



City of Hermosa Beach
Community Resources Department

CONTRACT NUMBER:

EVENT DATE: **RECEIVED-YS**

DATE STAMP
OCT 28 2013

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
- \$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 7, 2014

2nd Choice ** (Required): June 14, 2014

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

ORGANIZATION'S INFORMATION

EVENT TITLE: Summer Shape Up

Applicant Name: Scott Nowicki

Organization Name: rEvolution Marketing, LLC

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

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: Scott Nowicki Cell: (312) 285-7907

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 Marketing Special Event

Event Start Time: 8:00 AM

Event End Time: 3:00 PM

Set-Up Date: 6/5/14 - 6/6/14

Set-Up Time: 6:00 AM - 9:00 PM

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

Break Down Date: 6/7/14

Break Down Time: 3:00 - 9:00 PM

Event Location: Hermosa Beach just North of Pier Ave.

Estimated # of Participants: 1,500

Age of Participants: 18+

Estimated # of Spectators (daily): 2,000

Total Estimated Attendance: 2,000

Overall Event Description - Briefly explain event and activities:

Please see Event Information Booklet for description of event

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)

N/A

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.

Event sponsors are not set until 2014. Potential 2014 sponsors are sponsors of Shape Magazine

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>6/4/14</u>	from <u>12:00 PM</u> am/pm	to <u>12:00 AM</u> am/pm
Date <u>6/5/14 - 6/7/14</u>	from <u>12:00 AM</u> am/pm	to <u>12:00 AM</u> am/pm
Date <u>6/8/14</u>	from <u>12:00 AM</u> am/pm	to <u>9:00 AM</u> 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):

DJ and live emcee with wireless microphones. 10+ speakers spread out throughout the footprint

Please see page 13 of Event Booklet for additional information

Is this a fundraising event? Yes No

-If YES, please describe:

\$5 fee to sign up for fitness classes. Fee goes to Jimmy Miller Foundation.

Will there be any fenced areas? Yes No

-If YES, please describe:

Perimeter of footprint is fenced in with 4 emergency exits. Main entrance is located at break in sea wall between The Beach House Hotel and Good Stuff Restaurant.

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

-If YES, please describe:

Please see footprint layout for additional information
30'x30' tents, 20'x20' tents, 15'x15' tents, 10'x10' tents

32'x32'18" Stage

Trussing used on stage and at entrance

What is your clean-up plan post event?

All event materials are packed up into (2) 26' box trucks parked in Lot B.

Tent and production vendors arrive on site at 3:00 pm to break down and pack up all event elements.

Garbage (6 yard) and Recycle (6 yard) containers located in parking Lot B for waste removal.

Please see page 14 of Event Booklet for additional information

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 TBD

Entrance or Registration Fee: Sponsor area is free to enter. Fitness classes are \$5/class to charity

Methods of Registration (please check all that apply):

Website
 Active.com

Mail
 Other On site if classes are not sold out

Prizes (including anticipated cash prizes):

Fitness class participants earn a free Shape gift bag filled with Shape and sponsor items

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: StaffPro Phone: 714-230-7210 x 231 # of Guards: 6 - 15

Guard Schedule:

6/5/14: 6:00 am - 12:00 am

6/6/14: 12:00 am - 12:00 am

6/7/14: 12:00 am - 9:00 pm

Do you plan on utilizing volunteers? Yes No

-If YES, please describe:

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

Please see page 15 of Event Information Booklet

EVENT PROMOTION INFORMATION

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

<http://www.showclix.com/event/SummerSHAPEUp> (2013)

<https://www.facebook.com/SHAPESummerShapeUp> (2013)

2014 TBD

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).

- | | | | |
|---|--------------------------------|---|---------------------------|
| <input type="checkbox"/> Cars | _____ | <input checked="" type="checkbox"/> Porta Potties | <u>6 + 1 ADA + 2 wash</u> |
| <input type="checkbox"/> Semi-Trucks | _____ | <input type="checkbox"/> Motor Homes | _____ |
| <input checked="" type="checkbox"/> Generator | <u>1 trailer gen near Pier</u> | Size: _____ | |
| Size/Type: _____ | | <input type="checkbox"/> Trailer | _____ |
| <input type="checkbox"/> Vans | _____ | Size: _____ | |
| Size: _____ | | <input checked="" type="checkbox"/> Stage | <u>32'x32'x18"</u> |
| <input checked="" type="checkbox"/> Sound Equipment | <u>10+ amplified speakers</u> | Measurements: _____ | |
| <input checked="" type="checkbox"/> Enclosed Tents | <u>2-3 (15'x15')</u> | <input checked="" type="checkbox"/> Canopies | <u>8-25 tents</u> |
| <input type="checkbox"/> Other (please attach list with description of each item) | | | |

*Please see page 7 of Event Booklet for layout

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:

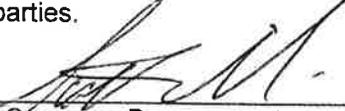
Please see page 12 of Event Information Booklet

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)

10/16/13
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 in subsequent years.

Event Name: Summer Shape Up **Expected Attendance:** 2,000
Event Date: 6/7/2014 *TBD (Attendance = Participants + Spectators)

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	All event items will be reused at next event and/or recycled. Event elements go into storage post event to be utilized at future events
<ul style="list-style-type: none"> ▪ Reduce size/bulk of plates, containers, cups 	All events	Due to the close proximity to hotels and the Pier we will most likely not need to utilize a food vendor and will therefore require little food/drink containers
<ul style="list-style-type: none"> ▪ Use products with high recycled content 	All events	rEvolution will use as many products as possible with high recycled content.
<ul style="list-style-type: none"> ▪ Avoid sale or give-away of single-use plastic bottled drinking water 	All events	rEvolution will set up water coolers to be used instead of single use plastic bottled drinking water
<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	Same as above
<ul style="list-style-type: none"> ▪ At 'beer or drink gardens' recycle cups (provide dump station for liquids) 	2000 or more	There will not be a beer garden and rEvolution will provide a dump station for liquids
<ul style="list-style-type: none"> ▪ Recycle fry-grease for bio-diesel fuels 	2000 or more	There will not be any fry-grease or bio-diesel fuels used
<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	Any handouts or flyers will be printed on recycled paper, double sided, and more than 1 on a standard sheet.
2. Recycling containers:		
<ul style="list-style-type: none"> ▪ Place well-marked recycle containers adjacent to every trash container 	500 or more	There will be recycling containers, equal to the amount of trash containers
<ul style="list-style-type: none"> ▪ Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters 	2000 or more	4 staff members will be assigned to sanitation
3. Staging		
<ul style="list-style-type: none"> ▪ Recycle or reuse event construction materials 	2000 or more	All event materials are reused for future programs.
<ul style="list-style-type: none"> ▪ Use 'no emission/no VOC' paints/sealants 	500 or more	We will use 'no emissions/no VOC' paints

Transportation		
<ul style="list-style-type: none"> No-idling policy for all vehicles 	All events	No vehicle are scheduled to be onsite at this time and all event trucks are turned off during unload/loading
<ul style="list-style-type: none"> Sponsor free shuttle or low cost bus passes 	2000 or more	We estimate less than 2,000 spectators/attendees
<ul style="list-style-type: none"> Use hybrid, electric or CNG vehicles 	2000 or more	We estimate less than 2,000 spectators/attendees
Energy		
<ul style="list-style-type: none"> Use energy-efficient lighting 	All events	All lighting used will have energy-efficient light bulbs
<ul style="list-style-type: none"> Turn lighting and devices off when not in use 	All events	All lighting and devices off when not in use
<ul style="list-style-type: none"> Turn off generators when not in use for significant period of time 	All events	All generators will be turned off when not in use
<ul style="list-style-type: none"> Using alternative energy (solar, wind, fuel cell) to supply some power 	2000 or more	We estimate less than 2,000 spectators/attendees
<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	We estimate less than 2,000 spectators/attendees
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	All bags will be re-use 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 will be allowed/used.
<ul style="list-style-type: none"> No hosing of surfaces unless specifically allowed by city 	All events	No hosing of surfaces
<ul style="list-style-type: none"> Full containment of all wastes 	All events	There will be full containment of all wastes
<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	There will be full containment of all six pack plastic rings. We do not plan to utilize any at our event.
<ul style="list-style-type: none"> Provide recycling containers and litter control 	All events	There will be recyclable containers and a sanitation staff.
<ul style="list-style-type: none"> Beach and street cleaning required 	500 or more	The event will provide beach and street cleaning
Education		
<ul style="list-style-type: none"> Event and vendors to make reducing waste and recycling a prominent theme 	500 or more	We will make reducing waste a prominent theme of the event and ensure all partners understand this
<ul style="list-style-type: none"> Provide one booth, kiosk or space for green education sponsored by city or designee 	2000 or more	We estimate less than 2,000 spectators/attendees but are open to providing space for green education
<ul style="list-style-type: none"> Advertise green measures and rules in all event advertising and on website 	500 or more	We will advertise green measures and rules in all event advertising and on website
<ul style="list-style-type: none"> Demonstrate that vendors and service 	500 or more	Vendors and service providers will comply

providers will comply with green measures		with green measures
Monitoring		
<ul style="list-style-type: none"> Report on compliance with above applicable measures 	500 or more	We will report on compliance with all the above.

Signature: 

Date: 10/16/13

Title: Supervisor, Experiential Services

Email: SNOWICKI@revolutionworld.com

Phone: 312-529-5876

SHAPE

Hermosa Beach

Pacific Ocean

FIRE LANE

KEY

- A. Large Fitness Tent (60'x30')
- B. Small Fitness Tent (30'x30')
- C. DJ Booth/Stage
- D. Staff Tent (20'x20')
- E. Main Fitness Area
- F. Registration (15'x15')
- G. Gift Bags (15'x15')
- H. Sound Tent (10'x10')
- I. Model Tent (15'x15')
- J. Sponsor Storage (15'x15')
- K. ADA Walkway
- L. Medical Tent
- M. Polaroid
- N. Bare Essentials
- O. Club Med
- P. Murad
- Q. Pandora
- R. Jillian Michaels
- S. Smirnoff
- T. Jergens
- U. Propel
- V. Jeanette Jenkins

- ▲ Shape Flutter Flags
- ▲ Summer Shape Up Flags
- EXIT Fire Exits

