



City of Hermosa Beach
Community Resources Department

CONTRACT NUMBER: 240	
EVENT DATE: RECEIVED	
DATE STAMP OCT 31 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 20, 2015

2nd Choice ** (Required): June 27, 2015

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

ORGANIZATION'S INFORMATION

EVENT TITLE: Summer Shape Up

Applicant Name: Courtney Warren Birthdate: 4/18/1980

Organization Name: rEvolution Marketing, LLC

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

Address: 600 W. Chicago Ave. Suite 220

Chicago IL 60654
City State Zip

Phone: 312.529.5822 Cell: 612.270.4121

Email Address: cwarren@revolutionworld.com Fax: 312.529.5851

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: _____ Cell: _____

EVENT INFORMATION

Event Type (please select all that apply):

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

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

Event Start Time: 8 am

Event End Time: 3 pm

Set-Up Date: June 18 & 19, 2015

Set-Up Time: 7 am - 7 pm

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

Break Down Date: Day of event

Break Down Time: 3 pm - 9 pm

Event Location: 14th st. and The Strand (SW corner)

Estimated # of Participants: 2,000

Age of Participants: 18 - 45

Estimated # of Spectators (daily): 1,000

Total Estimated Attendance: 3,000

Overall Event Description - Briefly explain event and activities:

Each spring SHAPE magazine publishes the 'Summer Beach' issue which offers women different solutions to reclaim their summer beach bodies. Similar to last year, SHAPE will be holding a charitable event to provide women with advice on fitness, nutrition, fashion and more. Women will interact directly with the experts, receiving tailored advice that fits their lifestyle.

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	_____	_____	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.

TBD- 2014 sponsors: .

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 4 Date 6/18/15 from All Day to _____

of Spaces 4 Date 6/19/15 from All Day to _____

of Spaces 4 Date 6/20/15 from All Day 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):

No subwoofers are used, instead unidirectional speakers are utilized that produce high and low frequencies which minimize the distance sound can travel. Speakers will be 18" x 24" and the number of speakers per area will be increased in order to produce more sound coverage with reduced volume. All music that is being played is deemed background music; therefore, it will always be kept at a lower level than a traditional party/concert. This music will be played by an DJ from 8:00 a.m. – 3:00 p.m. Speakers will not exceed 85 decibels. We are requesting to get issued an amplified sound permit on (June 19, 2015, Day before the event) in order to test sound with DJ/.

Is this a fundraising event? Yes No

-If YES, please describe:

Jimmy Miller Foundation of Hermosa Beach

- Fitness Class registration fee of \$5/participant went toward Jimmy Miller Foundation of Hermosa Beach

Will there be any fenced areas? Yes No

-If YES, please describe:

3' high barrier used to define the footprint and direct traffic flow through the designated entrances.

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

-If YES, please describe:

Comparable to 2014 Summer SHAPE Up Event. Please see detailed rendering in attached Event Information Booklet, slide 7.

What is your clean-up plan post event?

- Sand sifting will take place before and after the event.
- Five (10) trash receptacles and five (10) recycling receptacles will be placed throughout the event site, and one (1) dumpster and one (1) recycling container will be located adjacent to the event site.
- Four (4) staff members will be dedicated solely to trash pick-up throughout the event site and after the event.
- Generators will be removed from the beach to be refueled
- Port-o-potties and hand washing stations will be ordered and located near the event footprint for guests usage

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: Entrance – free / Classes \$5 to charity

Methods of Registration (please check all that apply):

- Website Mail
 Active.com Other At the event

Prizes (including anticipated cash prizes):

Gift bags consisting of Shape sponsor sample items for all participating in classes

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: Staff Pro Phone: 714-230-7210 # of Guards: 6

Guard Schedule:

Please see attached Event Information Booklet, page 14.

Do you plan on utilizing volunteers? Yes No

-If YES, please describe:

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

rEvolution will work closely with local authorities, as well as hire private security for the day of the event.

- *There will be four (6) Security Officers, one (1) Paramedic/Ambulance Service, and any additional staff needed on-site during the event hours of 8:00 AM – 3:00 PM.*
 - *One (1) Security Officer will be at each entrance/exit of the footprint (2 total)*
 - *Two (2) Security Officers will be roaming the footprint.*
 - *One (1) Security Officer will be located at each emergency exit (2 total)*
 - *Additional Security Officer(s) will be hired for activation areas warranting additional security.*
 - *One (1) Paramedic will be on site and an Ambulance service will be on call*
 - *Additionally, rEvolution will comply with all local rules and regulations and add any additional fire personnel, if needed.*

rEvolution has also secured additional Security Officers for before 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.

Please see attached Event Information Booklet. Event will be promoted in SHAPE Magazine, SHAPE.com and SHAPE social media sites.

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 checked="" type="checkbox"/> Porta Potties | <u>6+ 1 ADA/ 2 wash</u> |
| <input type="checkbox"/> Semi-Trucks | _____ | <input type="checkbox"/> Motor Homes | _____ |
| <input checked="" type="checkbox"/> Generator | <u>1 trailer generator near Pier</u> | Size: _____ | |
| Size/Type: _____ | | <input type="checkbox"/> Trailer | _____ |
| <input type="checkbox"/> Vans | _____ | Size: _____ | |
| Size: _____ | | <input checked="" type="checkbox"/> Stage | <u>60'x30'x18"</u> |
| <input checked="" type="checkbox"/> Sound Equipment | <u>10+ Amplified speakers</u> | Measurements: _____ | |
| <input checked="" type="checkbox"/> Enclosed Tents | <u>2-3 15x15</u> | <input checked="" type="checkbox"/> Canopies | <u>8 -25 tents* See page 7 of attached Event Information Booklet</u> |
| <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:

Please see attached Event Information Booklet, slide 11

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.

COURTNEY WARREN

Name/Company Representative



Signature

10/30/14

Date



PUBLIC RELATIONS INFORMATION

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

Name of Event: Summer Shape Up

Name of Organization: rEvolution Marketing, LLC

Event Dates and Times:

Date	6/20/15				
Times	8 am - 3 pm				

Event Information can be found online at: TBD Site. (Event website will be

Public Relations Contact: Annie Lagoni

Day Phone: 312-529-5871 Evening Phone: 708-732-0005

Email: alagoni@revolutionworld.com

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



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"> <500 people Event registrations done through the Community Resources Department 	70/30% of registration fees	
Category II <ul style="list-style-type: none"> Impacts public areas for no longer than one (1) day including set-up & tear-down Is conducted in the off-season (not between Memorial Day and Labor Day or on any holiday) Participant plus Spectator crowd above 500 but does not 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. 	\$2454 per day	
Category III <ul style="list-style-type: none"> Impacts public areas for more than one (1) day including set up. Participant plus Spectator crowd does not exceed 5,000 people. 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. 	\$2699 per day	\$8,097.00
Category IV <ul style="list-style-type: none"> Meets Category III Criteria and has one or more of the following: <ul style="list-style-type: none"> 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		
Commercial Application Fee - <i>non-refundable</i>	\$771	\$771.00
Non-Profit Application Fee - <i>non-refundable</i>	\$514	
Pass-Thru Application Fee - <i>non-refundable</i>	\$257	
Amplified Sound Permit	\$143	\$286.00
Street Banner Fees	\$212	
Event Co-Sponsor	\$257 each	TBD
Event Set-Up/Tear-Down	\$205 per location, per day	\$615.00
Community Resources Staff (Required Cat. II-IV)	\$308 per day	\$924.00
Paramedic	\$131 per hour	
Fire Inspection	\$157 per hour	\$157.00
Police	\$104 per hour	
Parking Meter Space Fee	\$30 per space, per day	\$360
Preliminary TOTAL		\$11,210.00



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: Summer Shape Up

Expected Attendance: 2000

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	<i>All event items will be reused at the next event and/or recycled. Event elements will be stored in a storage facility and used for future events</i>
<ul style="list-style-type: none"> Reduce size/bulk of plates, containers, cups 	All events	<i>Due to the close proximity to hotels and the Pier we will not utilize a food vendor, therefore require very little food/drink containers</i>
<ul style="list-style-type: none"> Use products with high recycled content 	All events	<i>rEvolution will use as many products as possible with high recycled content</i>
<ul style="list-style-type: none"> Avoid sale or give-away of single-use plastic bottled drinking water 	All events	<i>rEvolution will set up water coolers to be used instead of single use plastic bottled drinking water</i>
<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	<i>Same as above</i>
<ul style="list-style-type: none"> At 'beer or drink gardens' recycle cups (provide dump station for liquids) 	2000 or more	<i>There will not be a beer garden and rEvolution will provide a dump station for liquids</i>
<ul style="list-style-type: none"> Recycle fry-grease for bio-diesel fuels 	2000 or more	<i>There will not be any fry-grease or bio-diesel fuels used.</i>
<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	<i>Any handouts/flyers will be printed on recycled paper, and double sided.</i>
2. Recycling containers:		
<ul style="list-style-type: none"> Place well-marked recycle containers adjacent to every trash container 	500 or more	<i>There will be recycling containers, equal to the amount of trash containers</i>
<ul style="list-style-type: none"> Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters 	2000 or more	<i>(4)</i>
3. Staging		
<ul style="list-style-type: none"> Recycle or reuse event construction materials 	2000 or more	<i>All are recycled for future programs</i>
<ul style="list-style-type: none"> Use 'no emission/no VOC' paints/sealants 	500 or more	<i>No emissions/no VOC paints will be used</i>
Transportation		
<ul style="list-style-type: none"> No-idling policy for all vehicles 	All events	<i>No vehicles are scheduled to be onsite</i>

<ul style="list-style-type: none"> Sponsor free shuttle or low cost bus passes 	2000 or more	<i>Less than 2,000 spectators estimated</i>
<ul style="list-style-type: none"> Use hybrid, electric or CNG vehicles 	2000 or more	<i>Less than 2,000 spectators estimated</i>
Energy		
<ul style="list-style-type: none"> Use energy-efficient lighting 	All events	<i>All lighting will be energy-efficient</i>
<ul style="list-style-type: none"> Turn lighting and devices off when not in use 	All events	<i>All will be turned off when not in use</i>
<ul style="list-style-type: none"> Turn off generators when not in use for significant period of time 	All events	<i>All will be turned off when not in use</i>
<ul style="list-style-type: none"> Using alternative energy (solar, wind, fuel cell) to supply some power 	2000 or more	<i>Less than 2,000 attendees estimated</i>
<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	<i>Less than 2,000 attendees estimated</i>
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	<i>All bags will be reusable</i>
<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	<i>Styrofoam not allowed</i>
<ul style="list-style-type: none"> No hosing of surfaces unless specifically allowed by city 	All events	<i>Hosing of surfaces will be allowed</i>
<ul style="list-style-type: none"> Full containment of all wastes 	All events	<i>There will be a full containment of all wastes</i>
<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	<i>Six pack plastic rings will be contained</i>
<ul style="list-style-type: none"> Provide recycling containers and litter control 	All events	<i>Sanitation Staff will be hired Recycling containers will be used</i>
<ul style="list-style-type: none"> Beach and street cleaning required 	500 or more	<i>Event will provide beach and street cleaning</i>
Education		
<ul style="list-style-type: none"> Event and vendors to make reducing waste and recycling a prominent theme 	500 or more	<i>We will make reducing waste a prominent theme of the event and ensure all partners understand this.</i>
<ul style="list-style-type: none"> Provide one booth, kiosk or space for green education sponsored by city or designee 	2000 or more	<i>We estimate less than 2,000 spectators/ attendees but are open to providing space for green education</i>
<ul style="list-style-type: none"> Advertise green measures and rules in all event advertising and on website 	500 or more	<i>We will advertise green measures and rules in all event advertising and on event website</i>
<ul style="list-style-type: none"> Demonstrate that vendors and service providers will comply with green measures 	500 or more	<i>Vendors and service providers will Comply with green measures</i>
Monitoring		
<ul style="list-style-type: none"> Report on compliance with above applicable measures 	500 or more	<i>We will report on compliance with all the above</i>



SHAPE Magazine

Summer SHAPE Up: Event Information
October 2014

CELEBRATING 10 YEARS OF SERVING BRANDS.

Summer SHAPE Up- What is it?



Every spring SHAPE Magazine publishes the Summer Beach issue which offers solutions revolving around a woman's constant battle to get back into beach body shape from the long winter.

This year SHAPE will feature the same fitness, nutrition, fashion advice and more, through an interactive event to benefit charity. Finally, women can hear directly from the experts and receive truly tailored advice for each body type and busy schedule.

When and Where is it?

Hermosa Beach, CA, June 20, 2015

How do I sign up for fitness classes?

Pre-registration and additional information are available and encouraged at [TBD](#), and admission is \$5/person, with proceeds going to charity.



Summer SHAPE Up– Overview



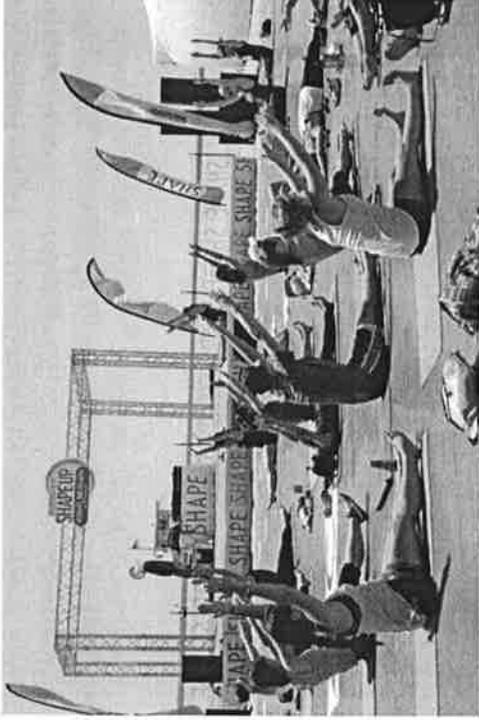
- *SHAPE* magazine, the #1 women's active lifestyle magazine, is excited to announce the 7th Annual Summer SHAPE Up.
- The Summer SHAPE Up Summer Beach event includes:
 - Interactive sponsor tents that will feature the latest trends in **beauty, health, fitness** and **fashion**, exciting games and fantastic giveaways
 - Intensive exercise classes led by local fitness trainers in three main fitness areas
- Summer SHAPE Up Partners in 2014:
 - Jillian Michaels
 - Biore
 - Hawaiian Tropic
 - Sally Hansen
 - Fit Fusion
 - BODYSHRED
 - Macy's
 - Tom's of Maine
 - ZICO
 - Pandora



Summer SHAPE Up- 2014 Fitness Classes



- 8:00 – 8:45 – Full Body Cut
- 9:00 – 10:00 – POP Pilates
- 10:00 – 10:45 – Beach Body Blast
- 11:30 – 12:30 – Jillian Michaels BODYSHRED
- 12:30 – 1:00 – Bikini Butt
- 1:15 – 2:00 – Rock Your Core
- 2:15 – 3:00 – Power Yoga



Summer SHAPE Up- 2014 Charity



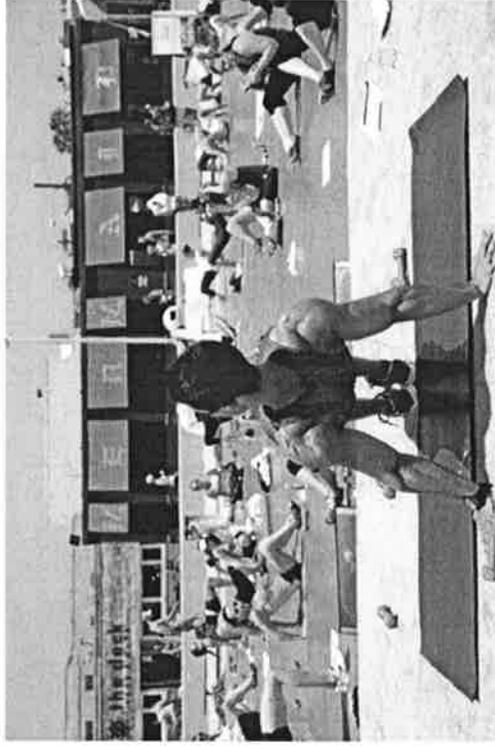
- Jimmy Miller Foundation of Hermosa Beach
- Fitness Class registration fee of \$5/participant went toward Jimmy Miller Foundation of Hermosa Beach



Summer SHAPE Up- Past Events



- SHAPE Summer Beach Tour in 2009, 2010, 2011 and 2012
 - Executed in Miami, Santa Monica, Hermosa Beach, and Chicago
 - Attendance over 1,000 at both locations
 - On average 450 fitness class attendees
- 2012 SHAPE Summer Beach Tour executed in Hermosa Beach, CA and Chicago, IL
- 2013 & 2014 Summer Shape Up event executed in Hermosa Beach

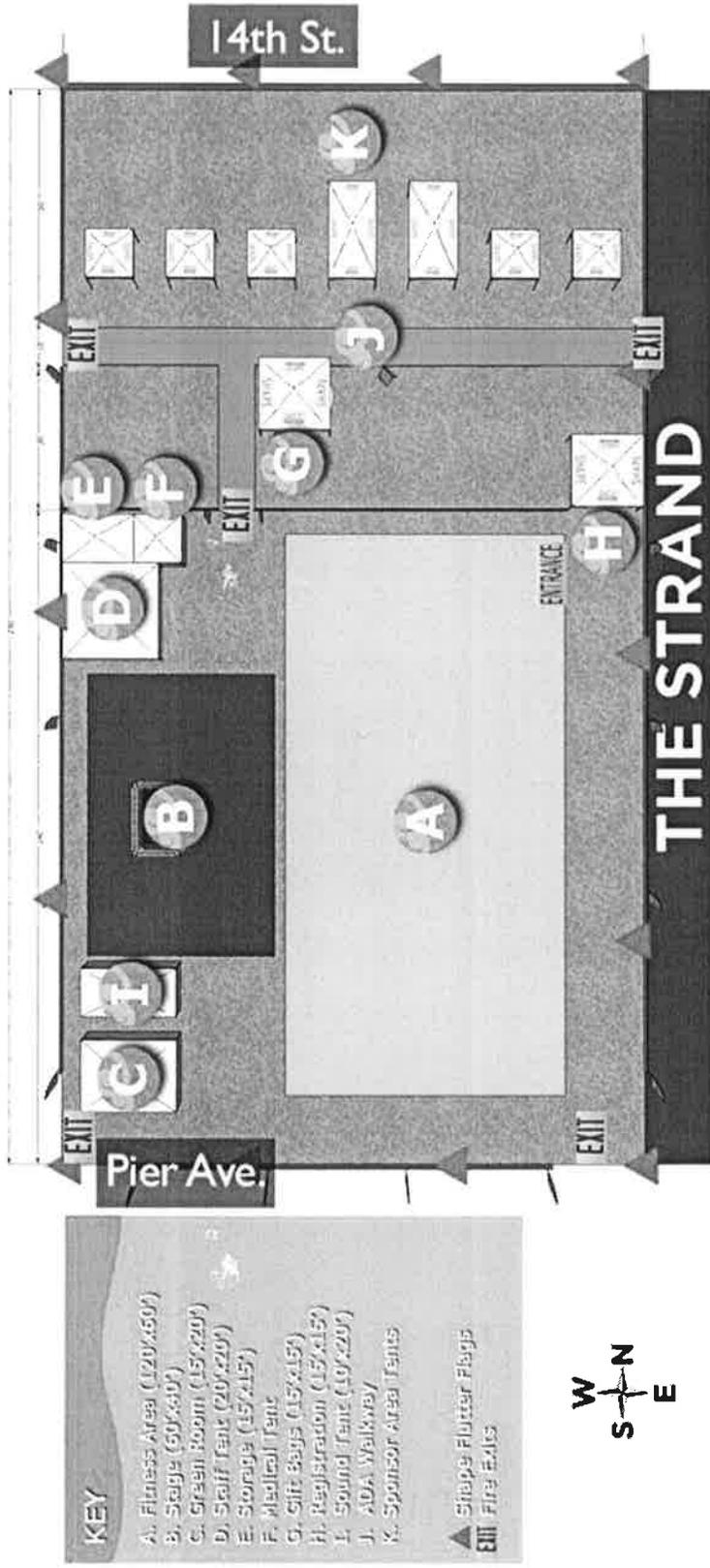




Overhead Event Site Map - 2015 Proposed Example

SHAPE
Hermosa Beach

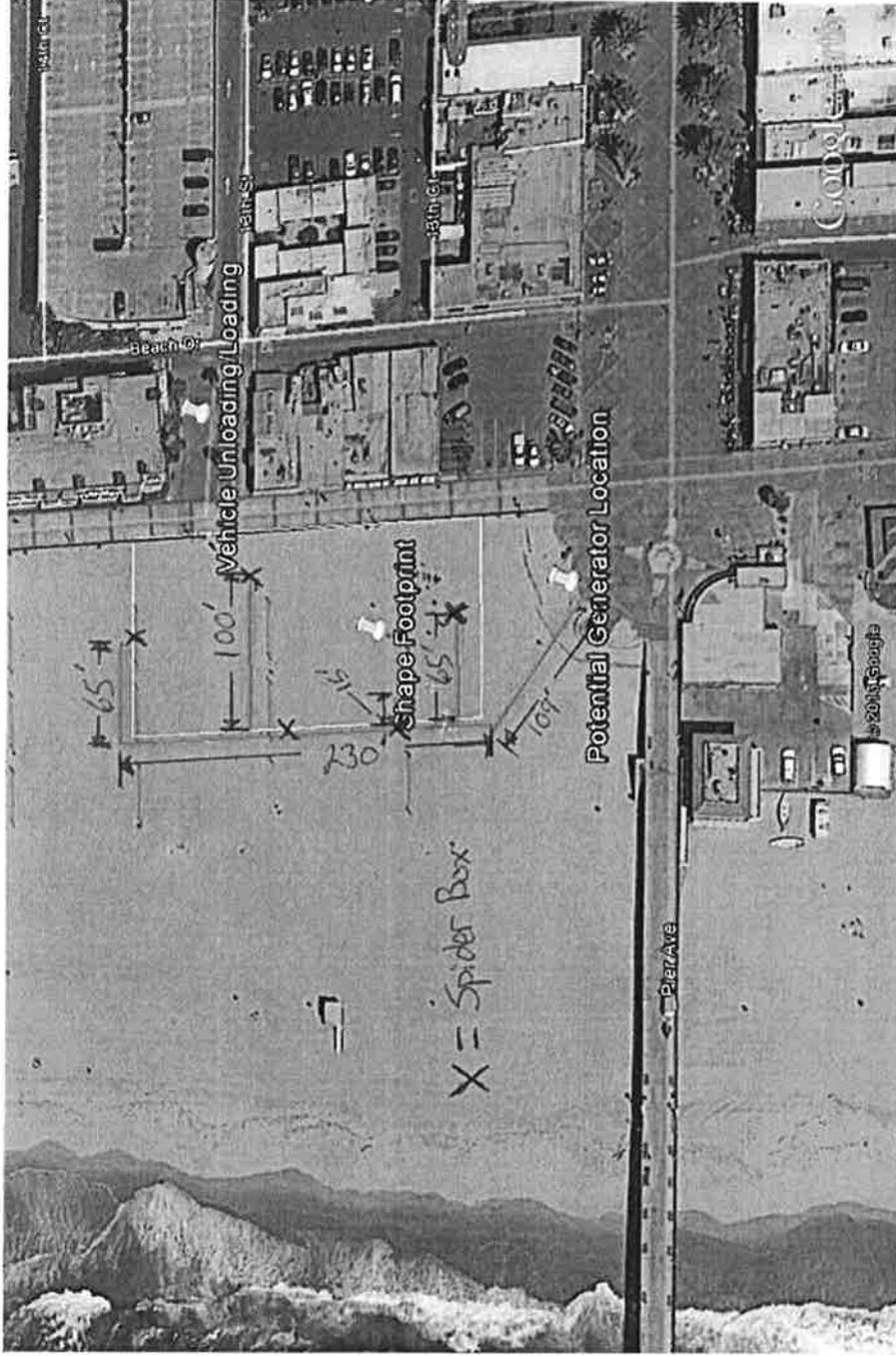
Pacific Ocean
FIRELANE



*Note: 2015 Event site will be 10" closer to ocean than previous years



Power Distribution Map



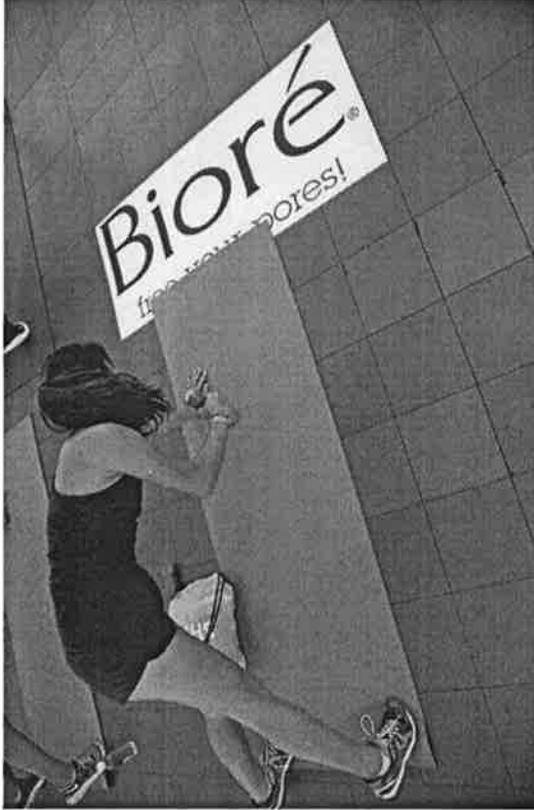
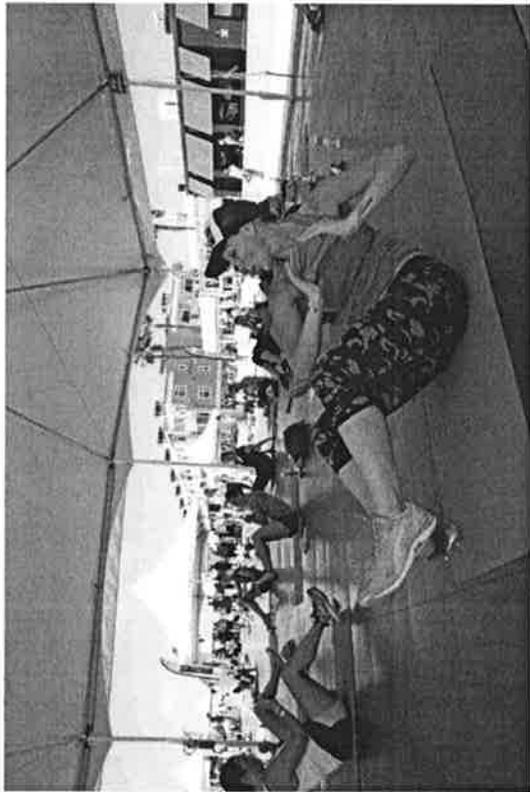
Interactive Sponsor Tents – 2014 Examples



- Jillian Michaels
 - Photo and Autograph Signing
- Biore
 - On-Site Mini Facials
- Sally Hansen
 - On -Site Mini Manicures
- Tom's of Maine (No tent)
 - Product sampling
- BODYSHRED
 - Informational tent
- Macy's (Located on Pier Plaza)
 - Selling of women's fitness apparel
 - Macy's would like same location on Pier Plaza for 2015 event
- Zico
 - Product sampling
- Pandora
 - Hand Massages/Interactive Games
- Hawaiian Tropic
 - Product sampling
- Fit Fusion
 - Informational booth
- Spin and Win Tent
 - Interactive product giveaway



Fitness Classes



Parking Plan



The Summer SHAPE Up is a beach event that draws the demographic of the healthy and active. With this in mind many of the attendees will arrive at the event site on foot, bicycle and/or skateboard.

Another demographic that the Summer SHAPE Up beach event draws is those who are environmentally conscience, thus resulting in many attendees arriving by bus or car pooling.

For those guests that decide to drive, the event will rely on the local parking facilities in the area. Below is a list of the closest parking facilities in the area that will be utilized.



Parking Locations near Hermosa Beach Pier Plaza	# of Spaces	# of Handicapped Spaces
1101 Hermosa Avenue Northwest corner of 11th Street	116	3
59 13th Court west of Hermosa Avenue, behind Bijou Bldg.	35	2
	299	7
Civic Center Front and Adjacent Lot Pier Avenue and Valley Drive	68	4
Community Center Pacific Coast Highway and south of Pier Ave.	124	7
1035 Valley Drive south of 11th Street (Clark Stadium)	51	4
Hermosa Avenue east/west side	1100	
East side of Ardmore Avenue/south of Pier Avenue	34	2
Hermosa Greenbelt (east side of Valley Drive)	78	2
Totals	1905	31



Accessibility Plan

- There are 31 designated disabled parking places in a six-eight block radius of the Pier Plaza and beach.
- rEvolution will familiarize staff with location of designated parking places.
- rEvolution will assist in creating a level entrance at the perimeter entrance, so that wheelchairs or those with mobility aids can enter the event space. This includes using an ADA walkway.
- In the event of an emergency, there will be auditory alarms.
- rEvolution will create an evacuation plan that addresses the evacuation of persons with special needs. Staff will be trained in these evacuation procedures.
- Companions of special needs persons will have the fee of the fitness class waived, if they choose to participate.
- All areas of travel and the display/booth areas will be adequately lit.
- rEvolution will provide covers over electrical cables or cords that cross aisles or pathways. Cable covers will be no more than 1/2" thick, so that they do not become a tripping hazard.
- Event personnel will be available to assist participants with any displays, activities, etc., if needed.
- Service animals will be allowed in the event perimeter.



Sound Plan



- Throughout the U.S. rEvolution has vast experience producing outdoor events that include multiple sound components.
- rEvolution, on behalf of SHAPE, understands the importance of not disturbing the local residents and goes above and beyond to ensure that sound distribution is maximized throughout the event space, while controlling the sound waves to minimize disruption.

Below are the procedures that are in place to control sound at our event:

- No subwoofers are used, instead unidirectional speakers are utilized that produce high and low frequencies which minimize the distance sound can travel.
- Speakers will be 18" x 24" and the number of speakers per area will be increased in order to produce more sound coverage with reduced volume.
- All music that is being played is deemed background music; therefore, it will always be kept at a lower level than a traditional party/concert.
 - This music will be played by an DJ from 8:00 a.m. – 3:00 p.m.
- Speakers will not exceed 85 decibels.



Sanitation Plan



rEvolution and SHAPE are extremely concerned about the environment and restoration of Hermosa Beach, CA beaches.

- To ensure that our event will have minimal impact on the surrounding environment, we have created the following plan:
 - Sand sifting will take place before and after the event.
 - Five (10) trash receptacles and five (10) recycling receptacles will be placed throughout the event site, and one (1) dumpster and one (1) recycling container will be located adjacent to the event site.
 - Four (4) staff members will be dedicated solely to trash pick-up throughout the event site and after the event.
 - Generators will be removed from the beach to be refueled
 - Port-o-potties and hand washing stations will be ordered and located near the event footprint for guests usage



Security Plan & Crowd Control



rEvolution will work closely with local authorities, as well as hire private security for the day of the event.

- There will be four (6) Security Officers, one (1) Paramedic/Ambulance Service, and any additional staff needed on-site during the event hours of 8:00 AM – 3:00 PM.
- One (1) Security Officer will be at each entrance/exit of the footprint (2 total)
- Two (2) Security Officers will be roaming the footprint.
- One (1) Security Officer will be located at each emergency exit (2 total)
- Additional Security Officer(s) will be hired for activation areas warranting additional security.
- One (1) Paramedic will be on site and an Ambulance service will be on call
- Additionally, rEvolution will comply with all local rules and regulations and add any additional fire personnel, if needed.

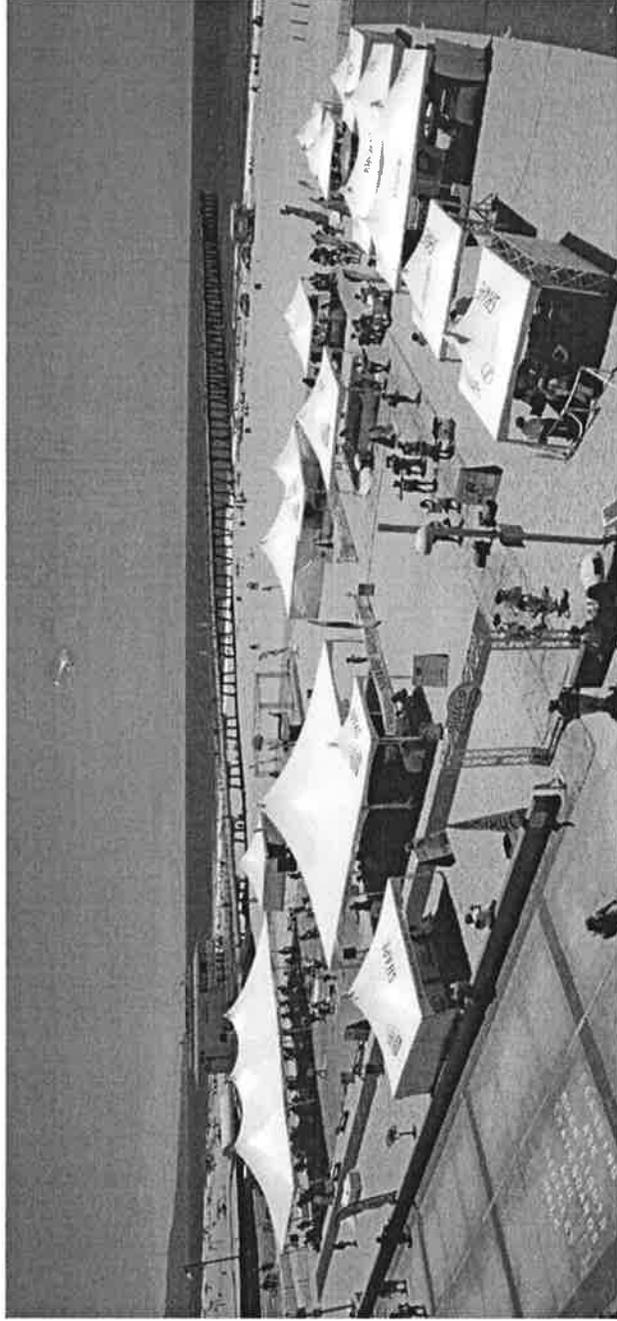


rEvolution has also secured additional Security Officers for before and after the event, while set up and tear down is taking place.



Production Schedule

- Load-in Day 1 Thursday, June 18 6:00 AM – 9:00 PM
- Load-in Day 2 Friday, June 19 6:00 AM – 9:00 PM
- Event Activation Saturday, June 20 8:00 AM – 3:00 PM
- Load-out Saturday, June 20 3:00 PM – 9:00 PM



rEvolution



- rEvolution is an independent sports marketing and media agency based in Chicago.
- American Media, Inc., chose rEvolution to execute the 6th Annual Summer SHAPE Up beach event.
- rEvolution's partial client list includes:
- www.revolutionworld.com



American Media, Inc.



- American Media, Inc. (AMI) is the leading publishing company in celebrity journalism and health and fitness categories.
- AMI titles reach over 50 million readers each year.
- *SHAPE* Magazine:
 - Mission: to help women create better lives
 - Readers' Median Age – 34.8
 - 78% of readers are college educated
 - Third largest circulation among young women's titles
 - Most successful active lifestyle magazine for women
- Other AMI Health & Fitness titles:
 - *Natural Health*
 - *Fit Pregnancy*
 - *Men's Fitness*
 - *Flex*
 - *Muscle & Fitness*
 - *Muscle & Fitness Hers*





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