



City of Hermosa Beach • Community Resources Department
710 Pier Avenue • Hermosa Beach, CA 90254 • 310.318.0280
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:

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: 15

Event location: Edith Rodaway Park (formerly at Fort Lots of Fun)

Estimated # of Participants: 175

Age of Participants: all ages

Estimated # of Spectators (daily): 25

Total Estimated Attendance: 200

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 and Parks and Rec

☐ Concert

☐ Swim Event

☒ Other Community Halloween Event

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

The inception of this non-profit organization 501(c)(3) was to support the City of Hermosa Beach Parks and

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): October 16, 2021

Event Date(s): October 16, 2021

Clean-Up Date(s): October 16, 2021

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

Adjacent communities have numerous Fall festivals, as we customarily offer pumpkin-decorating this falls

YEAR TWO EVENT DATE(S):

Set-Up Date(s): October 15, 2022

Event Date(s): October 15, 2022

Clean-Up Date(s): October 15, 2022

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

Adjacent communities have numerous Fall festivals, as we customarily offer pumpkin-decorating this falls

YEAR THREE EVENT DATE(S):

Set-Up Date(s): October 14, 2023

Event Date(s): October 14, 2023

Clean-Up Date(s): October 14, 2023

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

Adjacent communities have numerous Fall festivals, as we customarily offer pumpkin-decorating this falls

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

Laura Leventhal, President HBFOP

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: PUMPKINS IN THE PARK

Event Date(s): OCTOBER 16, 2021, OCTOBER 15, 2022, and OCTOBER 14, 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

0 6

0 2

0 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 501 (c) (3) non-profit corporation, #77-0610050, 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.

Friends of the Parks 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 more!

Pumpkins in the Park has been held for more than three consecutive years in Hermosa Beach at Edith Rodaway Park. The event has become a family favorite event with fun activities for children and parents alike. The event has certainly demonstrated a positive impact to the city and community overall.

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 Pumpkins in the Park is no exception. The event has traditionally had involvement from Rotary and Kiwanis as well as the local Boy Scout Troup, and local student volunteers. The most recent event also included volunteers from Leadership Hermosa. This event is supported by local sponsors and partners.

Parks and Recreation Commission stated that HBFOP and Pumpkins 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 10 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 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: Pumpkins in the Park

Sincerely,
Hermosa Beach Friends of the Parks
HBFOP.ORG

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

