



City of Hermosa Beach  
 Community Resources Department  
 710 Pier Avenue • Hermosa Beach, CA 90254  
 310.318.0280 • [hbconnect@hermosabeach.gov](mailto: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:** Denny Lennon **Birthdate:** 07/05/1964

**Organization Name:** The Amateur Athletic Union

Non-Profit?  No  Yes Non-Profit I.D. or Tax Exempt #: 36-5118887

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

All funds go back into the program to continue to grow the sport of beach volleyball, host events, improve courts

**Address:** 7428 Midfield Ave

Los Angeles

City

CA

State

90045

Zip

**Phone:** \_\_\_\_\_

**Cell:** 310-422-0295

**Email Address:** dlsports@mac.com marlee@southernpacificvb.com

**EVENT INFORMATION**

Event name: AAU Grand Prix Series and AAU Beach Boys High School League

Please indicate the number of years your event has been held in Hermosa Beach: 30

Event location: North of the Pier

Estimated # of Participants (daily): 200 Age of Participants: 10-18

Estimated # of Spectators (daily): 100 Total Estimated Attendance: 400

**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:**

We will be hosting beach volleyball events on the courts North of the Pier (1-16)

**EVENT DATES REQUEST**

Date requests are not guaranteed.

**YEAR ONE EVENT DATE(S):**

Set-Up Date(s): SEE ATTACHED PDF

Event Date(s): \_\_\_\_\_

Clean-Up Date(s): \_\_\_\_\_

**YEAR TWO EVENT DATE(S):**

Set-Up Date(s): SEE ATTACHED PDF

Event Date(s): \_\_\_\_\_

Clean-Up Date(s): \_\_\_\_\_

**YEAR THREE EVENT DATE(S):**

Set-Up Date(s): SEE ATTACHED PDF

Event Date(s): \_\_\_\_\_

Clean-Up Date(s): \_\_\_\_\_

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

These dates are consistent with our programming each year

## 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:**

Promoting Beach Volleyball to the community

- 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:**

Youth Development & Education – Our programs provide opportunities for athletes to learn teamwork, discipline, and leadership while developing lifelong healthy habits. Many participants move on to collegiate and professional volleyball, proudly representing the Hermosa Beach community.  
Quality of Life & Recreation – We give local youth a safe, structured, and affordable outlet to be active outdoors, supporting wellness and reducing sedentary time. Families and spectators also enjoy a vibrant, community-centered beach experience.

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

**Please describe:**

AAU Beach Volleyball provides a strong community benefit by creating opportunities for youth athletes to engage in healthy, active lifestyles while fostering teamwork, sportsmanship, and leadership skills. Events bring together families, schools, and local supporters, building stronger community connections and celebrating Hermosa Beach's long-standing reputation as a leader in beach culture and athletics. By offering structured, inclusive, and affordable opportunities for athletes of all levels, we provide a safe and positive environment for the youth of Hermosa Beach and surrounding communities.

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

**Please describe:**

Our events attract athletes and families from across Southern California and beyond. Each event brings hundreds of participants, along with parents, coaches, and spectators, who spend money at local restaurants, retail shops, hotels, and parking facilities. This increased foot traffic provides a measurable boost to the local economy while showcasing Hermosa Beach as a premier destination for youth sports tourism. In addition, our recurring events encourage repeat visits, which strengthens the long-term economic benefit for the community.

## 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:**

Many participants come from Hermosa Beach schools, ensuring that the youth of the community are directly involved in the sport. Local businesses benefit from increased visibility and patronage during events, including restaurants, retail shops, and service providers. By hosting these events, we foster community pride, provide recreational opportunities for residents, and highlight Hermosa Beach as a premier destination for youth sports and beach culture.

- 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:**

Our events encourage healthy outdoor activity, foster teamwork and sportsmanship, and create a sense of community among participants and spectators. Culturally, beach volleyball is a signature part of Hermosa Beach's identity, and our tournaments celebrate this heritage while promoting social interaction and engagement across all ages. Educationally, athletes gain valuable life skills, including discipline, goal setting, and leadership, making our programs a meaningful and lasting benefit to the community.

- 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:**

By providing structured, safe, and engaging opportunities for athletic participation, we help cultivate a culture of health, teamwork, and sportsmanship that aligns with the City's goals for an active and vibrant community.

- 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:**

AAU Beach Volleyball events generate a clear positive economic impact for Hermosa Beach. Each tournament draws hundreds of athletes, families, and spectators from the local area and beyond. These visitors frequently patronize local businesses, including restaurants, cafés, retail shops, and hotels, boosting revenue for the community. Additionally, the events highlight Hermosa Beach as a premier destination for youth sports, encouraging repeat visits and tourism that benefit the local economy year-round.

**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.

Denny Lennon

**Name/Organization Representative**



**Signature**

09/29/2025

**Date**

## **2026 - Grand Prix Series**

Sunday, January 4  
Monday, January 19  
Sunday, February 1  
Monday, February 16  
Sunday, February 22  
Sunday, March 15  
Sunday, March 29  
Sunday, April 5  
Sunday, April 12  
Sunday, May 3  
Sunday, May 10  
Sunday, May 31  
Saturday, June 20  
Sunday, June 21  
Saturday, October 31  
Sunday, November 8  
Sunday, November 15  
Sunday, November 29  
Saturday, December 5  
Saturday, December 12  
Saturday, December 26

## **HIGH SCHOOL LEAGUE**

Saturday August 29  
Sunday, September 27  
Saturday, October 3  
Sunday October 11  
Sunday October 18 - HS

## **2027 - Grand Prix Series**

Saturday, January 2  
Monday, January 18  
Saturday, January 31  
Sunday, February 14  
Monday, February 15  
Sunday, February 28,  
Sunday, March 14  
Sunday, March 28,  
Saturday, April 3,  
Saturday, April 17  
Sunday, April 25  
Saturday, May 1,  
Saturday, May 8,  
Saturday, May 29,  
Saturday, June 19  
Sunday, June 20,  
Saturday October 2  
Saturday October 16  
Sunday, October 31,  
Saturday, November 6  
Saturday, November 13,  
Saturday, November 27,  
Saturday, December 4,  
Saturday, December 18  
Sunday, December 26

## **HIGH SCHOOL LEAGUE**

Saturday August 28  
Saturday, September 4  
Saturday, September 11  
Saturday, September 18  
Saturday, September 25  
Saturday October 2  
Saturday, October 9

## **2028 - Grand Prix Series**

Sunday, January 2  
Monday, January 17  
Saturday, January 29  
Sunday, February 14  
Monday, February 21  
Sunday, February 27  
Saturday, March 4  
Saturday, March 18  
Saturday, April 1  
Sunday, April 16  
Saturday, April 29  
Saturday, May 6  
Saturday, May 13  
Saturday, May 27  
Saturday, June 17  
Sunday, June 18  
Sunday, October 8  
Saturday, October 14  
Sunday, October 31  
Saturday, November 6  
Saturday, November 13  
Saturday, November 27  
Saturday, December 4  
Saturday, December 18  
Sunday, December 26  
Sunday, December 31

## **HIGH SCHOOL LEAGUE**

Saturday, August 26  
Saturday, September 2  
Saturday, September 9  
Saturday, September 16  
Saturday, September 23  
Saturday, September 30  
Sunday, October 1  
Saturday, October 7

## **2029 - Grand Prix Series**

Sunday, January 7  
Monday, January 15  
Saturday, January 27  
Saturday, February 10  
Monday, February 19  
Sunday, February 25  
Saturday, March 4  
Saturday, March 18  
Sunday, April 1  
Sunday, April 15  
Saturday, April 28  
Saturday, May 5  
Saturday, May 13  
Saturday, May 27  
Saturday, June 16  
Sunday, June 17  
Saturday, October 13  
Sunday, October 28  
Saturday, November 4  
Saturday, November 11  
Saturday, November 25  
Saturday, December 9  
Saturday, December 16  
Sunday, December 23  
Sunday, December 30

## **HIGH SCHOOL LEAGUE**

Saturday August 25  
Saturday, September 1  
Saturday, September 8  
Saturday, September 15  
Saturday, September 22  
Saturday September 29  
Saturday, October 6

