



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:	Jeff Conover	Birthdate:	4/11/1982
Organization Name:	Association of Volleyball Professionals, LLC		
Non-Profit?	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes	Non-Profit I.D. or Tax Exempt#: _____
If non-profit, please describe who will benefit from funds raised from your event: _____ _____			
Address:	1688 Meridian Ave STE 700		
	Miami Beach	FL	33139
	City	State	Zip
Phone:	_____	Cell:	(619) 929-1485
Email Address:	Jeff.Conover@avp.com		

EVENT INFORMATION

Event name: Juniors National Championships

Please indicate the number of years your event has been held in Hermosa Beach: 3 Years

Event location: Hermosa Pier - North and South Side

Estimated # of Participants (daily): 500 Age of Participants: 10-18

Estimated # of Spectators (daily): 500 Total Estimated Attendance: 15,000 over all days

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: Beach Volleyball

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

National Championship Juniors Beach Volleyball Tournament Spanning 13 days, this premier event features multiple divisions and categories. Throughout the year, teams compete to earn a bid, securing their place in the nation's most prestigious junior beach volleyball championship.

EVENT DATES REQUEST

Date requests are not guaranteed.

YEAR ONE EVENT DATE(S):

Set-Up Date(s): July 11-12 Load In

Event Date(s): July 13-25

Clean-Up Date(s): July 26

YEAR TWO EVENT DATE(S):

Set-Up Date(s): July 10-11 Load In

Event Date(s): July 12-24

Clean-Up Date(s): July 25

YEAR THREE EVENT DATE(S):

Set-Up Date(s): July 8-9 Load In

Event Date(s): July 10-23

Clean-Up Date(s): July 24

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

We're requesting these specific permit dates because they align with the most accessible window for families nationwide—when students are on summer break but before the school year resumes in August. As a national championship, it's essential that we schedule the event during a period that maximizes participation while minimizing disruption to academics. Securing these dates in Hermosa Beach not only supports the success of the event, but also reinforces the city's reputation as a premier destination for top-tier youth sports.

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:

As AVP, we meet all permitting requirements and have built a longstanding, positive relationship with the city over the years.

- 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:

Beyond the National Championship, we sanction numerous local events throughout the year as part of our bid qualification process. This ensures a continuous, year-round connection to the AVP brand—integrating sport, lifestyle, and community engagement at every level.

- The event can demonstrate:

- A community benefit; or

Please describe:

Hosting the AVP Junior National Championship brings significant benefits to the local community. The event draws hundreds of athletes, families, and spectators from across the country, resulting in a substantial boost to local businesses—hotels, restaurants, and shops all see increased foot traffic and revenue. Beyond the economic impact, the tournament promotes a healthy, active lifestyle among youth and fosters a strong sense of community pride. It also provides local residents with access to high-level volleyball and opportunities for youth engagement, volunteering, and local partnerships, reinforcing Hermosa Beach's identity as a hub for premier beach sports and family-friendly events.

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

Please describe:

See above.

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 AVP Junior National Championship directly serves and promotes Hermosa Beach by positioning it as a premier destination for youth sports. The event brings in thousands of athletes, families, and spectators, generating significant economic activity for local businesses including hotels, restaurants, and retail shops. We actively encourage attendees to explore and support the local community throughout their stay.

Involvement goes beyond just tourism. We work closely with local vendors, hire event staff from the area, and create volunteer opportunities for residents.

The tournament also elevates Hermosa Beach on a national scale, showcasing its vibrant beach culture, world-class facilities, and strong community spirit. This lasting visibility benefits tourism, local pride, and continued interest in beach sports for years to come.

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

Please describe:

The AVP Junior National Championship is backed by broad community support and a robust network of sponsors. Locally, we have long-standing relationships with Hermosa Beach businesses, civic groups, and community leaders who recognize the value this event brings to the area. Each year, we partner with local vendors, service providers, and volunteers, ensuring the event is deeply integrated into the community.

On a national level, the AVP is supported by a wide array of reputable sponsors who help amplify the event's reach and impact. Their involvement not only demonstrates the event's credibility but also brings additional resources and promotional value to Hermosa Beach. We also receive strong support from participating clubs and families across the country, many of whom return year after year, contributing to the event's continued growth and reputation.

Together, this foundation of local and national support underscores the event's value as a trusted, community-backed tradition with meaningful economic and social benefits.

- 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:

- 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:

The AVP is deeply committed to promoting the City of Hermosa Beach's active and healthy lifestyle through the Junior National Championship. As a youth-focused beach volleyball tournament, the event encourages physical activity, skill development, and outdoor recreation—values that align directly with the city's health-conscious culture.

By bringing together young athletes from across the country, the event fosters a spirit of sportsmanship and inspires lifelong habits of fitness and wellness. It also provides opportunities for local youth to engage with high-level competition, whether as participants, spectators, or volunteers, further reinforcing the city's identity as a leader in beach athletics and healthy living.

Additionally, our year-round programming and sanctioned local events create ongoing touchpoints with the community, supporting a sustained culture of activity well beyond the tournament dates.

- 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:

The AVP Junior National Championship spans multiple consecutive days and attracts hundreds of participants, families, and coaches from across the country. Based on historical data and registration trends, a significant portion of attendees—estimated at over **60%**—travel from out of state or long distances, requiring overnight accommodations.

While lodging is utilized throughout the South Bay region, many families choose to stay within Hermosa Beach due to its proximity to the event site, walkability, and vibrant beach community. In past years, we’ve seen local hotels and short-term rentals experience near-full occupancy during the tournament period. This influx provides a meaningful boost to the local hospitality sector and surrounding businesses.

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:

While we do not have formal data on participant spending, we can make informed estimates based on the nature and scale of the AVP Junior National Championship. With hundreds of athletes, families, and coaches attending over multiple days, the event brings a steady stream of foot traffic to Hermosa Beach’s hotels, restaurants, shops, and local services.

Assuming an average family spends between \$150–\$250 per day on food, lodging, parking, and shopping, and with an estimated 500 visiting families during the event, it’s reasonable to project a total economic impact of over \$1+ million in local spending throughout the tournament.

These figures reflect conservative, experience-based estimates from previous years and similar events. We welcome the opportunity to partner with the City and local business community to better track and quantify spending in future years.

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

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.

Jeff Conover

Name/Organization Representative

Signature



4/30/2025

Date