



2025
City of Hermosa Beach
Special Event Permit Application Overview

Event Title: *Winter Challenge*

Impact Level: *II*

Applicant Name: *Heather Friesen*

Organization Name: *Hope Chapel*

Non-Profit: NO YES

Event Date(s): *Setup: Friday, February 7, Event: Saturday, February 8*

Event Time: *6:30am-6:30pm*

Event Summary: *Adult beach volleyball tournament*

Returning Event: NO YES

Event Location (Site Map Attached): *Volleyball courts North of Pier*

Estimated Number of Participants: *72*

Estimated Number of Spectators: *200*

Age of Participants: *Adults*

Participant Fee: *\$50*

Parking: *None*

Amplified Sound: *Yes, for announcements and background music*

Generator(s): *None*

Fenced Area(s): *None*

Stage(s), Structure(s) or Tent(s): *Pop-up tents*

Security: *None*

Sponsor(s): *Yes*

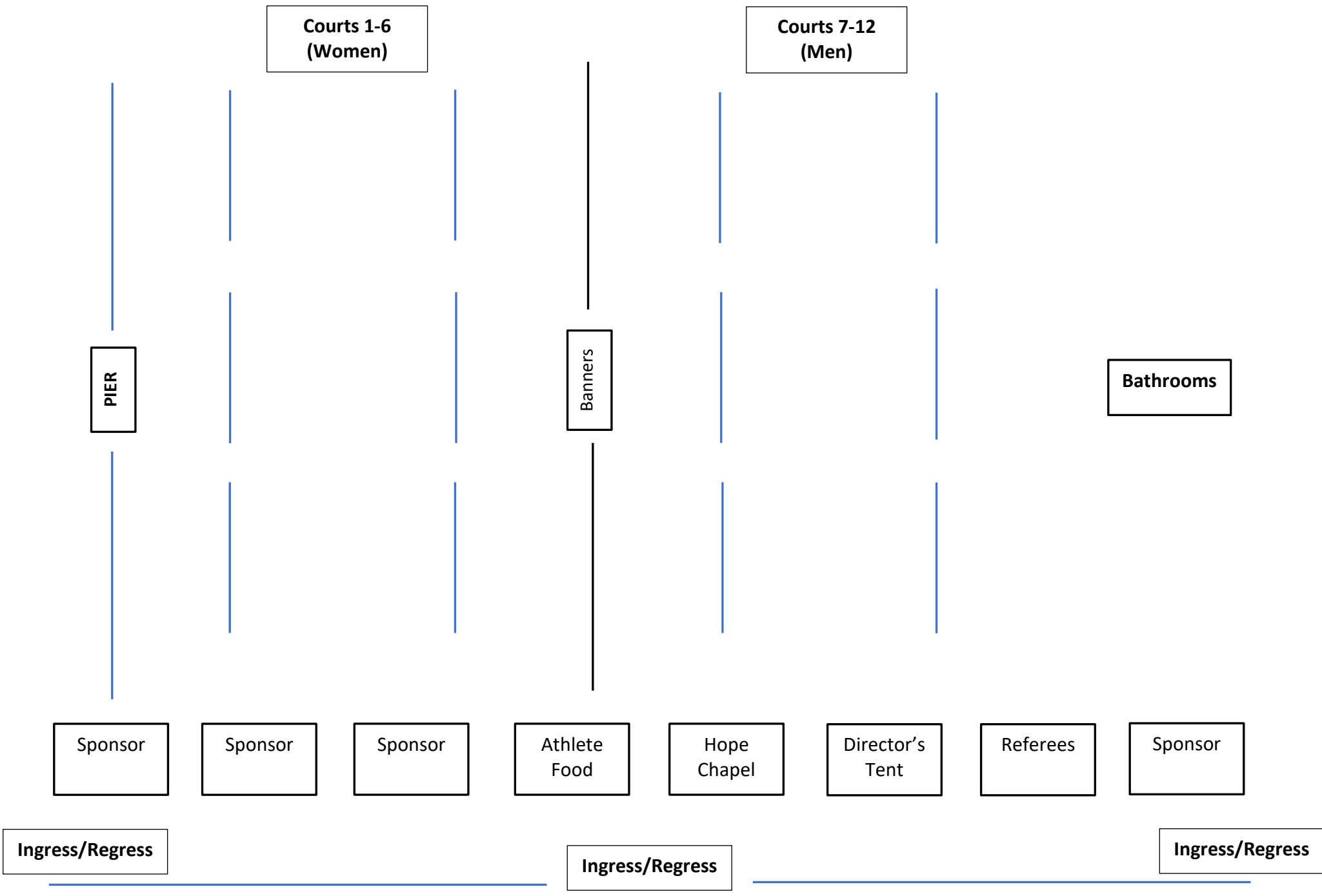
Vendor(s): *None*

Filming/Still Photography: *None*

Estimated Fees Payable to the City

| | |
|---------------------------------|--|
| <i>Application (Non-Profit)</i> | <i>\$685</i> |
| <i>Category I</i> | <i>\$2 per participant and roster provided to the City</i> |
| <i>Amplified Sound</i> | <i>\$201</i> |
| <i>Co-Sponsor Fee</i> | <i>\$346 each</i> |
| <i>Event Set-up Fee</i> | <i>\$310 per day</i> |

**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.*



Winter Challenge Tournament Plan



Director:
Heather Friesen

PROBLEM

Beach volleyball players are undervalued and underappreciated with minimal opportunities to make money from competing.

Vision: To help athletes feel valued, loved, and respected by showing them the love of Christ at well-run tournaments.

SOLUTION

OBJECTIVES

We aim to make the tournament all about the athlete by providing what other tournaments do not:

- Free Snacks/Lunch
- Free Ending Dinner
- Free T-Shirt
- Professional Referees
- Giveaways from Sponsors
- Match-play
- Full Pay out to Players
- Ample and Clear Communication
- Free PT/Athletic Trainer on site
- Free Bibles for all players

ACTION PLAN

Plan and run a Winter Challenge Tournament every February:

1. Set a date and location
2. Contact potential sponsors
3. Complete permit process
4. Find referees
5. Advertise to and invite athletes
6. Map out finer details (lunch, dinner, t-shirts, volunteers, etc.)
7. Run tournament!

FUNDING/GROWTH

Funded by: Sponsors and Donors

Budget: \$13,000; will scale with tournament growth

Current Partners Include:

- Hope Chapel, KWAVE Radio, The Healthy Athlete PT and Chick-fil-A

Growth Strategy

- Compete in more places than just SoCal (Texas, Florida, Kentucky, etc.)
- Run multiple tournaments: Add a "Summer Challenge"
- Create an ongoing space for athletes to ask questions, receive support and connect with other athletes

PARTNER

We wish to partner with local and national companies like yours in order to further help athletes to feel loved, valued and respected because they are created in the image of Christ.