



City of Hermosa Beach  
Community Resources Department

CONTRACT NUMBER:

EVENT DATE:

RECEIVED

DATE STAMP

OCT 29 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 (1<sup>st</sup> Choice\*\*): May 23rd - 25th, 2015

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

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

## ORGANIZATION'S INFORMATION

EVENT TITLE: Fiesta Hermosa - Memorial Day 2015 ↓ LABOR DAY

Applicant Name: Kimberlee MacMullan Birthdate: \_\_\_\_\_

Organization Name: Hermosa Beach Chamber of Commerce

Non-Profit?  No  Yes Non-Profit I.D. or Tax Exempt #: 95-1450397

Address: 1007 Hermosa Avenue  
Hermosa Beach CA 90254310-3  
City State Zip

Phone: 310-376-0951 Cell: \_\_\_\_\_

Email Address: info@HBChamber.net Fax: 310-798-2594

## CONTACT PERSON'S INFORMATION (IF DIFFERENT FROM ABOVE)

Name: \_\_\_\_\_ Birthdate: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
City State Zip

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email Address: \_\_\_\_\_ Fax: \_\_\_\_\_

## REQUIRED: CONTACT PERSON ON THE DAY OF THE EVENT:

Name: Mike Bell - Bell Events Cell: 310-488-9457

**EVENT INFORMATION**

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

- Race (run, walk, bike, etc.)
- Parade
- Street Fair/Festival
- Concert
- Other (Fundraising benefits HBch philanthropic orgs)
- Tournament Type: \_\_\_\_\_
- Pass-Through
- Fundraiser Benefitting: \_\_\_\_\_
- Swim Event

Event Start Time: 10 am Event End Time: 6 pm

Set-Up Date: May 22 Set-Up Time: 8 am  
 (If set up includes multiple days, please include additional pages with a daily set-up schedule).

Break Down Date: May 25th Break Down Time: 6 pm

Event Location: Downtown Hermosa Beach (Hermosa Ave & Pier Ave)

Estimated # of Participants: 150,000 Age of Participants: all

Estimated # of Spectators (daily): 50,000 Total Estimated Attendance: 150000

**Overall Event Description** - Briefly explain event and activities:  
*Fiesta Hermosa is the Largest Arts and Crafts Festival in Southern California. 2015 will mark the 43<sup>rd</sup> anniversary of Fiesta Hermosa in Hermosa Beach.*  
  
*Fiesta Hermosa takes place over the three day Memorial Day weekend and consists of over 300 artists who sell their various works at individual booths set up in the downtown area. The event also features carnival games, rides and a petting zoo for children, live music from a variety of bands and a charity beer and wine garden that benefits ten Hermosa Beach based non-profit organizations.*

**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):

Street	Start	End	Time	Day
<u>Hermosa Ave</u>	between <u>10<sup>th</sup> Street</u>	and <u>14<sup>th</sup> Street</u>	<u>Sat. 3 am</u>	<u>Mon</u>
<u>Pier Ave</u>	between <u>Plaza</u>	and <u>Monterey</u>	<u>3 am</u>	<u>10 pm</u>
_____	between _____	and _____	_____	_____
_____	between _____	and _____	_____	_____
_____	between _____	and _____	_____	_____

**Event Route** (official map must be submitted with application)

MAP ATTACHED

Assembly Area/Event Start: Downtown Hermosa Beach (map attached)

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.

Fiesta Hermosa is a well-publicized and well-attended event, attracting national brands with interest in sponsoring various activities through the weekend. Sponsors are vetted and selected within a few months of each Fiesta. Sponsorship levels vary, but are generally not on the level of a co-sponsor with name recognition in event materials. Past sponsors involved with the event include Verizon, McDonalds, Dietz and Watson and AB/InBev.

**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 (*attach additional sheets if necessary*):

# of Spaces	288	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*)?

(*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):*

There are traditionally two stages for music at the Fiesta, one at the pier head facing the Plaza, and one in the Beer Garden. Both stages are for live music that runs during the Fiesta hours, ending no later than 6 PM, and consisting of standard concert equipment (microphones, amplifiers, multiple speakers). Volume is controlled at each stage by professional sound crew. Stages are also centers for public service announcements.

Is this a fundraising event?  Yes  No

*-If YES, please describe:*

Ten Hermosa-based philanthropies are chosen each year by random draw to staff the Beer Garden. These charities receive a base donation and a pro-rata of all tips received at the serving counters.

In addition, the Chamber operates as a 501c6. Proceeds from the Fiesta fund Chamber operations and other annual events for Hermosa Beach including but not limited to the Saint Patrick's Day Parade, Holiday season decor, New Year's Eve Celebration, and special events like the 2013 Firefighters Challenge. The Chamber also sponsors events hosted by our business community and in 2014, provided the City with \$110,000 for enhancement projects.

Will there be any fenced areas?  Yes  No

*-If YES, please describe:*

*Beer Garden*

Secure, over-21 entertainment area located in parking lot A.

*Children's Activities*

Fiesta has had pony rides and a petting zoo in the past. These activities are fenced and require adult supervision

*Bike Corral*

The Bike Corral has proven to be a highly successful addition to the Fiesta. While not technically fenced, it is cordoned off and well-marked, and is staffed by South Bay Bike Coalition and Beach Cities Cycling Club

members all day.

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

-If YES, please describe:

*Fiesta Hermosa has two stage areas for live music – one in Lot A, the other on Pier Plaza. Additionally, there are a number of tents throughout the venue for vendors to display their items, for cashiers to sell drink tickets in the beer garden and in the childrens' carnival area. Almost all street vendors supply their own canopies and display furniture, and are responsible for securing their merchandise daily. Both live music stages have a canopy cover, and the serving counter in the Beer Garden is tented. All covers remain in place for the weekend.*

What is your clean-up plan post event?

*Bell Event Services has served as our event producer for the past ten years and works very closely with Athens Services to ensure that cleanup is not just a post event task, but continues throughout the course of the three day weekend to keep the Fiesta venue clean. We also contract Specialty Maintenance Services to assist in the cleanup efforts. In addition to cleanup efforts, we also have a number of recycling initiatives in place at the event.*

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: Free for Spectators

Methods of Registration (please check all that apply):

- Website  Mail  
 Active.com  Other \_\_\_\_\_

Prizes (including anticipated cash prizes):

#### 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 Protection Services Phone: (310) 541-4250 # of Guards: schedule attached

Guard Schedule:

Guard schedule attached

Frontline Protection Services  
Cedric Edwards  
777 Silver Spur Road  
Suite 216  
Rolling Hills Estates, CA 90274  
P: 310.541.4250  
F: 310.541.0818

Do you plan on utilizing volunteers?  Yes  No

-If YES, please describe:

The Chamber has a bank of volunteers that staff Fiesta regularly each year. Many are recurring individuals familiar with Fiesta logistics, security and management. The Beer Garden service is staffed by members of philanthropic organizations. Note that all volunteers outside the Beer Garden are either badged or wearing Chamber apparel; Beer Garden volunteers are registered prior to Fiesta and check in with the event staff for shifts.

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

We provide security through contracted third-party services. The Beer Garden specifically has capacity restrictions enforced by entrance guards. Chamber volunteers are supervised by experienced event staff, HBCC management and Chamber Board of Directors throughout the weekend.

#### EVENT PROMOTION INFORMATION

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

- Full page ads in local newspapers
- promotion through Facebook, Twitter and Instagram
- Promotion through HBChamber.net and TrulyHermosa.com

#### 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 _____                                    | <input checked="" type="checkbox"/> Porta Potties _____ |
| <input type="checkbox"/> Semi-Trucks _____  | <input type="checkbox"/> Motor Homes _____              |
| <input checked="" type="checkbox"/> Generator _____                               | Size: _____   |
| Size/Type: <u>var</u> _____   | <input type="checkbox"/> Trailer _____                  |
| <input type="checkbox"/> Vans _____   | Size: _____   |
| Size: _____   | <input checked="" type="checkbox"/> Stage _____         |
| <input checked="" type="checkbox"/> Sound Equipment _____                         | Measurements: _____                                     |
| <input checked="" type="checkbox"/> Enclosed Tents _____                          | <input checked="" 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:

*Fiesta Hermosa takes place on the streets of downtown Hermosa Beach and public areas. Event areas are completely accessible and in compliance with ADA standards.*

**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.

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

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



# **PUBLIC RELATIONS INFORMATION**

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

Name of Event: Fiesta Hermosa

Name of Organization: Hermosa Beach Chamber of Commerce

### **Event Dates and Times:**

Date	May 23- 25				
Times	10 am - 6 pm				

Event Information can be found online at: www.HBChamber.net

Public Relations Contact: Matt Bennett

Day Phone: 310-376-0951 Evening Phone: \_\_\_\_\_

Email: info@HBChamber.net

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

### **FIESTA HERMOSA SET FOR MEMORIAL DAY WEEKEND**

The Hermosa Beach Chamber of Commerce and Visitors Bureau will be hosting “Fiesta Hermosa” in Downtown Hermosa Beach over the Memorial Day weekend, from 10 am – 6 pm each day.

Since 1972, the Hermosa Beach Chamber of Commerce has produced Fiesta Hermosa, The “Largest Arts & Crafts Fair in Southern California”. Approximately 300 artists and crafters will be featured, including painters, photographers, ceramicists, jewelers, sculptors, and handicrafters. The festival takes place every Memorial Day and Labor Day Weekend (Saturday, Sunday and Monday) in downtown Hermosa Beach.

Fiesta Hermosa will also feature live music on two stages. A complete music schedule is available at [www.HBChamber.net](http://www.HBChamber.net)

Fiesta Hermosa offers a food court with a wide variety of food choices including, Thai, Greek, Mexican and Tri-Tip sandwiches. In addition, the Charity Beer & Wine Garden will offer beer and wine with proceeds benefiting local charities.

The Kiddie Carnival features a 30 foot slide, mechanical rides and games for kids from 3 to 10 years old. Also included are Pony rides, a Petting Zoo, and face painters.

**Parking:** Free Shuttle Bus service will run daily from 7:30 a.m. to 7:30 p.m. from the Northrop Grumman Building O4 at 15092 Aviation Blvd. The lot is located just north of the intersection of Aviation Blvd and Marine St in Hawthorne. (west side of Aviation Blvd)

**Hermosa Cyclery** will offer a free bike valet service just south of the Hermosa Beach Pier, featuring an on-site diagnostic checkup. The lot is open from 10 a.m. to 6:30 p.m. daily.

**Fiesta Companion:** Event attendees can find event information and updates by visiting [www.FiestaHermosa.com](http://www.FiestaHermosa.com) on mobile phones for the “Fiesta Companion” mobile website.

**Social Media:**

**Facebook:** Hermosa Beach Chamber of Commerce

**Twitter:** #FiestaHermosa @HermosaChamber

*For more information on the Hermosa Beach Chamber of Commerce and Fiesta Hermosa, please visit our website at [www.hbchamber.net](http://www.hbchamber.net)*



## **PRELIMINARY FEE WORKSHEET**

Please complete, to the best of your ability, all event-related fees as it pertains to your proposed event, **even if you are requesting fee waivers**. **REMINDER: ONLY VALID NON-PROFIT ENTITIES ARE ELIGIBLE FOR FEE WAIVER CONSIDERATION.** A final total of charges will be determined thirty days prior to your event once approval is granted; additional fees may apply when deemed necessary through the approval process. Please use this worksheet as a preliminary guide for planning purposes of city fees.

EVENT CATEGORY FEES	PRICE	MY EVENT FEES
Category I <ul style="list-style-type: none"> <li>&lt;500 people</li> <li>Event registrations done through the Community Resources Department</li> </ul>	70/30% of registration fees	
Category II <ul style="list-style-type: none"> <li>Impacts public areas for no longer than one (1) day including set-up &amp; tear-down</li> <li>Is conducted in the off-season (not between Memorial Day and Labor Day or on any holiday)</li> <li>Participant plus Spectator crowd above 500 but does not</li> </ul>	\$2454 per day	

exceed 3,000 people.

- Has no television coverage (except news).
- A non-profit entity is the beneficiary of the net revenues (100%).
- Does not meet any of the identifying criteria for a Category III or IV event.

**Category III**

- Impacts public areas for more than one (1) day including set up.
- Participant plus Spectator crowd does not exceed 5,000 people. \$2699 per day
- Has no television coverage (except news).
- Has more than \$3,000 and less than \$50,000 in prize money.
- Does not meet any of the identifying criteria for a Category IV event.

**Category IV**

- Meets Category III Criteria and has one or more of the following:
  - Has network television coverage or
  - Estimated participant/spectator crowds exceeds 5,000 people or
  - Prize money in excess of \$50,000 or
  - Charges admission to spectator Gross revenues in excess of \$50,000. \$4908 per day

MISCELLANEOUS FEES	PRICE	MY EVENT FEES
Commercial Application Fee - <i>non-refundable</i>	\$771	
Non-Profit Application Fee - <i>non-refundable</i>	\$514	
Pass-Thru Application Fee - <i>non-refundable</i>	\$257	
Amplified Sound Permit	\$143	
Street Banner Fees	\$212	
Event Co-Sponsor	\$257 each	
Event Set-Up/Tear-Down	\$205 per location, per day	
Community Resources Staff (Required Cat. II-IV)	\$308 per day	
Paramedic	\$131 per hour	
Fire Inspection	\$157 per hour	
Police	\$104 per hour	
Parking Meter Space Fee	\$30 per space, per day	

**Preliminary TOTAL**



**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:** \_\_\_\_\_ **Expected Attendance:** \_\_\_\_\_

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	<i>required on vendor app for participants</i>

▪ Reduce size/bulk of plates, containers, cups	All events	Yes
▪ Use products with high recycled content	All events	Yes
▪ Avoid sale or give-away of single-use plastic bottled drinking water	All events	<i>as much as possible</i>
▪ Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups)	500 or more	<i>selling water and recycling the plastic</i>
▪ At 'beer or drink gardens' recycle cups (provide dump station for liquids)	2000 or more	<i>recycle bins for cups - bins for refuse</i>
▪ Recycle fry-grease for bio-diesel fuels	2000 or more	yes
▪ 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	yes
<b>2. Recycling containers:</b>		
▪ Place well-marked recycle containers adjacent to every trash container	500 or more	yes
▪ Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters	2000 or more	<i>secondary sorters</i>
<b>3. Staging</b>		
▪ Recycle or reuse event construction materials	2000 or more	<i>separate recycle bins</i>
▪ Use 'no emission/no VOC' paints/sealants	500 or more	<i>comply</i>
<b>Transportation</b>		
▪ No-idling policy for all vehicles	All events	<i>comply</i>
▪ Sponsor free shuttle or low cost bus passes	2000 or more	<i>as much as CARB requires</i>
▪ Use hybrid, electric or CNG vehicles	2000 or more	<i>Electric carts</i>
<b>Energy</b>		
▪ Use energy-efficient lighting	All events	<i>LED</i>
▪ Turn lighting and devices off when not in use	All events	yes
▪ Turn off generators when not in use for significant period of time	All events	yes
▪ Using alternative energy (solar, wind, fuel cell) to supply some power	2000 or more	<i>bio diesel in generators</i>
▪ Use alternative fuel generators (CNG, fuel cell, biodiesel) (biodiesel- minimum B20 (20% blend); B99 is preferred)	2000 or more	<i>bio diesel in generators</i>
<b>Marine environment</b>		
▪ 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	<i>vendors cannot give to customers</i>
▪ 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	<i>not allowed – biodegradable only</i>
▪ No hosing of surfaces unless specifically allowed by city	All events	<i>comply</i>
▪ Full containment of all wastes	All events	<i>comply</i>

<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	<i>comply</i>
<ul style="list-style-type: none"> <li>▪ Provide recycling containers and litter control</li> </ul>	All events	<i>yes</i>
<ul style="list-style-type: none"> <li>▪ Beach and street cleaning required</li> </ul>	500 or more	<i>yes</i>
<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	<i>press releases and website info</i>
<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	<i>chamber booth info</i>
<ul style="list-style-type: none"> <li>▪ Advertise green measures and rules in all event advertising and on website</li> </ul>	500 or more	<i>yes</i>
<ul style="list-style-type: none"> <li>▪ Demonstrate that vendors and service providers will comply with green measures</li> </ul>	500 or more	<i>required on app</i>
<b>Monitoring</b>		
<ul style="list-style-type: none"> <li>▪ Report on compliance with above applicable measures</li> </ul>	500 or more	<i>yes</i>

