



City of Hermosa Beach
Community Resources Department

CONTRACT NUMBER:

EVENT DATE:
RECEIVED

DATE STAMP
OCT 22 2014

STAFF
INITIALS



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 30, 2014 FOR EVENTS SCHEDULED FROM JANUARY THROUGH JUNE 2015, AND DUE MARCH 2, 2015 FOR EVENTS SCHEDULED FROM JULY THROUGH DECEMBER, 2015.
- \$758 Non-Refundable Application FEE required with application.
- \$505 Non-Refundable Application FEE, for VERIFIABLE non-profits (SEE INSTRUCTIONS)

Requested Event Date (1st Choice**): JUNE 6 + 7, 2015

2nd Choice ** (Required): JUNE 13+14, 2015

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

ORGANIZATION'S INFORMATION

EVENT TITLE: HERMOSA BEACH FINE ARTS FESTIVAL FORMERLY H.B. ART WALK

Applicant Name: SAM PERROTTI Birthdate: 8-2-1941

Organization Name: ARTS GROUP OF HERMOSA BEACH

Non-Profit? No Yes Non-Profit I.D. or Tax Exempt #: 26-340 2895
CT 0149386

Address: 1506 GOLDEN AVE
HERMOSA BEACH CA 90254
City State Zip

Phone: (310) 372-7269 Cell: (213) 219-1713

Email Address: SPEAROTTI1@VERIZON.NET Fax: (310) 372-7269

CONTACT PERSON'S INFORMATION (IF DIFFERENT FROM ABOVE)

Name: SAM PEAROTTI Birthdate: _____

Address: SAME AS ABOVE

City State Zip

Phone: _____ Cell: _____

Email Address: _____ Fax: _____

REQUIRED: CONTACT PERSON ON THE DAY OF THE EVENT:

Name: SAM PERROTTI Cell: (213) 219-1713
ALT: KEN KRABE (310) 766-6506

EVENT INFORMATION

Event Type (please select all that apply):

- Race (run, walk, bike, etc.)
- Parade
- ~~Street Fair~~/Festival **ART**
- Concert
- Other

- Tournament Type: _____
- Pass-Through
- Fundraiser Benefitting: _____
- Swim Event

Event Start Time: 10 AM

Event End Time: 5 PM

Set-Up Date: 6-4 CHALK LAWD
6-5 BOOTH SET UP

Set-Up Time: 9 AM

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

Break Down Date: 6-7-15

Break Down Time: 5 PM

Event Location: COMMUNITY CENTER NORTH AND EAST LAWNS

Estimated # of Participants: 75 ARTISTS

Age of Participants: OVER 21

Estimated # of Spectators (daily): 230

Total Estimated Attendance: 460

Overall Event Description - Briefly explain event and activities:

75 ARTISTS DISPLAYING THEIR ART IN 10'X10' POP UP TENTS ON THE NORTH AND EAST LAWNS OF THE COMMUNITY CENTER. THERE WILL BE A STEEL DRUMMER WITH AN AMPLIFIER & SPEAKERS. YOUNG DANCERS (AGE 5 TO 12) WILL PERFORM FROM YOU CAN DANCE STUDIO ON AVIATION. VIP WINE TASTING TENT 20'X20' OTHER ACOUSTIC ENTERTAINMENT.

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	_____	_____	to	_____
_____	between	_____	and	_____	_____	to	_____
_____	between	_____	and	_____	_____	to	_____
_____	between	_____	and	_____	_____	to	_____
_____	between	_____	and	_____	_____	to	_____

Event Route (official map must be submitted with application)

Assembly Area/Event Start: N/A

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.

NONE

Parking (\$1.25 per hour or \$30 per space per day) PARKING SIGNS ON PIER AVE → 4TH ST.

Will you need reserved parking spaces? Yes No

If YES, please list requested parking times for each day of request (attach additional sheets if necessary):

# of Spaces	Date	FRIDAY JUNE 5	from	8 AM	to	5 PM
# of Spaces	Date	SAT JUNE 6	from	7 AM	to	11 AM
# of Spaces	Date	SUN JUNE 7	from	4 PM	to	8 PM

Will official event merchandise be sold at the event (Business License required)?
(Note: No sales on beach per HBMC) ARTISTS WILL SELL OWN WORK Yes No

Does your event involve the sale or consumption of alcoholic beverages?
Alcohol is prohibited on the beach per HBMC 12.26.300 VIP WINE TASTING TENT 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):
STEEL DRUMMER WILL HAVE SMALL AMPLIFIER & SPEAKERS
YOUTH DANCERS WILL USE AN IPAD & SMALL SPEAKERS

Is this a fundraising event? Yes No

-If YES, please describe:

Will there be any fenced areas? Yes No

-If YES, please describe: KIDS ACTIVITY SPACE (8' x 20') LOCATED AT EAST SIDE OF COMMUNITY CENTER. VIP WINE TASTING TENT WILL BE ENCLOSED WITH FENCING 20' x 20'.

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

-If YES, please describe:
THE ARTISTS WILL PROVIDE THEIR OWN POP UP TENTS.
INFORMATION BOOTH AREA - 3 POP UP TENTS -
COMMUNITY CENTER PORTABLE STAGE WILL BE USED

What is your clean-up plan post event?

WE WILL BE HIRING MIKE BELL (BELL EVENT SERVICES) TO TEAR DOWN EVENT + SET UP EVENT. THEY WILL HIRE LABORERS TO COLLECT TRASH CONTAINERS AND PUT THEM IN THE DUMPSTERS BEHIND THE COMMUNITY CENTER

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: ARTISTS PAY \$175 PER BOOTH SPACE FOR 2 DAY EVENT

Methods of Registration (please check all that apply):

Website

Mail

Active.com

Other

Prizes (including anticipated cash prizes):

~~RAFFLE~~ BIKE RAFFLE

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: FRONTLINE SECURITY SERVICES Phone: (310) 541-4250 # of Guards: 2

Guard Schedule: CONTACT PERSON IS SANDRA BUSHNELL

FRIDAY NIGHT 6 PM TO 7 AM

SATURDAY NIGHT 6 PM TO 7 AM

Do you plan on utilizing volunteers?

Yes

No

-If YES, please describe: VOLUNTEERS ASSIST IN SETTING UP + TEARING DOWN EVENT + CLEAN UP. THEY ALSO ASSIST IN THE INFORMATION BOOTH + KIDS ACTIVITY CENTER. VOLUNTEERS FROM KEY CLUB.

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

DURING PAST EVENTS WE HAVE NOT HAD CROWDS. IN THE PAST 11 YEARS WE HAVE NOT HAD ANY PROBLEMS. GENERALLY FAMILIES STROLL THROUGH THE EVENT IN SMALL GROUPS.

EVENT PROMOTION INFORMATION

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

MARKETING IS DONE WITH POSTERS (10"x16") + POSTCARDS AND STREET BANNERS.
WE HAVE A WEBSITE WWW.HBARTWALK.COM AND A FACE BOOK PAGE.

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 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 <u>SMALL SPEAKERS</u> | Measurements: _____ |
| <input type="checkbox"/> Enclosed Tents _____ | <input checked="" type="checkbox"/> Canopies <u>20 POP UP TENTS</u> |
| <input checked="" type="checkbox"/> Other (please attach list with description of each item) | |

ONE FOOD TRUCK PREP DAY AT SERVICE DRIVEWAY NEAR SKATE BOARD PARK

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 AREAS ADJACENT TO THE COMMUNITY CENTER ARE ALL ACCESSIBLE.

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.

SAM PERROTTI

Name/Company Representative

Sam Perrotti

Signature

10-22-14

Date



PUBLIC RELATIONS INFORMATION

Please provide the following information to be given out to the general public, if requested:

Name of Event: HERMOSA BEACH FINE ARTS FESTIVAL - FORMERLY H.B. ARTWALK

Name of Organization: ARTS GROUP OF HERMOSA BEACH

Event Dates and Times:

Date	JUNE 6	JUNE 7, 2015		
Times	10 AM TO	5 PM	SATURDAY + SUNDAY	

Event Information can be found online at: WWW.HBARTWALK.COM + FACEBOOK

Public Relations Contact: SAM PEAROTTI

Day Phone: (310) 372-7209 Evening Phone: SAME

Email: SPEAROTTI@VERIZON.NET

Please provide a brief description of your event. Please include any information that would be helpful for someone looking for more information.

OUR EVENT CONSISTS OF ARTISTS DISPLAYING THEIR FINE ART,
 IT IS NOT A STREET FAIR. NO CRAFTS. WE WILL BE LOCATED
 ON THE NORTH + EAST SIDES OF THE HB COMMUNITY
 CENTER ON PIER AVENUE. ENTERTAINMENT IS ACOUSTIC
 MUSIC, STEEL DRUMMER AND YOUTH PERFORMERS + DANCERS.
 WE WILL HAVE SMALL V.I.P WINE TASTING TENT.



GREEN MATRIX (Environmental Protection Plan)

(Required for all event applications)

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: HERMOSA BEACH FINE ARTS FESTIVAL Expected Attendance: 460
FORMERLY HERMOSA BEACH ART WALK

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	POSTERS + WRITTEN ADVERTISING WILL USE RECYCLED PAPER. VENDORS WILL NOT USE PLASTIC BAGS
<ul style="list-style-type: none"> Reduce size/bulk of plates, containers, cups 	All events	FOOD TRUCKS ONLY
<ul style="list-style-type: none"> Use products with high recycled content 	All events	SAME AS FIRST ITEM
<ul style="list-style-type: none"> Avoid sale or give-away of single-use plastic bottled drinking water 	All events	VENDORS WILL BE ADVISED NOT TO USE OR GIVE AWAY BOTTLES
<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	DRINKING FOUNTAINS ARE LOCATED IN THE COMMUNITY CENTER
<ul style="list-style-type: none"> At 'beer or drink gardens' recycle cups (provide dump station for liquids) 	2000 or more	NA
<ul style="list-style-type: none"> Recycle fry-grease for bio-diesel fuels 	2000 or more	NA
<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	FLYERS WILL BE CONTROLLED BY INFORMATION BOOTH
2. Recycling containers:		
<ul style="list-style-type: none"> Place well-marked recycle containers adjacent to every trash container 	500 or more	TRASH CONTAINERS WILL BE ID. AS RECYCLE
<ul style="list-style-type: none"> Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters 	2000 or more	NA
3. Staging		
<ul style="list-style-type: none"> Recycle or reuse event construction materials 	2000 or more	NA
<ul style="list-style-type: none"> Use 'no emission/no VOC' paints/sealants 	500 or more	WILL NOT BE USED
Transportation		
<ul style="list-style-type: none"> No-idling policy for all vehicles 	All events	WE DON'T HAVE VEHICLES
<ul style="list-style-type: none"> Sponsor free shuttle or low cost bus passes 	2000 or more	NA
<ul style="list-style-type: none"> Use hybrid, electric or CNG vehicles 	2000 or more	NA
Energy		
<ul style="list-style-type: none"> Use energy-efficient lighting 	All events	EVENT WILL BE OVER BEFORE SUNSET
<ul style="list-style-type: none"> Turn lighting and devices off when not in use 	All events	NO LIGHTING

<ul style="list-style-type: none"> ▪ Turn off generators when not in use for significant period of time 	All events	NO GENERATORS
<ul style="list-style-type: none"> ▪ Using alternative energy (solar, wind, fuel cell) to supply some power 	2000 or more	NA
<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	NA
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	ARTISTS WILL USE PAPER 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	FOOD TRUCK WILL USE RECYCLED CUPS, CONTAINERS & PLATES
<ul style="list-style-type: none"> ▪ No hosing of surfaces unless specifically allowed by city 	All events	NO HOSES
<ul style="list-style-type: none"> ▪ Full containment of all wastes 	All events	
<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	PUBLIC WORKS WILL HAVE TRASH CONTAINERS
<ul style="list-style-type: none"> ▪ Provide recycling containers and litter control 	All events	NOT USED
<ul style="list-style-type: none"> ▪ Beach and street cleaning required 	500 or more	NA
Education		
<ul style="list-style-type: none"> ▪ Event and vendors to make reducing waste and recycling a prominent theme 	500 or more	PROVIDE "GREEN" INFO TO PARTICIPANTS
<ul style="list-style-type: none"> ▪ Provide one booth, kiosk or space for green education sponsored by city or designee 	2000 or more	NA
<ul style="list-style-type: none"> ▪ Advertise green measures and rules in all event advertising and on website 	500 or more	INCLUDE GREEN INFO ON WEBSITE
<ul style="list-style-type: none"> ▪ Demonstrate that vendors and service providers will comply with green measures 	500 or more	NA
Monitoring		
<ul style="list-style-type: none"> ▪ Report on compliance with above applicable measures 	500 or more	PROVIDE REPORT ON COMPLIANCE

PCH

CH

PIER AVE.

Colon BANK

75	76	77	78	79
74	73	72	71	70

80	81	82	83	84
69	68	67	66	65

57	58	59	60
56	55	54	53

61	62	63	64
52	51	50	49

46	47
45	44

46	45
43	

VIP WINE

BAR

KIDS ACTIVITIES

HEMOSA BEACH COMMUNITY CENTER 2

HEMOSA BEACH COMMUNITY CENTER

HEMOSA HOUSE

39	38	37	36	35
40	41	42		
33	34			
25	24	23	22	21
20	19	18	17	16
15	14	13	12	11
10	9	8	7	6
5	4	3	2	1
001	002			

Vendor Food Trucks

PARKING

SKATE PARK

LOT

PARKING

PARKING

TENNIS COURTS

TENNIS COURT

PRINTS

NOV