



**2024**  
**City of Hermosa Beach**  
**Special Event Permit Application Overview**

**Event Title:** *Los Angeles (LA) Kings Smartwater Hydration Zone and Sprite Chill Zone*

**Impact Level:** *II*

**Applicant Name:** *Jennifer Pope*

**Organization Name:** *LA Kings*

**Non-Profit:**  NO  YES

**Event Date(s):** *Monday, September 16 – Wednesday, September 18 (set-up), Thursday, September 19-Tuesday, September 24 (event), and Wednesday, September 25 (teardown)*

**Event Time:** *10:00am-7:00pm each event day*

**Event Summary:** *The LA Kings would partner with Coca Cola to launch the start of its 2024-25 season and promote Coca Cola products: Sprite Chill, Smartwater and Coke Zero Sugar. The LA kings would build a sport court rink for members of the community to experience ball hockey, hockey and fitness drills and games, interact with members of the LA Kings and sample Coca Cola products. The LA Kings would include sustainability messaging in event marketing and event elements and would hope to partner with the City and Heal the Bay on its annual Coastal Cleanup Day. The LA Kings would have the LA Kings Mobile Game Truck and photo opportunities on Sunday, September 22.*

**Returning Event:**  NO  YES

**Event Location (Site Map Attached):** *South of Pier (all days) and Schumacher Plaza and Pier Plaza (Sunday, September 22)*

**Estimated Number of Participants:** **500**

**Estimated Number of Spectators:** **1,000**

**Age of Participants:** *All Ages*

**Participant Fee:** *None*

**Parking:** *Yes*

**Amplified Sound:** *Yes (DJ)*

**Generator(s):** *Yes*

**Fenced Area(s):** *No*

**Stage(s), Structure(s) or Tent(s):** *Yes – sport court rink (52’ W by 96’ L), benches, and tents*

**Security:** *Yes*

**Sponsor(s):** *Yes*

**Vendor(s):** *None*

**Filming/Still Photography:** *Yes*

**Estimated Fees Payable to the City**

*Application (Commercial)*

\$1,028

*Category II*

\$3,270 per event day x 6 event days = \$19,620

Set-up \$310 per location, per set-up day x 1 location x 3 set-up days = \$930  
Teardown \$310 per location, per teardown day x 1 location x 1 teardown day = \$310  
Pier Plaza Use \$13,697 per day x 1 day (Sunday, September 22, 2024) = \$13,697  
Amplified Sound \$201  
Co-sponsor \$346  
Parking TBD

*\*Additional fees to apply due to required staffing and/or services from the City of Hermosa Beach's Community Resources Department, Community Services Department, Public Works Department, Police Department and the Los Angeles County Fire Department.*



# LA KINGS EVENT SITE MAP



Playa Hermosa Seafood • \$\$

The Lighthouse Cafe Grill • \$\$

Hennessey's Tavern

Scotty's on the Strand Familiar American dishes & ocean views

Hermosa Volleyball Academy

Sea Sprite

The Strand

The Strand

The Strand

Timothy Leeguard Memorial

Restrooms

BLEACHERS

SONIX

BENCHES

BENCHES

Southern Section Lifeguard

ALL VOLLEYBALL COURTS SHOWN AS REFERENCE ONLY NOT PART OF THE EVENT

Note: Bleachers to be replaced by benches (location TBD) and tents may be relocated

10th Street Lifeguard Tower