



City of Hermosa Beach  
Community Resources Department

CONTRACT NUMBER: 6025

EVENT DATE:

RECEIVED-YS

DATE STAMP

FEB 26 2014

STAFF  
INITIALS

(K)

## 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 31<sup>ST</sup>, 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: 1<sup>st</sup> choice \*\*: July 16 & 17, 2014

2<sup>nd</sup> Choice \*\* (Required): July 9 & 10, 2014

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

### ORGANIZATION'S INFORMATION

EVENT TITLE: Shakespeare by the Sea's Free Performances of Hamlet & A Midsummer Night's Dream

Applicant Name: Lisa Coffi

Organization Name: Shakespeare by the Sea

Non Profit?: No Yes  Non-Profit I.D. or Tax Exempt #: 95-4785457

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City

State

Zip

Phone: ( ) \_\_\_\_\_

Cell: ( ) \_\_\_\_\_

Email Address: \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

### REQUIRED: CONTACT PERSON ON THE DAY OF THE EVENT:

Name: Lisa Coffi

Cell: ( ) \_\_\_\_\_

310-619-0599

**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 Theatrical performance

Event Start Time: 7pm

Event End Time: 9pm

Set-Up Date: July 16 & 17

Set-Up Time: 5pm

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

Break Down Date: July 16 & 17

Break Down Time: 9-10pm

Event Location: Valley Park Amphitheatre - Valley & Gould

Estimated # of Participants: 15-20 - cast & volunteers

Age of Participants: All

Estimated # of Spectators (daily): 250-400

Total Estimated Attendance: 500-800 over the two days

**Overall Event Description** - Briefly explain event and activities:

Shakespeare by the Sea will arrive at 5pm to set up our stage and dressing room, do one admission free Shakespeare performance each night, then break it all down each night.

**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): N/A

_____	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)

Will you need reserved parking spaces?  Yes  No

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

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*)?  
(*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):*

4-6 floor mics with 6 small speakers placed at the front and center areas of the bowl/amphitheatre

Is this a fundraising event?  Yes  No

*-If YES, please describe:*

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:*

We construct our own set, use two ez-up tents as a dressing room, and two ez-up tents for merchandise sales ( sweatshirts/tshirts)

What is your clean-up plan post event?

We take all of our equipment away with us, and make sure all the trash is picked up and disposed of in the dumpster located onsite.

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: None - it's FREE

Methods of Registration (please check all that apply):

Website

Mail

None - it's an open event - anyone who shows up

Active.com

Other

can watch.

Prizes (including anticipated cash prizes):

We will hold a raffle at the end of the night - prize will be worth \$150 or less per night - a dinner certificate or some such.

### 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: \_\_\_\_\_ Phone: \_\_\_\_\_ # of Guards: \_\_\_\_\_

Guard Schedule:

Do you plan on utilizing volunteers?  Yes  No

-If YES, please describe:

Shakespeare by the Sea has a cadre of volunteers who work with us throughout the summer to pass out programs, provide info, sell merchandise, etc.

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

Audience monitoring is handled by the volunteers and SBTS staff onsite during the event. The City of Hermosa Beach has traditionally had one staff member either on-site or on-call for this event as well.

**EVENT PROMOTION INFORMATION**

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

SBTS provides the City with ads, text and imagery for their website and recreation guide, as well as flyers for distribution at your facilities. On our end, we have these performances listed on our website, notify folks via email and through Facebook and Twitter, and distribute our 50K flyers throughout the South Bay and beyond.

**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 10-12 cast/staff cars
- Semi-Trucks 1 15ft truck
- Generator \_\_\_\_\_  
Size/Type: \_\_\_\_\_
- Vans \_\_\_\_\_  
Size: \_\_\_\_\_
- Sound Equipment 1 3x3 portable sound box
- Enclosed Tents 2 ez-ups w/ sides for dressing room
- Other (please attach list with description of each item)
- Porta Potties \_\_\_\_\_
- Motor Homes \_\_\_\_\_  
Size: \_\_\_\_\_
- Trailer \_\_\_\_\_  
Size: \_\_\_\_\_
- Stage \_\_\_\_\_  
Measurements: \_\_\_\_\_
- 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:

The venue is already ADA accessible w/ ADA parking.

**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.

yes, will provide rider - our insurance renews mid-May - so will receive my certificate for the event shortly thereafter

**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.



2/25/2014

\_\_\_\_\_  
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: Shakespeare by the Sea Expected Attendance: 250-400 per night

MEASURE	APPLIES TO:	HOW WILL YOU COMPLY? (use additional sheets if needed)
<b>Recycling and Waste Reduction</b>		
<b>1. Reduce waste and single-use items</b>		
<ul style="list-style-type: none"> <li>▪ Limit single-use paper, plastics, packaging, and décor items</li> </ul>	All events	N/A
<ul style="list-style-type: none"> <li>▪ Reduce size/bulk of plates, containers, cups</li> </ul>	All events	N/A
<ul style="list-style-type: none"> <li>▪ Use products with high recycled content</li> </ul>	All events	Recyclable coffee cups and offer free coffee to those who purchase a refillable/reusable mug
<ul style="list-style-type: none"> <li>▪ Avoid sale or give-away of single-use plastic bottled drinking water</li> </ul>	All events	
<ul style="list-style-type: none"> <li>▪ Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups)</li> </ul>	500 or more	
<ul style="list-style-type: none"> <li>▪ At 'beer or drink gardens' recycle cups (provide dump station for liquids)</li> </ul>	2000 or more	
<ul style="list-style-type: none"> <li>▪ Recycle fry-grease for bio-diesel fuels</li> </ul>	2000 or more	
<ul style="list-style-type: none"> <li>▪ Limit and reduce size of handouts, flyers and give-aways (print several per page, double-side, do not use dark color inks)</li> </ul>	500 or more	
<b>2. Recycling containers:</b>		
<ul style="list-style-type: none"> <li>▪ Place well-marked recycle containers adjacent to every trash container</li> </ul>	500 or more	Park already has this on site
<ul style="list-style-type: none"> <li>▪ Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters</li> </ul>	2000 or more	
<b>3. Staging</b>		
<ul style="list-style-type: none"> <li>▪ Recycle or reuse event construction materials</li> </ul>	2000 or more	the majority of our set has been recycled from previous years
<ul style="list-style-type: none"> <li>▪ Use 'no emission/no VOC' paints/sealants</li> </ul>	500 or more	
<b>Transportation</b>		
<ul style="list-style-type: none"> <li>▪ No-idling policy for all vehicles</li> </ul>	All events	There isn't any idling opportunities. All of our staff park and begin set up and don't leave until we're done.
<ul style="list-style-type: none"> <li>▪ Sponsor free shuttle or low cost bus passes</li> </ul>	2000 or more	
<ul style="list-style-type: none"> <li>▪ Use hybrid, electric or CNG vehicles</li> </ul>	2000 or more	
<b>Energy</b>		
<ul style="list-style-type: none"> <li>▪ Use energy-efficient lighting</li> </ul>	All events	Our 4 clip lights have energy-efficient bulbs in them to light our tents.
<ul style="list-style-type: none"> <li>▪ Turn lighting and devices off when not in use</li> </ul>	All events	We turn our stage lighting on at dusk to conserve the lamps & electricity.

<ul style="list-style-type: none"> <li>▪ Turn off generators when not in use for significant period of time</li> </ul>	All events	N/A
<ul style="list-style-type: none"> <li>▪ Using alternative energy (solar, wind, fuel cell) to supply some power</li> </ul>	2000 or more	
<ul style="list-style-type: none"> <li>▪ Use alternative fuel generators (CNG, fuel cell, biodiesel) (biodiesel- minimum B20 (20% blend); B99 is preferred)</li> </ul>	2000 or more	
<b>Marine environment</b>		
<ul style="list-style-type: none"> <li>▪ Avoid use of single-use plastic bags. <u>Events on Pier Plaza, Pier Avenue and Hermosa Avenue: NO single-use plastic bags.</u></li> </ul>	All events	None available or offered
<ul style="list-style-type: none"> <li>▪ 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></li> </ul>	All events	We use the recycled cardboard coffee cups only.
<ul style="list-style-type: none"> <li>▪ No hosing of surfaces unless specifically allowed by city</li> </ul>	All events	N/A
<ul style="list-style-type: none"> <li>▪ Full containment of all wastes</li> </ul>	All events	Plenty of trash receptacles on-site and we also carry own trash bags just in case.
<ul style="list-style-type: none"> <li>▪ 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></li> </ul>	All events	We purchase soda in bulk - sans rings
<ul style="list-style-type: none"> <li>▪ Provide recycling containers and litter control</li> </ul>	All events	<u>Park has recycling containers on site and we pick up trash throughout and after our event</u>
<ul style="list-style-type: none"> <li>▪ Beach and street cleaning required</li> </ul>	500 or more	
<b>Education</b>		
<ul style="list-style-type: none"> <li>▪ Event and vendors to make reducing waste and recycling a prominent theme</li> </ul>	500 or more	
<ul style="list-style-type: none"> <li>▪ Provide one booth, kiosk or space for green education sponsored by city or designee</li> </ul>	2000 or more	
<ul style="list-style-type: none"> <li>▪ Advertise green measures and rules in all event advertising and on website</li> </ul>	500 or more	
<ul style="list-style-type: none"> <li>▪ Demonstrate that vendors and service providers will comply with green measures</li> </ul>	500 or more	
<b>Monitoring</b>		
<ul style="list-style-type: none"> <li>▪ Report on compliance with above applicable measures</li> </ul>	500 or more	

## Site Map for Shakespeare by the Sea performances at Valley Park



A. Shakespeare by the Sea utilizes the Valley Park performance area. We utilize the electrical outlets for our lighting & sound equipment.

B. Location of single 10x10ft merchandise booth where we sell t-shirts, sweatshirts, hats, mugs, bags, etc. We also set up a 10x10ft concession booth where we sell prepackaged candy. (ie: M&M's, Snickers, etc.) We utilize electricity already available at the picnic area.

C. Parking lot where load-in & out takes place, and where the truck is parked during event if avail. If not, it's parked on the street.

Actors and audience members park where space is available behind the Kiwani's building, along Valley, Gould and other side streets. We also have a large percentage of people walk-in.

Ample trash and recyclable receptacles are already available on-site.

D. Restroom facilities in the park are also utilized and are sufficient for our size audience.