



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

### ORGANIZATION INFORMATION

**Applicant Name:** Laura Leventhal **Birthdate:** N/A

**Organization Name:** Friends of the Parks (Hermosa Beach)

Non-Profit? ☐ No ☒ Yes Non-Profit I.D. or Tax Exempt #: EIN 770610050

If non-profit, please describe who will benefit from funds raised from your event:  
The City of Hermosa Beach residents and local businesses.

**Address:** 710 Pier Avenue Mailbox #7  
Hermosa Beach CA 90254  
City State Zip

**Phone:** (424)625-4705 **Cell:** (310)717-8069

**Email Address:** president@hbfp.org

### EVENT INFORMATION

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

**Event location:** Valley Park

**Estimated # of Participants:** 400 **Age of Participants:** All Ages

**Estimated # of Spectators (daily):** 400 **Total Estimated Attendance:** 400

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:** residents  
☐ Concert ☐ Swim Event  
☒ Other Pet Parade and Pet Etiquette, sharing our parks with respect & awareness

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

Creating community through its events such as Pets in the Park Park. Come 2021 - HBFOP will be hostir

## 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):** May 8, 2021 (backup May 1)

**Event Date(s):** May 8, 2021 (backup May 1)

**Clean-Up Date(s):** May 8, 2021 (backup May 1)

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

In celebration of Spring, Friends of the Parks enjoys producing this event when the weather is most pleasant.

### YEAR TWO EVENT DATE(S):

**Set-Up Date(s):** May 7, 2022

**Event Date(s):** May 7, 2022

**Clean-Up Date(s):** May 7, 2022

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

In celebration of Spring, Friends of the Parks enjoys producing this event when the weather is most pleasant.

### YEAR THREE EVENT DATE(S):

**Set-Up Date(s):** May 6, 2023

**Event Date(s):** May 6, 2023

**Clean-Up Date(s):** May 6, 2023

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

In celebration of Spring, Friends of the Parks enjoys producing this event when the weather is most pleasant.

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

Laura Leventhal, President of Friends of the Parks

Name/Company Representative

*Laura Leventhal*

Signature

10.15.20

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: PETS IN THE PARKS

Event Date(s): MAY 8, 2021, MAY 7, 2022, and MAY 6, 2023

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

MEDIUM  
500-2,000

LARGE  
2,000+

REOCCURRENCE

3+ Years

ONCE BEFORE

NEW EVENT

LOCATION

PARKS OR BEACH

PIER PLAZA

STREETS/  
PUBLIC RIGHT  
OF WAY/STRAND

TIME OF YEAR

WINTER

SPRING OR FALL

SUMMER

DAY(S) OF THE WEEK

WEEKDAY

WEEKEND

HOLIDAY

NUMBER OF CONSECUTIVE DAYS

LESS THAN 2 DAYS

2-4 DAYS

MORE THAN 5 DAYS

NUMBER OF EVENTS IN ONE YEAR

1-2 EVENTS/ YEAR

3-4 EVENTS/ YEAR

MORE THAN 5 EVENTS/ YEAR

ADDITIONAL REQUESTS NEEDED

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

NONE

1-2

2 OR MORE

3

Calculate the total number of each color/column selected.

TOTALS

6

2

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

## **Organization: Hermosa Beach Friends of the Parks (NON-PROFIT)**

### **Event: Pumpkins in the Park**

Hermosa Beach Friends of the Parks (FOP) is a local 501 (c) (3) non-profit corporation, dedicated to identifying, prioritizing and fundraising for park and recreation improvements throughout the City of Hermosa Beach. In addition, FOP promotes the use of Hermosa Beach parks to the community and promotes the parks as a valuable resource to the city's residents and visitors.

HBFOP has been hosting events in Hermosa for fifteen years with great success! The organization has established three signature events held annually. The events include Pumpkins in the Park, Pets in the Park and Movies at the Beach. HBFOP has worked in partnership with the City for many years and looks forward to continuing to support with fun local events, cleanups and

Pets in the Park has been held for at least three consecutive years in Hermosa Beach at Valley Park. The event has become a family favorite event with fun activities for pet owners and families. The event grew out of recognition that the community needed to work together to develop better pet etiquette both among owners and community members. The event has demonstrated that we can all make use of the fabulous green space in Hermosa, while being considerate and aware of others.

The event is produced by Hermosa Beach Friends of the Parks – which directly works to benefit the Hermosa Beach City and Community.

HBFOP prides itself on working collaboratively with other community organizations, and Pets in the Park is no exception. The event has involved other local organizations. Additionally, HBFOP has established long-standing relationships with local pet businesses that have directly benefited from being part of this event annually. In previous years, the event has included a pet parade and pet blessings. The event has even featured local clergy and we've been lucky enough to have Commissioners and Council Members as Pet Parade judges. We have even been able to provide vaccinations on site with a mobile clinic. We have also had city representatives on site to allow pet owners to register their pets officially with the City at this event.

For the first time ever, HBFOP held Pets in the Park virtually in 2020, as a result of COVID-19. We simply could not skip such a fun local event. See highlights of the virtual fun we had on our HBFOP Social Channels. Special thanks to Jani Lange and Justin Massey for their involvement in our first ever Pets in the Park @Home edition.

Parks and Recreation Commission indicated at previous meetings that HBFOP and Pets in the Park are the exact type of event and organization that should be eligible for an LTA with the City of Hermosa Beach.

#### **Event Form Criteria:**

- The event has been held successfully for more than 3 years – with approval from City Staff & Parks and Rec Commission
- HBFOP is organization that serves, involves, and/or promotes Hermosa Beach's coastal lifestyle, its residents, schools, and/or businesses.
- HBFOP has demonstrated and can continue to provide a provide a positive impact to the City including enhancements to quality of life to the Hermosa Beach

**Organization: Hermosa Beach Friends of the Parks (NON-PROFIT)**  
**Event: Pumpkins in the Park**

community; or the offering of recreational, cultural, social, and/or educational activities of interest to the community.

Thank you for your consideration of this LTA proposal for HBFOP to continue to host this community favorite event: Pets in the Park

Sincerely,  
Hermosa Beach Friends of the Parks  
[HBFOP.ORG](http://HBFOP.ORG)

