



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 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 Friday, June 20 2014  
 2<sup>nd</sup> Choice \*\* (Required): Saturday, June 21 2014  
 \*\*Date choice is not guaranteed until final calendar has been determined by City staff.

ORGANIZATION'S INFORMATION
EVENT TITLE: <u>International Surfing Day</u>
Applicant Name: <u>Phil Bannan</u>
Organization Name: <u>Hurley International</u>



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:	_____		Cell: ( ) _____

**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 Beach Clean up

Event Start Time: 8 am

Event End Time: 5 PM

Set-Up Date: June 20, 2014

Set-Up Time: 4 am

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

Break Down Date: June 20, 2014

Break Down Time: 5 PM

Event Location: North Side of Hermosa Beach Pier (or Best location for City)

Estimated # of Participants: 200

Age of Participants: 6-60

Estimated # of Spectators (daily): 100

Total Estimated Attendance: 300

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

**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)

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.

**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):

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 are going have a 30' x 30' tent along with 8 pop up tents.

What is your clean-up plan post event?

We Plan on having our Entire team at the event Join in on clean up of the site along with a beach Clean up.

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: \_\_\_\_\_

Methods of Registration (please check all that apply):

Website  Mail  
 Active.com  Other on site

Prizes (including anticipated cash prizes):

Every participant will get a "goodie" Bag consisting of hats, t-shirts, stickers, ect.

#### 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:

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

We will have Hurley employees providing on site security as well as directing people towards the activation site

**EVENT PROMOTION INFORMATION**

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

We will be promoting this even through our social channels (Facebook, Twitter, Instagram, and website), along with in the local media and with Snyder Surf Shop in Hermosa Beach.

**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 type="checkbox"/> Porta Potties _____ |
| <input type="checkbox"/> Semi-Trucks _____  | <input type="checkbox"/> Motor Homes _____   |
| <input checked="" type="checkbox"/> Generator _____                               | Size: _____                                  |
| Size/Type: _____  | <input type="checkbox"/> Trailer _____       |
| <input type="checkbox"/> Vans _____   | Size: _____                                  |
| Size: _____   | <input type="checkbox"/> Stage _____         |
| <input checked="" type="checkbox"/> Sound Equipment _____                         | Measurements: _____                          |
| <input checked="" type="checkbox"/> Enclosed Tents _____                          | <input type="checkbox"/> Canopies _____      |
| <input type="checkbox"/> Other (please attach list with description of each item) |  |

**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:

N/A Event site is on sand. Staff can assist if needed

**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)

4/30/14

\_\_\_\_\_  
Date

\_\_\_\_\_  
Department of Community Resources

\_\_\_\_\_  
Date

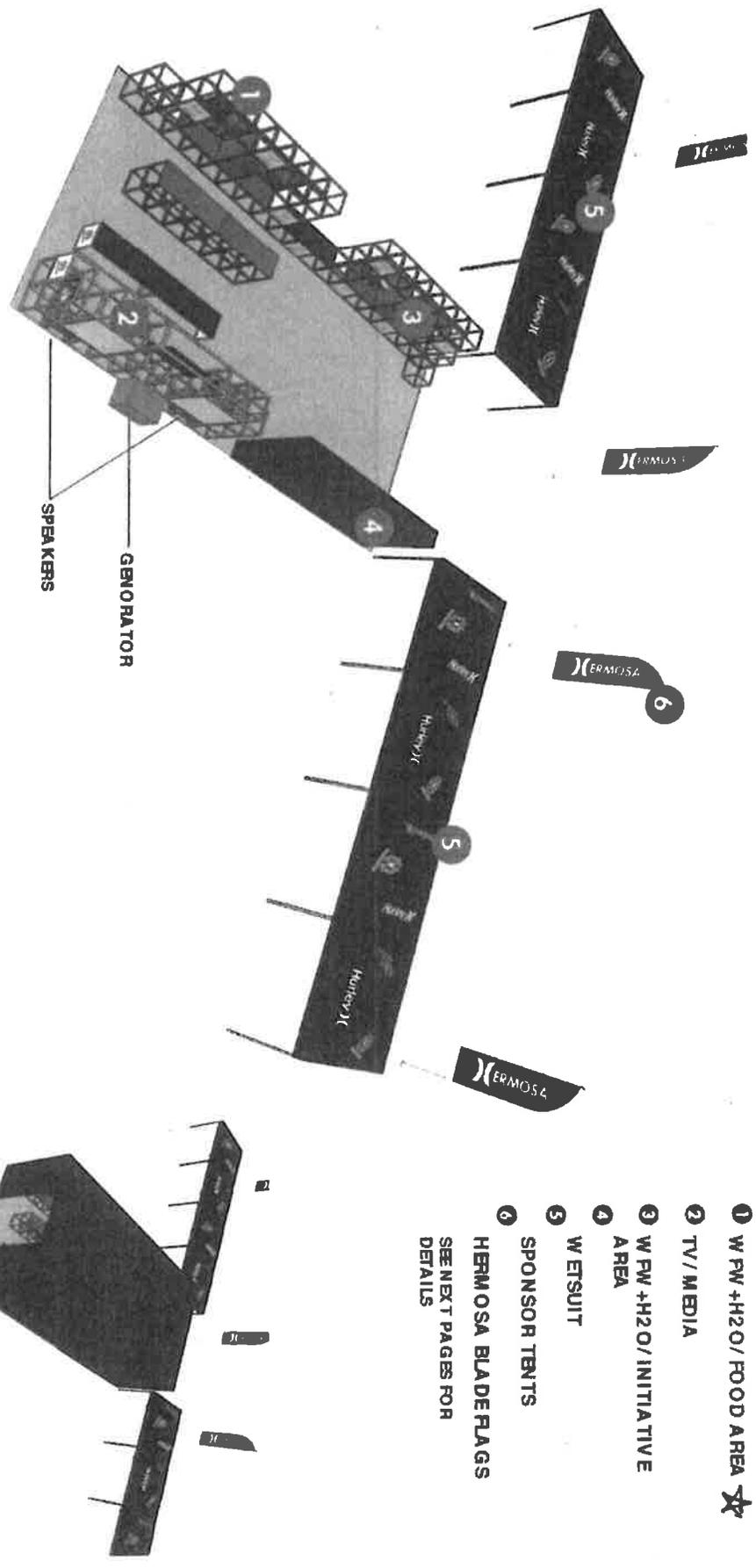
## All Event Applications must include the completed GREEN MATRIX (Environmental Protection Plan)

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: Hurley International Surf Day Expected Attendance: ~ 200

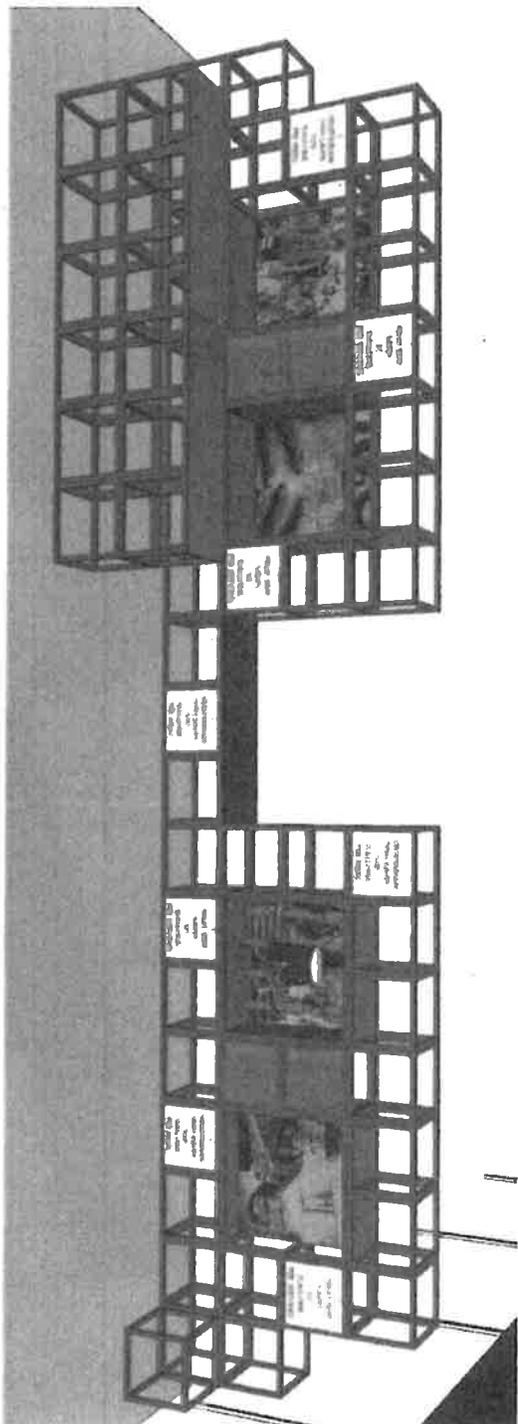
MEASURE	APPLIES TO:	HOW WILL YOU COMPLY? (use additional sheets if needed)
<b>Recycling and Waste Reduction</b>		
<b>1. Reduce waste and single-use items</b>		
<ul style="list-style-type: none"> <li>Limit single-use paper, plastics, packaging, and décor items</li> </ul>	All events	Plastic Free Activation
<ul style="list-style-type: none"> <li>Reduce size/bulk of plates, containers, cups</li> </ul>	All events	Limit the number of plates
<ul style="list-style-type: none"> <li>Use products with high recycled content</li> </ul>	All events	we plan to use recycled products
<ul style="list-style-type: none"> <li>Avoid sale or give-away of single-use plastic bottled drinking water</li> </ul>	All events	we are giving away reusable water bottles
<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	
<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	
<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	We don't plan for any idle vehicles that will block traffic
<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	we plan on using energy efficient lighting
<ul style="list-style-type: none"> <li>Turn lighting and devices off when not in use</li> </ul>	All events	we will turn lights off when not in use

<ul style="list-style-type: none"> <li>▪ Turn off generators when not in use for significant period of time</li> </ul>	All events	we will turn off generators when no in use
<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	There will be no single use plastic Bag
<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 will not have styrofoam on Site
<ul style="list-style-type: none"> <li>▪ No hosing of surfaces unless specifically allowed by city</li> </ul>	All events	We will not hose any surfaces
<ul style="list-style-type: none"> <li>▪ Full containment of all wastes</li> </ul>	All events	we will have full containment of waste
<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 don't plan to have any six-pack plastic rings
<ul style="list-style-type: none"> <li>▪ Provide recycling containers and litter control</li> </ul>	All events	we will have recycling and litter control
<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	



- 1 W PW +H2O/ FOOD AREA
  - 2 TV/ MEDIA
  - 3 W PW +H2O/ INITIATIVE AREA
  - 4 W ETSUIT
  - 5 SPONSOR TENTS
  - 6 HERMOSA BLADE FLAGS
- SEE NEXT PAGES FOR DETAILS

MAIN AREA WILL HAVE TENT



**W/PW + H2O ZONE**  
WATER DISPENSE AREA

STANDING HIGH TABLES FOR FOOD

PRODUCT SPACE AND H2O INITIATIVE AREA

INITIATIVE WILL GO IN TO DEPTH ABOUT WAVES FOR WATER AND HURLEYS H2O PROGRAM WITH FACTS AND INFORMATION ABOUT BOTH CAUSES AND HOW THEY

1  
VEGETARIAN  
DISH SAVES  
500  
GALLONS  
PER MEAL

1  
RAIN BARREL  
SAVES OVER  
500 GALLONS  
PER YEAR

1  
FRUIT TREE  
SAVES  
50  
GALLONS  
PER SERVING

1  
DRIP  
IRRIGATION  
SYSTEM SAVES  
300 GALLONS  
PER WEEK

1  
REMOVED  
LAWN  
SAVES  
75 GALLONS  
PER DAY

1  
INSTALLED  
GREYWATER  
SYSTEM SAVES  
BETWEEN 50-  
150 GALLONS  
PER DAY

1  
NATIVE  
GARDEN  
SAVES  
300 GALLONS  
PER WEEK

1  
HERB GARDEN  
SAVES  
140 GALLONS  
PER YEAR

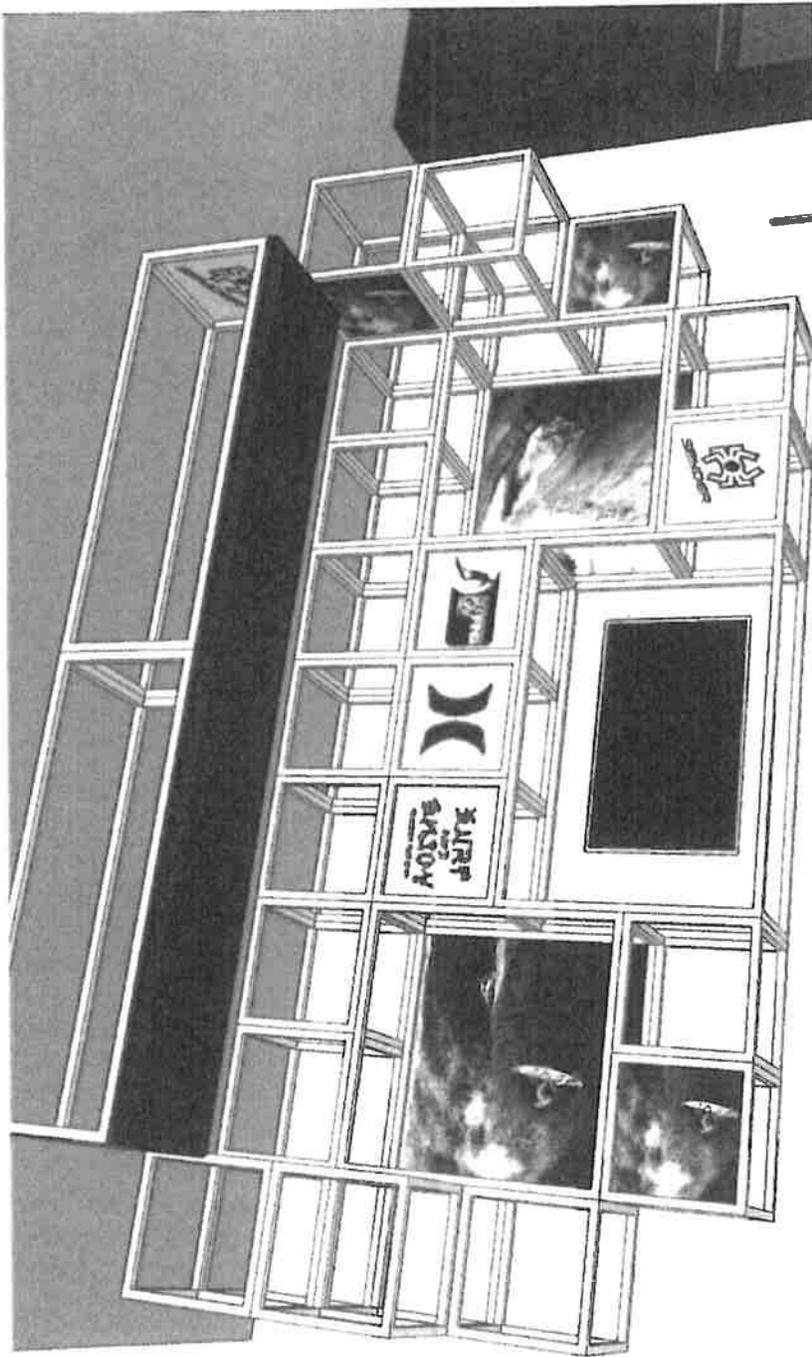
1  
GREYWATER  
SYSTEM SAVES  
50 GALLONS  
PER WASH

PROJECT

CLIENT  
HURLEY

DATE  
APRIL 2014

PAGE  
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**MEDIA ZONE**  
CUBES WITH \*365\* IMAGES  
TV PLAYING LOOP  
SPEAKERS HIDDEN IN CUBES  
SEATING