

**YOU MUST SUBMIT THE FOLLOWING:** To avoid processing delays of your application, do not leave any sections blank. Indicate items that do not apply with an N/A. Attach additional sheets to the application if more space is required.

☒ **Completed Application (ALL pages – blank pages marked NA)**

☒ **Application Fee**

- Submit non-refundable \$816 application fee (\$544 for nonprofits or \$272 for pass-throughs) payable to the City of Hermosa Beach. ***Applications received without the application fee will not be reviewed and will be returned as incomplete.***

☒ **Site Plan**

- Include location of stages, tents, portable toilets, dumpsters, registration areas, fencing, barricades, bleachers, generators and all other items for your event. Facilities, equipment placement, parking needs, ingress and egress routes and street closure requests must also be included. The City may require a certified Traffic Control Plan (TCP) should your event be approved. ***Please note that completion of the Beach Usage Map (p. 14) does not qualify as a site plan.***


- ☐ **Proof of Non-Profit Status** Pending status does not qualify. Non-profit organizations must apply under their own name and not borrow the non-profit status of another entity.

☐ **Non-Profit Designation Letter**

☐ **Current Copy of Form 990**

**AGREEMENT AND SIGNATURE:**

I, the undersigned representative, have read the rules and regulations with reference to this application and am duly authorized by the organization to submit this application on its behalf. The information contained herein is complete and accurate.

  
\_\_\_\_\_  
Signature of Applicant

8/8/18  
\_\_\_\_\_  
Date

**POTENTIAL POLICY UPDATES FOR 2019**

Please note that as part of the Parks, Recreation and Community Resources Advisory Commission's ongoing efforts to streamline and strengthen the effectiveness of the Special Event Policy, the following high-priority topics will be under review by the Commission and Council, which may result in policy changes for 2019, including, but not limited to:

- Review and Approval Procedures
- Fee Waiver Policy and Procedures
- Accessibility Requirements

Please be mindful of these potential changes. Staff will keep all approved event producers updated.



City of Hermosa Beach  
Community Resources Department

## COMMERCIAL AND NON-PROFIT SPECIAL EVENT PERMIT APPLICATION

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

PERMIT NUMBER:

EVENT DATE:

DATE STAMP

STAFF  
INITIALS

- **\$816 Non-Refundable Application FEE required with application.**
- **\$544 Non-Refundable Application FEE, for VERIFIABLE non-profits (SEE INSTRUCTIONS)**

### ORGANIZATION & EVENT INFORMATION

EVENT TITLE: Hermosa Beach Triathlon

Applicant Name: Blake Carey Birthdate: 2/4/83

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: 29395 Agoura Rd Ste 102

Agoura Hills

CA

91301

City

State

Zip

Phone: 818-707-8866

Cell: 310-745-0074

Email Address: BCarey@mesp.com

Fax: 818-707-8868

### **\*\*1<sup>st</sup> CHOICE EVENT DATE(S):**

Set-Up Date(s): June 21st - 22nd, 2019

Event Date(s): June 23rd

Clean-Up Date(s): June 23rd

If applicable, please provide a brief explanation detailing a necessity for holding your event during the date(s) listed above:

### **\*\*2<sup>nd</sup> CHOICE EVENT DATE(S):**

Set-Up Date(s):

Event Date(s):

Clean-Up Date(s):

If applicable, please provide a brief explanation detailing a necessity for holding your event during the date(s) listed above:

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

**Please describe your organization's experience producing similar events to the one described on this application:**

We have been producing the Hermosa Beach Triathlon annually for over 30 years

**Please describe you and/or your organization's affiliation with the City of Hermosa Beach:**

Event Organizer

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

Name: Blake Carey

Cell: 310-745-0074

**PRE-EVENT CONTACT PERSON'S INFORMATION (IF DIFFERENT FROM CONTACT INFORMATION ON PREVIOUS PAGE)**

Name: Birthdate:

Address:

City

State

Zip

Phone:

Cell:

Email Address:

Fax :

Please describe your personal experience producing similar events:

**EVENT INFORMATION**

**Is this a NEW or RETURNING special event to Hermosa Beach?**

☐ NEW

☒ RETURNING

**-If this is a returning event, please indicate the number of years held in Hermosa Beach:** >30

**Please indicate your event level (please mark all that apply)**

☒ Local

☐ Regional

☐ National

☐ Championship

☐ Qualifier

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

☐ Race (run, walk, bike, etc.)

☐ Tournament Type:

☐ Parade

☐ Pass-Through

☐ Street Fair/Festival

☐ Fundraiser Benefitting:

☐ Concert

☐ Swim Event

☒ Other Triathlon

**PLEASE COMPLETE A DAILY BREAKDOWN OF EVENT-RELATED ACTIVITIES. PLEASE USE MULTIPLE LINES TO DISTINGUISH BETWEEN DIFFERENT DAILY ACTIVITIES. PLEASE ATTACH ADDITIONAL SHEETS, IF NECESSARY.**

Date(s)	Daily Activity		Start Time	End Time
June 21	<input checked="" type="checkbox"/> Load-in/set-up	<input type="checkbox"/> Event day <input type="checkbox"/> Load-out/Clean-up	7am	7pm
June 22	<input checked="" type="checkbox"/> Load-in/set-up	<input type="checkbox"/> Event day <input type="checkbox"/> Load-out/Clean-up	6am	7pm
June 23	<input type="checkbox"/> Load-in/set-up	<input checked="" type="checkbox"/> Event day <input type="checkbox"/> Load-out/Clean-up	5am	11am
June 23	<input type="checkbox"/> Load-in/set-up	<input type="checkbox"/> Event day <input checked="" type="checkbox"/> Load-out/Clean-up	11am	3pm

Event Location: Base of Hermosa Beach, Beach North of Pier and Pier Plaza

If your event is on the beach, do you plan to remove any volleyball or beach tennis courts? ☐ YES ☒ NO

*If YES, please indicate which courts will be removed on the Beach Usage Map (p. 14)*

Estimated # of Participants: 900

Age of Participants: 14-89

Estimated # of Spectators (daily): 300

Total Estimated Attendance: 1200

### Marketing & Advertisement Plan

Please list how you plan to advertise & promote your event for **participants**:

Email previous participants, through our website, social media and targeted triathlete outreach

Please list how you plan to advertise & promote your event for **spectators**:

None

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

The Hermosa Beach Triathlon consists of a 1/4 mile swim on the south side of the Hermosa Pier, a 10 mile bike ride along Pier Ave, Valley and Ardmore and a 3 mile run along the beach path to Manhattan Beach. We will have an expo area on the north side of the pier between the pier and the first volleyball courts. Our Transition Area is located on the Pier Plaza and setup early Sunday AM.

### 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)*:

Hermosa	between	10th	and	14th	3am am/pm	to	9am am/pm
Pier	between	Hermosa	and	Ardmore	3am am/pm	to	9am am/pm
Valley	between	Gould	and	2nd	3am am/pm	to	9am am/pm
Ardmore	between	Gould	and	2nd	3am am/pm	to	9am am/pm
	between		and		am/pm	to	am/pm

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

Assembly Area/Event Start: \_\_\_\_\_

Disbanding Area/Event End: \_\_\_\_\_

### Sponsors

List **ALL** proposed/anticipated Co-Sponsors. Each Co-sponsor is a \$260 each and must be approved by the Community Resources Department. Co-sponsors may sample only, not sell.

TBD

**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 (*attach additional sheets if necessary*):

# of Spaces	_____	Date	_____	from	_____	to	_____
# of Spaces	_____	Date	_____	from	_____	to	_____
# of Spaces	_____	Date	_____	from	_____	to	_____

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

☐ 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):*

Small PA system for event announcements and background music

Is this a fundraising event?

☐ Yes

☒ No

*-If YES, please describe the fundraising activities:*

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:*

What is your clean-up plan post event?

Staff and volunteers will clean all areas

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: \$100

Methods of Registration (please check all that apply):



Website



Active.com



Mail



Other

Prizes (including anticipated cash prizes):

#### 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: Phone: # of Guards:

Guard Schedule:

Do you plan on utilizing volunteers?



Yes

☐ No

-If YES, please describe:

We use local JROTC groups to provide volunteers

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

Staff and volunteers will manage crowd control and internal security

#### EVENT PROMOTION INFORMATION

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

**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 NOTE: THE COMPLETION OF THE BEACH USAGE MAP, PAGE 14, DOES NOT QUALIFY AS 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 checked="" type="checkbox"/> Porta Potties	9
<input type="checkbox"/> Semi-Trucks	_____	<input type="checkbox"/> Motor Homes	_____
<input checked="" type="checkbox"/> Generator	_____	Size: _____	_____
Size/Type: _____	Honda EU 3000i	<input type="checkbox"/> Trailer	_____
<input type="checkbox"/> Vans	_____	Size: _____	_____
Size: _____	_____	<input type="checkbox"/> Stage	_____
<input checked="" type="checkbox"/> Sound Equipment	Small PA	Measurements: _____	_____
<input type="checkbox"/> Enclosed Tents	_____	<input checked="" type="checkbox"/> Canopies	6, 10x10's
<input type="checkbox"/> Other (please attach list with description of each item)	_____		

**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:

**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.

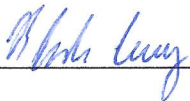
**APPLICANT AGREES TO COMPLY WITH ALL APPLICANT'S LAWS AND AGREES TO MAINTAIN PREMISES IN GOOD CONDITION AND RETURN IN THE SAME CONDITION AS BEFORE SAID USE.**

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.

Blake Carey

\_\_\_\_\_  
Name/Company Representative

Signature



8/9/18

\_\_\_\_\_  
Date

# IMPACT CHARACTERISTIC WORKSHEET (REQUIRED FOR ALL EVENTS)

Please consider details of your event and use this worksheet to determine its impact level. If you are applying for multiple events, please complete a different page for each if the event details are different.

**1** **Event Name:** Hermosa Triathlon

**Event Date(s):** June 23rd, 2019

**2**

Select one characteristic in each ROW as it relates to your event(s).

Please be sure to mark (i.e. "x", circle, checkmark, etc.) each selection. Failure to do so will deem the worksheet and application incomplete.

<b>NUMBER OF EXPECTED PARTICIPANTS</b>	SMALL 100-500	MEDIUM 500-2,000 <input checked="" type="checkbox"/>	LARGE 2,000+
<b>REOCCURANCE</b>	3+ YEARS <input checked="" type="checkbox"/>	ONCE BEFORE	NEW EVENT
<b>LOCATION</b>	PARKS OR BEACH	PIER PLAZA	STREETS/PUBLIC RIGHT OF WAY/STRAND <input checked="" type="checkbox"/>
<b>TIME OF YEAR</b>	WINTER	SPRING OR FALL	SUMMER <input checked="" type="checkbox"/>
<b>DAY(S) OF THE WEEK</b>	WEEKDAY	WEEKEND <input checked="" type="checkbox"/>	HOLIDAY
<b>NUMBER OF CONSECUTIVE DAYS</b>	LESS THAN 2 DAYS	2-4 DAYS <input checked="" type="checkbox"/>	MORE THAN 5 DAYS
<b>NUMBER OF EVENTS IN ONE YEAR</b>	1-2 EVENTS/YEAR <input checked="" type="checkbox"/>	3-4 EVENTS/YEAR	MORE THAN 5 EVENTS/YEAR
<b>ADDITIONAL REQUESTS NEEDED</b> <small>i.e. filming, reserved parking, fencing, stage or seating construction, road closures, amplified sound, etc.</small>	NONE <input checked="" type="checkbox"/>	1-2	2 OR MORE

**3**

Calculate the total number of each color/column selected.

**TOTALS**

3	3	2
<b>IMPACT LEVEL I</b>	<b>IMPACT LEVEL II</b>	<b>IMPACT LEVEL III</b>
At least 5 blue	At least 2 red	At least 2 green

**4**

Determine Impact Level by selecting the HIGHEST your event qualifies for.

**IMPACT LEVEL III**

# **COMMUNITY BENEFIT**

Please provide a brief description of the benefit your event(s) add to the community. The Community Decision-Making Tool may be used as a guide and can be found on the City website at the following link:  
<http://www.hermosabch.org/Modules/ShowDocument.aspx?documentid=5226>

**Event Name:** Hermosa Beach Triathlon **Event Date(s):** June 23rd, 2019

The event will provide fitness activities for local residents and the surrounding communities.

## **PUBLIC RELATIONS INFORMATION**

Please provide the following information to be given out to the general public, if requested:

Name of Event: Hermosa Beach Triathlon

Name of Organization: MESP, Inc.

### **Event Dates and Times:**

Date	June 23rd				
Times	7am-11am				

Event Information can be found online at: DayAtTheBeachTri.com

Public Relations Contact: Melanie Fox

Day Phone: 818-707-8866 Evening Phone: \_\_\_\_\_

Email: MFox@mesp.com

Please provide a brief description of your event that can be used on the online City calendar. Please include details that would be helpful for someone looking for more information specific to your event.

Triathlon consisting of a 1/4 Mile Swim, 10 Mile Bike and 3 Mile Run through Hermosa Beach.

# **PRELIMINARY FEE WORKSHEET**

Please complete, to the best of your ability, all event-related fees as it pertains to your proposed event, **even if you are requesting fee waivers. REMINDER: ONLY VALID NON-PROFIT ENTITIES ARE ELIGIBLE FOR FEE WAIVER CONSIDERATION.** A final total of charges will be determined thirty days prior to your event once approval is granted; additional fees may apply when deemed necessary through the approval process. Please use this worksheet as a preliminary guide for planning purposes of city fees. Please note that fees may be updated at any time.

EVENT CATEGORY FEES	PRICE <small>(subject to change)</small>	MY EVENT FEES
Category I • <500 people	70/30% of registration fees	
Category II • Impacts public areas for no longer than one (1) day including set-up & tear-down • Is conducted in the off-season (not between Memorial Day and Labor Day or on any holiday) • Participant plus Spectator crowd above 500 but does not exceed 3,000 people. • Has no television coverage (except news). • A non-profit entity is the beneficiary of the net revenues (100%). • Does not meet any of the identifying criteria for a Category III or IV event.	\$2596 per day	
Category III • Impacts public areas for more than one (1) day including set up. • Participant plus Spectator crowd does not exceed 5,000 people. • Has no television coverage (except news). • Has more than \$3,000 and less than \$50,000 in prize money. • Does not meet any of the identifying criteria for a Category IV event.	\$2856 per day	
Category IV • Meets Category III Criteria and has one or more of the following: <ul style="list-style-type: none"> <li>▪ Has network television coverage or</li> <li>▪ Estimated participant/spectator crowds exceeds 5,000 people or</li> <li>▪ Prize money in excess of \$50,000 or</li> <li>▪ Charges admission to spectator Gross revenues in excess of \$50,000.</li> </ul>	\$5192 per day	
MISCELLANEOUS FEES	PRICE <small>(subject to change)</small>	MY EVENT FEES
Commercial Application Fee - <i>non-refundable</i>	\$816	
Non-Profit Application Fee - <i>non-refundable</i>	\$544	
Pass-Thru Application Fee - <i>non-refundable</i>	\$272	
Amplified Sound Permit	\$160	
Street Banner Fees	\$570	
Event Co-Sponsor	\$273 each	
Event Set-Up/Tear-Down	\$217 per location, per day	
Community Resources Staff (Required Cat. II-IV)	\$326 per day	
Paramedic	\$131 per hour	
Fire Inspection	\$157 per hour	
Police	\$112 per hour	
Parking Meter Space Fee	\$30 per space, per day	
<b>Preliminary TOTAL</b>		

# **GREEN MATRIX (Environmental Protection Plan)**

*(Required for all event applications)*

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 you have a multi-year contract for your event, please show how you will increase compliance in subsequent years.

**Event Name:** Hermosa Beach Triathlon

**Expected Attendance:** 1200

MEASURE	CHECK IF APPLICABLE	HOW WILL YOU COMPLY? (use additional sheets if needed)
<b>Recycling and Waste Reduction</b>		
<b>1. Reduce waste and single-use items</b>		
▪ Limit single-use paper, plastics, packaging, and décor items	<input checked="" type="checkbox"/>	
▪ Reduce size/bulk of plates, containers, cups	<input checked="" type="checkbox"/>	
▪ Use products with high recycled content	<input checked="" type="checkbox"/>	
▪ Avoid sale or give-away of single-use plastic drinking water bottles. *A mobile water cart ('Mother-Lode Wide') is available for use and reusable water bottles are encouraged	<input type="checkbox"/>	
▪ Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups) *Large drink dispensers are available for use and reusable water bottles are encouraged	<input type="checkbox"/>	
▪ At 'beer or drink gardens' use recycled or compostable cups (provide dump station for liquids)	<input type="checkbox"/>	
▪ Recycle fry-grease for bio-diesel fuels	<input type="checkbox"/>	
▪ Limit and reduce size of handouts, flyers and give-aways (print several per page, double-side, do not use dark color inks)	<input type="checkbox"/>	
<b>2. Recycling containers:</b>		
▪ Place well-marked recycle containers adjacent to every trash container	<input type="checkbox"/>	
▪ Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters.	<input checked="" type="checkbox"/>	
▪ Scavenging is prohibited from waste containers. Prevent and report scavenging	<input type="checkbox"/>	
<b>3. Staging</b>		
▪ Recycle or reuse event construction materials	<input type="checkbox"/>	
▪ Use 'no emission/no VOC' paints/sealants	<input type="checkbox"/>	

<b>3. Transportation</b>		
▪ No-idling policy for all vehicles	<input type="checkbox"/>	
▪ Sponsor free shuttle or low cost bus passes	<input type="checkbox"/>	
▪ Use electric, hydrogen, hybrid or CNG vehicles	<input type="checkbox"/>	
<b>4. Energy</b>		
▪ Use energy-efficient lighting	<input type="checkbox"/>	
▪ Turn lighting and devices off when not in use	<input type="checkbox"/>	
▪ Turn off generators when not in use for significant period of time	<input checked="" type="checkbox"/>	
▪ Using alternative energy (solar, wind, fuel cell) to supply some power	<input type="checkbox"/>	
▪ Use alternative fuel generators (CNG, fuel cell, biodiesel) (biodiesel- minimum B20 (20% blend); B99 is preferred)	<input type="checkbox"/>	
<b>5. Marine environment</b>		
▪ <u>NO single-use plastic bags starting October 1, 2016.</u>	<input type="checkbox"/>	
▪ <u>including take-out cups or containers.</u>	<input type="checkbox"/>	
▪ No hosing of surfaces. Consult Public Works regarding clean-up procedures for large events	<input type="checkbox"/>	
▪ Full containment of all wastes	<input type="checkbox"/>	
▪ Full containment of all six-pack plastic rings. Cut rings prior to disposal.	<input type="checkbox"/>	
If Beach and street cleaning required consult Public Works regarding clean-up procedures	<input type="checkbox"/>	
<b>6. Education</b>		
Event and vendors to make reducing waste and recycling a prominent theme	<input type="checkbox"/>	
▪ Provide one booth, kiosk or space for green education sponsored by city or designee	<input type="checkbox"/>	
▪ Advertise green measures and rules in all event advertising and on website	<input type="checkbox"/>	
▪ Demonstrate that vendors and service providers will comply with green measures	<input type="checkbox"/>	
<b>7. Monitoring</b>		
Report on compliance with above applicable measures	<input type="checkbox"/>	

## ***BEACH USAGE MAP*** (required for all BEACH events)

Please circle the courts that you will be using for your event. If you are applying for multiple events, please complete a different page for each, noting the event title and date below. Additionally, if you will be using different courts each day for multi-day events, please complete a separate form for each day. Completion of this map does not take the place of the required Site Plan.

**Event Name:** Hermosa Triathlon

**Event Date(s):** June 23rd

