



## Staff Report

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File #: REPORT 19-0621, Version: 1

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of September 24, 2019**

**PUBLIC HEARING TO CONSIDER THE PARKS, RECREATION  
AND COMMUNITY RESOURCES ADVISORY COMMISSION'S  
RECOMMENDATION TO APPROVE THE ADDITION OF THE  
FOLLOWING EVENTS TO THE 2019 SPECIAL EVENT CALENDAR:  
"VOLLEY4SOUND" ON THE BEACH VOLLEYBALL COURTS  
NORTH OF THE PIER ON SATURDAY, OCTOBER 19; THE  
"MIKE DOYLE CELEBRATION OF LIFE AND PADDLEOUT"  
AT THE PIERHEAD AND ON THE SOUTH SIDE OF THE PIER  
ON SUNDAY, OCTOBER 20; AND THE "BURPEE MILE" ON  
THE SOUTH SIDE OF THE PIER ON SATURDAY, DECEMBER 7  
(Community Resources Manager Kelly Orta)**

**Recommended Action:**

Staff recommends that the City Council hold a public hearing to consider the Parks, Recreation and Community Resources Advisory Commission's recommendation to approve the addition of the following events to the 2019 Special Event Calendar:

1. "Volley4Sound" on the beach volleyball courts north of the Pier on Saturday, October 19;
2. The "Mike Doyle Celebration of Life and Paddle-Out" at the pierhead and on the south side of the Pier on Sunday, October 20; and
3. "The Burpee Mile" on the south side of the Pier on Saturday, December 7.

**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.

A series of groups and organizations have applied to hold their events in Hermosa Beach, including: "Volley4Sound" on the beach volleyball courts north of the Pier on Saturday, October 19; the "Mike Doyle Celebration of Life and Paddle-Out" at the Pier head and on the south side of the Pier on Sunday, October 20; and "The Burpee Mile" on the south side of the Pier on Saturday, December 7. At the Commission's regular meeting on September 3, 2019, it unanimously voted to recommend

approval of these events by the City Council.

### **Background:**

The City's Special Event Policy Guide, adopted by the City Council in 2017, outlines an updated approval process for special events consistent with each event's categorized impact levels. Impact Level III events, which are the events with the highest level of impacts to the City, as well as new events to Hermosa Beach, require review and approval by the Parks, Recreation and Community Resources Advisory Commission and City Council through a public hearing process. At its regular meeting on September 3, 2019, the Commission unanimously recommended City Council's approval of "Volley4Sound", the "Mike Doyle Celebration of Life and Paddle-Out", and "The Burpee Mile" following a Public Hearing proceeding.

### **Analysis:**

#### **"Volley4Sound"**

The Hearing Loss Association of America requests use of select beach volleyball courts north of the Pier to hold a beach volleyball tournament on Saturday, October 19 to raise funds for hearing impaired individuals and their families that benefit from the association's program and services. This is its first time producing "Volley4Sound" in Hermosa Beach, thus requiring approval through a public hearing process. With an estimated 80 participants and 50 spectators, the one-day event is anticipated to attract a combined total of 130 people. Additional event details are included in its Special Event Application (**Attachment 1**).

Included in Table 1 below are estimated fees specific to this event:

**Table 1: "Volley4Sound" Estimated Event Fees**

	<b>Fee</b>	<b>Calculation</b>	<b>Total</b>
<b>Application Fee</b>	\$565	-	\$565
<b>Amplified Sound</b>	\$166	-	\$166
<b>NonProfit Participant Fee</b>	\$2 Per Participant	\$2 x 80 participants = \$160	\$160
<b>Total</b>			<b>\$891</b>

#### **"Mike Doyle Celebration of Life and Paddle-Out"**

The "Mike Doyle Celebration of Life and Paddle-Out" is produced by the South Bay Boardriders Club to honor the legendary surfer and Hermosa Beach Surfer's Walk of Fame inductee, who tragically

passed away from ALS in April 2019. Proceeds from the event will support the ALS Association's Golden West Chapter, raising funds and awareness for the organization. The event would include with a small ceremony held at the pierhead near the Tim Kelly statue and would utilize 30 chairs, two shade canopies, and a portable audio system. An organized paddle-out and surf session on the south side of the Pier would be followed by an afterparty at Watermans. An estimated 200 participants and 200 spectators are anticipated to attend. Additional event details are included in its Special Event Application (**Attachment 2**).

Included in Table 2 below are estimated fees specific to this event:

**Table 2: "Mike Doyle Celebration of Life and Paddleout" Estimated Event Fees**

	Fee	Calculation	Total
<b>Application Fee</b>	\$565	-	\$565
<b>Amplified Sound Permit</b>	\$166	-	\$166
<b>Parking</b>	\$1.25/hour per space	20 spaces in Lot B from 9:00am-2:00pm = \$125	\$125
<b>Total</b>			<b>\$856</b>

### **"The Burpee Mile"**

"The Burpee Mile" is an athletic challenge for individuals of all athletic abilities that includes the completion of burpees, a full body exercise that includes, squatting, planking, and jumping across a one-mile route on the beach near the waterline from the Hermosa Beach Pier to 9th Street and back. First Aid stations would be located throughout the course and would remain within the commercial zone. The applicant estimates 70 participants and 30 spectators, totaling an overall attendance of 100 people. Although the application specifies that participants must be between the ages of 12 and 60 years old, the event is open to all ages and abilities, but it is anticipated that most participants will be within the stated age range.

At the Commission's regular meeting on September 3, 2019, staff recommended approval of the applicant's second-choice date, Saturday, December 21, due to other events already approved on the Special Event Calendar for its first-choice date of Saturday, December 7. These conflicting events include the City's annual "Sand Snowman" contest on the beach north of the Pier and the "Tree Lighting Ceremony" held on Pier Plaza. Following its discussion, the Commission recommended approval of December 7 since each event, including "The Burpee Mile", would take place in alternate locations and would not directly conflict with one another. Additional event details are included in its Special Event Application (**Attachment 3**).

Included in Table 3 below are estimated fees specific to this event:

**Table 3: “The Burpee Mile” Estimated Event Fees**

	Fee	Calculation	Total
Application Fee	\$848	-	\$848
Category 1 Fee (70/30% of registration fees)	\$30 per participant	\$30 x 70 estimated participants = \$2100 \$2100 x 30% = \$630	\$630
Total			\$1,478

**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.

- *Policy 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.
- *Policy 3.4 - Balance space needs.* Balance the space needs and demand on public resources of formal and informal events.

**Fiscal Impact:**

If Council approves all three events, the City would receive \$3,225 in special event revenue.

**Attachments:**

1. “Volley4Sound” Special Event Application
2. “Mike Doyle Celebration of Life and Paddle-Out” Special Event Application
3. “The Burpee Mile” Special Event Application

**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