



City of Hermosa Beach
 Community Resources Department
 710 Pier Avenue • Hermosa Beach, CA 90254
 310.318.0280 • hbconnect@hermosabeach.gov

SPECIAL EVENT LONG-TERM AGREEMENT APPLICATION

The City of Hermosa Beach recognizes the value in hosting a variety of beloved community events that help create a balanced and enjoyable Special Events Calendar for its residents. To support and develop a long-term approach to the scheduling of events, eligible events can qualify for a Long-term Agreement (LTA) with the City for a three-year term.

Procedures for Consideration

The following steps are required to guide the development and implementation of a LTA:

1. Submittal of an LTA Application to the Community Resources Department that addresses how the organization or event qualifies for each of the eligibility requirements.
2. Review and recommendation for City Council approval by the Parks, Recreation and Community Resources Advisory Commission.
3. Review and approval by City Council to begin LTA negotiations with Staff.
4. LTA negotiations and development.
5. Presentation of the final LTA to City Council for approval.

ORGANIZATION INFORMATION			
Applicant Name: <u>Dennis Lennon</u>		Birthdate: <u>07/05/1964</u>	
Organization Name: <u>Amateur Athletic Union</u>			
Non-Profit?	<input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes	Non-Profit I.D. or Tax Exempt #: <u>36-5118887</u>
If non-profit, please describe who will benefit from funds raised from your event:			
<u>The Athletes, coaches and parents who sign up and play in the event</u>			
Address: <u>7428 Midfield Ave</u>			
<u>Los Angeles</u>		<u>CA</u>	<u>90045</u>
City		State	Zip
Phone: <u>310-877-5293</u>		Cell: _____	
Email Address: <u>dlsports@mac.com</u>			

EVENT INFORMATION

Event name: AAU Hermosa Beach Championships

Please indicate the number of years your event has been held in Hermosa Beach: 33

Event location: North and South of the Hermosa Pier

Estimated # of Participants (daily): 300 Age of Participants: 10-18

Estimated # of Spectators (daily): 500 Total Estimated Attendance: 1000

Event Level: PLEASE SELECT ALL THAT APPLY

Local Regional National Championship Qualifier

Event Type: PLEASE SELECT ALL THAT APPLY

Race (run/walk, bike, etc.) Parade Concert Street Fair/Festival

Tournament Fundraiser Swim/Paddle/Surf

Other Please describe: _____

Please provide a brief explanation on your event and event activities:

AAU Hermosa Beach Championships for athletes ages 10-18.
Athletes from around the country will travel to Hermosa Beach to compete in the AAU Beach Volleyball Championships

EVENT DATES REQUEST

Date requests are not guaranteed.

YEAR ONE EVENT DATE(S):

Set-Up Date(s): July 12

Event Date(s): July 13-19

Clean-Up Date(s): July 19

YEAR TWO EVENT DATE(S):

Set-Up Date(s): July 13

Event Date(s): July 14 - 21

Clean-Up Date(s): July 21

YEAR THREE EVENT DATE(S):

Set-Up Date(s): July 13

Event Date(s): July 14 - 21

Clean-Up Date(s): July 21

Please provide a brief explanation detailing a necessity for holding your event during the date(s) listed above:

AAU Hermosa Beach Championships are held the 2nd week in Hermosa Beach. It is important for us to keep these dates as we work together with BVCA/JVA for set up and clean up and teams fly out to Hermosa to compete in both back to back.

ELIGIBILITY

In order for an organization to be eligible for consideration of a long-term agreement, its event(s) must satisfactorily meet at least three of the following:

PLEASE SELECT ALL THAT APPLY

- The organization's event(s) must qualify as an Impact Level II or III (per the Impact Characteristics Worksheet found in the Special Events Policy Guide), **AND** meet at least **one** of the following:
 - Have a combined estimated total of 5,000 people in attendance per day (participants and spectators); or
 - The event must be at least two (2) consecutive days (including set-up and tear-down).
- The organization has held its event in Hermosa Beach for at least three consecutive years.
- The event must be produced by an organization that serves, involves, and/or promotes Hermosa Beach's coastal lifestyle, its residents, schools, and/or businesses.

Please describe:

- The organization or event producer must be able to demonstrate how its programs (outside of those provided at the event) provide a positive impact to the City including enhancements to quality of life to the Hermosa Beach community; or the offering of recreational, cultural, social, and/or educational activities of interest to the community.

Please describe:

- The event can demonstrate:
 - A community benefit; or

Please describe:

The AAU Beach Volleyball National Championship offers a clear and lasting community benefit by creating an inclusive, inspiring, and family-friendly event that brings people together through sport. Local residents have the opportunity to watch high-level youth competition for free, volunteer, or simply enjoy the energetic atmosphere, promoting community pride and connection. The event also encourages youth participation in sports, which has long-term benefits such as improved health, teamwork, discipline, and confidence.

- A positive economic impact as a result of the event.

Please describe:

The AAU Beach Volleyball National Championship brings a significant positive economic impact to Hermosa Beach by attracting hundreds of teams, athletes, families, and spectators from across the country. These visitors contribute directly to the local economy by booking hotel stays, dining at restaurants, shopping at local businesses, and utilizing city services throughout the multi-day event.

ELIGIBILITY CONTINUED...

In order for an organization to be eligible for consideration of a long-term agreement, it must demonstrate a positive community benefit through either the organization or its event by meeting at least two of the following criteria:

PLEASE SELECT ALL THAT APPLY

- The event serves, involves, and/or promotes Hermosa Beach, its residents, schools, and/or businesses;

Please describe:

The AAU Hermosa Beach Championships directly uses the name of the city in the title.

It actively promotes and involves the Hermosa Beach community, creating a meaningful connection between the event and local residents, schools, and businesses. By drawing thousands of athletes, families, and spectators to the area, the event drives foot traffic to local restaurants, hotels, and shops, providing a significant boost to the local economy. Many out-of-town visitors explore and enjoy all that Hermosa Beach has to offer, creating lasting impressions and return visits.

The event also provides opportunities for local students and residents to volunteer, participate, or spectate, fostering a sense of community pride and involvement. With youth sports at its core, the championship highlights Hermosa Beach as a premier destination for family-friendly, healthy, and positive experiences, reinforcing its identity as a vibrant, active, and welcoming coastal city.

- The organization and/or event can demonstrate broad community support and sponsorship;

Please describe:

- The event appeals to a wide segment of community members;

Please describe:

- The organization and/or event enhances the quality of life to the Hermosa Beach community; offering recreational, cultural, social, and or and/or educational activities of interest to the community;

Please describe:

Beach by bringing a vibrant, family-friendly event that promotes recreational, cultural, and social engagement within the community.

This premier tournament attracts athletes and families from across the country, boosting local tourism and supporting small businesses, while also showcasing Hermosa Beach as a hub for youth sports and outdoor recreation.

Beyond competition, the event fosters positive youth development, encourages healthy, active lifestyles, and creates opportunities for community members to connect through the shared experience of sport—all in the heart of one of California's most iconic beach towns.

- the organization can demonstrate a commitment to supporting the City's active and healthy lifestyle as a result of the event; and/or

Please describe:

AAU Beach Volleyball proudly demonstrates its commitment to supporting Hermosa Beach's active and healthy lifestyle through its National Championship event. By bringing together youth athletes from across the nation to compete on Hermosa's iconic beaches, the event encourages physical fitness, outdoor recreation, and sportsmanship—values that align perfectly with the city's culture and lifestyle.

- The organization/and or event addresses an unmet community need.

Please describe:

Upon request by an organization whose event does not satisfy the eligibility criteria, City Council may at a regular Council meeting authorize such organization to apply for an LTA where its event provides a demonstrable or differentiated benefit to the community or a service that the City would otherwise be unable to provide.

ELIGIBILITY CONTINUED...

Organizations will be requested to demonstrate a positive economic impact to the City as a result of the event by providing the following information:

If the event is consecutive days, data indicating the total number of participants that utilize overnight lodging in the City of Hermosa Beach; and

Please describe:

Data indicating the participants spending in Hermosa Beach during the duration of the event at any of the businesses in the City of Hermosa Beach.

Please describe:

If quantifiable data is not available, please describe the positive economic impact to the City as a result of the event:

We will send out a survey to all participants post event to ask where they stayed, how many nights, restaurants they visited, etc and will compile a full overview of the economic impact and will present to the city. Over 35 states are represented in the Championships, and hundreds of families come to Hermosa Beach for July and positively impact the economy of Hermosa Beach.

Obligations

Organizations whose event(s) are approved through a LTA are required to provide a formal presentation to the Commission at one of its regular monthly meetings no more than 60-days prior AND 60-days following its event(s). The pre-event presentation shall include a general event overview including anticipated number of attendees; an overview of the event footprint and individualized setup; and its anticipated impact(s) to the community, etc. The post-event presentation shall include a general overview including the actual number of attendees; actual impact(s) to the community; and any event struggles and successes, etc.

I certify that the information contained herein is true and correct to the best of my knowledge.

Dennis Lennon / AAU Beach Volleyball Director

Name/Organization Representative



Signature

4/17/2025

Date