



City of Hermosa Beach  
Community Resources Department

CONTRACT NUMBER:

EVENT DATE:

**RECEIVED-YS**  
DATE STAMP  
**OCT 06 2014**  
**COMMUNITY RESOURCES**

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 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 (1<sup>st</sup> Choice\*\*): March 21, 2015

2<sup>nd</sup> Choice \*\* (Required): \_\_\_\_\_

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

ORGANIZATION'S INFORMATION			
EVENT TITLE: <u>Hearths of Hermosa</u>			
Applicant Name: <u>Heather Meugniot</u>		Birthdate: <u>12/17/1969</u>	
Organization Name: <u>Hermosa Beach Education Foundation</u>			
Non-Profit?	<input type="checkbox"/> No <input type="checkbox"/> Yes	Non-Profit I.D. or Tax Exempt #: <u>33-0522270</u>	
Address: <u>PO Box 864</u>			
<u>Hermosa Beach</u>		CA	90254
City		State	Zip
Phone: <u>323.314.5901</u>	Cell: _____		
Email Address: <u>www.hbef.org</u>		Fax: _____	
CONTACT PERSON'S INFORMATION (IF DIFFERENT FROM ABOVE)			
Name: _____		Birthdate: _____	
Address: _____			
_____		State	Zip
City			
Phone: _____	Cell: _____		
Email Address: _____		Fax: _____	
REQUIRED: CONTACT PERSON ON THE DAY OF THE EVENT:			
Name: <u>Heather Meugniot</u>		Cell: <u>323.314.5901</u>	

**EVENT INFORMATION**

**Event Type** (please select all that apply):

- |   |   |
|---|---|
| <input type="checkbox"/> Race (run, walk, bike, etc.) | <input type="checkbox"/> Tournament Type: <u>Dinner/Auction</u>         |
| <input type="checkbox"/> Parade                       | <input type="checkbox"/> Pass-Through                                   |
| <input type="checkbox"/> Street Fair/Festival         | <input checked="" type="checkbox"/> Fundraiser Benefitting: <u>HBEF</u> |
| <input type="checkbox"/> Concert                      | <input type="checkbox"/> Swim Event                                     |
| <input type="checkbox"/> Other _____                  |   |

Event Start Time: 5:30pm

Event End Time: 12:00am

Set-Up Date: March 20, 2015

Set-Up Time: 8:00am

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

Break Down Date: March 22, 2015

Break Down Time: 5pm

Event Location: Community Center Parking Lots

Estimated # of Participants: 625

Age of Participants: 30+

Estimated # of Spectators (daily): 0

Total Estimated Attendance: 625

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

*Hearts of Hermosa is the HBEF's signature event. This annual fundraiser includes both a silent and live auction. We have a DJ, dancing, dinner and a bar. Participants include parents, teachers, local business owners and community members.*

**Street Closure Information** – For Parades, Races, Walk/Runs, etc. taking place on City streets.

*n/a*

Names of Streets to be closed (please include additional sheets if necessary):

_____	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: \_\_\_\_\_

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) *We will have use of the Upper and*

Will you need reserved parking spaces?  Yes  No *Lower Lots*  
*7am 3/20 -> 5pm 3/22.*  
If YES, please list requested parking times for each day of request (attach additional sheets if necessary):

# of Spaces _____	Date _____	from _____	to _____
# of Spaces _____	Date _____	from _____	to _____
# of Spaces _____	Date _____	from _____	to _____

Will official event merchandise be sold at the event (Business License required)?  Yes  No  
*(Note: No sales on beach per HBMC)*

Does your event involve the sale or consumption of alcoholic beverages?  Yes  No  
*Alcohol is prohibited on the beach per HBMC 12.26.300*

Will the event have amplified sound?  Yes  No  
*-If YES, please describe (live music, PA, number and size of speakers, microphone, bullhorn, etc):*  
*a DJ, 4 speakers, 1 microphone*

Is this a fundraising event?  Yes  No  
*-If YES, please describe:*  
*This is the signature event of the HBEF, it's our largest fundraiser. This will be our 4<sup>th</sup> year in this location.*

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 will be using a 140'x80' tent, with a 8'x20' stage and 20'x20' dance floor inside. We have been using the same tent company for the past 3 years and will be using the same again for 2015. The layout from 2014 is attached and will remain the same for 2015.*

What is your clean-up plan post event?

*Clean up happens the night of the event, all food and drinks are cleared from the tent area. We work with Athens Services for all of our trash and recycling bins, they deliver extras to us and pick up ALL trash and recycling on the Monday after the event. We will return the parking lots exactly the way we found them.*

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: \$150 per person

Methods of Registration (please check all that apply):

Website

Mail

Active.com

Other \_\_\_\_\_

Prizes (including anticipated cash prizes):

*n/a Auction only.*

#### 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: Contemporary Services Corp.

Phone: 310.320.8418

# of Guards: 2-8

Guard Schedule:

*we have 24 hour security once we take possession of the Community Center parking lots. We then have additional security during the event. The security schedule from 2014 is attached, and will be the same for 2015.*

Do you plan on utilizing volunteers?

Yes

No

-If YES, please describe:

*we use members of the HBEF Board and other parent volunteers to set up and tear down all of the auction and dinner items inside the tent. We will have detailed lists and schedules of all volunteers onsite.*

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

*As this is a ticketed event, no one without a ticket is allowed inside the tent. Our crowd is made up of local parents, teachers and community leaders. We have security inside and outside the tent. We have never had an incident at this event. We also work closely with both the Police and Fire Departments who are aware of this event and frequently stop by before, during and after the event.*

**EVENT PROMOTION INFORMATION**

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

*we sell ticketes in advance of the event on our website as well as via local mail. We post on FaceBook, Twitter and Instagram. We will have a banner hung across Pier Avenue the month before and we use posters in local businesses to help promote the event.*

**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 checked="" type="checkbox"/> Cars  | <u>parked in Upper lot</u> | <input checked="" type="checkbox"/> Porta Potties | _____                         |
| <input type="checkbox"/> Semi-Trucks  | _____                      | <input type="checkbox"/> Motor Homes              | _____                         |
| <input checked="" type="checkbox"/> Generator                                     | <u>500 amb +</u>           | Size: _____                                       |                               |
| Size/Type: _____  | <u>backup onsite</u>       | <input type="checkbox"/> Trailer                  | Size: _____                   |
| <input type="checkbox"/> Vans   | _____                      | <input checked="" type="checkbox"/> Stage         | Measurements: <u>8' x 20'</u> |
| Size: _____   |                            | <input type="checkbox"/> Canopies                 | _____                         |
| <input checked="" type="checkbox"/> Sound Equipment                               | <u>4 speakers / table</u>  |   |                               |
| <input type="checkbox"/> Enclosed Tents   | _____                      |   |                               |
| <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:

*There are no stairs required to access the tent, and we have seating available for any person who needs it.*

**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.

Heather Heugniot

\_\_\_\_\_  
Name/Company Representative



\_\_\_\_\_  
Signature

10/2/14

\_\_\_\_\_  
Date





# **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:** Hearts of Hermosa

**Expected Attendance:** 625

<b>MEASURE</b>	<b>APPLIES TO:</b>	<b>HOW WILL YOU COMPLY? (use additional sheets if needed)</b>
<b>Recycling and Waste Reduction</b>		
<b>1. Reduce waste and single-use items</b>		
▪ Limit single-use paper, plastics, packaging, and décor items	All events	yes
▪ Reduce size/bulk of plates, containers, cups	All events	yes, use environmentally friendly
▪ Use products with high recycled content	All events	yes
▪ Avoid sale or give-away of single-use plastic bottled drinking water	All events	using 5 gallon dispensers and pitchers
▪ Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups)	500 or more	using 5 gallon dispensers and pitchers
▪ At 'beer or drink gardens' recycle cups (provide dump station for liquids)	2000 or more	n/a
▪ Recycle fry-grease for bio-diesel fuels	2000 or more	n/a
▪ 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	email distribution only, no flyers
<b>2. Recycling containers:</b>		
▪ Place well-marked recycle containers adjacent to every trash container	500 or more	Yes/via Athens Services
▪ Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters	2000 or more	n/a
<b>3. Staging</b>		
▪ Recycle or reuse event construction materials	2000 or more	n/a
▪ Use 'no emission/no VOC' paints/sealants	500 or more	yes
<b>Transportation</b>		
▪ No-idling policy for all vehicles	All events	yes
▪ Sponsor free shuttle or low cost bus passes	2000 or more	n/a
▪ Use hybrid, electric or CNG vehicles	2000 or more	n/a
<b>Energy</b>		
▪ Use energy-efficient lighting	All events	yes
▪ Turn lighting and devices off when not in use	All events	yes



# PREMIERE PARTY RENTS

ARDMORE AVE



Stairs To Ardmore



Porta Potties



Generator

140' X 80' Canopy  
2 - 140' x 40' Canopies

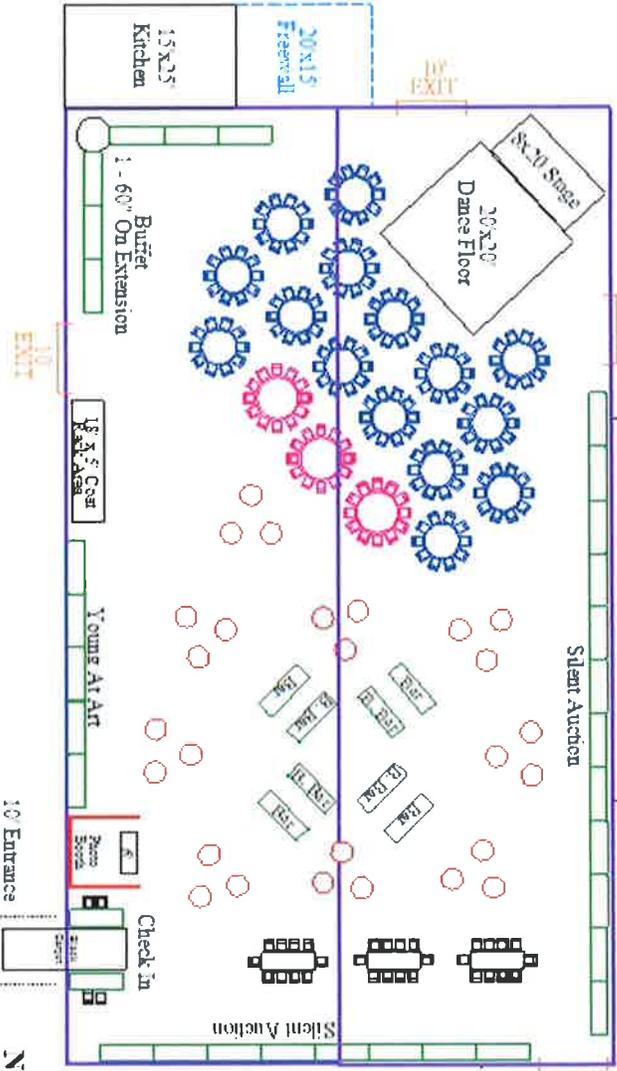
10' Tables  
Porta Potties

Slant Auction

Slant Auction

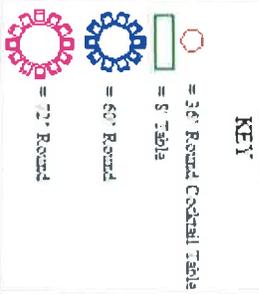
TENNIS COURTS

Parking Lot



NW

NE



PIER AVE

SKATE PARK

15' Wide Driveway

Upper Parking Lot  
By The Gym

COMMUNITY CENTER

**Hearts of Hermosa**

Client: Shalbits

Venue: Community Center Lot

Hermosa Beach, CA

Date: March 22, 2014

Plan: Not to scale