



## Legislation Details (With Text)

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**File created:** 1/13/2022 **In control:** City Council  
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**Title:** APPROVAL OF THE COMMENCEMENT OF SPECIAL EVENT LONG-TERM AGREEMENT NEGOTIATIONS WITH THE JEWISH COMMUNITY CENTER FOR THE COMMUNITY CHANUKAH CELEBRATION AND THE GREAT AUTOS OF YESTERYEAR FOR THE ENDLESS SUMMER CLASSIC CAR SHOW  
(Community Resources Manager Lisa Nichols)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. 1. Jewish Community Center Long-term Agreement Application, 2. 2. Great Autos of Yesteryear Long-term Agreement Application, 3. 3. Link to December 3, 2019 Commission Report, 4. 4. Link to January 14, 2020 City Council Report, 5. 5. Link to August 4, 2020 Commission Report, 6. 6. Link to October 27, 2020 City Council Report, 7. 7. Link to January 4, 2022 Commission Report

Date	Ver.	Action By	Action	Result
1/25/2022	1	City Council		

**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of January 25, 2022**

**APPROVAL OF THE COMMENCEMENT OF SPECIAL EVENT LONG-TERM AGREEMENT  
NEGOTIATIONS WITH THE JEWISH COMMUNITY CENTER FOR THE COMMUNITY CHANUKAH  
CELEBRATION AND THE GREAT AUTOS OF YESTERYEAR FOR THE ENDLESS SUMMER  
CLASSIC CAR SHOW**  
(Community Resources Manager Lisa Nichols)

**Recommended Action:**

Staff recommends City Council approve the commencement of special event long-term agreement negotiations with the following organizations:

1. The Jewish Community Center for its Community Chanukah Celebration; and
2. The Great Autos of Yesteryear for its Endless Summer Classic Car Show.

**Executive Summary:**

The City Council approved implementation of the special event long-term agreement (LTA) policy pilot program for a three-year period commencing with the 2020 event calendar. Considering the cancellation of events in 2020 due to the COVID-19 pandemic, the City Council extended the policy's pilot program by one year, ending with the 2023 event calendar. Staff received LTA applications from the Jewish Community Center for its Community Chanukah Celebration and the Great Autos of

Yesteryear for its Endless Summer Classic Car Show. The Parks, Recreation and Community Resources Advisory Commission (Commission) reviewed the applications and recommends City Council approval to commence LTA agreement negotiations with the Jewish Community Center for its annual Community Chanukah Celebration, and the Great Autos of Yesteryear for its Endless Summer Classic Car Show.

**Background:**

On December 3, 2019, the Commission recommended that City Council approve the proposed special event LTA policy as a three-year pilot program, scheduled to begin with the 2020 event calendar. Additionally, the Commission recommended that City Council affirm and request that the Commission review and provide an update on the policy in two years, in advance of entering the pilot program's third and final year. The City Council formally approved the Commission's recommended policy and subsequent review at its January 14, 2020 meeting.

Considering the cancellation of large gatherings and events in 2020, the Commission recommended that City Council extend the special event LTA policy pilot program by one year at its August 4, 2020 meeting. The City Council approved the Commission's recommendation at its October 27, 2020 meeting. Therefore, the Commission is due to review the policy in 2022, instead of in 2021. The three-year policy pilot program would then be completed in 2023, at which time the Commission would recommend its permanent implementation with or without modifications.

At its January 4, 2022 meeting, the Commission reviewed LTA applications from the Jewish Community Center for its Community Chanukah Celebration and the Great Autos of Yesteryear for its Endless Summer Classic Car Show. Following its review, the Commission recommended the commencement of LTA negotiations with the Jewish Community Center for its annual Community Chanukah Celebration, and the Great Autos of Yesteryear for its Endless Summer Classic Car Show.

***Past Parks, Recreation, and Community Resources  
Advisory Commission and Council Actions***

<b>Meeting Date</b>	<b>Description</b>
December 3, 2019	Commission recommended Council approve the proposed special event LTA policy as a three-year pilot program
January 14, 2020	City Council formally approved the Commission's recommended LTA policy
August 4, 2020	Commission recommended that City Council extend the special event LTA policy pilot program by one year
October 27, 2020	City Council approved the Commission's recommendation extension

January 4, 2022	Commission reviewed LTA applications from the Jewish Community Center for its Community Chanukah Celebration; and the Great Autos of Yesteryear for its Endless Summer Classic Car Show
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**Discussion:**

Staff began accepting LTA applications on September 17, 2020 for special events that met the eligibility requirements. In addition to completing the application, each event producer is required to submit a corresponding letter that addresses how the organization or event qualifies for each of the eligibility requirements.

To be eligible for a long-term agreement, an organization must satisfactorily meet at least three of the following qualifiers:

- The event qualifies as an Impact Level II or III (per the Impact Worksheet), and at least one of the following:
  - Have a combined total of 5,000 attendees; or
  - Take place over two consecutive days (including setup and teardown).
- The event has been held in Hermosa Beach for at least three consecutive years and can demonstrate a positive impact to the City including substitutive and measurable economic and community benefits;
- The event is produced by an organization that serves, involves, and/or promotes Hermosa Beach's coastal lifestyle, its residents, schools, and/or businesses; and
- The event producer or organization can 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.

Staff received LTA applications from the Jewish Community Center for its Community Chanukah Celebration on November 4, 2021 and the Great Autos of Yesteryear for its Endless Summer Classic Car Show on November 29, 2021. As required by the LTA policy, the Commission reviewed the applications at its January 4, 2022 meeting and recommended City Council approve the commencement of special event long-term agreement negotiations with the Jewish Community Center and the Great Autos of Yesteryear. If City Council affirms the Commission's recommendation to proceed, staff would begin negotiating with both organizations and return to City Council for formal adoption of the final agreements.

Included in Table 1 are the Jewish Community Center's and the Great Autos of Yesteryear's date requests for consideration.

**Table 1: LTA Applicant's Requested Event Days through 2023**

Event	2022	2023
<b>The Jewish Community Center's Community Chanukah Celebration</b>	Wednesday 12/14 (set-up) Sunday 12/18 (event) Tuesday 12/27 (teardown)	Wednesday 12/6 (set-up) Sunday 12/10 (event) Monday 12/18 (teardown)
<b>The Great Autos of Yesteryear's Endless Summer Classic Car Show</b>	Saturday 5/7	Saturday 5/6

Requested dates are not confirmed at this phase of review but would be part of the negotiation process if approved by the Council to proceed. Dates are provided here for informational purposes only and are consistent with each organization's event dates held in previous years.

### **Event Information:**

#### **Community Chanukah Celebration**

The Jewish Community Center's annual Community Chanukah Celebration includes music, entertainment, the lighting of the Menorah, and family fun activities on Pier Plaza. Setup consists of the installation of the Menorah on Pier Plaza and Greenwood Park the Wednesday prior to the event. The Menorahs stay in place through the indicated teardown dates. Additional event details and the organization's justification for consideration of an LTA are included in its LTA application and supplemental letter included as **Attachment 1**.

#### **Endless Summer Classic Car Show**

The Great Autos of Yesteryear's annual Endless Summer Classic Car Show includes the display of 48 classic cars throughout Pier Plaza. Additional event details and the organization's justification for consideration of an LTA are included in its LTA application and supplemental letter included as **Attachment 2**.

### **General Plan Consistency:**

This report and associated recommendation have been evaluated for their consistency with the City's General Plan. Relevant Policies are listed below:

#### *Governance Element*

#### **Goal 1. A high degree of transparency and integrity in the decision-making process.**

Policy:

- **1.6 Long-term considerations.** Prioritize decisions that provide long-term community benefit and discourage decisions that provide short-term community benefit but reduce long-term opportunities.

#### *Parks and Open Space Element*

#### **Goal 3. Community parks and facilities encourage social activity and interaction.**

Policies:

- **3.1 Community-friendly events.** Encourage, permit, and support community group, nonprofit, or business organized events on City property that support

physical activity, beach culture, and family-friendly social interactions.

- **3.2 Social and cultural events.** Design and program parks and open space to accommodate unique social and cultural events to foster connectedness and interaction.
- **3.3 Commercial use of facilities.** Regulate and enforce commercial use of City parks and open spaces to ensure activities do not impact general use and enjoyment.

**Goal 8. Special events at the beach are balanced to support community recreation and economic development without restricting coastal access or impacting the community.**

Policies:

- **8.3 Community-focused events.** Prioritize the approval of special events that enhance the sense of community, improve economic vitality, and foster
- **8.4 Family-focused events.** Prioritize events that appeal to a wide segment of community members.

**Fiscal Impact:**

At this time, there is no known fiscal impact associated with the recommended action. Special event fees are negotiated as part of each agreement, but those impacts are not known until the commencement of negotiations.

**Attachments:**

1. Jewish Community Center Long-term Agreement Application
2. Great Autos of Yesteryear Long-term Agreement Application
3. Link to December 3, 2019 Commission Report
4. Link to January 14, 2020 City Council Report
5. Link to August 4, 2020 Commission Report
6. Link to October 27, 2020 City Council Report
7. Link to January 4, 2022 Commission Report

**Respectfully Submitted by:** Lisa Nichols, Community Resources Manager

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** Suja Lowenthal, City Manager