



Honorable Mayor and Members of the Hermosa Beach City Council

APPROVAL OF THE COMMENCEMENT OF SPECIAL EVENT LONG-TERM AGREEMENT NEGOTIATIONS WITH INDIVISIBLE ARTS FOR STATE OF THE ART
(Community Resources Director Lisa Nichols)

Recommended Action:

Staff recommends City Council approve the initiation of long-term agreement negotiations with Invisible Arts for State of the Art, authorizing staff to proceed with drafting the terms and conditions for Council's future consideration and approval.

Executive Summary:

The Community Resources Department oversees special events on public property. The Special Events Policy Guide outlines the Long-term Agreement (LTA) Program, which allows organizations that meet the eligibility requirements to apply for an LTA to solidify event dates for up to three years.

At its September 3, 2024 meeting, the Parks, Recreation and Community Resources Advisory Commission (Commission) recommended the commencement of LTA negotiations to Council with Indivisible Arts for State of the Art in 2025 through 2027.

Background:

The Special Events Policy Guide (**Attachment 1**) serves as a comprehensive document for event producers with information on the review and approval process, applicable fees, policies, and Hermosa Beach Municipal Code chapters and sections pertaining to special events. The Special Events Policy Guide outlines the Long-term Agreement (LTA) Program, which allows organizations that meet the eligibility requirements to apply for an LTA to solidify event dates for up to three years and eliminates the need for organizations to submit a special event application each year and participate in the annual review and approval process by the Commission and Council. Additionally, the LTA Program provides an opportunity for event fees to be subsidized with a decrease or elimination through a negotiation process between the City and the organization.

Attachment 2 is a table of the current LTAs including the organization, event, agreement term, payable fees to the City, and estimated fees to be waived annually for each agreement.

The LTA program requires the Commission to review and provide a recommendation to Council on whether it believes the City should enter into an LTA with an organization for its special event.

At its September 3, 2024 meeting, the Commission recommended the commencement of LTA negotiations to Council with Indivisible Arts for State of the Art in 2025 through 2027.

Past Commission Actions

Meeting Date	Description
<u>September 3, 2024</u>	Commission recommended to Council the commencement of long-term agreement negotiations with Indivisible Arts for State of the Art.

Discussion:

Staff received a new LTA application (**Attachment 3**) on Tuesday, August 20 from Indivisible Arts for State of the Art in 2025 through 2027.

State of the Art would serve as a fundraiser for Indivisible Arts including art viewing sections (both indoor and outdoor), interactive art activities, live music, local food vendors, and virtual and live auctions. Indivisible Arts is a nonprofit dedicated to cultivating creativity, consciousness, and connection through the arts.

To be considered for an LTA for its special event, an organization must meet at least three of the following eligibility requirements:

- The organization’s event(s) qualifies as an Impact Level II or III (per the Impact Characteristics Worksheet found in the Special Events Policy Guide), and:
 - Has a combined estimated total of 5,000 people in attendance per day (participants and spectators); or
 - Is at least two consecutive days (including set-up and tear-down).
- The organization’s event has been held in Hermosa Beach for at least three consecutive years.
- The organization serves, involves, and/or promotes Hermosa Beach’s coastal lifestyle, its residents, schools, and/or businesses.
- The organization can demonstrate how its programs (outside of those provided at the event) provide a positive impact to the City including enhancements to the 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 organization can demonstrate how its event provides one of the following:
 - A community benefit; or
 - A positive economic impact as a result of the event.

Attachments 4-6 are the current 2025–2027 Special Events Calendars with the requested event dates from Indivisible Arts for State of the Art in May. **Attachment 7** is the 2024 Special Events Calendar for informational purposes.

The requested dates for State of the Art, submitted by Indivisible Arts, are not yet confirmed at this phase of review. If Council approves initiating negotiations, staff will begin negotiations with Indivisible Arts and return to Council for approval of the agreement.

General Plan Consistency:

The report and associated recommendations have been evaluated for their consistency with the City’s General Plan. Relevant Policies are listed below:

Parks and Open Space Element

Goal 3. Community parks and facilities encourage social activity and interaction.

Policies:

- **3.1 Community-friendly events.** Encourage, permit, and support community groups, nonprofit, or business organized events on City property that support physical activity, beach culture, and family-friendly social interactions.
- **3.2 Social and cultural events.** Design and program parks and open space to accommodate unique social and cultural events to foster connectedness and interaction.

Goal 8. Special events at the beach are balanced to support community recreation and economic development without restricting coastal access or impacting the community.

Policies:

- **8.3 Community-focused events.** Prioritize the approval of special events that enhance the sense of community, improve economic vitality, and foster a healthy environment and active.
- **8.4 Family-focused events.** Prioritize events that appeal to a wide segment of community members.

Fiscal Impact

The fiscal impact is currently unknown. Special event fees are negotiated as part of each agreement and would not be determined until negotiations are completed.

Attachments:

1. Special Events Policy Guide
2. Table of Current Long-term Agreements
3. Long-term Agreement Application from Indivisible Arts for State of the Art
4. 2025 Special Events Calendar
5. 2026 Special Events Calendar
6. 2027 Special Events Calendar
7. 2024 Special Events Calendar

Respectfully Submitted by: Lisa Nichols, Community Resources Director
Reviewed by: Angela Crespi, Deputy City Manager
Approved: Suja Lowenthal, City Manager