City of Hermosa Beach
Community Resources Department

CONTRACT NUMBER: 5839	
EVENT DATE: 3/22/14	
DATE STAMP	STAFF INITIALS

RECEIVED-YS
OCT 30 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 **: March 22, 2014

2nd Choice ** (Required): _____

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

ORGANIZATION'S INFORMATION

EVENT TITLE: Hearts of Hermosa

Applicant Name: Heather Meugniot

Organization Name: Hermosa Beach Education Foundation

Non Profit?: No (Yes) Non-Profit I.D. or Tax Exempt #: 33-0522270

[redacted]

CONTACT PERSON'S INFORMATION (IF DIFFERENT FROM ABOVE)

Name: Heather Meugniot

Address: 1656 24th Place

Hermosa Beach CA 90254

City State Zip

Phone: (310) 379 1075 Cell: (323) 3145901

Email Address: heather@meugniot.com Fax: ( )

REQUIRED: CONTACT PERSON ON THE DAY OF THE EVENT:

Name: Heather Meugniot Cell: (323) 3145901

EVENT INFORMATION

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

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

Event Start Time: 6pm Event End Time: 12am

Set-Up Date: March 21 @ 8am Set-Up Time: 8am

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

Break Down Date: March 23 Break Down Time: 5pm

Event Location: Community Center Parking Lots

Estimated # of Participants: 600 Age of Participants: over 30 +

Estimated # of Spectators (daily): ϕ Total Estimated Attendance: 600

Overall Event Description - Briefly explain event and activities:

Hearts of Hermosa is the HBEF's signature event. This annual fundraiser includes both a silent and live auction. We have a DJ, dancing, dinner and a bar. Participants include parents, teachers, local business owners and community members.

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

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.

n/a

Parking *($1.25 per hour or $30 per space per day)* We will have use of the Upper and Lower lots

Will you need reserved parking spaces? ☐ Yes ☐ No

If YES, please list requested parking times for each day of request: 7am 3/21 - 5pm 3/23.

Date _____ from _____ am/pm to _____ am/pm

Date _____ from _____ am/pm to _____ 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):

DJ, 4 speakers, 1 mic

Is this a fundraising event? ☒ Yes ☐ No

-If YES, please describe:

Annual largest fundraiser for the School District. This will be the 3rd year in this location.

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:

Tent: 140' x 80' in the Comm. Center Parking lot.
Stage measures 8' x 20'
Dance floor 18' x 18'

(*) Layout from last year attached. Will use same in 2014.

What is your clean-up plan post event?

The night of the event we clean food and recyclables. The tent comes down and we clean to return the lot exactly the way we found it.

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: $150 pp

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 in progress ☐ No

-If YES, please include the following information:

Company Name: Contemporary Services Corp. Phone: 316. 320. 8418 # of Guards: 2-8

Guard Schedule:

2 guards 24/7 starting 7am March 21. Ending 5pm Mar. 23.
6 Event guards arrive 5pm - 12am.
(*) Security overview from 2013 Event attached.

Do you plan on utilizing volunteers? ☒ Yes ☐ No

-If YES, please describe:

Ed Foundation volunteers will work throughout set up, the event, and strike. We have detailed lists of all volunteers and who shows up when.

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

This is a ticket only event. We have Security guards in and outside the tent as well as volunteers.

Event Promotion Information

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

We sell tickets for the event at HBEF.org. We will have one banner on Pier Ave. We use Facebook for promos 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 — parked in upper lot
- ☐ Semi-Trucks
- ☒ Generator
  - Size/Type: 500 amp w/ backup
- ☐ Vans
  - Size:
- ☒ Sound Equipment — 4 speakers, DJ table
- ☒ Enclosed Tents
- ☐ Other *(please attach list with description of each item)*
- ☒ Porta Potties
- ☐ Motor Homes
  - Size:
- ☐ Trailer
  - Size:
- ☒ Stage
  - Measurements: 8' x 20'
- ☐ Canopies

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:

There are no steps required to access the tent from Pier Ave. We have seating available and all access in the tent is safe.

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)	10-28-13 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: Hearts of Hermosa **Expected Attendance:** 550-600

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	yes
▪ Reduce size/bulk of plates, containers, cups	All events	use environmentally friendly
▪ Use products with high recycled content	All events	glass bottles / no
▪ Avoid sale or give-away of single-use plastic bottled drinking water	All events	use 5-gallon & pitchers w/ cups
▪ Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups)	500 or more	yes
▪ 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	email distribution only
2. Recycling containers:		
▪ Place well-marked recycle containers adjacent to every trash container	500 or more	yes
▪ 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	yes
Transportation		
▪ No-idling policy for all vehicles	All events	yes
▪ 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	yes
▪ Turn lighting and devices off when not in use	All events	yes

▪ Turn off generators when not in use for significant period of time	All events	yes
▪ 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	yes
▪ 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	yes
▪ No hosing of surfaces unless specifically allowed by city	All events	ok
▪ 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	ok
▪ Provide recycling containers and litter control	All events	yes
▪ Beach and street cleaning required	500 or more	ok
Education		
▪ Event and vendors to make reducing waste and recycling a prominent theme	500 or more	ok
▪ 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	if app.
▪ Demonstrate that vendors and service providers will comply with green measures	500 or more	ok
Monitoring		
▪ Report on compliance with above applicable measures	500 or more	ok

CONTEMPORARY SERVICES CORPORATION

Hearts Of Hermosa @ Community Center Parking Lot, 720 Pier Ave, Hermosa Beach

March 22-24, 2013

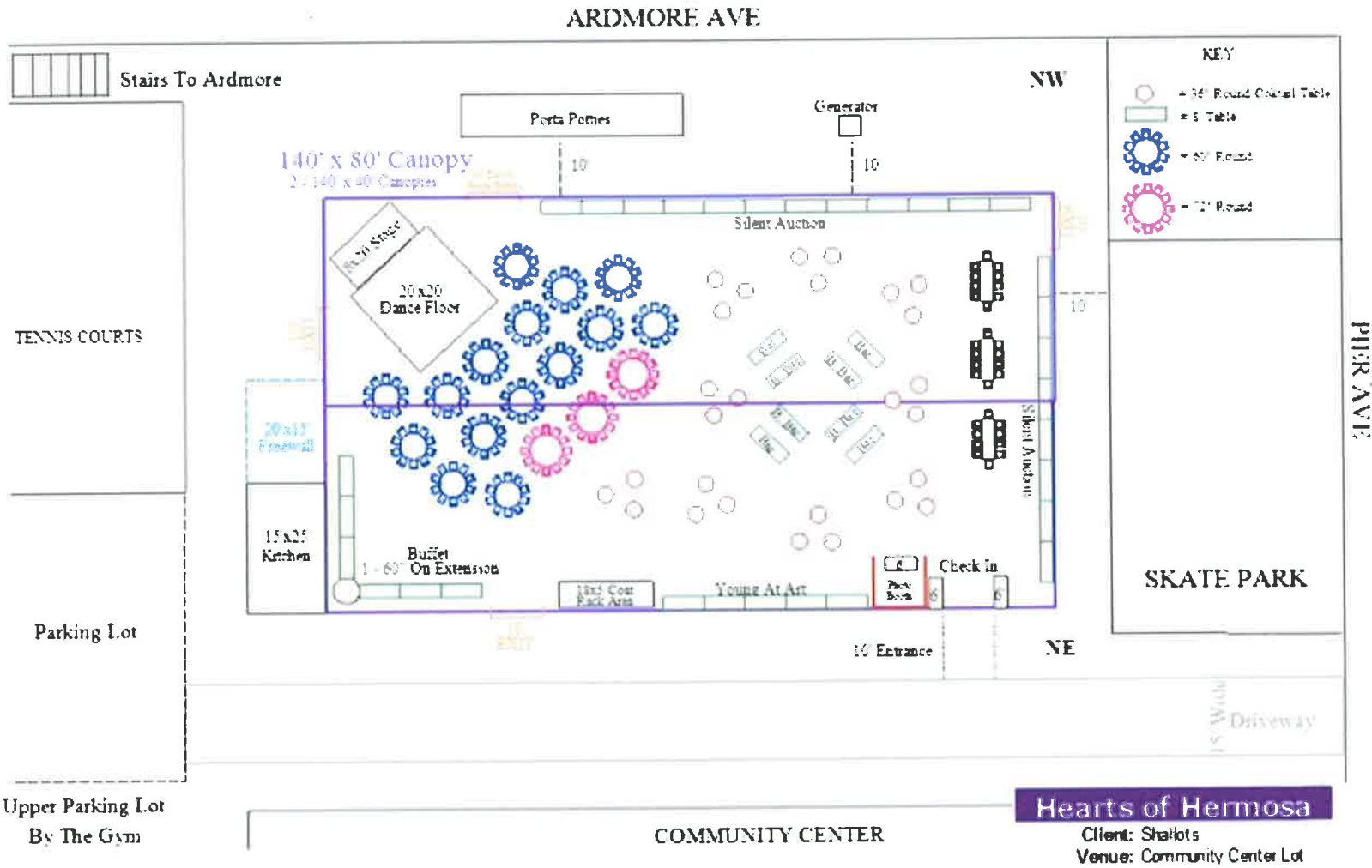
11-Mar-13
To: Heather Meugniot, HBEF
Re: Estimate for Hearts Of Hermosa @ Community Center Parking Lot, 720 Pier Ave, Hermosa Beach

Staffing Type	No. of Staff	Start Time	End Time	Shift Hours	Reg. Hours	OT Hours	Dbl Tm Hours	Total Hours	Reg. Rate	OT Rate	DT Rate	Total Costs
22-Mar-13	**Friday**											
Worker	2	7:00 AM	4:00 PM	9.00	8.00	1.00	0.00	18.00	$19.57	$29.36	$39.14	$371.84
Worker	2	4:00 PM	12:00 AM	8.00	8.00	0.00	0.00	16.00	$19.57	$29.36	$39.14	$313.12
	Load In											
	Lot entrances - only vehicles with parking passes allowed. Transition to tent/equipment/silent auction items watch once load in complete.											
23-Mar-13	**Saturday**											
Worker	2	12:00 AM	8:00 AM	8.00	8.00	0.00	0.00	16.00	$19.57	$29.36	$39.14	$313.12
Worker	2	8:00 AM	5:30 PM	9.50	8.00	1.50	0.00	19.00	$19.57	$29.36	$39.14	$401.20
	Tent/equipment watch											
Supervisor	1	5:30 PM	12:30 AM	7.00	7.00	0.00	0.00	7.00	$24.72	$37.08	$49.44	$173.04
Worker	5	5:30 PM	12:30 AM	7.00	7.00	0.00	0.00	35.00	$19.57	$29.36	$39.14	$684.95
	Show Crew											
	1@main entrance, 1@exit to porta-potties, 1@lot, 1@tent, 1 lot/tent roamer											
Supervisor	1	5:30 PM	11:30 PM	6.00	6.00	0.00	0.00	6.00	$24.72	$37.08	$49.44	$148.32
	Bar											
24-Mar-13	**Sunday**											
Worker	2	12:30 AM	8:00 AM	7.50	7.50	0.00	0.00	15.00	$19.57	$29.36	$39.14	$293.55
Worker	2	8:00 AM	3:00 PM	7.00	7.00	0.00	0.00	14.00	$19.57	$29.36	$39.14	$273.98
	Load out/equipment watch											
Total Staff	**19**						**Total Hrs**	**146.00**			**Estimated Total**	**$2,973.12**

(*) 2013 Final Security
2014 will be the same or use more guards if necessary.

(*) 2013 Final Layout
2014 will be the same.

PREMIERE PARTY RENTS



Hearts of Hermosa
Client: Shallots
Venue: Community Center Lot
Hermosa Beach, CA
Date: March 23, 2013

Plan: Not to scale