



City of Hermosa Beach Special Event Application Rules and Regulations

City of Hermosa Beach Community Resources Department
710 Pier Avenue, Hermosa Beach, CA 90254
Phone: 310.318.0280 • Email: hbconnect@hermosabeach.gov

Please refer to the Special Event Policy Guide on the City website for a complete listing of all policies and procedures related to special events in the City of Hermosa Beach.

Application, application fee and all required documents **must** be submitted to the Department of Community Resources to be considered.

Please note:

- ✓ **Applications MUST be completed electronically – handwritten applications will not be accepted.**
- ✓ **ALL sections and pages of the application MUST be completed (or marked N/A) to be eligible for review.** You will be notified by City staff if your application was not accepted due to it being incomplete.

Approval Process

Event Level	Approval Group	Event Review Schedule
Impact Level I	Approved by Community Resources Staff	As received
Impact Level II	Approved by the Parks, Recreation and Community Resources Advisory Commission	Meets monthly (first Tuesday of each month)
Impact Level III & New Events	Approved by public hearing at the Parks, Recreation and Community Resources Advisory Commission and City Council	Commission meets monthly (first Tuesday of each month)
		City Council meets bi-monthly (second and fourth Tuesday of each month)

Multiple Events

If you are applying for multiple event days and ALL characteristics of each day are the SAME (set-up, parking requests, etc.), you are welcome to submit one application and one application fee that includes all event dates. If there are any details that differ between event dates, please submit a SEPARATE application and application fee for each.

Example: A youth volleyball organization is holding a variety of tournaments, including:

- *May – youth tournament (80 participants, 10 volleyball courts)*
- *June – youth tournament (80 participants, 10 volleyball courts)*
- *July – adult tournament (100 participants, 16 volleyball courts)*

The May and June events may be completed on one application; the July event is required to be submitted on a separate application since it is larger in participants and utilization of volleyball courts.

YOU MUST SUBMIT THE FOLLOWING: To avoid processing delays of your application, do not leave any sections blank. Indicate items that do not apply with an N/A. Attach additional sheets to the application if more space is required.

Completed Application (ALL pages – blank pages marked NA)

Application Fee

- Submit **non-refundable** application fee; \$883 for commercial groups, \$589 for non-profit organizations, and \$294 for pass-through events, to the City of Hermosa Beach. **Applications received without the application fee will not be reviewed and will be returned as incomplete.**
 - If your event was cancelled in 2020 due to COVID-19, the City is offering a 50% reduction to the application fee for 2021 special events. The reduced application fees would be: \$463.50 for commercial groups (50% off \$883), \$294.50 for non-profit organizations (50% off \$589 and \$147 (50% off \$294) for pass-through events.

Site Plan

- Include location of stages, tents, portable toilets, dumpsters, registration areas, fencing, barricades, bleachers, generators and all other items for your event. Facilities, equipment placement, parking needs, ingress and egress routes and street closure requests must also be included. The City may require a certified Traffic Control Plan (TCP) should your event be approved. Please note that completion of the Beach Usage Map (p. 14) does not qualify as a site plan for beach events.

Proof of Non-Profit Status Pending status does not qualify. Non-profit organizations must apply under their own name and not borrow the non-profit status of another entity.

Non-Profit Designation Letter

Current Copy of Form 990

AGREEMENT AND SIGNATURE:

I, the undersigned representative, have read the rules and regulations with reference to this application and am duly authorized by the organization to submit this application on its behalf. The information contained herein is complete and accurate.



Signature of Applicant

Date



City of Hermosa Beach
Community Resources Department

PERMIT NUMBER:	
EVENT DATE:	
DATE STAMP	STAFF INITIALS

COMMERCIAL AND NON-PROFIT SPECIAL EVENT PERMIT APPLICATION

710 Pier Avenue • Hermosa Beach, CA 90254 • 310.318.0280

ORGANIZATION & EVENT INFORMATION

EVENT TITLE: _____

Applicant Name: _____ Birthdate: _____

Organization Name: _____

Non-Profit? No Yes Non-Profit I.D. or Tax Exempt #: _____

If non-profit, please describe who will benefit from funds raised from your event:

Address: _____

_____ City State Zip

Phone: _____ Cell: _____

Email Address: _____ Fax: _____

****1st CHOICE EVENT DATE(S):**

Set-Up Date(s): See Section #1 (08/21/21 & 10/02/21)

Event Date(s): _____

Clean-Up Date(s): _____

If applicable, please provide a brief explanation detailing a necessity for holding your event during the date(s) listed above:

****2nd CHOICE EVENT DATE(S):**

Set-Up Date(s): _____ See Section #1 (08/21/21 & 10/02/21)

Event Date(s): _____

Clean-Up Date(s): _____

If applicable, please provide a brief explanation detailing a necessity for holding your event during the date(s) listed above:

****PLEASE NOTE: Date choice is not guaranteed until final calendar has been determined by City staff.**

Please describe your organization's experience producing similar events to the one described on this application:

Please describe you and/or your organization's affiliation with the City of Hermosa Beach:

REQUIRED: CONTACT PERSON ON THE DAY OF THE EVENT:

Name: _____

Cell: _____

PRE-EVENT CONTACT PERSON'S INFORMATION (IF DIFFERENT FROM CONTACT INFORMATION ON PREVIOUS PAGE)

Name: _____

Birthdate: _____

Address: _____

City

State

Zip

Phone: _____

Cell: _____

Email Address: _____

Fax: _____

Please describe your personal experience producing similar events: _____

EVENT INFORMATION

Is this a **NEW** or **RETURNING** special event to Hermosa Beach?

NEW

RETURNING

-If this is a returning event, please indicate the number of years held in Hermosa Beach: _____

Please indicate your event level (please mark all that apply)

Local

Regional

National

Championship

Qualifier

Event Type (please select all that apply):

Race (run, walk, bike, etc.)

Tournament Type: _____

Parade

Pass-Through

Street Fair/Festival

Fundraiser Benefitting: _____

Concert

Swim Event

Other _____

PLEASE COMPLETE A DAILY BREAKDOWN OF EVENT-RELATED ACTIVITIES. PLEASE USE MULTIPLE LINES TO DISTINGUISH BETWEEN DIFFERENT DAILY ACTIVITIES. PLEASE ATTACH ADDITIONAL SHEETS, IF NECESSARY.

Date(s)	Daily Activity	Start Time	End Time
	<input type="checkbox"/> Load-in/set-up <input type="checkbox"/> Event day <input type="checkbox"/> Load-out/Clean-up		
	<input type="checkbox"/> Load-in/set-up <input type="checkbox"/> Event day <input type="checkbox"/> Load-out/Clean-up		
	<input type="checkbox"/> Load-in/set-up <input type="checkbox"/> Event day <input type="checkbox"/> Load-out/Clean-up		
	<input type="checkbox"/> Load-in/set-up <input type="checkbox"/> Event day <input type="checkbox"/> Load-out/Clean-up		

Event Location: _____

If your event is on the beach, do you plan to remove any volleyball or beach tennis courts? YES NO

If YES, please indicate which courts will be removed on the Beach Usage Map (p. 14)

Estimated # of Participants: _____ Age of Participants: _____

Estimated # of Spectators (daily): _____ Total Estimated Attendance: **1000 to 2000**

Marketing & Advertisement Plan

Please list how you plan to advertise & promote your event for **participants**:

Please list how you plan to advertise & promote your event for **spectators**:

Overall Event Description - Briefly explain event and activities:

Street Closure Information – For Parades, Races, Walk/Runs, etc. taking place on City streets.

Names of Streets to be closed *(please include additional sheets if necessary)*:

_____	between	_____	and	_____	_____	am/pm	to	_____	_____	am/pm
_____	between	_____	and	_____	_____	am/pm	to	_____	_____	am/pm
_____	between	_____	and	_____	_____	am/pm	to	_____	_____	am/pm
_____	between	_____	and	_____	_____	am/pm	to	_____	_____	am/pm
_____	between	_____	and	_____	_____	am/pm	to	_____	_____	am/pm

Description of Event Route *(official map must be submitted with application)*

Assembly Area/Event Start: _____

Disbanding Area/Event End: _____

Sponsors

List **ALL** proposed/anticipated Co-Sponsors. Each Co-sponsor is a \$293 each and must be approved by the Community Resources Department. Co-sponsors may sample only, not sell.

Parking

Will you need reserved parking spaces? Yes No

If YES, please list requested parking times for each day of request *(attach additional sheets if necessary)*:

# of Spaces	_____	Date	_____	from	_____	to	_____
# of Spaces	_____	Date	_____	from	_____	to	_____
# of Spaces	_____	Date	_____	from	_____	to	_____

Will official event merchandise be sold at the event *(Business License required)*? Yes No

Does your event involve the sale or consumption of alcoholic beverages? Yes No
Alcohol is prohibited on the beach per HBMC 12.26.300

Will the event have amplified sound? Yes No

-If YES, please describe (live music, PA, number and size of speakers, microphone, bullhorn, etc):

Is this a fundraising event? Yes No

-If YES, please describe the fundraising activities:

Will there be any fenced areas? Yes No

-If YES, please describe:

Will there be construction of stages or structures, including any tents or awnings? Yes No

-If YES, please describe:

What is your clean-up plan post event?

Will you be requesting street banners? Yes No

Will you be requesting light pole banners? Yes No

Will you be filming or having television coverage? Yes No

Entrance or Registration Fee: _____

Methods of Registration (please check all that apply):

- Website Mail
 Active.com Other _____

Prizes (including anticipated cash prizes):

SAFETY/SECURITY/VOLUNTEERS

Have you hired a security company to handle security arrangements for this event? Yes No

-If YES, please include the following information:

Company Name: TBD Phone: _____ # of Guards: _____

Guard Schedule:

We will be hiring security guards

Do you plan on utilizing volunteers? Yes No

-If YES, please describe:

An army of community volunteers will be recruited and trained and will receive headphones free of charge in exchange for 2 hours of volunteer time. Volunteer duties will include: beach cleanup, check-in & check-out, security, activity coordinators such as arts and crafts, etc.

Please describe your procedures for both crowd control and internal security:

EVENT PROMOTION INFORMATION

Please describe marketing and promotional efforts for this event. Include event website, social networking sites, radio play, etc.

EQUIPMENT INFORMATION (ATTACH SITE PLAN)

A DIAGRAM OF YOUR SITE PLAN THAT INCLUDES ALL FACILITIES, EXACT PLACEMENT OF ALL EQUIPMENT, STREET CLOSURES, INGRESS AND EGRESS ROUTES, SHUTTLE ROUTES, FENCING, ACCESSIBILITY PLAN, AND PARKING MUST BE ATTACHED TO THE APPLICATION.

YOUR APPLICATION WILL NOT BE PROCESSED WITHOUT A SITE PLAN

(PLEASE NOTE: THE COMPLETION OF THE BEACH USAGE MAP, PAGE 14, DOES NOT QUALIFY AS A SITE PLAN)

Please check all the boxes that apply to the equipment that will be on site for your event and specify the number and size of each (if applicable).

- Cars _____
- Semi-Trucks _____
- Generator _____
Size/Type: _____
- Vans _____
Size: _____
- Sound Equipment _____
- Enclosed Tents _____
- Other (please attach list with description of each item)

- Porta Potties **if necessary** _____
- Motor Homes _____
Size: _____
- Trailer _____
Size: _____
- Stage _____
Measurements: _____
- Canopies _____

ACCESSIBILITY PLAN

It is the applicant'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.

Please describe your accessibility plan:

The festival site map includes wheel chair accessibility in front of the main stage. We are also working with the city with the possibility of using the mobi mat pathway.

INSURANCE

Unless greater or lesser coverage is requested, applicant agrees to furnish the City of Hermosa Beach evidence of \$2 million comprehensive general liability insurance in the form of a certificate, including endorsement, covering the entire period of this permit, naming the City of Hermosa Beach, its officers, agents and employees as additionally insured. Permittee waives claims against the City of Hermosa Beach, its officers, agents and employees, for fees or damages caused, arising out of or in any way connected with the exercise of this permit.

APPLICANT AGREES TO COMPLY WITH ALL APPLICANT'S LAWS AND AGREES TO MAINTAIN PREMISES IN GOOD CONDITION AND RETURN IN THE SAME CONDITION AS BEFORE SAID USE.

I certify that the information contained herein is true and correct to the best of my knowledge. I have read and agree to comply with the City of Hermosa Beach Sustainability Measures. All fees, charges and other material will be paid and or furnished to the Department of Community Resources as mutually agreed to by both parties.

Name/Company Representative



Signature

Date

IMPACT CHARACTERISTIC WORKSHEET (REQUIRED FOR ALL EVENTS)

Please consider details of your event and use this worksheet to determine its impact level. If you are applying for multiple events, please complete a different page for each if the event details are different.

1

Event Name: _____

Event Date(s): _____

2

Select one characteristic in each ROW as it relates to your event(s).

Please be sure to mark (i.e. "x", circle, checkmark, etc.) each selection. Failure to do so will deem the worksheet and application incomplete.

NUMBER OF EXPECTED PARTICIPANTS

SMALL 100-500 MEDIUM 501-2,000 ✓ LARGE 2,000+

REOCCURRENCE

3+ Years ONCE BEFORE NEW EVENT ✓

LOCATION

PARKS OR BEACH ✓ PIER PLAZA STREETS/PUBLIC RIGHT OF WAY/STRAND

TIME OF YEAR

WINTER SPRING OR FALL ✓ SUMMER ✓

DAY(S) OF THE WEEK

WEEKDAY WEEKEND ✓ HOLIDAY

NUMBER OF CONSECUTIVE DAYS

1-2 DAYS ✓ 3-4 DAYS MORE THAN 5 DAYS

NUMBER OF EVENTS IN ONE YEAR

1-2 EVENTS PER YEAR ✓ 3-4 EVENTS PER YEAR MORE THAN 5 EVENTS PER YEAR

ADDITIONAL REQUESTS NEEDED

i.e. filming, reserved parking, fencing, stage or seating construction, road closures, amplified sound, etc.

NONE ✓ 1-2 ✓ 3 OR MORE

3

Calculate the total number of each color/column selected.

TOTALS

Blue square Red square Green square

IMPACT LEVEL I

At least **5** blue

IMPACT LEVEL II

At least **2** red

IMPACT LEVEL III

At least **2** green

4

Determine Impact Level by selecting the HIGHEST your event qualifies for.

IMPACT LEVEL

3

COMMUNITY BENEFIT

Please provide a brief description of the benefit your event(s) add to the community. The Community Decision-Making Tool may be used as a guide and can be found on the City website at the following link:

<http://www.hermosabch.org/Modules/ShowDocument.aspx?documentid=5226>

Event Name: _____

Event Date(s): _____

PUBLIC RELATIONS INFORMATION

Please provide the following information to be given out to the general public, if requested:

Name of Event: _____

Name of Organization: _____

Event Dates and Times:

Date	8/21/21	10/2/21			
Times	2:00 - 10:00	2:00 - 9:00			

Event Information can be found online at: _____

Public Relations Contact: _____

Day Phone: _____

Evening Phone: _____

Email: _____

Please provide a brief description of your event that can be used on the online City calendar. Please include details that would be helpful for someone looking for more information specific to your event.

PRELIMINARY FEE WORKSHEET

Please complete, to the best of your ability, all event-related fees as it pertains to your proposed event, **even if you are requesting fee waivers**. A final total of charges will be determined thirty days prior to your event once approval is granted; additional fees not listed below may apply when deemed necessary by staff as a result of the final event planning and implementation. *Please note that fees may be updated at any time.*

EVENT CATEGORY FEES	PRICE <i>(subject to change)</i>	CALCULATION	TOTAL
Category I	Non-profit: \$2 per person		
<ul style="list-style-type: none"> Less than 500 people 	Commercial: 70/30 split of registration		
Category II			
<ul style="list-style-type: none"> Impacts public areas for no longer than one (1) day including set-up & tear-down Is conducted in the off-season (not between Memorial Day and Labor Day or on any holiday) Participant plus Spectator crowd above 500 but does not exceed 3,000 people. Has no television coverage (except news). A non-profit entity is the beneficiary of the net revenues (100%). Does not meet any of the identifying criteria for a Category III or IV event. 	\$2,811 per day		
Category III			
<ul style="list-style-type: none"> Impacts public areas for more than one (1) day including set up. Participant plus Spectator crowd does not exceed 5,000 people. Has no television coverage (except news). Has more than \$3,000 and less than \$50,000 in prize money. Does not meet any of the identifying criteria for a Category IV event. 	\$3,093 per day	See section 14	
		\$3,093	\$3,093
Category IV			
<ul style="list-style-type: none"> Meets Category III Criteria and has one or more of the following: <ul style="list-style-type: none"> Has network television coverage or Estimated participant/spectator crowds exceed 5,000 people or Prize money in excess of \$50,000 or Charges admission to spectator Gross revenues in excess of \$50,000. 	\$5,623 per day		
MISCELLANEOUS FEES	PRICE <i>(subject to change)</i>	CALCULATION	TOTAL
Commercial Application Fee - <i>non-refundable</i>	\$883 (\$441.50 if your event was cancelled in 2020 due to COVID-19)	See section 14	\$883
Non-Profit Application Fee - <i>non-refundable</i>	\$589 (\$294.50 if your event was cancelled in 2020 due to COVID-19)		
Pass-Thru Application Fee - <i>non-refundable</i>	\$294 (\$147 if your event was cancelled in 2020 due to COVID-19)		
Amplified Sound Permit	\$173		
Pier Plaza Use Fee	\$11,771 per day		
Event Co-Sponsor	\$297 each		
Event Set-Up/Tear-Down	\$266 per location, per day		
Community Resources Staff	\$353 per day		
Parking Meter Space Fee	\$1.25 per hour (8am-8pm) \$1.50 per hour (8pm-8am)	\$18x8 spaces	\$144
*Preliminary TOTAL			\$4,120

**Depending on event details additional fees may apply due to required staffing and/or services from the City of Hermosa Beach's Building Division, Public Works Department and the Los Angeles County Fire Department.*

GREEN MATRIX (Environmental Protection Plan)

(Required for all event applications)

Events in Hermosa Beach are expected to implement measures to reduce impacts and costs to the environment, the city, and the community. Specify how you will comply with applicable measures (or mark not applicable). If you have a multi-year contract for your event, please show how you will increase compliance in subsequent years.

Event Name: _____

Expected Attendance: _____

MEASURE	CHECK IF APPLICABLE	HOW WILL YOU COMPLY? (use additional sheets if needed)
Recycling and Waste Reduction		
1. Reduce waste and single-use items		
<ul style="list-style-type: none"> ▪ Limit single-use paper, plastics, packaging, and décor items 	✓	
<ul style="list-style-type: none"> ▪ Reduce size/bulk of plates, containers, cups 	✓	
<ul style="list-style-type: none"> ▪ Use products with high recycled content 	✓	
<ul style="list-style-type: none"> ▪ Avoid sale or give-away of single-use plastic drinking water bottles. *A mobile water cart ('Mother-Lode Wide') is available for use and reusable water bottles are encouraged 	✓	
<ul style="list-style-type: none"> ▪ Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups) *Large drink dispensers are available for use and reusable water bottles are encouraged 	✓	
<ul style="list-style-type: none"> ▪ At 'beer or drink gardens' use recycled or compostable cups (provide dump station for liquids) 	✓	
<ul style="list-style-type: none"> ▪ Recycle fry-grease for bio-diesel fuels 	✓	
<ul style="list-style-type: none"> ▪ Limit and reduce size of handouts, flyers and give-aways (print several per page, double-side, do not use dark color inks) 	✓	
2. Recycling containers:		
<ul style="list-style-type: none"> ▪ Place well-marked recycle containers adjacent to every trash container 	✓	
<ul style="list-style-type: none"> ▪ Provide onsite 'monitors' directing people to recycling at prime locations or provide secondary trash sorters. 	✓	
<ul style="list-style-type: none"> ▪ Scavenging is prohibited from waste containers. Prevent and report scavenging 	✓	
3. Staging		
<ul style="list-style-type: none"> ▪ Recycle or reuse event construction materials 	✓	
<ul style="list-style-type: none"> ▪ Use 'no emission/no VOC' paints/sealants 	✓	

3. Transportation		
▪ No-idling policy for all vehicles	<input checked="" type="checkbox"/>	
▪ Sponsor free shuttle or low-cost bus passes	<input checked="" type="checkbox"/>	
▪ Use electric, hydrogen, hybrid or CNG vehicles	<input checked="" type="checkbox"/>	
4. Energy		
▪ Use energy-efficient lighting	<input checked="" type="checkbox"/>	
▪ Turn lighting and devices off when not in use	<input checked="" type="checkbox"/>	
▪ Turn off generators when not in use for significant period of time	<input checked="" type="checkbox"/>	
▪ Using alternative energy (solar, wind, fuel cell) to supply some power	<input checked="" type="checkbox"/>	
▪ Use alternative fuel generators (CNG, fuel cell, biodiesel) (biodiesel- minimum B20 (20% blend); B99 is preferred)	<input checked="" type="checkbox"/>	
5. Marine environment		
▪ <u>NO single-use plastic bags starting October 1, 2016.</u>	<input checked="" type="checkbox"/>	
▪ <u>including take-out cups or containers.</u>	<input checked="" type="checkbox"/>	
▪ No hosing of surfaces. Consult Public Works regarding clean-up procedures for large events	<input checked="" type="checkbox"/>	
▪ Full containment of all wastes	<input checked="" type="checkbox"/>	
▪ Full containment of all six-pack plastic rings. Cut rings prior to disposal.	<input checked="" type="checkbox"/>	
If Beach and street cleaning required consult Public Works regarding clean-up procedures	<input checked="" type="checkbox"/>	
6. Education		
Event and vendors to make reducing waste and recycling a prominent theme	<input checked="" type="checkbox"/>	
▪ Provide one booth, kiosk or space for green education sponsored by city or designee	<input checked="" type="checkbox"/>	
▪ Advertise green measures and rules in all event advertising and on website	<input checked="" type="checkbox"/>	
▪ Demonstrate that vendors and service providers will comply with green measures	<input checked="" type="checkbox"/>	
7. Monitoring		
Report on compliance with above applicable measures	<input checked="" type="checkbox"/>	

BEACH COURTS USAGE MAP *(required for all BEACH events.)*

Please circle the beach volleyball and/or beach tennis courts that you will be using for your event. **This also includes those courts that may be removed for event-related activities.** If you are applying for multiple events or multiple days where a different number of courts will be used, please complete a separate page for each, specifying the event title and date below. Completion of this map does not take the place of the required Site Plan.

Event Name: _____

Event Date(s): _____



HERMOSA HARMONY FESTIVAL

Special Event Application
Addendum Version (6/25/21)

World of Sound Productions (WOSP) offers “Unforgettable Outdoor Headphone Experiences”. <https://worldofsoundproductions.com>

On Feb 1, 2020, WOSP created “The World’s First All-day Headphone Concert’ at Javaman Jam 2 in Hermosa Beach, CA. Since that historic day, we have produced over 20 unforgettable headphone experiences including the wildly popular “Neon Beach” Silent Disco events which have sold out to over 500 attendees each event.

Our growing team of 20+ top-notch Advisors offer decades of experience in the Music and Event Production Industries as well as expertise in Video Content Creation, Sales & Marketing & Business Management.

Our company mantra is...”Connect and Collaborate with Kind, Creative People.” WOSP is the only company in the world (that we know of) that specializes in LIVE MUSIC headphone experiences.

Our high-fidelity headphones, combined with a veteran team of Audio Engineers, deliver an unmatched, studio-quality audio experience.

Our events are family & environmentally friendly and low impact in every way. Our festivals are powered with solar powered batteries.

Our lighting (Laser, LED and high-powered black-lights) and glowing headphones create a fun, festival ambiance and we encourage attendees to dress up in Neon and dance and become part of the experience.

HEADPHONE TECHNOLOGY

Additional benefits of using our headphone technology include:

- No amps - no noise - no problems
- ¼ mile range allows for safe, distanced events
- 5 channels on headphones allow for 5 simultaneous audio experiences.
- Individual Volume control

Section 1:

Event Dates & Times:

- Saturday, Aug 21, 2021 (2pm to 10pm)
- Saturday, Oct 2, 2021 (2pm to 9pm)

August:

8/21/21 (Saturday) / Sunset at 7:30 pm

- Set-up: 8am to 2pm
- Event: 2 pm to 10pm (See note below)
- Move-out: 10pm to 12 am (2 hours)
 - Vendor move out: 8 - 9pm
 - Live Music stage 8:30-10:30pm
 - Silent Disco ends 10pm/ Move-out 10pm to 12 am

Note: We are collaborating with the Claire's Place Foundation and the Glow Ride on 8/21/21 which ends at approx 9pm. We would like Glow Riders to be able to enjoy at least 1 hour of the Neon After Dark so we would like to have the silent disco go until 10pm.

October:

Saturday, 10/2/21 (Sunset at 6:30 pm)

- Set-up: 8am to 2pm
- Event: 2 pm to 9pm
- Move-out: 8pm to 11 pm

Section 2:

Please describe your organization's experience producing similar events to the one described on this application:

Previous Headphone Experiences by WOSP:

- Javaman Jam 2 (2/1/20): The world's first all-day headphone concert. Hermosa Beach; 100 people
- Once in a Blue Moon (10/30 - 11/1/20): The world's first silent music festival. Joshua Tree, CA; 250 people.
- Neon Beach 2 (5/8/21): 500+ people. Included 16 Djs performing simultaneously on 3 stages.
- Barley On The Beach (5/15/21): 8-piece band; 100 people

Section 3:

Please describe you and/or your organization's affiliation with the City of Hermosa Beach:

Adam Malovani's Community Work:

- **Founded "The Hermosa Harmony Project" (2019 - Current)**
 - Our mission is to help establish Hermosa as a destination for live music to build community and revitalize our downtown.
 - 100% of money raised goes to Musicians and Crew to perform in outdoor, public spaces.
 - Raised over \$7,000 in donations to produce 2 all day live music concerts, featuring and supporting local musicians at **Javaman Jam** (11/11/2019) and Javaman Jam 2 (2/1/2020) which was "The World's First All-Day Headphone Concert".
 - **Javaman Jam 3 (8/7/21)** is planned in collaboration with The Chamber Sidewalk Sale.
- **The Unofficial Hermosa Music Historian.** Created the **Hermosa Beach Audio Walking Tour** www.experiencegpstours.com. I have since donated the tour to the Hermosa Beach Historical Society.
- **Volunteer work includes:**
 - Hermosa Beach Historical Society: Board of Directors since 2020
 - Leadership Hermosa Beach Mentor since 2020
 - Friends of the Parks volunteer
 - Hermosa Murals Org volunteer
- **Leadership Hermosa Beach; Class of 2017.** Class Project: **Market 90254.**

Section 4:

DAILY BREAKDOWN OF EVENT-RELATED ACTIVITIES.

PLEASE USE MULTIPLE LINES TO DISTINGUISH BETWEEN DIFFERENT DAILY ACTIVITIES.

- Set-up: 8am to 2pm
- Event: 2 pm to 10pm (9pm for October dates).
- Move-out: 8pm to 12 am
 - Vendor Move-out: 7-10 pm
 - Live Music Stage Move-out: 9pm to 11pm.
 - Silent Disco Move-out: 10pm to 12am
- Beach Cleanup: before, during & after event

Event Location: South of Pier (see map)

Section 5:

Total Estimated Attendance: We estimate we'll sell 1,000 to 2,000 tickets.

Section 6:

Marketing & Advertising Plan: Please list how you plan to advertise & promote your event for participants:

- Digital Marketing: Social media & email marketing
- Local Press
- Posters in Store windows
- Collaborate & co-promote with Hermosa businesses, Chamber, City, Musicians and performers, non-profits & residents.
- Promotion at upcoming WOSP events

Section 7:

Overall Event Description

The Hermosa Harmony Festival will be "The World's First Silent Beach Festival".

It will be a family friendly, community event featuring local musicians, DJs, wellness experiences, arts and crafts activities, Kid's Club & beach games, food vendors and displays from local non-profit organizations.

Attendees can purchase tickets in advance online to reserve our high-fidelity headphones, (which we provide upon check-in at the event) to experience the music and audio experiences in studio quality sound.

Non-paying attendees can also participate and enjoy the event with a wide range of activities such as food vendors, beach games, art and non-profit displays. The festival will not be gated in any way and access to the festival area is open to everyone.

An army of community volunteers will be recruited and trained and will receive headphones free of charge in exchange for 2 hours of volunteer time. Volunteer duties will include: beach cleanup, check-in & check-out, security, activity coordinators such as arts and crafts, etc.

Headphone Experiences include:

- Live Music featuring local bands
- Silent Disco: 12 DJ's on 3 different sand-level "stages".
- "Neon After Dark" dance party with high powered black lights. Attendees will be encouraged to wear neon and LED lit accessories.

- Wellness & mindfulness experiences: (yoga, soundbaths, music hypnosis & meditation)

Activities that do not require headphones include:

- Kids Club Activities & Beach games
- Visual Arts and crafts exhibits and activities
- Wellness experiences such as yoga
- Cirque de Hermosa (glow in the dark)
- Beach Clean-up
- Local Vendors & Exhibitors (10x10 Canopies)
 - Hermosa restaurants
 - Local Nonprofits
 - Sponsors

Potential collaborators include:

Non-profits

- Claire's Place / Glow Ride / Support the Cystic Fibrosis Foundation. The Glow Ride will be on 8/21. Our plan is to allow Glow Riders to join the Neon After Dark Silent Disco.
- We will offer participation and fundraising opportunities to all Hb non-profits

Business Community:

- Chamber of Commerce & Visitor Bureau
- Hotels

Hermosa Creatives:

- Hermosa Artists Collective
- Hermosa Music Company
- Studio 637 (live stream)

Other benefits

- Low impact: set up and break down the same day
- Environmentally friendly: Solar powered batteries /no generators.

Section 8:

List **ALL** proposed/anticipated Co-Sponsors. Each Co-sponsor is \$293 each and must be approved by the Community Resources Department. Co-sponsors may sample only, not sell.

Potential Sponsors Include:

- Beach Cities Health District
- Athens Disposal
- Kinecta
- Rock & Brews
- Studio 637

Section 9:

Parking:

Will you need reserved parking spaces? If YES, please list requested parking times for each day of request (*attach additional sheets if necessary*):

Load in and Load Out Area and reserved parking spaces TBD: To be discussed and planned with Planning Team (WOSP, Vendors and City staff)

Section 10:

Entrance or Registration Fee:

- Estimated Ticket prices will range from \$25 (Early Bird) to \$40 (day of event).
- VIP Packages may also be available at higher prices (TBD)
- \$10 for Kids under 16
- Volunteers receive free headphones
- A variety of experiences will also be available for non-paying attendees.

Methods of Registration:

- Tickets purchased using the Isotope Ticketing Platform (www.isotopeticketing.com).
- An event website will be developed: www.HermosaHarmonyFest.com

Section 11:

EQUIPMENT INFORMATION (See attached site plan)

Vehicles: A vehicle unloading and parking plan will be developed in coordination with City Staff and HBPD. Large semi-trucks will not be necessary. Only cars and vans required for equipment, cast and crew

Power & Generator(s)

- The festival will be eco-friendly and powered with solar powered, 1,000 watt batteries.
- A Honda 2200 generator will be on hand as a back up if needed
- Food vendors may require additional generators (TBD).

Porta-potties will be supplied if needed (TBD)

Live Music Stage: 16'x24'x2'(high)

Canopies: 3 11'x11' lightweight beach canopies will be provided for DJ stages.

ACCESSIBILITY PLAN

* The City's existing beach access path will be utilized. All ADA requirements will be adhered to.

Section 12:

COMMUNITY BENEFIT:

The Hermosa Harmony Festival will...

- Be a much needed family friendly, **joyous celebration of music and harmony** for residents and visitors.
- **Help establish Hermosa Beach as a destination for LIVE MUSIC** to build community and support our small businesses.
- Offer **wellness experiences and post-pandemic healing through music**.
- **Support Hermosa's nonprofits**: \$5 of every ticket sold goes to a Hermosa nonprofit of ticket buyer's choice. Nonprofits will also make \$5 for every ticket they sell.
- Be a **Community Collaboration** with Hermosa's residents, musicians and nonprofits, businesses, City and Chamber.
- Be **eco-friendly**: Beach cleanup and solar powered.
- **Promote harmony & good vibes**
- Be **great PR for Hermosa**.
- **Accessible to all**. We will invite underprivileged kids and the disabled.
- **Give back**. Free tickets for those who are experiencing financial hardship.

Section 13:

PUBLIC RELATIONS INFORMATION

Name of Event: Hermosa Harmony Festival

Name of Organization: World of Sound Productions

Event Dates and Times:

- **August**: 8/21/21; Saturday, 2 pm to 10pm
- **October**: 10/2/21 Saturday, 2 pm to 9pm

Event Information can be found online at: www.hermosaharmonyfest.com

Public Relations Contact: Adam Malovani

Day & Evening Phone: 310-968-4948

Email: malovani@worldofsoundproductions.com

Please provide a brief description of your event that can be used on the online City calendar. Please include details that would be helpful for someone looking for more information specific to your event.

The Hermosa Harmony Festival will be “The World’s First Silent Beach Festival”.

A family friendly, community event featuring local musicians, DJs, wellness experiences, arts and crafts activities, Kid’s Club & beach games, food vendors and displays from local non-profit organizations.

Attendees can purchase tickets in advance online to reserve high-fidelity headphones, (provided upon check-in at the event) to experience the music and audio experiences in studio quality sound.

Non-paying attendees can also participate and enjoy the event with a wide range of activities.

The festival will not be gated in any way and access to the festival area is open to everyone!

Section 14:

PRELIMINARY FEE WORKSHEET

Category 3 Event Fees:	3,093
Commercial Application Fee:	883
Parking	144
Other fees tbd	
Preliminary Total Fees:	\$4,120

American Junkie
Takeout • Delivery

Parking Lot A

Sea Sprite

8 Reserved
Parking
Spots

Scotty's on the Strand
Takeout • Delivery

Vendors, Sponsors, Non-Profits

Check In
area

DJ canopy
stage

Hennessey's Tavern
Takeout • Delivery

DJ canopy
stage

Pier Plaza

Live
Music
Stage
16X24X2

Arts and
Crafts

DJ canopy
stage

Tim Kelly
Lifeguard Memorial

Beach
Clean
Station

Lifeguard Vehicle Access path

Wheelchair path

10x10 Vendor

10x10 Vendor

10x10 Vendor

10x10 Vendor

10x10 Vendor

10x10 Vendor

10x10 Vendor

10x10 Vendor

10x10 Vendor

10x10 Vendor

10x10 Vendor

10x10 Vendor

DJ Canopy 10x10

DJ Canopy 10x10

DJ Canopy 10x10

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