



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:	RAFAEL MCMASTER		Birthdate: 12-18-1979
Organization Name:	INDIVISIBLE ARTS		
Non-Profit?	<input type="checkbox"/> No	<input type="checkbox"/> Yes	Non-Profit I.D. or Tax Exempt #: 81-3461706
If non-profit, please describe who will benefit from funds raised from your event:			
Local community with an emphasis on youth mental health.			
Address:	618 Cypress Ave.		
	Hermosa Beach	CA	90254
	City	State	Zip
Phone:	(310) 297-0003	Cell:	
Email Address:	info@indivisiblearts.org		

EVENT INFORMATION

Event name: STATE OF THE ART

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

Event location: 618 CYPRESS AVE. HERMOSA BEACH, CA 90254

Estimated # of Participants (daily): 30-50 VOLUNTEERS Age of Participants: ALL AGES

Estimated # of Spectators (daily): LESS THAN 600 Total Estimated Attendance: LESS THAN 600

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:

Our event, the main fundraiser for our non-profit, will feature art displays both indoors and outdoors, interactive art activities, a small live music stage, socializing areas with table tops, local food vendors, and both virtual and live auctions.

EVENT DATES REQUEST

Date requests are not guaranteed.

YEAR ONE EVENT DATE(S):

Set-Up Date(s): 05/17/2025

Event Date(s): 05/17/2025

Clean-Up Date(s): 05/17/2025

YEAR TWO EVENT DATE(S):

Set-Up Date(s): 05/16/2026

Event Date(s): 05/16/2026

Clean-Up Date(s): 05/16/2026

YEAR THREE EVENT DATE(S):

Set-Up Date(s): 05/15/2027

Event Date(s): 05/15/2027

Clean-Up Date(s): 05/15/2027

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

These are the only available days our key donors and advisory board are available to attend.

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:

Our events and programs are designed to reflect and enhance the unique character of Hermosa Beach by involving local artists, musicians, and community members. We actively engage with local schools and businesses, fostering connections that celebrate and support the coastal lifestyle and the vibrant community we cherish. Through our initiatives, including art shows and performances, we highlight the beauty of Hermosa Beach and contribute to the enrichment of our 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:

Our non-profit is dedicated to uplifting Hermosa Beach by cultivating creativity, consciousness, and connection through art. We offer a range of programs from youth initiatives to partnerships with organizations such as Walk With Sally, Richstone, Friendship Foundation, allcove, the Hermosa Beach School District, and the Beach Cities Health District. We also host art shows featuring local artists and performances by local musicians, enriching the community's cultural landscape. Our large annual fundraiser is essential for expanding our programs, particularly our Creative Wisdom Tools program, which supports as many kids as possible. This event is crucial for our growth and for continuing to positively impact the lives of local youth.

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

Please describe:

The State of the Art Fundraiser provides substantial benefits to the Hermosa Beach community by fostering cultural enrichment and community engagement. The event showcases local artists and musicians, celebrating the city's creative talent and bringing residents together in appreciation of the arts. It also supports our Creative Wisdom Tools program, which equips local youth with essential social-emotional skills and creative outlets. Through this fundraiser, we enhance our ability to positively impact the community, helping to build a more connected, culturally vibrant, and supportive environment in Hermosa Beach.

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

Please describe:

Our State of the Art Fundraiser delivers notable economic benefits to Hermosa Beach by promoting community engagement and supporting local businesses. Featuring food and drink vendors from Hermosa Beach, the event highlights the city's vibrant culinary scene. Through the efforts of our dedicated volunteers, the fundraiser fosters community connections and celebrates local arts and culture. Additionally, the funds raised are reinvested in youth and mental health programs, enhancing the overall well-being of the community and contributing to the city's economic and social vitality.

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:

By showcasing local art and musicians, involving residents with interactive activities, and featuring local food vendors. It supports and engages local schools and businesses, creating a vibrant community gathering that benefits the city and its residents.

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

Please describe:

Through partnerships with local schools, businesses, and organizations. We have garnered backing from key community stakeholders and have received sponsorships from local businesses and individuals. This wide range of support underscores our commitment to serving the Hermosa Beach community and highlights the event's significance and impact.

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

Please describe:

Attracting residents of all ages, the event appeals to a wide segment of the community with its diverse offerings. It includes local art and music, interactive art activities, and local food vendors, ensuring there is something for everyone. Engaging entertainment and opportunities for socializing and participating in auctions further enhance its broad appeal, making it a welcoming and inclusive experience for all community members.

- 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 event features local art exhibits and live music, providing cultural enrichment and recreational enjoyment. It includes interactive stations and activities centered around our Creative Wisdom Tools, offering educational and engaging experiences. These elements foster community connection, support local talent, and contribute positively to the overall well-being and vibrancy of Hermosa Beach.

- 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:

Through the event, we promote mental well-being and emotional health. The event features interactive art stations and activities centered around our Creative Wisdom Tools, which enhance mental health and creativity, aligning with Hermosa Beach's focus on wellness.

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

Please describe:

By supporting mental well-being and filling a gap in local art opportunities. We provide interactive art activities and Creative Wisdom Tools that help enhance emotional health and creativity. Additionally, by showcasing local artists and offering a gallery experience, the event helps to meet the community's need for more art spaces.

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:

Our State of the Art Fundraiser delivers notable economic benefits to Hermosa Beach by promoting community engagement and supporting local businesses. Featuring food and drink vendors from Hermosa Beach, the event highlights the city's vibrant culinary scene. Through the efforts of our dedicated volunteers, the fundraiser fosters community connections and celebrates local arts and culture. Additionally, the funds raised are reinvested in youth and mental health programs, enhancing the overall well-being of the community and contributing to the city's economic and social vitality.

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.

RAFAEL MCMASTER

Name/Organization Representative

RAFAEL MCMASTER

Signature

08/20/2024

Date