



Staff Report

File #: REPORT 19-0328, Version: 1

**Honorable Mayor and Members of the Hermosa Beach City Council
Regular Meeting of May 28, 2019**

**CONSIDERATION OF SPECIAL EVENT FEE WAIVER
REQUESTS FOR BEST DAY FOUNDATION BEACH DAY
FROM SATURDAY, JUNE 15 - SUNDAY, JUNE 16; AND
SATURDAY, SEPTEMBER 14 - SUNDAY, SEPTEMBER 15, 2019
(Community Resources Manager Kelly Orta)**

Recommended Action:

Staff recommends that the City Council consider a special event fee waiver request totaling \$140 from the Best Day Foundation for “Best Day Foundation Beach Day” on June 15-16 and September 14-15, 2019.

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. The Best Day Foundation requests this consideration for a series of “Best Day Foundation Beach Day” events.

Background:

The City’s Special Event Policy Guide 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 reduction consideration by making a formal request through the completion of the Fee Waiver Application. Possible options specified in the policy include:

- 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%.

The Fee Waiver Policy leaves determination of the level of fee waivers to the discretion of the City Council. For the two “Best Day Foundation Beach Day” events that took place in 2018, the City

Council approved full fee waivers for applicable permit fees and impact fees; the application fee was not waived.

As part of their role on the Special Event Subcommittee, Parks, Recreation and Community Resources Advisory Commissioners Lange and Ellman are currently reviewing fees and fee waiver policies associated with special events. The Subcommittee strives to present recommended policy revisions for the Commission’s input at its regular meeting on June 10, 2019. In the interim, the City Council approved fee reductions of 50% for several events at its regular meetings on March 12 and April 9, 2019.

Discussion:

The “Best Day Foundation Beach Day” has been approved to take place from Saturday, June 15-Sunday, June 16 and Saturday, September 14-Sunday, September 15, 2019 on the beach south of the Pier. This event is for those with special needs aged 4-22 and includes assisted tandem surfing, bodyboarding, stand up paddling, sandcastle building, and an obstacle course. Each participant has an assigned ‘buddy’ that assists them in all activities and to ensure their safety. Following lunch, participants receive goodie bags and medals at a celebratory ceremony. For many, this is the first time they are able to experience being in the water or participate in beach activities and is a memorable day for all who participate and volunteer. The event anticipates a daily combined total of approximately 115 people each day, which includes 35 participants and 80 volunteers. Additional event details are included in its Special Event Application (**Attachment 1**).

Best Day Foundation requests a waiver for applicable special event fees, which were partially waived by the City Council in 2018. Table 1 includes an itemized list of the estimated special event fees specific to the ‘Best Day Foundation Beach Day’ events. The middle column, “FEE WAIVER POLICY - Maximum Fee Reduction Total”, is reflective of the event’s requested fee waivers and consistent with the current special event Fee Waiver Policy. Should the City Council choose to grant a 50% fee reduction for applicable special event fees, consistent with its action taken at the March 12 and April 9, 2019 regular meetings, the final column in Table 1, “50% REDUCTION - Maximum Fee Reduction Total” is reflective of this, resulting in estimated fees totaling \$684. The application fee would be required to be paid in full. A copy of its Special Event Fee Waiver Application is included as **Attachment 2**.

Table 1: Best Day Foundation Beach Day Anticipated Event Fees & Fee Waiver Calculations

	Fee	Cost	FEE WAIVER POLICY Maximum Fee Reduction Total	50% REDUCTION Maximum Fee Reduction Total
Application Fee (non-waivable)	\$544	\$544	\$544	\$544
Applicable Special Event Fees (waivable up to 100%)	Non-profit \$2 per participan(June 1516) (70 participants total)	\$140	\$0	\$70
	Non-profit \$2 per participan(Sept. 1415) (70 participants total)	\$140	\$0	\$70
Applicable Impact Fees (waivable up to 10%)	None	--	---	---
		TOTAL \$824	Total Reduction \$280	Total Reduction: \$140
			Cost to Applicant \$544	Cost to Applicant: \$684

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 recommended fee waiver totaling \$140 to the Best Day Foundation, the City would receive approximately \$684 in special event revenue instead of \$824.

Attachments:

1. Best Day Foundation Beach Day Special Event Application
2. Best Day Foundation Beach Day Fee Waiver Application

Respectfully Submitted by: Kelly Orta, Community Resources Manager

Noted for Fiscal Impact: Viki Copeland, Finance Director

Approved: Suja Lowenthal, City Manager