-type: none"> <li>▪ Use products with high recycled content</li> </ul>	All events	The plastic bottles are recyclable.
<ul style="list-style-type: none"> <li>▪ Avoid sale or give-away of single-use plastic bottled drinking water</li> </ul>	All events	The 9oz is larger servicing size than the single-use plastic bottle which increases half-life and likelihood of being recycled.
<ul style="list-style-type: none"> <li>▪ Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups)</li> </ul>	500 or more	This can be arranged if the free samples is not adequate enough.
<ul style="list-style-type: none"> <li>▪ At 'beer or drink gardens' recycle cups (provide dump station for liquids)</li> </ul>	2000 or more	n/a
<ul style="list-style-type: none"> <li>▪ Recycle fry-grease for bio-diesel fuels</li> </ul>	2000 or more	n/a
<ul style="list-style-type: none"> <li>▪ Limit and reduce size of handouts, flyers and give-aways (print several per page, double-side, do not use dark color inks)</li> </ul>	500 or more	All marketing materials have not yet been created but will adhere to this requirement.
<b>2. Recycling containers:</b>		
<ul style="list-style-type: none"> <li>▪ Place well-marked recycle containers adjacent to every trash container</li> </ul>	500 or more	This will be implemented along with strategically placed signs.
<ul style="list-style-type: none"> <li>▪ Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters</li> </ul>	2000 or more	n/a
<b>3. Staging</b>		
<ul style="list-style-type: none"> <li>▪ Recycle or reuse event construction materials</li> </ul>	2000 or more	n/a
<ul style="list-style-type: none"> <li>▪ Use 'no emission/no VOC' paints/sealants</li> </ul>	500 or more	Understood. Although there is no paints or sealants currently being used, requirement is noted.
<b>Transportation</b>		
<ul style="list-style-type: none"> <li>▪ No-idling policy for all vehicles</li> </ul>	All events	All vehicles will be shut off if not in transit.
<ul style="list-style-type: none"> <li>▪ Sponsor free shuttle or low cost bus passes</li> </ul>	2000 or more	n/a
<ul style="list-style-type: none"> <li>▪ Use hybrid, electric or CNG vehicles</li> </ul>	2000 or more	n/a
<b>Energy</b>		
<ul style="list-style-type: none"> <li>▪ Use energy-efficient lighting</li> </ul>	All events	All lighting used during load-in will be energy-efficient lighting. No other lighting is needed throughout the event day.
<ul style="list-style-type: none"> <li>▪ Turn lighting and devices off when not in use</li> </ul>	All events	Outside of radios and mobile phones, all electronics will only be on during testing or event hours.

<ul style="list-style-type: none"> <li>▪ Turn off generators when not in use for significant period of time</li> </ul>	All events	Outside of testing and event usage, generators will be turned off.
<ul style="list-style-type: none"> <li>▪ Using alternative energy (solar, wind, fuel cell) to supply some power</li> </ul>	2000 or more	n/a
<ul style="list-style-type: none"> <li>▪ Use alternative fuel generators (CNG, fuel cell, biodiesel) (biodiesel- minimum B20 (20% blend); B99 is preferred)</li> </ul>	2000 or more	n/a
<b>Marine environment</b>		
<ul style="list-style-type: none"> <li>▪ Avoid use of single-use plastic bags. <u>Events on Pier Plaza, Pier Avenue and Hermosa Avenue: NO single-use plastic bags.</u></li> </ul>	All events	Understood, single-use plastic bags will not be distributed or used.
<ul style="list-style-type: none"> <li>▪ Avoid Styrofoam for outdoor events, take-out cups or containers. <u>Events on Pier Plaza, Pier Avenue and Hermosa Avenue: NO Styrofoam for outdoor events, take-out cups or containers.</u></li> </ul>	All events	There are no plans to use any of these components.
<ul style="list-style-type: none"> <li>▪ No hosing of surfaces unless specifically allowed by city</li> </ul>	All events	There is no need to hose off any surfaces. The beach sand is acceptable as-is.
<ul style="list-style-type: none"> <li>▪ Full containment of all wastes</li> </ul>	All events	Guests will be encouraged by staff to dispose of all wastes before leaving the event. Staff will also <del>activity monitor waste during the event</del>
<ul style="list-style-type: none"> <li>▪ Full containment of all six-pack plastic rings. <u>Events on Pier Plaza, Pier Avenue and Hermosa Avenue: Full containment of all six-pack plastic rings.</u></li> </ul>	All events	These rings will be used during the event.
<ul style="list-style-type: none"> <li>▪ Provide recycling containers and litter control</li> </ul>	All events	These will be provided along with signage to encourage guest to recycle.
<ul style="list-style-type: none"> <li>▪ Beach and street cleaning required</li> </ul>	500 or more	There is a willingness to fund or arrange for street/beach cleaning above and beyond what is <del>already planned</del> .
<b>Education</b>		
<ul style="list-style-type: none"> <li>▪ Event and vendors to make reducing waste and recycling a prominent theme</li> </ul>	500 or more	Prior to the event, expectations and requirements will be distributed to onsite staff.
<ul style="list-style-type: none"> <li>▪ Provide one booth, kiosk or space for green education sponsored by city or designee</li> </ul>	2000 or more	n/a
<ul style="list-style-type: none"> <li>▪ Advertise green measures and rules in all event advertising and on website</li> </ul>	500 or more	This will arranged.
<ul style="list-style-type: none"> <li>▪ Demonstrate that vendors and service providers will comply with green measures</li> </ul>	500 or more	The event organizer can provide a signed letter of consent if needed.
<b>Monitoring</b>		
<ul style="list-style-type: none"> <li>▪ Report on compliance with above applicable measures</li> </ul>	500 or more	A report can be provided pre and/or post event if/when required.