



City of Hermosa Beach  
Community Resources Department

PERMIT 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

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

### ORGANIZATION & EVENT INFORMATION

EVENT TITLE: Best Day Foundation Beach Day

Applicant Name: Shanden Brutsch

Birthdate: 3/6/80

Organization Name: Best Day Foundation, Inc.

Non-Profit? ☐ No

☒ Yes

Non-Profit I.D. or Tax Exempt #: 26-2223078

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

Special Needs Children

Address: 567 Auto Center Dr.

Watsonville, CA 95076

City

State

Zip

Phone: 408-309-1834

Cell: 808-640-3089

Email Address: shanden@bestdayfoundation.org

Fax: \_\_\_\_\_

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

Set-Up Date(s): June 15 & 16 and Sept 14 & 15, 2019

Event Date(s): Same

Clean-Up Date(s): Same

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

Equipment coordination with the OC and SD  
Chapters. Slower time of year at the beach

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

Set-Up Date(s): May 25 & 26 and Sept 21 & 22, 2019

Event Date(s): Same

Clean-Up Date(s): Same

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

Equipment coordination with the OC and SD  
Chapters. Slower time of year at the beach

**\*\*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:**

Outstanding. Children with Autism overcoming their fear of water (taking a bath, ect), by tandem surfing with our volunteers. Quadriplegic teenage twins with no feeling from their neck down having the time of their lives. Onlookers from the pier crying because they were so moved by what was happening on the beach and in the water. Volunteers and the families feeling a sense of community in Hermosa Beach and giving back.

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

Long time Hermosa resident. I was raised at Hermosa Ave and Longfellow. Went to Hermosa Valley and Mira Costa. Father involved in Hermosa Politics when I was a child. Best Day held 2 events here in June 2018 and 2 more in September, 2018.

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

Name: Shanden Brutsch

Cell: 808-640-3089

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

Name: Nya

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:** 2

**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 Beach Day

**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 15 & 16 and	<input checked="" type="checkbox"/> Load-in/set-up <input type="checkbox"/> Event day <input type="checkbox"/> Load-out/Clean-up	7:30am	9:00am
Sept 14 & 15	<input type="checkbox"/> Load-in/set-up <input checked="" type="checkbox"/> Event day <input type="checkbox"/> Load-out/Clean-up	9:00am	1:00pm
"	<input type="checkbox"/> Load-in/set-up <input type="checkbox"/> Event day <input checked="" type="checkbox"/> Load-out/Clean-up	1:00pm	2:00pm
	<input type="checkbox"/> Load-in/set-up <input type="checkbox"/> Event day <input type="checkbox"/> Load-out/Clean-up		





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

Will you need reserved parking spaces? N/A ☐ 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):

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:

There will be 3 pop up tents used. One for the food (and two tables underneath, another for registration (one table underneath) which will be moved closer to the water for snacks and water after registration is finished, and one tent or shade next to the food tent.

What is your clean-up plan post event?

We bring our own trash cans and bags, leaving the area clean.

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: \$30 per child to cover equipment and admin costs

Methods of Registration (please check all that apply):

- ☒ Website ☐ Mail  
☐ Active.com ☐ Other \_\_\_\_\_

Prizes (including anticipated cash prizes):

Medals and goodie bags for participants(the children). No 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:

Best Day is 100% volunteer based.

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

Our Core Chapter members communicate via walkie talkie and we have volunteers posted at the equipment van, each booth, and at the water to overlook the activities and safety of those involved.

#### **EVENT PROMOTION INFORMATION**

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

Social Media, word of mouth, local newspapers, direct connection with organizations that serve Special Needs Children and volunteers, Bestdayfoundation.org website, flyer handouts to local businesses

**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).

☐ Cars \_\_\_\_\_

☐ Semi-Trucks \_\_\_\_\_

☐ Generator \_\_\_\_\_

Size/Type: \_\_\_\_\_

☐ Vans \_\_\_\_\_

Size: \_\_\_\_\_

☐ Sound Equipment \_\_\_\_\_

☐ Enclosed Tents \_\_\_\_\_

☒ Other (please attach list with description of each item)

☐ Porta Potties \_\_\_\_\_

☐ Motor Homes \_\_\_\_\_

Size: \_\_\_\_\_

☐ Trailer \_\_\_\_\_

Size: \_\_\_\_\_

☐ Stage \_\_\_\_\_

Measurements: \_\_\_\_\_

☐ Canopies \_\_\_\_\_

3 Pop Up Tents

**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:

Beach Access from 11th street. Use of beach wheelchairs for children who need them.

**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.

Shanden Brutsch

Name/Company Representative



Signature

10.30.18

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: Best Day Beach Day

Event Date(s): June 15 & 16 and Sept 14 & 15, 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.

NUMBER OF EXPECTED PARTICIPANTS

SMALL  
100-500

X

MEDIUM  
500-2,000

LARGE  
2,000+

REOCCURRENCE

3+  
Years

X

ONCE  
BEFORE

NEW  
EVENT

LOCATION

PARKS  
OR  
BEACH

X

PIER  
PLAZA

STREETS/PU  
BLIC RIGHT  
OF  
WAY/STRAND

TIME OF YEAR

WINTER

SPRING  
OR FALL

X

SUMMER

DAY(S) OF THE WEEK

WEEKDAY

WEEKEND

X

HOLIDAY

NUMBER OF CONSECUTIVE DAYS

LESS  
THAN 2  
DAYS

2-4 DAYS

X

MORE  
THAN 5  
DAYS

NUMBER OF EVENTS  
IN ONE YEAR

1-2  
EVENTS/Y  
EAR

3-4  
EVENTS/Y  
EAR

X

MORE  
THAN 5  
EVENTS/YE  
AR

ADDITIONAL REQUESTS  
NEEDED

i.e. filming, reserved parking, fencing,  
stage or seating construction, road  
closures, amplified sound, etc.

NONE

X

1-2

2 OR  
MORE

**3**

Calculate the total number of each color/column selected.

TOTALS

4

4

0

IMPACT LEVEL I

At least 5 blue

IMPACT LEVEL II

At least 2 red

IMPACT LEVEL III

At least 2 green

**4**

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

IMPACT LEVEL

2



## **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:** Best Day Foundation Beach Day **Event Date(s):** June 15 & 16 and Sept 14& 15, 2019

Best Day attracts Special Needs Children, their families, and good hearted volunteers (and their wallets), to the City of Hermosa Beach. The events give residents and local business owners an opportunity to interact with these children and create positive change in their lives. Best Day is innovative by gifting the beach and ocean experience to those who could never have dreamed of it, and the City of Hermosa Beach is remembered as the community where it all happened. After our events last year, many volunteers have told me that they have returned to the City to shop, dine, and enjoy our beach. The values and priorities of Best Day reflects those of all local residents and businesses in that the aim is to give back and care for the community.

## **PUBLIC RELATIONS INFORMATION**

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

Name of Event: Best Day Foundation Beach Day

Name of Organization: Best Day Foundation, Inc.

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

Date	6/15/19	6/16/19	9/14/19	9/15/19	
Times	9:00a-12:30pm	Participants and	7:30am- 2:00pm	Volunteers	

Event Information can be found online at: www.bestdayfoundation.org

Public Relations Contact: Shanden Brutsch

Day Phone: 808-640-3089

Evening Phone: Same

Email: shanden@bestdayfoundation.org

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.

Best Day Foundation Beach Day for Children with Special Needs. Activities include tandem surfing/bodyboarding/SUP, sandcastle building, and an obstacle course. A hot lunch is provided and volunteers are always welcome! No surfing experience required. Join us! Sign up today online: [www.bestdayfoundation.org](http://www.bestdayfoundation.org)



# **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 (subject to change)	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: ▪ Has network television coverage or ▪ Estimated participant/spectator crowds exceeds 5,000 people or ▪ Prize money in excess of \$50,000 or ▪ Charges admission to spectator Gross revenues in excess of \$50,000.	\$5192 per day	

MISCELLANEOUS FEES	PRICE (subject to change)	MY EVENT FEES
Commercial Application Fee - <i>non-refundable</i>	\$816	
Non-Profit Application Fee - <i>non-refundable</i>	\$544	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	

**Preliminary TOTAL** 544 + 70/30% of fees

## **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.

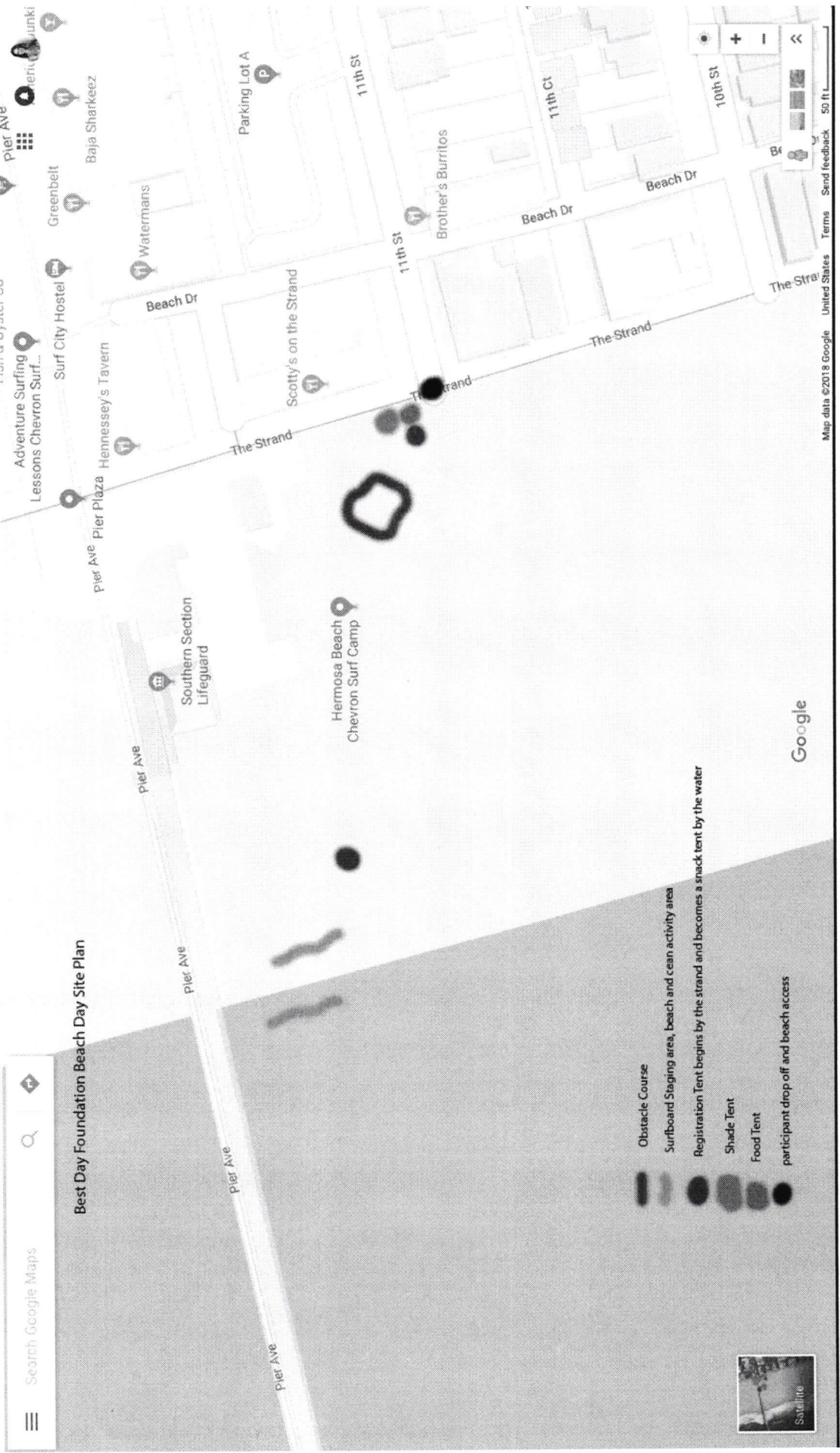
**Event Name:** Best Day Foundation Beach Day

**Expected Attendance:** 100-115

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 <u>mobile water cart</u> ('Mother-Lode Wide') is available for use and reusable water bottles are encouraged	<input checked="" type="checkbox"/>	
▪ Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups) * <u>Large drink dispensers</u> are available for use and reusable water bottles are encouraged	<input checked="" 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 checked="" type="checkbox"/>	Limited to local businesses
<b>2. Recycling containers:</b>		
▪ Place well-marked recycle containers adjacent to every trash container	<input checked="" 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 checked="" type="checkbox"/>	
<b>3. Staging</b>		
▪ Recycle or reuse event construction materials	<input checked="" type="checkbox"/>	
▪ Use 'no emission/no VOC' paints/sealants	<input type="checkbox"/>	



<b>3. Transportation</b>		
▪ No-idling policy for all vehicles	<input checked="" 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 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 checked="" type="checkbox"/>	
▪ <u>including take-out cups or containers.</u>	<input checked="" 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 checked="" 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 checked="" type="checkbox"/>	



### Best Day Foundation Beach Day Site Plan

- Obstacle Course
- Surfboard Staging area, beach and clean activity area
- Registration Tent begins by the strand and becomes a snack tent by the water
- Shade Tent
- Food Tent
- participant drop off and beach access

Google