

10/8/19 AGENDA, ITEM 6a - SPECIAL EVENT FEE WAIVER GRANT POLICY
SUPPLEMENTAL EMAIL SUBMITTED BY SAM PERROTTI TO THE CITY COUNCIL ON 10/8/19
AT 11:47 A.M.

From: Sam Perrotti <sperrotti1@verizon.net>
Sent: Tuesday, October 8, 2019 11:47 AM
To: Mayor Stacey Armato <sarmato@hermosabch.org>; Mayor Pro Tem Mary Campbell <mcampbell@hermosabch.org>; Councilmember Hany Fangary <hfangary@hermosabch.org>; Councilmember Justin Massey <jmassey@hermosabch.org>; Councilmember Jeff Duclos <jduclos@hermosabch.org>
Cc: Ann Yang <anny@hermosabch.org>; Kelly Orta <korta@hermosabch.org>
Subject: City Council Meeting 10-10-19 Hearing on Special Events Waiver Policy - Item 6A

City Council Members,

I will not be able to attend the City Council meeting on 10-10-19. I have a medical procedure scheduled that afternoon so I am sending you all this email.

I am concerned about the Special Event Fee Waiver Grant Policy. In the second paragraph under Grant Funding Limits, the last sentence states. Fee waivers will not be considered for events taking place between Memorial Day and Labor Day. I think this policy is too restrictive and should be more flexible. I think the events should be considered on an individual basis. Those events that have a minimal impact on City recourses should not be included with large events at the beach or on the plaza.

The Hermosa Beach Fine Arts Festival has its event planned for June 13 and 14, 2020. According to the proposed Special Event Fee Waiver Grant Policy, we could not apply for a fee waiver.

In 2017 and 2018 we scheduled our event in October. Attendance at the event dropped dramatically. There were many competing events, such as, The Redondo Beach Art Show, the Manhattan Beach Hometown Fair and the American Martyrs Carnival. Because of the severe drop in attendance we had a fewer artists apply for our event. We had about 100 artists in our June 2016 event. In 2018 only 40 artist applied for our event. When we returned our event to June 2019 we rebounded and 50 artists applied for our event. We are trying to rebuild our event. In order to increase the attendance for our event and increase the number of artists applying for our event, we have to schedule the event during the summer months. We chose June because it has fewer conflicting events.

I am requesting that the City Council amend the proposed Special Event Fee Waiver Grant Policy to make it more flexible.

If you have any questions, feel free to contact me.

Thank you,

Sam Perrotti
President
Arts Group of Hermosa Beach

