



## Staff Report

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File #: REPORT 16-0403, Version: 1

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**Honorable Mayor and Members of the Hermosa Beach City Council &  
Parks, Recreation and Community Resources Commission  
Joint Study Session of July 6, 2016**

**REVIEW THE SPECIAL EVENT POLICY GUIDE  
AND DISCUSS WHETHER OR NOT TO ALLOW THE  
PARKS AND RECREATION ADVISORY COMMISSION  
TO MEET ON A MONTHLY BASIS  
(Community Resources Manager Kelly Orta)**

**Recommended Action:**

Review the Special Event Policy Guide, specifically policy changes resulting in potential municipal code updates and discuss the Commission's request to return to a monthly meeting schedule.

**Background:**

The Community Resources Department is tasked with reviewing and overseeing special events that take place on public property in the city. This process, as well as other aspects of special event management, has become a growing concern in the community due to scheduling impacts to the beach and the availability of the beach for recreational use. Below is a timeline of actions taken in regards to special events:

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Date	Meeting Body	Action
January 22, 2013	City Council	Council directed staff to return to the Recreation Advisory Commission regarding fees for nonprofit organizations as well as policy review
April 2, 2013	P&R Commission	Discussion of both commercial and non-commercial application fees, but no action was taken
August 6, 2013	P&R Commission	Commission voted to hold a special event to discuss and provide direction on the new surrounding management of special events
September 16, 2013	P&R Commission Workshop	The Commission held a public discussion on event impacts, fees, requests for waiver application process, and event oversights. The Commission reviewed the Special Event section of the City's Municipal Code and voted to support the new policy.
October 10, 2013	P&R Commission	The Parks and Recreation Commission discussed policy changes and enforcement of existing policy emanating from the September workshop
May 13, 2014	City Council	Council requested staff to return in the fall for policy discussion on special events
August 5, 2014	P&R Commission	Commission discussed ideas or issues related to special events
January 13, 2015	City Council	Gave direction to Commission to study special events further and to create policy changes
April 4, 2015	P&R Commission	Commissioners Guheen and Lange were appointed to serve on the Special Event Subcommittee
May 26, 2015	Joint City Council and P&R Commission Study Session	The Subcommittee presented their recommendations and recommended process for making updates to special event policy.
October and November 2015	Special Event Subcommittee	Met with staff and Leeanne Singleton to review policies in 2016 and direction of formal policy creation for implementation in 2017
December 2015	P&R Commission	Leeanne Singleton presented policy changes and a timeline for creation of the Special Event Policy Guide, which would go into effect in 2017
January 2016	City Council	City Council affirmed the policy changes and the timeline for the Special Event Policy Guide
June 2016	P&R Commission	A draft Special Event Policy Guide was presented. Further edits were made prior to presentation.

In 2015, the City Council directed the Parks, Recreation, and Community Resources Commission to create a subcommittee tasked with reviewing and making policy recommendations surrounding special events as a way to mitigate issues and concerns over impacted scheduling of events on the beach. At the regular meeting of April 7, 2015, the Commission voted to have Jessica Guheen and Jani Lange serve on this subcommittee. Additionally, the City contracted with Leeanne Singleton in October, 2015 to assist the subcommittee and staff in creating the Special Event Policy Guide (SEPG). Leeanne's knowledge and familiarity with the community through her work the past few years in updating the city's General Plan (PLAN Hermosa) has been invaluable in assisting through this process related to special events. Additionally, she is well versed in issues surrounding Coastal Commission policies, which has allowed any policy and potential ordinance updates updated for special events to remain parallel to PLAN Hermosa and the goals of the Coastal Commission.

**Analysis:**

The SEPG was formed as a way to have a central location for policy, procedures, Hermosa Beach Municipal Code (HBMC), and general information related to special events that take place in Hermosa Beach. While this is the first time the SEPG is being presented to the Council, a majority of the policy and information contained in it is not new and are long-standing policies. Additionally, the policies adopted in December 2015 by the Commission (and affirmed in January 2016 by Council) are included in the guide. The copy before you this evening includes the comments and updates from the Parks, Recreation and Community Resources Advisory Commission.

Through creation of this guide, there are a few changes that are of note and should be considered as part of your review this evening, which include:

1. Peak Season Event Limits (pg. 7)

- a. These limits were not changed from what was adopted in December 2015, although Council should determine if these limits are too low as the number of events in 2016 has already exceeded some of these guidelines. The current totals for the peak season include:

Peak Season Memorial Day Labor Day; approx. 100 days		
Category I Events (max. of 46)	*Category III Events (max of 31)	Total # of Events Days (out of 70 total)
46	30	76

2. Application Submittal Deadlines (pg. 7-8)

- a. Category III events, which are the largest category, would be plugged into the following year's calendar first and would take place in September of each year following a July 30

submittal deadline.

- b. Category I and II events would be able to submit their applications during the month of July, although they would not be approved until December of each year.

3. Level of Review and Approval (pgs. 8-9)

- a. The smallest events, Category I, would be approved at the staff level and plugged onto the calendar starting December of year (once Category III events are approved) and on a rolling basis thereafter. These events do not require City Council review.
- b. Category II events are approved by the Commission starting December of each year and do not require City Council review.
- c. Category III events, new events, and those that seek a multi-year contract would be required to attend a Public Hearing by both the Commission and Council prior to approval.

4. Fee Waivers (p. 11)

- a. On an annual basis, the City Council will affirm organizations requesting fee waivers and/or a reduction of additional impact fees up to 10%.
- b. The application fee is non-refundable and non-waivable and is required for all application submittals.

5. Community Benefit (pg. 12)

- a. a. Now included on the application is a requirement for the event producer to include a narrative of the community benefit of their event to the Hermosa Beach with a suggestion to use the Decision-Making Tool as a guide for their response.

It is also important note that as part of these updates, changes are necessary to various municipal codes as they are presented in the guide. An informal version of these code changes (reflecting the Commission's recommendations) is included as Attachment 2. The formal ordinance is scheduled to return to City Council as a Public Hearing on July 26. Additionally, there is a desire to make changes to the special event fees, which will be presented to the Parks and Recreation Commission and City Council once the city's User Fee Study is presented, but still in time for implementation for the 2017 calendar year of events.

Furthermore, through discussions of the SEPG and the regularity at which with Parks, Recreation and Community Resources Advisory Commission feels they should be meeting to meet the needs of the ongoing request to host events in Hermosa Beach, they would like Council to consider whether or not they can return to meeting monthly instead of bi-monthly. As a cost savings measure, the City Council decided to have the Parks and Recreation Commission meet bimonthly starting in fiscal year 2010/2011. Should the Council approve the monthly meeting schedule, there would need to be ordinance changes to reflect this.

**Fiscal Implications:**

None.

**Attachments:**

1. Special Event Policy Guide
2. Informal Municipal Code Changes

**Respectfully Submitted by:** Kelly Orta, Community Resources Manager

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

**Approved:** Viki Copeland, Finance Director