City of Hermosa Beach
Community Resources Department

CONTRACT NUMBER: 5817	
EVENT DATE:	
DATE STAMP	STAFF INITIALS

RECEIVED
OCT 16 2013
COMMUNITY RESOURCES

COMMERCIAL AND NON-PROFIT SPECIAL EVENT PERMIT APPLICATION

710 Pier Avenue • Hermosa Beach, CA 90254 • 310.318.0280 • Fax: 310.372.4333

- ***APPLICATION MUST BE SUBMITTED BY OCTOBER 31ST, 2013***
- ***$758 NON-REFUNDABLE APPLICATION FEE REQUIRED WITH APPLICATION.***
- ***$505 NON-REFUNDABLE APPLICATION FEE, FOR VERIFIABLE NON-PROFITS (SEE INSTRUCTIONS)***

Request Event Date: 1st choice **: JUNE 14 + 15, 2014

2nd Choice ** (Required): _____

Date choice is not guaranteed until final calendar has been determined by City staff.

ORGANIZATION'S INFORMATION

EVENT TITLE: HERMOSA BEACH ART WALK

Applicant Name: SAM PERROTTI

Organization Name: ARTS GROUP OF HERMOSA BEACH (DBA) HERMOSA BEACH ART WALK

Non Profit?: No (Yes) Non-Profit I.D. or Tax Exempt #: 26-3402885

[redacted]

CONTACT PERSON'S INFORMATION (IF DIFFERENT FROM ABOVE)

Name: SAM PERROTTI

Address: SAME AS ABOVE

City State Zip

Phone: ( ) Cell: ( )

Email Address: Fax: ( )

REQUIRED: CONTACT PERSON ON THE DAY OF THE EVENT:

Name: SAM PERROTTI Cell: (213) 219-1713

EVENT INFORMATION

Event Type *(please select all that apply)*:

- ☐ Race *(run, walk, bike, etc.)*
- ☐ Parade
- ☒ Street Fair/Festival ART
- ☐ Concert
- ☐ Tournament *Type:* _____
- ☐ Pass-Through
- ☐ Fundraiser *Benefitting:* _____
- ☐ Other _____

Event Start Time: 10 AM

Event End Time: 5 PM

Set-Up Date: 6-12 CHALK LAWN 6-13 BOOTH SET UP

Set-Up Time: 9 AM

(If set up includes multiple days, please include additional pages with a daily set-up schedule).

Break Down Date: 6-15-14

Break Down Time: 5 PM

Event Location: COMMUNITY CENTER NORTH AND EAST LAWNS

Estimated # of Participants: 80 ARTISTS

Age of Participants: OVER 21

Estimated # of Spectators (daily): 230

Total Estimated Attendance: 460

Overall Event Description - Briefly explain event and activities:

80 ARTISTS DISPLAYING THEIR ART IN 10'X10' POP UP BOOTHS ON THE NORTH AND EAST LAWNS OF THE COMMUNITY CENTER. THERE WILL BE A STEEL DRUMER WITH AN AMPLIFIER AND SPEAKERS YOUNG DANCERS (AGE 5 TO 12) FROM YOU CAN DANCE STUDIO WILL DANCE ON SATURDAY JUNE 14. YOU CAN DANCE STUDIO IS LOCATED ON AVIATION BLVD.

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

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 $250 per co-sponsor fee. Co-sponsors may sample only, not sell.

NONE

Parking *($1.25 per hour or $30 per space per day)* PARKING SIGNS & BALLONS ON PIER AVE & 11TH ST.

Will you need reserved parking spaces? ☒ Yes ☐ No WE ALSO RENT THE CHURCH PARKING LOT FOR THE ARTISTS USE.

If YES, please list requested parking times for each day of request:

Date	FRIDAY JUNE 13	from	8 AM	am/pm	to	5 PM	am/pm
Date	SATURDAY JUNE 14	from	7 AM	am/pm	to	11 AM	am/pm
Date	SUNDAY JUNE 15	from	4 PM	am/pm	to	8 PM	am/pm

Will official event merchandise be sold at the event *(Business License required)*?
(Note: No sales on beach per HBMC) ARTISTS MAY SELL THEIR OWN PIECES ☐ 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):
STEEL DRUMMER WILL HAVE A SMALL AMPIFIRER.
YOUTH DANCERS WILL USE AN IPAD & SMALL SPEAKERS, SIMILAR TO BOOMBOX

Is this a fundraising event? ☐ Yes ☒ No

-If YES, please describe:

Will there be any fenced areas? ☒ Yes ☐ No

-If YES, please describe:
A SMALL AREA 8' x 12' FOR A KIDS ACTIVITY SPACE LOCATED AT EAST SIDE OF COMMUNITY CENTER. SEE SITE PLAN.

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

-If YES, please describe:
THE ARTISTS WILL HAVE 80 POP UP TENTS.
THERE WILL BE 2 POP UP TENTS FOR INFORMATION BOOTHS.

What is your clean-up plan post event?

WE HIRE 3 LABORS TO SET UP AND TEAR DOWN EVENT
TRASH CONTAINERS ARE PUT IN DUMPSTERS BEHIND THE COMMUNITY CENTER.

Will you be requesting street banners? ☒ Yes ☐ No

Will you be requesting light pole banners? ☐ Yes ☒ No

Will you be filming of having television coverage? ☐ Yes ☒ No

Entrance or Registration Fee: ARTISTS PAY $150 PER BOOTH SPACE FOR 2 DAY EVENT

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: FRONTLINE SECURITY SERVICES Phone: (310) 541-4250 # of Guards: 2

Guard Schedule: CONTACT PERSON IS SANDRA BUSHNELL
FRIDAY NIGHT 6PM TO 7AM
SATURDAY NIGHT 6PM TO 7AM

Do you plan on utilizing volunteers? ☒ Yes ☐ No

-If YES, please describe:

VOLUNTEERS ASSIST IN SETTING UP & TEARING DOWN EVENT. THEY ALSO WORK IN THE INFORMATION BOOTHS & KIDS ACTIVITY AREA.

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

IN THE PAST WE HAVE NOT HAD ANY CROWDS. IN THE PAST 10 YEARS WE HAVE NOT HAD ANY PROBLEMS. GENERALLY FAMILIES WALK THROUGH THE EVENT IN SMALL GROUPS.

EVENT PROMOTION INFORMATION

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

MARKETING IS DONE WITH SMALL (10X16) POSTERS + POSTCARDS.
WE HAVE A WEBSITE DESCRIBING EVENT WWW.HBARTWALK.COM
WE HAVE A FACEBOOK PAGE.

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 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).

- 80 ☒ Cars WE RENT THE CHURCH PARKING LOT
- ☐ Semi-Trucks
- ☐ Generator
  - Size/Type:
- ☐ Vans
  - Size:
- ☐ Sound Equipment
- ☐ Enclosed Tents
- ☒ Other *(please attach list with description of each item)*
- ☐ Porta Potties
- ☐ Motor Homes
  - Size:
- ☐ Trailer
  - Size:
- ☐ Stage
  - Measurements:
- ☒ Canopies 80 POP UP TENTS

ONE FOOD TRUCK PER DAY AT SERVICE DRIVEWAY NEAR THE SKATEBOARD PARK.

GREEN MATRIX (ENVIRONMENTAL PROTECTION PLAN) - REQUIRED

COMPLETE THE ATTACHED GREEN MATRIX AND ATTACH TO YOUR APPLICATION.

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 AREAS AJACENT TO THE COMMUNITY CENTER ARE ACCESSIBLE AT THE DRIVEWAYS.

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.

Sam Perrotti — 10-16-03

Company Representative (signature) — Date

Department of Community Resources — Date

All Event Applications must include the completed GREEN MATRIX (Environmental Protection Plan)

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 your contract is for several years, show how you will increase compliance is subsequent years.

Event Name: Hermosa Beach Art Walk_____ **Expected Attendance:** __490____

MEASURE	APPLIES TO:	HOW WILL YOU COMPLY? (use additional sheets if needed)
Recycling and Waste Reduction		
1. Reduce waste and single-use items		
▪ Limit single-use paper, plastics, packaging, and décor items	All events	Posters and written advertising will use 100% post-consumer content. The event and all vendors will be asked to reduce the use and size of these items. Vendors will be asked to avoid offering bags and be advised not to hand out single use plastic bags.
▪ Reduce size/bulk of plates, containers, cups	All events	The event and the food trucks will abide by the same rules used by the Chamber of Commerce's Fiesta.
▪ Use products with high recycled content	All events	Same as first item.
▪ Avoid sale or give-away of single-use plastic bottled drinking water	All events	We will use large containers of water and recycled cups. Vendors will be advised to not give away such containers.
▪ Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups)	500 or more	Faucets and drinking fountains are available in the Community Center.
▪ At 'beer or drink gardens' recycle cups (provide dump station for liquids)	2000 or more	N/A
▪ Recycle fry-grease for bio-diesel fuels	2000 or more	N/A
▪ Limit and reduce size of handouts, flyers and give-aways (print several per page, double-side, do not use dark color inks)	500 or more	Any flyers will be controlled at the information booth. The event and all vendors will make an effort to follow these instructions.
2. Recycling containers:		
▪ Place well-marked recycle containers adjacent to every trash container	500 or more	We will use trash containers with special tops identifying the container for recycling.
▪ Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters	2000 or more	N/A
3. Staging		
▪ Recycle or reuse event construction materials	2000 or more	N/A
▪ Use 'no emission/no VOC' paints/sealants	500 or more	We will not be using any paints or sealants.
Transportation		
▪ No-idling policy for all vehicles	All events	We do not have any vehicles.

▪ Sponsor free shuttle or low cost bus passes	2000 or more	N/A
▪ Use hybrid, electric or CNG vehicles	2000 or more	N/A
Energy		
▪ Use energy-efficient lighting	All events	The event will be over before sunset.
▪ Turn lighting and devices off when not in use	All events	We will not use lighting.
▪ Turn off generators when not in use for significant period of time	All events	We will not use generators.
▪ Using alternative energy (solar, wind, fuel cell) to supply some power	2000 or more	N/A
▪ Use alternative fuel generators (CNG, fuel cell, biodiesel) (biodiesel- minimum B20 (20% blend); B99 is preferred)	2000 or more	N/A
Marine environment		
▪ Avoid use of single-use plastic bags. Events on Pier Plaza, Pier Avenue and Hermosa Avenue: NO single-use plastic bags.	All events	Artists will use paper bags when selling art work.
▪ Avoid Styrofoam for outdoor events, take-out cups or containers. Events on Pier Plaza, Pier Avenue and Hermosa Avenue: NO Styrofoam for outdoor events, take-out cups or containers.	All events	We will ensure that the food trucks will use recycled cups, containers and plates.
▪ No hosing of surfaces unless specifically allowed by city	All events	We will not be using hoses.
▪ Full containment of all wastes	All events	Public Works will supply the event with trash containers. After the event the containers will be brought to the dumpsters behind the Community Center.
▪ Full containment of all six-pack plastic rings. Events on Pier Plaza, Pier Avenue and Hermosa Avenue: Full containment of all six-pack plastic rings.	All events	These containers will not be used.
▪ Provide recycling containers and litter control	All events	Public Works will provide additional cardboard recycling containers for our use.
▪ Beach and street cleaning required	500 or more	N/A
Education		
▪ Event and vendors to make reducing waste and recycling a prominent theme	500 or more	Event materials given to all participants will include a section advising how the event is "green".
▪ Provide one booth, kiosk or space for green education sponsored by city or designee	2000 or more	N/A
▪ Advertise green measures and rules in all event advertising and on website	500 or more	We will add green information to our website.
▪ Demonstrate that vendors and service providers will comply with green measures	500 or more	N/A
Monitoring		
▪ Report on compliance with above applicable measures	500 or more	We will provide a brief report on compliance within 30 days of the event.
▪		

Signature: Sam Perrotti **Date:** 10-16-13

Title: ___Treasurer – Board of Directors_____

Email: ___sperrotti1@verizon.net_____

Phone: ____(310) 372-7269_____

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PCH
PCH
11th
STATION
PARKING
PIER AVE.
STUDENT ART
FOOD T-SHIRTS
FLAG
KIDS ACTIVITIES
HERMOSA BEACH COMMUNITY CENTER
HERMOSA PLAYHOUSE
HERMOSA BEACH COMMUNITY CENTER
PARKING
TENNIS COURTS
TENNIS COURTS
PARKING LOT
SKATE PARK
Vendor Food Trucks
PARKING
BANK