



Honorable Mayor and Members of the Hermosa Beach City Council

APPROVAL OF NEW 2024 SPECIAL EVENTS

(Senior Recreation Supervisor Brian Sousa)

Recommended Action:

Staff recommends City Council hold a public hearing to approve the Parks, Recreation and Community Resources Advisory Commission's recommendation to include the following new special events on the 2024 Special Event Calendar:

1. The Frosty Olympics south of the Pier on Saturday, October 12, 2024; and
2. Darc Sport Pier to Pier Run south of the Pier and the Strand north of the Pier on Friday, November 8 through Saturday, November 9, 2024.

Executive Summary:

The Community Resources Department is tasked with overseeing special events on public property. New events require review by the Parks, Recreation, and Community Resources Advisory Commission and approval by City Council through a Public Hearing.

Through a public hearing at its September 3, 2024 meeting, the Parks, Recreation and Community Resources Advisory Commission recommended City Council approve the following new special events on the 2024 Special Event Calendar:

- The Frosty Olympics south of the Pier on Saturday, October 12, 2024; and
- Darc Sport Pier to Pier Run south of the Pier and the Strand north of the Pier on Friday, November 8 through Saturday, November 9, 2024.

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. Special events are evaluated based on several factors and categorized as either Impact Level I, II, or III using the Impact Characteristics Matrix in the Special Events Policy Guide. The matrix considers event characteristics to determine the impact level such as the total estimated attendance; the event location; the day and season in which the event would take place; the total number of consecutive event days; and special requests such as reserved parking, amplified sound, etc. The event's impact level determines the application submission deadline and the required level of review and approval which may involve City staff, Parks, Recreation, and Community Resources Advisory Commission

(Commission), and/or Council. New events or Impact Level III events, which are events with the largest impact to the City, require Council approval. Impact Level II returning events require Commission approval and Impact Level I returning events are approved by staff.

Special event application deadlines are 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.
- Returning Impact Level III events: Must be submitted no later than July 30 for the following calendar year.
- Returning Impact Level II events: Must be submitted at least 90 days in advance of the event.
- Returning Level I events: Must be submitted at least 30 days in advance of the event.

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); and
- the event does not exceed peak season event limits; and the event can still meet all the event approval findings.

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- The Frosty Olympics south of the Pier on Saturday, October 12, 2024; and
- Darc Sport Pier to Pier Run south of the Pier and the Strand north of the Pier on Friday, November 8 through Saturday, November 9, 2024.

Past Commission Actions

Meeting Date	Description
September 3, 2024	Commission recommended approval by City Council the inclusion of new special events on the 2024 Special Events Calendar.

Discussion:

Staff received one new Impact Level I special event application on August 16, 2024, and one new Impact Level II special event application on August 1, 2024. A brief summary of each event request is included below. The two new special event requests are included on the 2024 Special Events Calendar (**Attachment 2**).

The Frosty Olympics

Team Frosty requests approval to host The Frosty Olympics on Saturday, October 12, 2024, south of the Pier. The event includes a cornhole tournament fundraiser to support South Bay resident Mike “Frosty” Foster, who is battling Amyotrophic Lateral Sclerosis (ALS), and to raise awareness and funding for ALS research. The event producer expects approximately 85 participants and 40 spectators.

Although the event application was submitted less than 90 days in advance—contrary to the requirements for new Impact Level I events—staff recommends approval due to the low impact of the event, its charitable nature, and the benefits it brings to the community.

The event producer initially approached staff in September to request a location outside the designated Commercial Zone (10th Street to 15th Street on the beach). Staff worked closely with the producer to identify an alternate date available on the special events calendar and ensure compliance with the Hermosa Beach Municipal Code (HBMC). Specifically, per HBMC Chapter 12.30.050, a permit is required for any nonprofit group utilizing public spaces. Additional event details are provided in **Attachment 3**, The Frosty Olympics Event Overview.

Darc Sport Pier to Pier Run

Darc Sport requests approval to hold the Darc Sport Pier to Pier Run south of the Pier and the Strand north of the Pier on Saturday, November 9, 2024, with load-in scheduled for Friday, November 8, 2024. The event involves a walk or run from Hermosa Beach Pier to Manhattan Beach Pier and back, featuring beach activations, giveaways, and music. Organizers anticipate approximately 500 participants and up to 1,500 spectators. To minimize disruptions to Strand traffic, event staff and volunteers will be stationed along the route to guide participants. The Commission, at its September 3, 2024 meeting, recommended the following conditions for approval for City Council consideration:

- The event should not exceed 500 participants; and
- The event should not promote or provide prizes to participants in order of finish in the walk/run.

Additional event details are included in the Darc Sport Pier to Pier Run event overview sheet (**Attachment 4**).

General Plan Consistency:

This report and associated recommendation have been evaluated for their consistency with PLAN Hermosa, the City’s General Plan. Relevant Policies are listed below:

Governance Element

Goal 5. Small beach town character is reflected throughout Hermosa Beach.

Policy:

- **5.7 Visitor and resident balance.** Recognizing the desire and need to balance visitor-serving and local-serving uses as a key to preserving character and the economic vitality of the community.

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 group, 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 7. The beach offers high quality recreational opportunities and amenities desired by the community.

Policies:

- **7.3 Recreational asset.** Consider and treat the beach as a recreational asset and never as a commercial enterprise.
- **7.5 Designated recreational uses.** Continually evaluate and explore devoting certain portions of the beach to different preferred recreational uses while providing access for all users and meeting the recreation needs of visitors and residents.

Fiscal Impact:

If approved, the estimated event revenue would be \$3,580 to the General Fund.

Attachments:

1. Special Events Policy Guide
2. 2024 Tentative Special Events Calendar
3. The Frosty Olympics Event Overview Sheet
4. Darc Sport Pier to Pier Run Event Overview Sheet

Respectfully Submitted by: Brian Sousa, Senior Recreation Supervisor

Concur: Lisa Nichols, Community Resources Director

Noted for Fiscal Impact: Brandon Walker, Administrative Services Director

Legal Review: Patrick Donegan, City Attorney

Reviewed by: Angela Crespi, Deputy City Manager

Approved: Suja Lowenthal, City Manager