



Staff Report

File #: REPORT 19-0361, Version: 1

**Honorable Mayor and Members of the Hermosa Beach City Council
Regular Meeting of May 31, 2019**

**APPROVAL OF THE LOCATION AGREEMENT WITH BOB BAIN
PRODUCTIONS, INC. FOR THE 2019 TEEN CHOICE AWARDS
TO BE HELD ON THE BEACH SOUTH OF THE PIER ON
SUNDAY, AUGUST 11, 2019**

(Community Resources Manager Kelly Orta)

Recommended Action:

Staff recommends that the City Council approve the Location Agreement with Bob Bain Productions, Inc. for the 2019 Teen Choice Awards to be held on the beach south of the Pier on Sunday, August 11, 2019.

Executive Summary:

The City of Hermosa Beach is a highly sought-after destination for special events, especially on its expansive beach and downtown area. Bob Bain, producer of the annual Teen Choice Awards (TCA), has requested to hold this event on the beach south of the Pier on Sunday, August 11, 2019. Although staff has already provided an administrative approval, allowable through the special event approval policy, the production team requires the execution of a formal Location Agreement prior to formally announcing the upcoming show as well as putting aspects of event planning into motion. The formal announcement of the show triggers a fundamental aspect of the event, which is the ability for teens to begin casting their votes. Being able to do so with sufficient time prior to the awards show creates the urgency to hold a special meeting of the City Council. City staff, City Attorney, and TCA staff have worked the last few weeks to develop and finalize the Location Agreement for Council consideration. Staff recommends that the City Council approve the Location Agreement for the Teen Choice Awards to be held on Sunday, August 11, 2019.

Background:

In late January 2019, Bob Bain, producer of the Teen Choice Awards (TCA), presented the opportunity for the City of Hermosa Beach to host this annual event on the beach south of the Pier in a similar footprint to the City's annual Summer Concert Series. This will be the first time the TCA is held in an outdoor venue since its inception in 1999. Over the last several months, the City's Special Event Team has been preliminarily working with the TCA production team to envision this event and to affirm that the required event logistics can safely and effectively take place on the City's beach and surrounding areas.

Discussion:

The TCA is an annual award show that targets the teenage demographic, ages 13-17, allowing them an opportunity to cast their votes through various online and social media sites for a series of award categories that honor the year's biggest achievements in music, film, sports, and more. The comprehensive event includes a red carpet for the arrival of celebrities and performers; a pre-show music festival that will be live-streamed online; and a two-hour awards ceremony, that will air live on FOX Network Primetime. There will be multiple live music performances in both the pre-show music festival as well as the awards ceremony from today's popular bands, which will be announced at a future date. This will be a free event and open for all ages and strives to produce an enjoyable and memorable event for the teenage demographic.

Upon receiving the completed Special Event Application (**Attachment 1**), staff provided an administrative approval, allowable through section D of HBMC 12.30.030, due to the confidentiality and timing it needed to effectively begin the logistical, financial, and safety preparations an event of this size requires. As a formality required by the TCA production team, the Location Agreement (**Attachment 2**) is necessary to announce the event and allow teens the ability to begin casting their votes.

The Location Agreement outlines the following key provisions:

- A term of August 5, 2019 to August 12, 2019, which will include setup, event, and post-event cleanup activities.
- Confirmation that all applicable special event fees will be charged accordingly, and that the City will be compensated for TCA's use of City resources deemed necessary as a result of the event.

It is important to note that the details included in the Special Event Application (**Attachment 1**) are preliminary and are likely to change once staff and the TCA production team are able to finalize event logistics. This should be considered foundational information that staff and the TCA production team will utilize to ensure that they properly take into consideration all planning and event-related items.

This event is an exciting addition to the month-long calendar of events that the City traditionally hosts each August as part of the Summer Concert Series and Movies on the Beach events. Staff has preliminarily started to determine if these events can share staging and other event-related infrastructure to further limit the number of days necessary for the installation and removal of equipment on the beach.

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:

- 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.
 - 3.2-Social and cultural events. Design and program parks and open space to accommodate unique social and cultural events to foster connectedness and interaction.
 - 3.4-Balance space needs. Balance the space needs and demand on public resources of formal and informal events.

Fiscal Impact:

Special events fees payable to the City for this event total an estimated \$115,940. This includes very rough estimates of reimbursable costs for City resources and applicable events fees known at this time.

Attachments:

1. Teen Choice Awards Special Event Application
2. Location Agreement

Respectfully Submitted by: Kelly Orta, Community Resources Manager

Noted for Fiscal Impact: Viki Copeland, Finance Director

Legal Review: Mike Jenkins, City Attorney

Approved: Suja Lowenthal, City Manager