



Staff Report

File #: REPORT 21-0326, Version: 1

Honorable Mayor and Members of the Hermosa Beach City Council
Regular Meeting of June 8, 2021

**APPROVAL OF A SPECIAL EVENT LONG-TERM AGREEMENT
WITH THE ARTS GROUP OF HERMOSA BEACH TO PROVIDE
THE FINE ARTS FESTIVAL TO BE HELD ON
THE COMMUNITY CENTER LAWN**

(Interim Community Resources Manager John Jones)

Recommended Action:

Staff recommends City Council:

1. Approve a special event long-term agreement with the Arts Group of Hermosa Beach to provide the Fine Arts Festival; and
2. Authorize the Mayor and the City Clerk to execute the agreement, subject to approval by the City Attorney (**Attachment 1**).

Background:

As part of the approval process for the special event LTA policy pilot program, staff received an LTA application on September 21, 2020 from the Arts Group of Hermosa Beach to provide the Fine Arts Festival to be held on the Community Center lawn. At its October 6, 2020 meeting, the Parks, Recreation and Community Resources Advisory Commission reviewed the LTA application from the Arts Group of Hermosa Beach and approved commencement of negotiations for the Fine Arts Festival. The City Council approved the Commission's recommendation to commence negotiations at its October 27, 2020 meeting.

Discussion:

Since City Council approval to initiate long-term agreement negotiations, staff has worked with the Arts Group of Hermosa Beach to develop mutually agreeable terms for an agreement to hold the Fine Arts Festival on the Community Center lawn. This event would include art displays by local artists and students, with approximately 80 participants and 500 in attendance over the weekend. Negotiations have concluded and staff recommends approval of the proposed agreement beginning September 24, 2021 and expiring June 11, 2023 (**Attachment 1**).

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:

Governance Element

Goal 1. A high degree of transparency and integrity in the decision-making process.

Policies:

- **1.6 Long-term considerations.** Prioritize decisions that provide long-term community benefit and discourage decisions that provide short-term community benefit but reduce long-term opportunities.

Parks and Open Space Element

Goal 3. Community parks and facilities encourage social activity and interaction.

Policies:

- **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.
- **3.3 Commercial use of facilities.** Regulate and enforce commercial use of City parks and open spaces to ensure activities do not impact general use and enjoyment.

Goal 8. Special events at the beach are balanced to support community recreation and economic development without restricting coastal access or impacting the community.

Policies:

- **8.3 Community-focused events.** Prioritize the approval of special events that enhance the sense of community, improve economic vitality, and foster
- **8.4 Family-focused events.** Prioritize events that appeal to a wide segment of community members.

Fiscal Impact:

Table 1 includes all applicable special event fees associated with the Fine Arts Festival event. Those fees highlighted in yellow would remain the responsibility of the Arts Group of Hermosa Beach; others would be waived, as proposed in the LTA. The proposed fee-waivers include: the non-profit application fee of \$589; the event set-up fee of \$266 for one day of set-up; and the Category II daily fee of \$2,811 for two event days for a total of approximately \$6,477 annually. The total fees waived over the three-year agreement term would be approximately \$19,431.

Table 1: Fine Arts Festival Event Fees

FEE*	COST	CALCULATION	TOTAL
Parking (to be determined)	\$1.25 per hour (8am-8pm) \$1.50 per hour (8pm to 8pm)	TBD	TBD
Community Resources Staff (if deemed necessary)	\$353 per day	TBD	TBD
Amplified Sound Permit (if approved)	\$173	\$173 x 3 years (term of LTA)	\$519
Event Set-up	\$266 per day	\$266 x 1 day set-up x 3 years (term of LTA)	\$798
Category II	\$2,811 per event day	\$2,811 x 2 event days x 3 years (term of LTA)	\$16,866
Non-Profit Application Fee	\$589 per year	\$589 x 3 years (term of LTA)	\$1,767

**2022 and 2023 special event fees to be determined by the Master Fee Schedule. Totals are calculated based on 2021 special event fees.*

Attachments:

1. Agreement between the City of Hermosa Beach and Arts Group of Hermosa Beach to Provide the Fine Arts Festival

Respectfully Submitted by: Lisa Nichols, Senior Recreation Supervisor

Concur: John Jones, Interim Community Resources Manager

Noted for Fiscal Impact: Viki Copeland, Finance Director

Legal Review: Mike Jenkins, City Attorney

Approved: Suja Lowenthal, City Manager