



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

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: _____		Birthdate: _____	
Organization Name: _____			
Non-Profit? <input type="checkbox"/> No <input type="checkbox"/> Yes		Non-Profit I.D. or Tax Exempt #: _____	
If non-profit, please describe who will benefit from funds raised from your event: _____			
Address: _____			
_____ City		_____ State	_____ Zip
Phone: _____		Cell: _____	
Email Address: _____			

EVENT INFORMATION

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

Event location: _____

Estimated # of Participants: _____ Age of Participants: _____

Estimated # of Spectators (daily): _____ Total Estimated Attendance: _____

Please indicate your event level, selecting all that apply:

<input type="checkbox"/> Local	<input type="checkbox"/> Regional	<input type="checkbox"/> National
<input type="checkbox"/> Championship	<input type="checkbox"/> Qualifier	

Event Type (please select all that apply):

<input type="checkbox"/> Race (run, walk, bike, etc.)	<input type="checkbox"/> Tournament	Type: _____
<input type="checkbox"/> Parade	<input type="checkbox"/> Pass-Through	
<input type="checkbox"/> Street Fair/Festival	<input type="checkbox"/> Fundraiser	Benefitting: _____
<input type="checkbox"/> Concert	<input type="checkbox"/> Swim Event	
<input type="checkbox"/> Other _____		

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

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): _____

Event Date(s): _____

Clean-Up Date(s): _____

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

YEAR TWO EVENT DATE(S):

Set-Up Date(s): _____

Event Date(s): _____

Clean-Up Date(s): _____

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

YEAR THREE EVENT DATE(S):

Set-Up Date(s): _____

Event Date(s): _____

Clean-Up Date(s): _____

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

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

Name/Company Representative

Laura Leventhal for HCBFO

Signature

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: Movies at the Beach

Event Date(s): Saturday September 18th & 25th

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.

Our event is typically held in summer - but we have also held it in early fall. (Around back to school)

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

PARKING
SOUND

1-2

2 OR MORE

TOTALS

5

3

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

II

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!

Movies at the Beach is a FREE sunset film series on the sand, presented by Friends of the Parks. Movies at the Beach has been held for more than three years on the Sand just South of Hermosa Pier. The series extends legacy of HBFOP's former event Movies at the Park. The event allows HBFOP to highlight the largest park in Hermosa, while reminding community members to keep the beach clean for everyone to enjoy.

The event is produced by Hermosa Beach Friends of the Parks – which directly works to benefit the Hermosa Beach City and Community. HBFOP has worked collaboratively to deliver this event on their own, in conjunction with Summer Concerts and most recently with Hermosa Summer Series.

HBFOP prides itself on working collaboratively with other community organizations, and Movies at the Beach is no exception. This event is very well known throughout the South Bay and has become a community favorite, involving local organizations and a number of local sponsors including Keller Williams Beach Cities, Beach Cities Health District and Fusion Academy to name a few. Hermosa Farmers Market even had involvement at this event.

HBFOP has worked with at least three City Managers in Hermosa Beach as well as City Staff to ensure that this event continues with success. HBFOP has been in discussions about a long-term agreement in order to continue to host Movies at the Beach.

Event Form Criteria:

- The event must be at least two (2) consecutive days (including setup and teardown).
- The event has been held successfully for more than 5 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.

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

- 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: Movies at the Beach

Sincerely,
Hermosa Beach Friends of the Parks
HBFOP.ORG

