City of Hermosa Beach
Community Resources Department

CONTRACT 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 • Fax: 310.372.4333

- *APPLICATION MUST BE SUBMITTED BY OCTOBER 31st, 2013 FOR EVENTS SCHEDULED FROM JANUARY THROUGH JUNE, AND DUE MARCH 1, 2014 FOR EVENTS SCHEDULED FROM JULY THROUGH DECEMBER.*
- *$758 Non-Refundable Application FEE required with application.*
- *$505 Non-Refundable Application FEE, for VERIFIABLE non-profits (SEE INSTRUCTIONS)*

Request Event Date: 1st choice **: Sat. 8/9 & Sun 8/10 2014 *REVISED APPLICATION

2nd Choice ** (Required): 8/2, 8/3/14

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

ORGANIZATION'S INFORMATION

EVENT TITLE: Discovery Channels - Fin Fest

Applicant Name: Jake Pike

Organization Name: Highline Sports & Entertainment

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

[redacted]

CONTACT PERSON'S INFORMATION *(IF DIFFERENT FROM ABOVE)*

Name: Jake Pike

[redacted]

REQUIRED: CONTACT PERSON ON THE DAY OF THE EVENT:

Name: Jake Pike Cell: (310) 804-0803

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:* Oceania
- ☐ Other _____

Event Start Time: Aug. 9 - 9am

Event End Time: Aug. 10, 7:30pm

Set-Up Date: Aug. 9th

Set-Up Time: Overnight depending on accessibility

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

Break Down Date: Aug 10.

Break Down Time: 1930

Event Location: HB City Lot A, Beach areas for existing concert footprint & Lot B for production infrastructure (partial lot may ok)

Estimated # of Participants: 10,000

Age of Participants: 3 - 100

Estimated # of Spectators (daily): 5000

Total Estimated Attendance: 10,000

Overall Event Description - Briefly explain event and activities:

Discovery Channel's Shark Week is looking to bring it's Fin Fest to Hermosa Beach. This family oriented event will highlight the famous "Shark Week" by creating a fun filled action packed weekend.The event will include an Expo, Beach Activations and activities, educational components geared towards the education and spirit of the beach community, Music Stage and Family Movie Nights. We are looking to incorporate family friendly daily concerts working with the existing concert series where we would bring in selective entertainment in an atmosphere where people can enjoy the festivities on the beach while being enthralled by the Shark themed shows. Our goal is to bring awarness to the Ocean and it's natural inhabitants. We want to help promote healthy beach lifestyle while providing a family environment where everyone can gather and enjoy the Expo and activities. We are looking into the potential of having a "shark themed" education zone with possibly an aquatic viewing station. The goal of this event is to become an annual event and become a staple for a family fun festival in Hermosa Beach. We would like to have video wall for kids, replace Volleyball nets with Fin Fest nets, create interactive beach activations incorporating local businesses.

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)*:

None	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)*

None- all event components will be contained to Parking Lot A , the beach activations and the pier promenade.

Assembly Area/Event Start: Open event with no fixed boundaries

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.

Sponsors that we have a current relationship with and are in disccusion with are Discovery Channel, Dominoes or Papa Johns, Cold Stone, Tom's Shoes, OPI, Great Clips, Southwest airlines, naked juice, Vita Coco, California Tortilla, Red's Apple Ale, Lush Cosmetics,Gilette, AT&T, Subway. Final sponsors are TBD and will fall in line with Hermosa Beach approvals.

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	8/9	from	0700	am/pm	to	0700	am/pm
Date	8/10	from	0700	am/pm	to	0700	am/pm
Date		from		am/pm	to		am/pm

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

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):

We hope to provide live audio for the existing Concert series footprint of the pier. All audio will comply with Sound ordinances and requirements as dictated by the City. We would also like to have a secondary audio system for the Kids zone area where they can watch movies that will be shown outdoors and have audio that is in compliance with local ordinances and requirements. We would like to also create a video wall for children to watch family content either on the Pier or possibly North Side of the Pier.

Is this a fundraising event? ☑ Yes ☐ No

-If YES, please describe:

Discovery Channel will have donation links on it's website as well as a presence for donations to Ocean themed non-profits in an effort to raise funds for it's non-profit partners. Discovery channel will market the presence of these non-profits without activly asking for donations but through marketing efforts. Currently we give to Oceania as our lead non-profit.

Will there be any fenced areas? ☑ Yes ☐ No

-If YES, please describe:

Yes, we would need to fence in any/all back stage areas for security within the current SCS footprint as well as the Lot B for production use only. We would like to make that a secure boneyard area for Mobile Command Center, Production Offices and all deliveries and infrastructure requirements.

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

-If YES, please describe:

We will be constructing a stage for the Kids zone and also be working with the Concert series to co-brand and possibly utilize and enhance their existing stage on the sand. We would also have various size canopies for the beach activites and the Expo areas for the event.

What is your clean-up plan post event?

Clean up crews will be present to empty all containers and we will provide an adequate size roll off to be in the production area to dispose of all trash and recycled materials. We will work with the local waste company, Athens, to make sure all impacted areas have been cleaned and returned to normal city conditions by Monday when they begin their normal trash routine. Fin Fest will also promote eco-friendly messaging and encourage eco-responsibility to all attendees.

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: This will be a free event for all families

Methods of Registration (please check all that apply):

☐ Website ☐ Mail
☐ Active.com ☐ Other _____

Prizes (including anticipated cash prizes):

We are in discussion to have a prize package giveaway as a competition aboard the BodyGlove boat. There are intial discussions regarding this component.

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 a professionally bonded security group to make sure that there is a presence at all locations that are in need of such presence.

Do you plan on utilizing volunteers? ☑ Yes ☐ No

-If YES, please describe:

We will be asking our non-profit partners to provide volunteers to assist in activations from the non-profit and help out at the information booth.

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

We will hire a security contractor to maintain presence at the event. On -site staff will be visible at all times to help manage flow and assist and answer questions that are needed. We will have a Command post situated in Lot B or any location as dictated by the City as a production center for Fire/EMS/Police and security as a hub. We will employ HBPD as required as we will have Medics on duty at all times.

EVENT PROMOTION INFORMATION

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

There will be local media buys for Radio and Television promoting the event. We will also have a large social media push as a lead in for the shark week. We would like to place Pole banners locally in the South Bay as well as some County advertising. We are sponsoring aspects of the SCS for marketing tie in's to benefit the SCS as well.

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 — Approx 2 for the stage areas
  - Size/Type: Bio - Diesel 125k
- ☐ Vans
  - Size:
- ☑ Sound Equipment — Amplified sound for stages
- ☐ Enclosed Tents
- ☐ Other *(please attach list with description of each item)*

Potential bring in a Large rear project monitor or other A/V device to facilitate a family movie night theme with Disc. Chnl content

- ☑ Porta Potties — Placed in locations around venue
- ☑ Motor Homes — For Command post and Prod. office
  - Size: 42'
- ☑ Trailer — 3 - 2 Production trailers
  - Size: TBD - all in Lot B
- ☑ Stage — SCS exiting stage
  - Measurements:
- ☑ Canopies — TBD - upwards of 15 -20 10x10's ~~we will also have a few 20x20~~

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:

We are striving to maintain an open floor plan which complies with all ADA regulations. Our goal is to make this event free, and accessible to everyone. We will only secure NON-public areas of the event and make sure all pathways and Fire Codes are maintained.

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)	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: Fin Fest **Expected Attendance:** 15,000

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	We are utilizing all items that can be repurposed for other events or by rentals through companies.
▪ Reduce size/bulk of plates, containers, cups	All events	Food Court items shall be selective and smartly served.
▪ Use products with high recycled content	All events	Yes, resuable items
▪ Avoid sale or give-away of single-use plastic bottled drinking water	All events	
▪ Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups)	500 or more	We will have containers at various locations throughout the event
▪ At 'beer or drink gardens' recycle cups (provide dump station for liquids)	2000 or more	Yes. Dump plan is being produced
▪ Recycle fry-grease for bio-diesel fuels	2000 or more	We will donate grease to bio friendly companies
▪ 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	We will make sure that all expo particiapnts are given strict guidlines as to the materials they can sample and provide.
2. Recycling containers:		
▪ Place well-marked recycle containers adjacent to every trash container	500 or more	Will work with athens on a plan
▪ Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters	2000 or more	We hope to plan with a local non-profit (shark Conservatory) To assist in the entertainment area.
3. Staging		
▪ Recycle or reuse event construction materials	2000 or more	Will be contracting out utilizing reusable items.
▪ Use 'no emission/no VOC' paints/sealants	500 or more	No painting is needed
Transportation		
▪ No-idling policy for all vehicles	All events	event vehicles will be limited to runners/Gators.
▪ Sponsor free shuttle or low cost bus passes	2000 or more	We will work on a parking plan utilizing 3 shuttles and Mira Costa HS as a potential partner
▪ Use hybrid, electric or CNG vehicles	2000 or more	No vehicles will be on-site
Energy		
▪ Use energy-efficient lighting	All events	
▪ Turn lighting and devices off when not in use	All events	We will have assigned power grid personnel

▪ Turn off generators when not in use for significant period of time	All events	We will have staff dedicated to manager power grids
▪ Using alternative energy (solar, wind, fuel cell) to supply some power	2000 or more	
▪ Use alternative fuel generators (CNG, fuel cell, biodiesel) (biodiesel- minimum B20 (20% blend); B99 is preferred)	2000 or more	We will be using bio-diesel generators for all power requirements.
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	We are promoting Ocean Health, we are Ocean friendly
▪ 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	No Styrofoam will be utilized
▪ No hosing of surfaces unless specifically allowed by city	All events	
▪ Full containment of all wastes	All events	Yes
▪ 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	No 6- pack sales
▪ Provide recycling containers and litter control	All events	Recycle stations will be set-up
▪ Beach and street cleaning required	500 or more	Will contract Athens for cleanup
Education		
▪ Event and vendors to make reducing waste and recycling a prominent theme	500 or more	Green themes are the goal of the event
▪ Provide one booth, kiosk or space for green education sponsored by city or designee	2000 or more	We will be partnering with Green minded non-profits
▪ Advertise green measures and rules in all event advertising and on website	500 or more	Green push is part of the marketing materials
▪ Demonstrate that vendors and service providers will comply with green measures	500 or more	We are managing all partners to maintain compliance
Monitoring		
▪ Report on compliance with above applicable measures	500 or more	Will provide an overall wrap report at conclusion

BONEYARD
60' Megalodon Shark
Video Wall opt 1
Hermosa Be
Concert series stage
Sponsor Expo
Kids Zone
Expo Vendors
Interactive Beach Expo
Google earth
Imagery Date: 4/16/2013 33°51'42.81" N 118°24'03.51" W elev 14 ft eye alt 1013 ft