



HERMOSA BEACH

SPECIAL EVENTS POLICY GUIDE





This policy guide has been developed to clarify and carry out the City's mission statement related to events that occur on outdoor public spaces within the City of Hermosa Beach.

Mission Statement

Hermosa Beach strives to offer a safe and enjoyable environment for special events to take place in a way that balances resident and visitor needs. Special events in Hermosa Beach are celebrated for being community-friendly, enhancing local beach culture, and offering a myriad of benefits to the local community. The City of Hermosa Beach works collaboratively with event operators in an efficient and clear manner to process and carry out permits in compliance with this policy.

City Contact Information

The City of Hermosa Beach Community Resources Department is available to assist and answer any questions related to the special events process.

Website: www.hermosabeach.gov

Phone: (310) 318-0280

Email: hbconnect@hermosabeach.gov

Address: 710 Pier Avenue, Hermosa Beach, CA 90254

Cover Image: Hermosa Beach Murals Project - John Van Hamersveld

General Information + Frequently Asked Questions

When is a Special Event Permit required?

- For any organized event, activity, celebration, or function involving the use of the beach at which one hundred or more persons are to be assembled or the use of other outdoor public spaces or rights-of-way at which twenty-five or more persons are to be assembled.
- For any commercial organization requesting use of any outdoor public space within the City.
- For any nonprofit organization requesting use of any outdoor public space within the City.

How do I apply for a Special Event Permit?

Special Event Applications must be submitted using the online form on the City's website.

Are private events allowed?

All events located on the beach within the commercial zone, the Pier, or Pier Plaza should be open to spectators and the general public free of charge. Participant entry fees are permissible.

What is the "Nothing Weekend"?

On at least one weekend during the Peak Season (Memorial Day to Labor Day), no Special Event Permits will be issued. This means that any application for a Special Event Permit that coincides with a designated "Nothing Weekend" will be asked to provide alternate event dates for the event to be considered.

How will this policy be enforced?

The Special Events Policy Guide will be strictly enforced by City staff. Those found to be violating City policy or failing to comply with any of the requirements of the Hermosa Beach Municipal Code may be subject to penalties or fines. Special events, and any of its participants, vendors, or spectators, found to have caused damage or whom are in violation of any City policy, or the Hermosa Beach Municipal Code may be subject to greater deposits, regulation, or restrictions when submitting Special Event Applications in the future.

Where are special events allowed?

To ensure adequate space and resources are available, and to limit potential disturbances to the community, special events are limited to the following locations:

- North and South of Pier (within the Commercial Zone) – See page 3
- The Strand
 - Strand use is only permitted for events continuously moving with no obstruction to public access
- Pier Plaza
- Rights-of-way
- The following City parks:
 - Valley Park, 2521 Valley Drive
 - Community Center, 710 Pier Avenue
 - Clark Field, 861 Valley Drive
 - Edith Rodaway Park, 350 Prospect Avenue

Special Event Applications for City parks not included above will be considered on a case-by-case basis. However, Special Event Permits will not be issued for South Park, 425 Valley Drive, or Noble Park, 1400 The Strand.

Commercial Zone



Use Classifications + Impact Characteristics

Special events are evaluated based on several factors and will be categorized as Impact Level I, II, or III based on the information provided in the Special Events Application. Once the information is submitted and reviewed by the Community Resources Department, City staff will determine the Impact Level of the event using the Impact Characteristics Matrix.

The Impact Level of the event will be used to determine:

- the deadline for Special Event Application submittal; and
- the level of review for approval (City staff, Parks, Recreation and Community Resources Advisory Commission, and City Council).

Impact Characteristics Matrix

If more than one option is applicable, the highest characteristic will be used to determine the impact level.

Characteristic	Impact Level I	Impact Level II	Impact Level III
Total Attendees and Spectators Per Event Day	100-500	501 – 1,999	2,000 or More
Event Location(s)	Park or Beach	The Pier or Pier Plaza	Streets, the Strand, or Public Right of Way
Use of Volleyball Courts and Beach Tennis Courts	None	North or South Volleyball Courts; or Beach Tennis Courts	North and South Volleyball Courts; or North and South Volleyball Courts and Beach Tennis Courts; or North Volleyball Courts and Beach Tennis Courts
Event Season(s)	Winter	Spring or Fall	Summer – Peak Season (Memorial Day to Labor Day)
Event Day(s)	Monday - Thursday	Friday, Saturday, or Sunday	Holiday
Total Consecutive Event Days (Including Set-up and Tear-down)	1-2	3-4	5 or More (May not exceed 15)
Additional requests such as Film/Still Photo Permit, Reserved Parking, Fencing, Staging, Street Closures, or Amplified Sound Permit	None	1-2	3 or more
Impact Level	5 or More Applicable = Impact Level I	2 or More Applicable = Impact Level II	2 or more Applicable = Impact Level III

Pass-Through Events

An event where participants pass through the City of Hermosa Beach and the event does not start or end in Hermosa Beach is considered a Pass-Through Event. A Special Event Application is required for a Pass-Through Event and the approval process is determined based on the Impact Level assigned to the event.

Pier Plaza Promotions

The Pier Plaza Promotion option is designed to provide organizations with a one-day promotional opportunity on Pier Plaza. These events must be strictly commercial for brand awareness, or product or service launches. Organizations who wish to hold a Pier Plaza Promotion will be required to submit a Special Event Application. Up to five Pier Plaza Promotions may be approved each calendar year.

Approval Guidelines + Requirements

Event Approval Findings

A Special Event Permit may be issued upon finding that the event producer can adhere to all of the terms outlined in this Special Events Policy Guide.

Application Submittal Deadlines and Approval Process

Special Event Applications must be submitted as follows:

- **New events:** If the new event is an Impact Level I or II, the application must be submitted at least 90 days in advance of the event. If the new event is an Impact Level III, the application must be submitted no later than July 30 for the following calendar year. New events to Hermosa Beach will be subject to a Public Hearing by both the Parks, Recreation and Community Resources Advisory Commission and City Council.
- **Returning Level III events:** Must be submitted no later than July 30 for the following calendar year. Returning Impact Level III will be subject to review by both the Parks, Recreation and Community Resources Advisory Commission and City Council.
- **Returning Level II events:** Must be submitted at least ninety (90) days in advance of the event. Returning Impact Level III will be subject to review by the Parks, Recreation and Community Resources Advisory Commission.
- **Returning Level I events:** Must be submitted at least 30 days in advance of the event. Level I events will be subject to review by City staff.
 - **Pier Plaza Promotions:** Review and approval of Pier Plaza Promotion events will follow the same approval process as Level I events.

Any returning event to the City that is requesting a significant change to the event format including the location, total event days, or estimated attendance total may be subject to the application submittal deadlines and approval process outlined for new events at the discretion of the Community Resources Director.

At the discretion of the Community Resources Director, Special Event Applications may be submitted for consideration after the application submittal deadline has passed, provided:

- there are unforeseeable circumstances (memorial service, team victory celebration, need for minimal marketing/advertising);
- the event does not exceed Peak Season (Memorial Day to Labor Day) Event Limits; and
- the event can still meet all of the event approval findings

The Parks, Recreation, and Community Resources Advisory Commission and City Council will evaluate and recommend approval of returning Impact Level III events and a "Nothing Weekend" first. The Parks, Recreation and Community Resources Advisory Commission will then consider approval of returning Impact Level II events. City staff will then consider approval of Impact Level I events. New events are considered after all returning events.

Event Type	First Day to Submit Application	Last Day to Submit Application	Parks, Recreation, and Community Resources Advisory Commission Review	City Council Review
Impact Level I	Late May/Early June (for following calendar year)	30 days prior to event	n/a	n/a
Impact Level II		90 days prior to event	If application is submitted by August 31: October If application is submitted after August 31: TBD	n/a
Impact Level III		July 30 (for following calendar year)	September	October
New Events		Impact Level I or II: at least 90 days in advance of the event Impact Level III: no later than July 30 for the following calendar year.	November	November

Event producers are requested to be present at any Parks, Recreation, and Community Resources Advisory Commission and City Council meetings where the event is scheduled to be reviewed.

Event Limits

To balance coastal access with events, the Beach, the Strand, and Pier Plaza will be limited to the following number of events during the peak summer season (Memorial Day to Labor Day):

- o Maximum of 45 days used by Impact Level III events; and
- o Maximum of 25 days used by Impact Level II and II events, and (on days not used by Level III events.)

The monthly number of event days for events outside of the Peak Season (Labor Day to Memorial Day) will be limited to a maximum of 15. Additionally, only two events on any given day will be permitted in the City.

Event Notifications

The Community Resources Department may require event producers to provide written notification to all residents and businesses within a 500-foot radius of the event site. The City shall provide the notice, which shall include the date and time of the event and the telephone number of the designated event representative. Said written notice shall be provided to the surrounding residents and businesses by the event representative not less than 1 week prior to the event. Additionally, new event requests for locations outside of the Beach or downtown area, require event notifications to be posted at the event site leading up to the scheduled Public Hearing to provide the community additional notice of the proposed new event.

Economic Benefit

Event producers will be required to detail positive economic impacts as a result of the event in the Special Event Application. Event producers should encourage use of local businesses to event staff, participants, and spectators. The Hermosa Beach Chamber of Commerce and Visitor Bureau's business directory is available at www.trulyhermosa.com. Additionally, event producers should engage with local businesses to explore partnership, and promotional opportunities.

Pre/Post Event Meetings

Pre-event and post-event meetings with City staff and event producers may be required. A "pre-event meeting" may be scheduled anytime between 3 months to several weeks prior to the actual event date as determined by City staff.

Site Plan and Signage

A detailed map schematic must be submitted with the Special Events Application that includes the proposed location of the event, including all temporary facilities, structures, signage, and /or equipment to be erected, ingress and egress, and whether existing structures and/or facilities are to be relocated or modified (such as Volleyball Courts or Beach Tennis Courts, for example).

- All recreational activities and set-up of recreational equipment should remain at least 50 feet from the Strand wall. Special considerations may be made upon request.
- All event-related activities and set-up shall not block beach access or hinder emergency access onto and from the beach by the Los Angeles County Lifeguards.
- All tents must remain at least 10 feet from the Strand wall.

Event signage shall not be placed on City facilities or premises outside of event times. Signage shall not be affixed to City property. Event producers may apply for a Street Banner through the Public Work's Department.

Simultaneous Use of North and South Volleyball Courts

One side of the north and south of Pier Volleyball Courts will be required to remain open for general public use during events occurring on weekends. An exception may be provided for events that occur at the same time as City-sponsored classes utilizing the north or south of Pier Volleyball Courts or at the discretion of the Parks, Recreation, and Community Resources Advisory Commission and City Council.

Impact to Beach Tennis Courts

Any event requesting removal of the Beach Tennis Courts must provide one of the following:

- An event footprint that would allow for at least three of the permanent Beach Tennis Courts to remain for general public use; or
- Temporary Beach Tennis Courts available for general public use.

- Temporary courts must remain at least 50 feet from the strand wall and shall not block beach access or hinder emergency access onto and from the beach by the Los Angeles County Lifeguards. If temporary courts are provided outside of the Commercial Zone, outside of the event footprint, it is the responsibility of the event producer to set-up and remove the courts daily as they are not permitted to remain overnight.
- The City and Beach Tennis community would assist with providing the temporary poles and nets to the event producer and provide guidance for installation/removal.

Portable Restrooms and Hand Sanitizing/Sink Facilities

Event producers may be required to provide portable restrooms and hand-sanitizing/sink facilities. The cost of such services shall be borne by the event producer. The number of portable restrooms and hand-sanitizing/sink facilities required will be determined by City staff. City staff will designate the location for any portable restrooms and hand-sanitizing/sink facilities required at the event location.

Parking

If an event producer requests reserved parking, a parking plan outlining the public parking spaces requested with the times of use for each space must be submitted. Event producers may be required to secure satellite parking lots for event staff or attendee parking, and/or shuttle bus transportation.

Coastal Development Permit

Events that meet all of the following criteria will be subject to review by the California Coastal Commission:

- Held between Memorial Day and Labor Day;
- Occupies all or a portion of the beach; and
- Involves a charge for general public admission seating (not including participant entry fees).

Building and Safety Review

Per Chapter 31 of the California Building Code, as adopted by Hermosa Beach Municipal Code 15.04.010, a building permit and plan review is required when any special event on outdoor public spaces includes the temporary installation of the following structures:

- Awnings or canopies
- Marquees - A sign painted on, attached to, or supported by a marquee on a temporary building wall which supports the marquee
- Signs - A ground sign supported by one or more uprights, poles or braces or a sign wholly supported by a sign structure, or a portable sign with the surface temporarily fixed to a structure that is moved periodically
- Towers - A structure designed and constructed to support antennas
- Antennas - Wires, poles, rods, reflecting discs or similar devices used for the transmission of electromagnetic waves
- Swimming pools - A structure intended for swimming or recreational bathing that contains water over 18 inches deep
- Relocatable buildings
- Generators, or any other temporary power source
- Temporary structures or tents that exceed 10' x 10' that cover an area greater than 120 square feet, including connecting areas or spaces with a common means of egress or entrance that are used or intended to be used for the gathering together of 10 or more persons.
- Stages
- Trusses
- Electrical equipment
- Mechanical equipment
- Heaters
- Large-scale ventilation equipment

Following event approval, event producers will be responsible for applying for the necessary permits through the City's Community Development Department.

- Any event with temporary installation of any of the aforementioned structures, requires the event producer to submit an application for a Building Permit.
- If electrical equipment, temporary power sources, or generators would be used, the event producer must submit an application for a Electrical Permit in addition to the Building Permit.

- If mechanical equipment, heaters, or large-scale ventilation equipment would be used, the event producer must submit an application for a Mechanical Permit in addition to the Building Permit.
- If plumbing equipment, pools, or water supply lines would be used, the event producer must submit an application for a Plumbing Permit in addition to the Building Permit. This is not required for the use of portable restrooms.

Applications are available on the City's website. Plan review and permit fees would be applied and are determined by the level of review required. Special Event Permits will not be issued until all appropriate Building and Safety permits have been provided to the Community Resources Department.

County of Los Angeles Fire Department Review

The Fire Prevention Bureau in Carson oversees events taking place in the City. Therefore, event producers may be required to apply for approval by the Bureau through submission of a Public Assemblages and Event Declaration Form. Once the application is submitted the County of Los Angeles Fire Department will review, determine if a Field Inspection will be required for the event, and generate the permit fees. Once approval is obtained, an Operational Permit would be issued to the event producer.

Filming or Still Photo Permit

A Film/Still Photo Permit is required for any event recording or photographing activities resulting in commercial use. Information about professional filming permits may be obtained on the City's website.

Emergency Action Plan

It is the event producer's responsibility to have a comprehensive emergency action plan to the City that proposes the steps to be taken for crisis situations, such as event shut down due to severe weather, fire, active hostile attack, or for a missing person, medical emergency or threat of violence. Event producers are also responsible for providing an evacuation plan, including a script for the evacuation announcement and the means to how the evacuation plan and locations will be communicated to event attendees. The event producer's proposed plan will be evaluated and formalized with the Emergency Management Coordinator in the City Manager's office.

Trash

Event producers cannot leave any trash at any event site outside of the permanent trash receptacles and may be required to secure additional containers, dumpsters, or services from Athens at a cost borne by the event producer.

Accessibility Plan

It is the event producer's responsibility to comply with all City, County, State and Federal disability access requirements applicable to the event, including the American with Disabilities Act (ADA). All indoor and outdoor sites, activities and programs must be accessible to persons with disabilities.

Traffic Plan

Event producers requesting street closures must provide a traffic control plan that illustrates all road closures, detours, and the exact placement of all traffic control devices including crash test certified barricades, signage, and message boards. The traffic control plan must be approved by the Police and Public Works Departments. The event producer is responsible for securing and deploying the required traffic control devices outlined in the City approved traffic control plan. The Public Works Department inspects all traffic control devices once deployed to ensure all devices are effective and correctly positioned at a cost to the event producer.

Amplified Sound

Event producers are required to obtain an Amplified Sound Permit if the event intends to use a loudspeaker or sound amplifying equipment for the purpose of giving instructions, directions, lectures, or transmitting music. The Chief of Police will consider the following in the issuance of Amplified Sound Permits:

- The volume and intensity of the noise;
- Whether the noise is prolonged and continuous;
- How the noise contrasts with the ambient noise level;
- The proximity of the noise source to residential and commercial uses;
- The time of day; and
- The anticipated duration of the noise.

Speakers must be facing westward (towards the ocean) at all times.

Food, Beverage, or Merchandise Sales

In accordance with HBMC Section 12.20.300, the sale of food, non-alcoholic beverages, or branded merchandise from the event producer on the beach is allowed for events approved through the Special Events Permit Program. The sale of these items from any vendor other than the event producer, or any other commodity, merchandise, wares, products, or service on the beach is not allowed. Event producers wishing to sell within these guidelines would be responsible for obtaining a business license from the City, and for obtaining any applicable food or beverage permits through the County of Los Angeles Department of Public Health. Requests for alcohol on the beach will not be considered.

For events not on the beach, the sale of food, non-alcoholic beverages, alcoholic beverages, or merchandise may be considered through the Special Events Permit Program. The event producer would be responsible for ensuring any vendors associated with its event has a current business license with the City and for obtaining any applicable food or beverage permits through the County of Los Angeles Department of Public Health. If the sale of alcohol is approved through the Special Event Permit Program, the event producer must secure the appropriate license from the State of California Department of Alcohol Beverage Control (ABC). The City may place restrictions on the way in which alcohol is managed at a proposed event and/or a requirement of security officers and/or assigning City staff to monitor the cost of such services shall be borne by the event producer.

Security

City staff or law enforcement may deem a special event warrants the presence of one or more Police Officers or security personnel and the cost of such services shall be borne by the event producer. Security personnel must be licensed, in uniform and are subject to approval by the City.

Insurance

At least ten (10) days prior to the event, event producers will provide the City with a certificate of insurance providing liability insurance with the following requirements:

Event producer agrees to furnish the City of Hermosa Beach evidence of comprehensive general liability insurance in the form of a certificate naming "the City of Hermosa Beach, its officers, agents, volunteers, and employees as additional insureds." This exact verbiage is required. Event producer shall notify the City at least thirty (30) days prior to the termination, reduction, cancellation, suspension, modification, or expiration of the policy. Notwithstanding the foregoing, Event producer shall maintain insurance coverage meeting the standards outlined in this Section at all times during the term of the activity or activities for which the Event producer submitted its application, as reflected in and permitted by this Agreement. All certificates are subject to approval of the City's Risk Manager.

Coverage shall be at least as broad as Insurance Services Form CG 00 01 covering commercial general liability on an "occurrence" basis, including property damage, bodily injury, death, and personal and advertising injury with limits no less than two million dollars (\$2,000,000) per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this Agreement, or the general aggregate limit shall be twice the required occurrence limit. The City reserves the right to request greater or lesser amounts of insurance coverage.

If the use includes athletic activities, shall provide evidence of that the commercial general liability insurance includes coverage for injuries to athletic participants and participant accident insurance.

If the Event producer maintains broader coverage and/or higher limits than the minimums shown above, the City requires and shall be entitled to the broader coverage and/or the higher limits maintained. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the City.

Event Day Expectations

In order to immediately address any issues or changes that may arise during the course of an event, producers are responsible for:

- Providing contact information for an event representative that City staff may reach at any time during the event.
 - The assigned event representative must be on-site and may not actively participate in the event.

- Maintaining copies of all applicable Special Event Permits and any other permits issued by the City on-site during the event.

Compliance

Applicable Codes + Regulations

The City of Hermosa Beach Municipal Code governs the approval, review, and enforcement of events. The Special Events Policy Guide must be strictly adhered to and all pertinent City Ordinances shall be enforced. The sections of the Hermosa Beach Municipal Code relevant to events include, but are not limited to:

Title 8 – Health and Safety

8.24 Noise Control

8.64 Ban on Polystyrene Food Service Ware

Title 10 – Vehicles and Traffic

10.28 Loading and Unloading

10.32 Stopping, Standing and Parking

Title 12 Street, Sidewalks and Public Places

12.20 Beach and Strand Regulations

12.28 Parks, Playgrounds and Other Public Areas

12.30 Special Events on Public Property

Environmental Requirements

Events in Hermosa Beach are expected to implement the following measures to reduce impacts and costs to the environment, the city, and the community.

MEASURE
Recycling and Waste Reduction
1. Reduce waste and single-use items
No single-use paper, plastics, packaging, and décor items
Reduce size/bulk of plates, containers, cups
Use products with high recycled content
No sale or give-away of single-use plastic drinking water bottles.
At 'beer or drink gardens' use recycled or compostable cups
Recycle fry-grease for bio-diesel fuels
Limit and reduce size of handouts, flyers and giveaways
2. Recycling containers:
Place well-marked recycle containers adjacent to every trash container
Provide onsite 'monitors' directing people to recycling at prime locations or provide secondary trash sorters
3. Staging
Recycle or reuse event construction materials
Use 'no emission/no VOC' paints/sealants
4. Transportation
No-idling policy for all vehicles
Sponsor free shuttle or low-cost bus passes
Use electric, hydrogen, hybrid or CNG vehicles
4. Energy
Use energy-efficient lighting
Turn lighting and devices off when not in use
Turn off generators when not in use for significant period
Use alternative energy (solar, wind, fuel cell) to supply some power
Use alternative fuel generators (CNG, fuel cell, biodiesel)

5. Marine environment
No hosing of surfaces
Full containment of all wastes
Full containment of all six-pack plastic rings. Cut rings prior to disposal
6. Education
Event and vendors must have waste and recycling a prominent theme
Ensure vendors and service providers with green measures
Report on compliance with above applicable measures

Applicable Fees

All events are subject to an application fee, daily category fees, and additional fees established by resolution of the City Council and any additional costs incurred by the City on behalf of the event. **Payment of event fees is due upon receipt. The Community Resources Department has the discretion to revoke a permit if all applicable fees are not paid in a timely manner. Special Event Permit fees are subject to change. Additional fees may apply due to required staffing and/or services from the City of Hermosa Beach's Community Development Department, Police Department, Public Works Department and/or the Los Angeles County Fire Department.**

Current Fee Schedule

Event Categories	Fee
Category I Participant plus spectator crowd less than 500 per event day.	Non-profit: \$2 per registrant and roster of participants due to City
	Commercial: 70/30 split of proceeds and roster of participants due to City
Category II Participant plus spectator crowd more than 500 but less than 3,000 per event day; <ul style="list-style-type: none"> Impacts public areas for no longer than one day including set-up and tear-down; and Is conducted in the off-season (not between Memorial Day and Labor Day) and not on any holiday. 	\$3,362 per event day
Category III Participant plus spectator crowd more than 500 but less than 3,000 per event day; <ul style="list-style-type: none"> Impacts public areas for one or more days including set-up and tear-down; or Impacts public areas for one or more days including set-up and tear-down and is conducted in the Peak Season (between Memorial Day and Labor Day) or on any holiday; or Participant plus spectator crowd more than 3,000 but less than 5,000 per event day.	\$3,700 per event day
Category IV Participant plus Spectator crowd exceeds 5,000 per event day.	\$6,727 per event day

Additional Fees	Fees
Commercial Application Fee - non-refundable	\$1,057
Non-Profit Application Fee - non-refundable	\$704
Pass-Thru Application Fee - non-refundable	\$353
Amplified Sound Permit	\$207

Additional Fees Cont'd	Fees
Pier Plaza Use Fee	\$14,081 per event day
Event Co-sponsor*	\$356 per sponsor
Event Setup/Teardown	\$319 per location, per day
Community Resources Staff	\$423 per day
Parking Space Fee	Fees vary based on parking location

*The Event Co-sponsor fee is charged for each organization listed as a presenting sponsor of the event on any or all marketing materials for the event.

Damage Deposit

Monetary deposits, bonds and other security may be necessary to guarantee performance of all required conditions, clean-up and repair of any City property or facilities damaged as a result of the event. Events may be required to submit a deposit to cover any potential damage to City facilities. All or a portion of the deposit may be refunded upon post event inspection. Events will be billed for the costs to repair or replace any City property damaged as a result of the event if the damage exceeds the deposit provided.

Refund/Cancellation Policy

Once a permit is approved and issued, daily category fees or additional fees may be refunded when written notice is given to the Community Resources Department at least two weeks prior to the event date.

Fee Waiver Grants

To support qualified organizations that have received approval to hold their event, the City provides event fee waiver grant opportunities to assist in its success by relieving the financial burden associated with the cost of the City's event fees. Events and organizations that qualify for a long-term agreement or in contract are not bound to the terms of this policy. The annual award limit of fee waiver grants is approved by the City Council each fall for the upcoming calendar year. Grants will be awarded up to a maximum of \$2,500 per event or a 50% reduction of indirect City event fees, whichever is the lesser amount. Fee waiver grants may only be used toward indirect costs charged by the City; direct costs are not eligible for and organizations are required to pay those in full. The minimum amount of a requested fee waiver grant must total at least \$250.

Eligibility

In order to be eligible to apply for a fee waiver grant, the event must be a returning event to the City. Fee waiver grants will not be considered for new events or events taking place during the Peak Season (between Memorial Day and Labor Day). Following approval of an event, a completed Special Event Fee Waiver Grant Application is required to be submitted to the Community Resources Department at least 60 days prior to the event. The request will be reviewed by the Parks, Recreation, and Community Resources Advisory Commission at one of its regularly scheduled meetings for consideration of approval.

Event producers will be requested to demonstrate the following:

- A financial need or other economic justification to be considered for a fee waiver grant;
- A positive community benefit through the organization or its event by meeting at least two of the following criteria:
 - The organization and/or event serves, involves, and/or promotes Hermosa Beach, its residents, schools, and/or businesses;
 - The organization and/or event can demonstrate broad community support and sponsorship;
 - The event appeals to a wide segment of 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;
 - The organization can demonstrate a commitment to supporting the City's active and healthy lifestyle as a result of the event; and/or
 - The organization/and or event addresses an unmet community need.
- A positive economic impact 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
- 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.

Additionally, event producers must be able to fully fund their event should they not receive a fee waiver grant and may not be dependent on the fee waiver grant to determine their ability to hold the event.

Events specifically prohibited from receiving a fee waiver grant include those events that:

- Promote, advocate, or advance a political message or belief.
- Projects or organizations who have unsatisfactorily fulfilled its obligations from previous fee waiver grants.

Obligations

Organizations approved for a fee waiver grant will be required to complete the following:

- Include that the event "is brought to you with support from the City of Hermosa Beach" on all marketing materials. The City requests this exact verbiage be used.
 - A copy of event marketing materials with this exact verbiage must be provided to the City prior to the City's issuance of the Special Events Permit.
- A formal presentation to the Parks, Recreation and Community Resources Advisory Parks, Recreation, and Community Resources Advisory Commission at one of its regular meetings no more than 60-days following the event. The presentation shall include discussion of:
 - Number of attendees.
 - Beneficiary of funds raised by the event (if applicable).
 - Overview of event budget and financial outlook.
 - Overview of the community benefit and/or positive economic impact to the City of Hermosa Beach.

Disqualification

Failure to complete these requirements in accordance with this policy shall automatically disqualify the organization from submitting a future request to receive a fee waiver grant for the remainder of the current calendar year plus one additional calendar year.

If any information submitted as part of the Special Event Fee Waiver Grant is found to be fraudulent, event approvals already granted for the remainder of the calendar year will be automatically revoked. While the organization will be permitted to reapply for approval of event(s) in the following calendar year, it will no longer be eligible to apply for a fee waiver grant.

Long-term Agreements

The City of Hermosa Beach recognizes the value in hosting a variety of beloved community events that help create a balanced and enjoyable 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.

Eligibility

In order for an organization to be eligible for consideration of a long-term agreement, the event(s) must meet at least three of the following:

- The event(s) must qualify as an Impact Level II or III (per the Impact Worksheet), and at least one of the following:
 - Have a combined estimated total of 5,000 people in attendance; or
 - The event must be at least two (2) consecutive days (including setup and teardown).
- Have 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; and
- 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.

- The event can demonstrate:
 - A community benefit; or
 - A positive economic impact as a result of the event.

Event producers will be requested to demonstrate a positive community benefit through the organization or its event by meeting at least two of the following criteria:

- The organization and/or event serves, involves, and/or promotes Hermosa Beach, its residents, schools, and/or businesses;
- The organization and/or event can demonstrate broad community support and sponsorship;
- The event appeals to a wide segment of 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;
- The organization can demonstrate a commitment to supporting the City's active and healthy lifestyle as a result of the event; and/or
- The organization/and or event addresses an unmet community need.

Event producers will be requested to demonstrate a positive economic impact 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
- 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.

Upon request of an organization whose event does not satisfy one or more of the above eligibility criteria, the City Council may 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.

Term Limits

LTA's shall be for no less than two (2) years but shall not exceed a maximum of three (3) years unless otherwise determined by the City Council.

Procedures

The following steps are required to guide the development and implementation of an LTA:

1. Submittal of an LTA Application and corresponding letter to the Community Resources Department demonstrating how the organization meets the criteria.
2. Review and recommendation for City Council approval by the Parks, Recreation and Community Resources Advisory Commission.
3. Review and approval by the City Council to begin LTA negotiations with City staff.
4. LTA negotiations and development.
5. Presentation of the final LTA to the City Council for approval.

Obligations

Organizations whose event(s) are approved through an LTA are required to provide a formal presentation to the Parks, Recreation, and Community Resources Advisory 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.