



City of Hermosa Beach
Community Resources Department

CONTRACT NUMBER: 6070

EVENT DATE:

RECEIVED YS

DATE STAMP

MAR 06 2014

STAFF
INITIALS

(P)

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 **: Oct 12

2nd Choice ** (Required):

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

ORGANIZATION'S INFORMATION

EVENT TITLE: Day At The Beach Hermosa Triathlon

Applicant Name: Jim Eichhorn

Organization Name: MESP

Non Profit?: No

Yes

Non-Profit I.D. or Tax Exempt #: _____

CONTACT PERSON'S INFORMATION (IF DIFFERENT FROM ABOVE)

Name: SAME

Address: _____

City

State

Zip

Phone: () _____

Cell: () _____

Email Address: _____

Fax: () _____

REQUIRED: CONTACT PERSON ON THE DAY OF THE EVENT:

Name: Jim Eichhorn

Cell: (818) 454-8539

EVENT INFORMATION

Event Type (please select all that apply):

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

Event Start Time: 7:00 Am Event End Time: 11:00 Am

Set-Up Date: Thurs - SAT Oct. 2-4 Set-Up Time: 6:00 Am - 7:00pm
(If set up includes multiple days, please include additional pages with a daily set-up schedule).

Break Down Date: SUN Oct 5 Break Down Time: 11:00Am - 3:00Pm

Event Location: Hermosa Beach Pier

Estimated # of Participants: 1,000 Age of Participants: 13 - 70

Estimated # of Spectators (daily): 1,000 Total Estimated Attendance: 2,000

Overall Event Description - Briefly explain event and activities:

The triathlon will begin with the swim on the south side of Hermosa Pier. Participants will transition to bike on Pier, Valley, and Ardmore before transitioning to the run. The run will be 3 miles on the strand.

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)

See Attached

No streets completely closed.

Assembly Area/Event Start: Thurs, Oct 2nd 12:00pm

Disbanding Area/Event End: Sun, Oct 5th 4:00pm

Sponsors

List ALL proposed/anticipated Co-Sponsors. Each Co-sponsor is a \$250 per co-sponsor fee. Co-sponsors may sample only, not sell.

Longo Toyota

Parking (\$1.25 per hour or \$30 per space per day)

Will you need reserved parking spaces? Yes No

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

Date <u>Oct 2-4</u>	from <u>6</u>	am /pm	to <u>7</u>	am/ pm
Date <u>Oct 5</u>	from <u>24 hrs</u>	am/pm	to	am/pm
Date _____	from _____	am/pm	to	am/pm

Will official event merchandise be sold at the event (*Business License required*)?
(Note: No sales on beach per HBMC) Yes No

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

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:

Will there be any fenced areas? Yes No

-If YES, please describe:

We fence in the transition area around the pier the morning of the race.

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

-If YES, please describe:

We have one stage and tents on the beach for registration, sponsors, etc.

What is your clean-up plan post event?

Rented dumpsters removed following the event.

Will you be requesting street banners? Yes No Promenade Banner

Will you be requesting light pole banners? Yes No

Will you be filming or having television coverage? Yes No

Entrance or Registration Fee: \$ 90 - \$115

Methods of Registration (please check all that apply):

- Website Mail
 Active.com Other

Prizes (including anticipated cash prizes):

Medals 1st - 3rd in each age group.

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: TBD # of Guards: 1

Guard Schedule:

Overnight security to ensure equipment security.

Do you plan on utilizing volunteers? Yes No

-If YES, please describe:

Volunteers will be at each aid station as well as on the bike course to assist with traffic routes.

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

Volunteers and staff are used to secure transition area.

EVENT PROMOTION INFORMATION

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

Mailers, Google Ads, Facebook, Email Campaign

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).

- Cars _____
- 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 _____

SEE ATTACHED

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:

Handicap Parking is available close to event site. Disability access is available throughout the main event site.

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.



Company Representative (signature)

12/6/13

Date

Department of Community Resources

Date

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

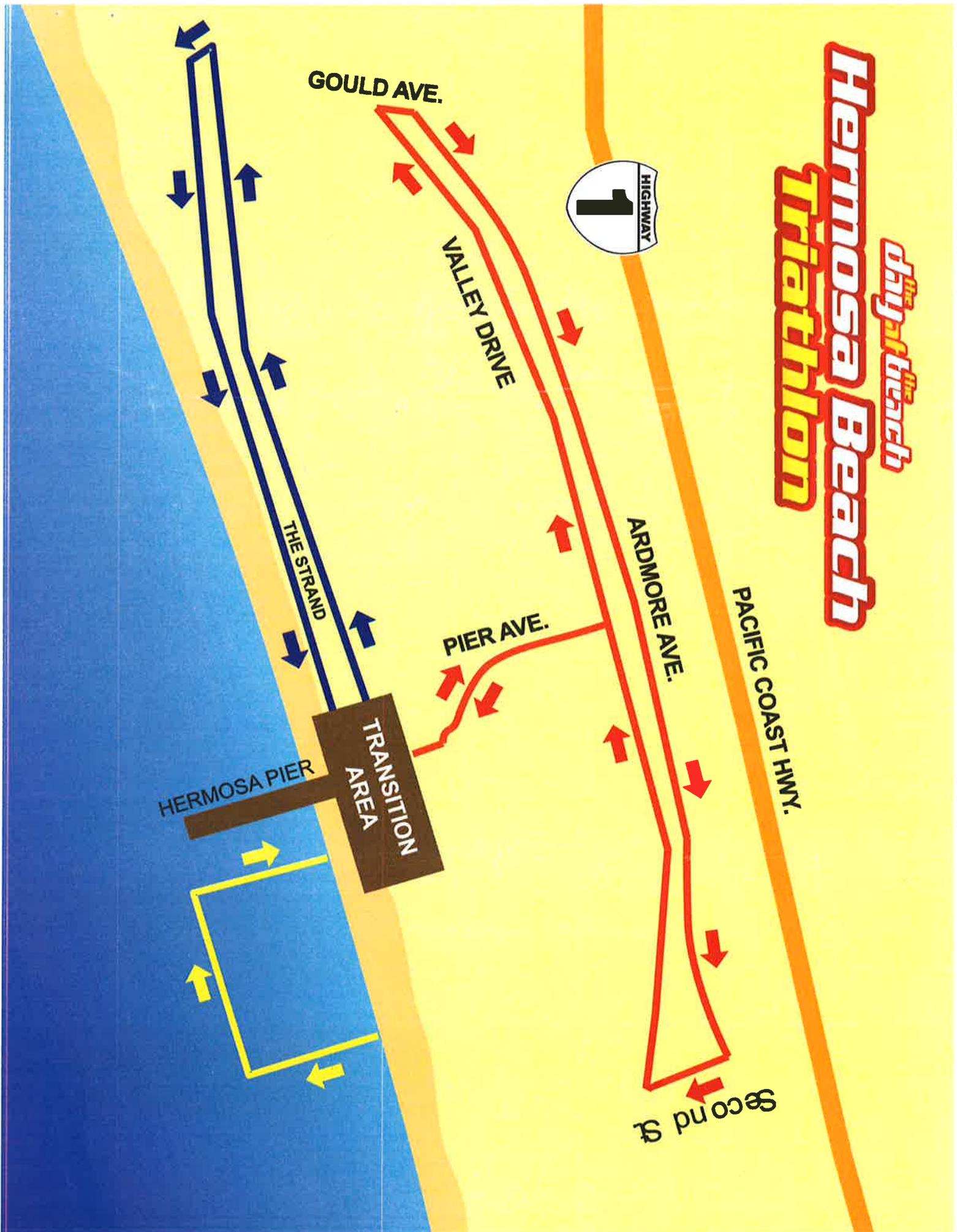
Events in Hermosa Beach are expected to implement measures to reduce impacts and costs to the environment, the city, and the community. Specify how you will comply with applicable measures (or mark not applicable). If your contract is for several years, show how you will increase compliance is subsequent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

Event Name: Hermosa Triathlon Expected Attendance: 1,500

MEASURE	APPLIES TO:	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 	All events	only paper cups for aid stations, NO other single use items
<ul style="list-style-type: none"> Reduce size/bulk of plates, containers, cups 	All events	Only used at aid stations
<ul style="list-style-type: none"> Use products with high recycled content 	All events	use recyclable water bottles
<ul style="list-style-type: none"> Avoid sale or give-away of single-use plastic bottled drinking water 	All events	recycle single use water bottles
<ul style="list-style-type: none"> Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups) 	500 or more	coolers for large dispensers
<ul style="list-style-type: none"> At 'beer or drink gardens' recycle cups (provide dump station for liquids) 	2000 or more	
<ul style="list-style-type: none"> Recycle fry-grease for bio-diesel fuels 	2000 or more	
<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) 	500 or more	No handouts
2. Recycling containers:		
<ul style="list-style-type: none"> Place well-marked recycle containers adjacent to every trash container 	500 or more	have 26
<ul style="list-style-type: none"> Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters 	2000 or more	volunteers
3. Staging		
<ul style="list-style-type: none"> Recycle or reuse event construction materials 	2000 or more	
<ul style="list-style-type: none"> Use 'no emission/no VOC' paints/sealants 	500 or more	N/A
Transportation		
<ul style="list-style-type: none"> No-idling policy for all vehicles 	All events	No vehicles
<ul style="list-style-type: none"> Sponsor free shuttle or low cost bus passes 	2000 or more	
<ul style="list-style-type: none"> Use hybrid, electric or CNG vehicles 	2000 or more	
Energy		
<ul style="list-style-type: none"> Use energy-efficient lighting 	All events	Daytime event
<ul style="list-style-type: none"> Turn lighting and devices off when not in use 	All events	Daytime event

<ul style="list-style-type: none"> ▪ Turn off generators when not in use for significant period of time 	All events	only 4 hour event
<ul style="list-style-type: none"> ▪ Using alternative energy (solar, wind, fuel cell) to supply some power 	2000 or more	
<ul style="list-style-type: none"> ▪ Use alternative fuel generators (CNG, fuel cell, biodiesel) (biodiesel- minimum B20 (20% blend); B99 is preferred) 	2000 or more	
Marine environment		
<ul style="list-style-type: none"> ▪ Avoid use of single-use plastic bags. <u>Events on Pier Plaza, Pier Avenue and Hermosa Avenue: NO single-use plastic bags.</u> 	All events	No plastic bags
<ul style="list-style-type: none"> ▪ Avoid Styrofoam for outdoor events, take-out cups or containers. <u>Events on Pier Plaza, Pier Avenue and Hermosa Avenue: NO Styrofoam for outdoor events, take-out cups or containers.</u> 	All events	No styrofoam
<ul style="list-style-type: none"> ▪ No hosing of surfaces unless specifically allowed by city 	All events	City steam cleans
<ul style="list-style-type: none"> ▪ Full containment of all wastes 	All events	Volunteers help police trash
<ul style="list-style-type: none"> ▪ Full containment of all six-pack plastic rings. <u>Events on Pier Plaza, Pier Avenue and Hermosa Avenue: Full containment of all six-pack plastic rings.</u> 	All events	No plastic rings
<ul style="list-style-type: none"> ▪ Provide recycling containers and litter control 	All events	26 recycling containers
<ul style="list-style-type: none"> ▪ Beach and street cleaning required 	500 or more	by Public works
Education		
<ul style="list-style-type: none"> ▪ Event and vendors to make reducing waste and recycling a prominent theme 	500 or more	use of recycling containers
<ul style="list-style-type: none"> ▪ Provide one booth, kiosk or space for green education sponsored by city or designee 	2000 or more	
<ul style="list-style-type: none"> ▪ Advertise green measures and rules in all event advertising and on website 	500 or more	Promote recycling
<ul style="list-style-type: none"> ▪ Demonstrate that vendors and service providers will comply with green measures 	500 or more	
Monitoring		
<ul style="list-style-type: none"> ▪ Report on compliance with above applicable measures 	500 or more	

The **Hermosa Beach** *Triathlon*



Water

Water

Swim Course

Beach Ridge

Swim Out

Swim In

Beach

HERMOSA PIER

Lifeguard Tower

Beach

-250 Feet

The Strand

8th Street Tower

Dumpster

Public Bathrooms

Portos

Medical 10x10

Registration 10x20

Large Toyota 10x40

Refreshments 10x20

Trilab 10x10

Stage

Signboard

Volleyball Nets

Timing 10x10

Finish Chute

Run In

Showers

Run Out

Poop Deck Restaurant

Event Parking

Bars and Restaurants

Bike In

Transition Area

Bike Out

Bars and Restaurants

Staff Parking (LOT B)

Hermosa Ave.

Hermosa Day at the Beach Triathlon Hermosa Beach, CA 2013 Site Plan