City of Hermosa Beach
Community Resources Department

CONTRACT NUMBER:	
PROMOTION DATE:	
DATE STAMP	STAFF INITIALS

COMMERCIAL PIER PLAZA PROMOTION PERMIT APPLICATION

710 Pier Avenue • Hermosa Beach, CA 90254 • 310.318.0280 • Fax: 310.372.4333

- ***$758 NON-REFUNDABLE APPLICATION FEE REQUIRED WITH APPLICATION.***

Request Event Date: 1st choice **: June 16th 2014

2nd Choice ** (Required): July 13th 2014

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

ORGANIZATION'S INFORMATION

EVENT TITLE: World Cup Viewing Party

Applicant Name: Al Raith

[redacted]

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

Promotion Type: Viewing Party

Event Start Time: 2:00 pm Event End Time: 5 pm

Set Up Date: June 16th Set Up Time: 8:00 am

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

Break Down Date: June 16th Break Down Time: 7:30 pm (Out)

Estimated # of Participants: 2,000 Age of Participants:

Estimated # of Spectators (daily): Total Estimated Attendance: 2,000

Overall Event Description - Briefly explain event and activities;

We will have a viewing party at the pier for the USMNT Opener in the World Cup of soccer. We will set up a giant screen to show the game and have a DJ play music beforehand. We will have current and former players signing autographs, our Mascot, and our promotional team on site providing atmosphere.

Amplified Sound? Yes ☑ No ☐ Filming or Television Coverage? Yes ☐ No ☐

If **yes** to Amplified Sound, describe: Live music, PA, number and size of speakers, subs, microphone, bullhorn etc. Live music, PA. 3-4 speakers with mic

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 _____
  - Size/Type: _____
- ☐ Vans _____
  - Size: _____
- ☑ Sound Equipment _____
- ☐ Enclosed Tents _____
- ☐ Other *(please attach list with description of each item)*
- ☐ Porta Potties _____
- ☐ Motor Homes _____
  - Size: _____
- ☐ Trailer _____
  - Size: _____
- ☑ Stage _____
  - Measurements: _____
- ☑ Canopies _____

PARKING PLAN (ATTACH DIAGRAM OF PARKING PLAN)

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

SAFETY/SECURITY PLAN

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

If hiring private security, please include company name and contact:

GREEN MATRIX (ENVIRONMENTAL PROTECTION PLAN)

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:

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: 3/27/14

Department of Community Resources — Date

ADDITIONAL FEES MAY BE ASSESSED ACCORDING TO IMPACT:

- Public Works pre and post cleanup, barricades, dumpsters, etc.
- Police and Safety Fees
- Community Development Plan Checks, Permits and Inspection Fees

Damage deposit is set according to impact.

City may require attendance at Pre and Post Operations meetings

Tents
Stage/Video
DJ/PA
The Strand
Beach Dr
13th Ct
Pier Ave
Pier Surf
Paradise Sushi
Coastal Credit Bureau
Patrick Mollo Sports
Baja Sharkeez
Watermans
Hennessey's Tavern
Surf City Hostel
Lighthouse Cafe