



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 Smith Birthdate: 04/17/1972

Organization Name: JVA & BVCA

Non-Profit? No Yes Non-Profit I.D. or Tax Exempt #: 80-0360755

If non-profit, please describe who will benefit from funds raised from your event:

We give back to our club members through education and scholarships

Address: 905 N Main st

Naperville

City

IL

State

60563

Zip

Phone: 630-614-1380

Cell: 858 405-4306

Email Address: beachvolleyballclubs@gmail.com

EVENT INFORMATION

Event name: JVA and BVCA National Beach Championships

Please indicate the number of years your event has been held in Hermosa Beach: 12 years

Event location: North & South of the pier beach volleyball courts

Estimated # of Participants (daily): 400-500 Age of Participants: 11-18 years old

Estimated # of Spectators (daily): 400-500 Total Estimated Attendance: 2000-3000

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 Tournament

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

Our National Championship is a premier youth beach volleyball event, bringing together top-ranked beach clubs and players from all across the country to compete for the national title — all in front of NCAA college coaches and recruiters."

EVENT DATES REQUEST

Date requests are not guaranteed.

YEAR ONE EVENT DATE(S): July 6

Set-Up Date(s): _____

Event Date(s): July 7,8,9,10,11,12

Clean-Up Date(s): July 12

YEAR TWO EVENT DATE(S): July 6

Set-Up Date(s): _____

Event Date(s): July 7,8,9,10,11,12

Clean-Up Date(s): July 12

YEAR THREE EVENT DATE(S):

Set-Up Date(s): July 6

Event Date(s): July 7,8,9,10,11,12

Clean-Up Date(s): July 12

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

For the past 12 years, we've held our National Championship during the first two weeks of July. These dates are important to our membership base, as they consistently maximize participation and ensure the strongest possible competition.

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:

Hermosa Beach is considered the mecca of beach volleyball, and the local community — including local junior athletes, coaches, and beach clubs — receives strong support from residents and businesses. Hosting the National Championship here gives them unique opportunity to showcase their talent on a national stage.

- 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 Hermosa Beach volleyball community is the foundation of the recreational lifestyle that defines the culture of beach volleyball — from juniors to pros. Hosting a National Championship here not only enhances that legacy, but also shines a spotlight on youth volleyball, fueling the growth and future of our sport.

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

Please describe:

Each year, over 1,000 families travel to Hermosa Beach for our National Championship, staying for a full week. They stay in local hotels, dine at restaurants, shop in local stores, and enjoy all the amazing amenities Hermosa has to offer. This event provides a significant boost to the local economy and is a major benefit to the business community.

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

Please describe:

Our event generates an estimated \$ 3 million to \$5 million in economic impact for Hermosa Beach. With over 1,000 families attending — each spending between \$2,500 and \$5,000 during their week-long stay — along with 100 NCAA college coaches and 200 beach club coaches and directors, the local hospitality and business communities see a significant boost.

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:

Our event is deeply rooted in the Hermosa Beach community, featuring local junior athletes, Olympian coaches, and enthusiastic spectators. With the Beach House Hotel as our host, local restaurants hosting social events, and several businesses providing key support, it's truly a community-driven effort that makes this championship possible."

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

Please describe:

Beach volleyball is an NCAA college sport, and our event attracts top college programs — including UCLA, USC, Long Beach State, Pepperdine, and LMU — who come to recruit the nation's best athletes. This championship serves as a critical stepping stone for players aspiring to compete at the collegiate level, then progress to the professional circuit, and ultimately, the Olympics. Junior beach volleyball is the grassroots foundation of our sport, and Hermosa Beach — where many of Team USA's top athletes train — is at the heart of it all. Our event has overwhelming community support because it serves as a vital link in the development pathway and the continued growth of beach volleyball."

- 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:

Our National Championship enhances Hermosa Beach's quality of life by promoting active lifestyles, community pride, and youth development. It offers recreational and educational opportunities through high-level competition, college recruitment exposure, and mentorship from top coaches — all while boosting local culture and bringing the community together

- 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:

Our organization supports Hermosa Beach's commitment to an active and healthy lifestyle by fostering youth participation in beach volleyball — a sport that promotes physical wellness, mental resilience, and community engagement. Our event encourages lifelong fitness habits, strengthens local sports culture, and inspires both youth and families to lead active, health-conscious lives

- 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: Our National Championship spans 7 days and attracts over 1,000 families, along with 300 college and club coaches, to Hermosa Beach. On average, attendees stay 5–7 nights, resulting in an estimated 5,000 to 7,000 total room nights booked in the city. With local hotel rates averaging \$400–\$500 per night, the direct lodging revenue generated ranges from \$2 million to \$3.5 million. Based on Hermosa Beach's 14% Transient Occupancy Tax (TOT), this translates to approximately \$280,000 to \$490,000 in TOT revenue for the city — not including the additional economic impact from dining, shopping, and recreational spending throughout the week.

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:

During the National Championship, participants (families, athletes, and coaches) contribute significantly to Hermosa Beach's local economy. With over 1,000 families attending and an average food expenditure of \$200 per day per family, the estimated total food spending during the event is around \$1.4 million. Additionally, with dining out, shopping, and entertainment, participants are projected to spend a total of \$3.9 million over the course of the event. This substantial spending supports local businesses, further bolstering the city's economy and the vibrant community that makes Hermosa Beach so unique

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

While precise data may not be fully available, the National Championship generates significant positive economic impact for the City of Hermosa Beach. The event brings hundreds of families, coaches, and spectators from across the country, resulting in increased demand for local services such as hotels, restaurants, retail, and recreational businesses. Based on similar events, the overall estimated economic impact of the championship is between \$3.5 to \$5 million. This surge in visitors creates a ripple effect that supports the local hospitality industry and boosts sales for small businesses. Additionally, the event raises Hermosa Beach's profile as a premier beach volleyball destination, attracting future tourism and long-term economic benefits. The strong community engagement and the spotlight on local businesses make the event an essential contributor to the city's economy and its continued growth

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 Smith-BVCA

Name/Organization Representative

Jeff Smith

Signature

4/22/2025

Date