



Staff Report

File #: REPORT 19-0155, Version: 1

Honorable Mayor and Members of the Hermosa Beach City Council Regular Meeting of March 12, 2019

**CONSIDERATION OF SPECIAL EVENT FEE WAIVER
REQUESTS FOR HEARTS OF HERMOSA (MARCH 23);
SANDPIPERS STROLL THE STRAND (MARCH 24);
HOPE CHAPEL'S EASTER EGG HUNT (APRIL 20); AND
HOPE CHAPEL'S EASTER SUNRISE SERVICE (APRIL 21)**
(Community Resources Manager Kelly Orta)

Recommended Action:

Staff recommends that the City Council consider special event fee waiver requests totaling \$22,130.29 from the following organizations:

1. Hermosa Beach Education Foundation for 'Hearts of Hermosa Beach' on Saturday, March 23 (requesting fee waiver of \$7,814.29);
2. Sandpipers for 'Sandpipers Stroll the Strand' on Sunday, March 24 (requesting fee waiver of \$400);
3. Hope Chapel's Easter Egg Hunt on Saturday, April 20 (requesting fee waiver of \$2,612); and
4. Hope Chapel's Easter Sunrise Service on Sunday, April 21 (requesting fee waiver of \$11,304).

Executive Summary:

The City of Hermosa Beach is a highly sought-after destination for special events. The Community Resources Department is tasked with overseeing these event and permit requests following an extensive review and approval process that includes both the Parks, Recreation and Community Resources Advisory Commission (Commission) and the City Council, depending on the Impact Level of each event and whether they are new or returning events to the City. Once events are approved and included on the City's Special Event Calendar, qualifying organizations are eligible for fee waiver consideration by the City Council. Three organizations request this consideration for their upcoming events.

Background:

In 2017, the Special Event Policy Guide was implemented, which outlines an updated approval process for special events consistent with each event's categorized impact level, as well as a Fee Waiver Policy that provides guidelines for consideration of fee reductions by the City Council. This policy states that valid, non-profit organizations are eligible for fee reductions by making a formal request through the completion of the Fee Waiver Application. Further, this policy specifies that:

- The application fee cannot be waived;
- The permit fee(s) can be waived up to 100%; and

- Additional impact fees can be waived up to 10%.

Discussion:

Several fee waiver requests include additional waivers beyond what is provided by the Fee Waiver Policy. The fee tables that follow are tailored for each event and are consistent with the fee waiver policy. The highlighted rows include each organization's specific request. The Fee Waiver Policy leaves determination of the level of fee waivers to the discretion of the City Council.

Hearts of Hermosa - Saturday, March 24

This annual event is organized by the Hermosa Beach Education Foundation ("HBEF") and is approved to be held in the Community Center parking lot on Saturday, March 24. The Commission formally approved this event at its regular meeting on December 4, 2018. Set up for this event will take place on Friday, March 23 and clean up on Sunday, March 25. Up to 600 people are anticipated to attend this fundraising event for HBEF with proceeds benefitting programs and activities supported by the HBEF. Additional event details are included in its Special Event Application (**Attachment 1**). HBEF is requesting all associated special event fees to be waived. A copy of its Special Event Fee Waiver Application is included as **Attachment 2**.

Included in Table 1 are anticipated event fees associated with this event and fee reductions calculated, consistent with the fee waiver policy.

Table 1: Hearts of Hermosa Anticipated Event Fees & Fee Waiver Calculations

	Fee	Waivable?	Maximum Fee Reduction Total	Cost to Applicant
Application Fee	\$544	No	---	\$544
Applicable Special Event Fees (waivable up to 100%)	Category H \$2596 per day (x 3 days)	Yes	\$7788	\$0
Applicable Impact Fees (waivable up to 10%)	Amplified Sound Permit \$160	Yes	\$16	\$236.59
	PT Staff 2 staff @ 2 hours, \$25.72 per hour		\$10.29	
	TOTAL \$8,594.88		TOTAL \$7,814.29	TOTAL \$780.59

For HBEF's 2018 event, the City waived all special event fees including impact fees for this event. The only fee charged was for additional staffing to allow the Community Center to remain open until midnight to utilize the restroom facilities, noted above as "PT Staff".

Sandpipers Stroll the Strand - Sunday, March 24

The Sandpipers organization, a local non-profit, has been approved to hold a fundraising walk on Sunday, March 24 on the Strand starting at the Hermosa Beach Pier, walking north to Manhattan Beach, and back. The Commission formally approved this event at its regular meeting on December 4, 2018. This is the third year this fundraising event has taken place in Hermosa Beach with proceeds benefitting underprivileged families and children in the South Bay. An estimated 200 people are expected to participate. Additional event details are included in its Special Event Application (**Attachment 3**). Sandpipers is requesting all associated special event fees to be waived. A copy of its Special Event Fee Waiver Application is included as **Attachment 4**.

Included in Table 2 are anticipated event fees associated with this event and fee reductions calculated, consistent with the fee waiver policy.

Table 2: Sandpipers Stroll Anticipated Event Fees & Fee Waiver Calculations

	Fee	Waivable?	Maximum Fee Reduction Total	Cost to Applicant
Application Fee	\$544	No	---	\$544
Applicable Special Event Fees (waivable up to 100%)	Category 4 \$2 per participant (estimated at 200 people)	Yes	\$400	\$0
Applicable Impact Fees (waivable up to 100%)	None			
	<u>TOTAL</u> \$944		<u>TOTAL</u> \$400	<u>TOTAL</u> \$544

In 2018, all special event fees were waived excluding the application fee.

Hope Chapel's Easter Egg Hunt

Hope Chapel has been approved to hold its annual Easter Egg Hunt at Valley Park on Saturday, April 20. This event is free to the community and provides activities for all ages including an egg hunt, game booths, food and photo opportunities. An estimated 3,000 people are expected to attend. The Commission formally approved this event at its regular meeting on December 4, 2018. Additional event details are included in its Special Event Application (**Attachment 5**). Hope Chapel is requesting all

associated special event fees to be waived. A copy of its Special Event Fee Waiver Application is included as **Attachment 6**.

Included in Table 3 are anticipated event fees associated with this event and fee reductions calculated, consistent with the fee waiver policy.

Table 3: Easter Egg Hunt Anticipated Event Fees & Fee Waiver Calculations

	Fee	Waivable?	Maximum Fee Reduction Total	Cost to Applicant
Application Fee	\$544	No	---	\$544
Applicable Special Event Fees (waivable up to 100%)	Category H \$2596	Yes	\$2596	\$0
Applicable Impact Fees (waivable up to 10%)	Amplified Sound Permit \$160	Yes	\$16	\$144
	TOTAL \$3,300		TOTAL \$2,612	TOTAL \$688

In 2018, applicable special event fees were reduced consistent with the Fee Waiver Policy.

Hope Chapel's Easter Sunrise Service - Sunday, April 21

Hope Chapel has been approved to hold its annual Easter Sunrise Service on Pier Plaza on Sunday, April 21 beginning at 6:00am. This event anticipates approximately 1,100 attendees of all ages and is a celebration of the Easter holiday. Seating for 750 people will be set up on Pier Plaza facing west toward the ocean. A small eastern-facing stage will include acoustic music as well as microphones for singing and speaking during the service. Additional event details are included in Hope Chapel's Special Event Application, which is included as **Attachment 7**.

In 2018, this event was held on the east lawn of the Community Center. Although this was Hope Chapel's ideal location for their upcoming event, Pier Plaza was the approved location by both the Parks, Recreation and Community Resources Advisory Commission and the City Council due to concern over noise impacts from the nearby residential area surrounding the Community Center. The use of Pier Plaza is charged a higher rate due to its highly desired location in the downtown area considering the high volume of foot traffic and visitors. Therefore, event fees for the Easter Sunrise Service are substantially higher than in 2018. Included in Table 4 are anticipated event fees associated with this event and fee reductions calculated, consistent with the fee waiver policy.

Table 4: Easter Sunrise Service Anticipated Event Fees & Fee Waiver Calculations

	Fee	Waivable?	Maximum Fee Reduction Total	Cost to Applicant
Applicable Special Event Fees (waivable up to 100%)	*Pier Plaza Promotion (PPP) \$11,292	Yes	\$11,292	\$0
Applicable Impact Fees (waivable up to 10%)	Parking \$1.25 per hour (8 spaces @ 12 hrs. ea \$120)	Yes	\$12	\$108
	<u>TOTAL</u> \$11,412		<u>TOTAL</u> \$11,304	<u>TOTAL</u> \$108

**Application fee (\$544) and Amplified Sound Permit (\$160) are included in the PPP event fee.*

Hope Chapel did not request a fee waiver for its 2018 Easter Sunrise Service. Hope Chapel requested and was granted fee waivers for its annual Easter Egg Hunt at Valley Park. A copy of its Fee Waiver Application is included as **Attachment 8**.

General Plan Consistency:

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

- Parks & Open Space Goal 3. Community parks and facilities encourage social activity and interaction.
 - 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.
 - 3.4 - *Balance space needs*. Balance the space needs and demand on public resources of formal and informal events.

Fiscal Impact:

If Council grants the requested fee waivers totaling \$22,130.29 to all three organizations, the City would receive approximately \$2,120.59 in special event revenue instead of \$24,250.88.

Attachments:

1. Hearts of Hermosa Special Event Application
2. Hearts of Hermosa Fee Waiver Application
3. Sandpipers Stroll the Strand Special Event Application
4. Sandpipers Stroll the Strand Fee Waiver Application
5. Hope Chapel's Easter Egg Hunt Special Event Application
6. Hope Chapel's Easter Egg Hunt Fee Waiver Application
7. Hope Chapel's Easter Sunrise Service Special Event Application
8. Hope Chapel's Easter Sunrise Service Fee Waiver Application

Respectfully Submitted by: Kelly Orta, Community Resources Manager

Noted for Fiscal Impact: Viki Copeland, Finance Director

Approved: Suja Lowenthal, City Manager