



City of Hermosa Beach  
Community Resources Department  
710 Pier Avenue • Hermosa Beach, CA 90254  
310.318.0280 • [hbconnect@hermosabeach.gov](mailto: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 event(s) must qualify as an Impact Level II or III (per the Impact Worksheet found in the Special Event Application) event, AND at least one of the following:
  - ☐ Have a combined estimated total of 5,000 people in attendance; or
  - The event must be at least two (2) consecutive days (including setup and teardown).
- Have held its event in Hermosa Beach for at least three consecutive years and can demonstrate a positive and differentiated impact to the city including substantive and measurable economic and community benefits;
- 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; and
- 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.

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 (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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## SPECIAL EVENT LONG-TERM AGREEMENT APPLICATION

### ORGANIZATION INFORMATION

Applicant Name: Sam Perrotti Birthdate: 8-2-1941

Organization Name: Arts Group of Hermosa Beach/ Hermosa Beach Arts Festival

Non-Profit? ☐ No ☒ Yes Non-Profit I.D. or Tax Exempt #: 26-3402895

If non-profit, please describe who will benefit from funds raised from your event:  
Hermosa Beach high school student scholarships and middle school art students

Address: 1506 Golden Avenue  
Hermosa Beach CA 90254  
City State Zip

Phone: 310-372-7269 Cell: 213-219-1713

Email Address: sperrotti1@verizon.net

### EVENT INFORMATION

Please indicate the number of years your event has been held in Hermosa Beach: 14 years

Event location: North and east lawns of Community Center

Estimated # of Participants: 80 Age of Participants: All ages

Estimated # of Spectators (daily): 500 Total Estimated Attendance: 1000

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.) ☐ Tournament Type: \_\_\_\_\_  
☐ Parade ☐ Pass-Through  
☒ Street Fair/Festival ☒ Fundraiser Benefitting: student scholarships  
☐ Concert ☐ Swim Event  
☐ Other \_\_\_\_\_

Event Description – briefly explain your event and its associated activities.

Artists use 10x10 pop up tents to display their art. There is a student art section displaying art work from \



## EVENT DATE 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):** Friday 6-11-21

**Event Date(s):** Saturday 6-12 and Sunday 6-13-2021

**Clean-Up Date(s):** Sunday 6-13-21

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

We have held our event the second weekend in June. We have less competing events on that weekend.

### YEAR TWO EVENT DATE(S):

**Set-Up Date(s):** Friday 6-10-2022

**Event Date(s):** Saturday 6-11-2022 Sunday 6-12-2022

**Clean-Up Date(s):** Sunday 6-12-2022

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

We have held our event the second weekend in June. We have less competing events on that weekend.

### YEAR THREE EVENT DATE(S):

**Set-Up Date(s):** Friday 6-9-2023

**Event Date(s):** Saturday 6-10-2023 Sunday 6-11-2023

**Clean-Up Date(s):** Sunday 6-11-2023

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

We have held our event the second weekend in June. We have less competing events on that weekend.

I certify that the information contained herein is true and correct to the best of my knowledge.

Sam Perrotti

Name/Company Representative



Signature

9-21-2020

Date

# IMPACT CHARACTERISTIC WORKSHEET

Please consider details of your event and use this worksheet to determine its impact level. Your event must qualify as an Impact Level II or III to be eligible for consideration of an LTA.

1

Event Name: Hermina Beach Art Festival

Event Date(s): June 12 and 13, 2021

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  
5 100-500  
X

MEDIUM  
5 500-2,000

LARGE  
5 2,000+

REOCCURRENCE

3+ Years  
5  
X

ONCE BEFORE  
5

NEW EVENT  
5

LOCATION

PARKS OR BEACH  
5  
X

PIER PLAZA  
5

STREETS/ PUBLIC RIGHT OF WAY/STRAND  
5

TIME OF YEAR

WINTER  
5

SPRING OR FALL  
5

SUMMER  
5  
X

DAY(S) OF THE WEEK

WEEKDAY  
5

WEEKEND  
5  
X

HOLIDAY  
5

NUMBER OF CONSECUTIVE DAYS

LESS THAN 2 DAYS  
5

2-4 DAYS  
5  
X

MORE THAN 5 DAYS  
5

NUMBER OF EVENTS IN ONE YEAR

1-2 EVENTS /YEAR  
5

3-4 EVENTS /YEAR  
5

MORE THAN 5 EVENTS /YEAR  
5

ADDITIONAL REQUESTS NEEDED

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

NONE  
5

1-2  
5

2 OR MORE  
5

3

Calculate the total number of each color/column selected.

TOTALS

5 3

5 2

5 1

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

September 21, 2020

Lisa Nichols

Senior Recreation Supervisor

Community Resources Department

City of Hermosa Beach

Dear Lisa,

Our organization, The Arts Group of Hermosa Beach produces the Hermosa Beach Arts Festival. We have held the event for 14 years but had to cancel the 2020 event because of the Coronavirus shutdown.

Our event is held on the second weekend in June. We have selected that weekend because there are fewer events scheduled on that weekend. We setup our event on Friday and hold the event on Saturday and Sunday. We break down the event on Sunday.

We have about 80 artists who use 10x10 pop up tents to display their art.

We also have an area where Hermosa Beach students from the Hermosa Beach Valley School can display their art. The Art Teacher from the Hermosa Beach Valley School supervises that area.

We also have an area set up for younger children who can produce craft arts. That is supervised by local parents.

Each year we award four scholarships of \$500 to high school students. Two students from Mira Costa High School and two students from Redondo Beach High School who are Hermosa Beach residents are selected to receive the \$500 scholarships.

We also donate art supplies to Hermosa Valley Middle School.

We rent the church parking lot for two days so the artists can park their cars. This reduces the impact on parking at the Community Center parking lot. We use Frontline Protection for security.

If you have any questions, feel free to contact me at 213-219-1713 or email me at [sperrotti1@verizon.net](mailto:sperrotti1@verizon.net).

Thank you,

Sam Perrotti

