



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<sup>\*\*</sup>): March 14, 2015

2<sup>nd</sup> Choice <sup>\*\*</sup> (Required): March 7, 2015

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

## ORGANIZATION'S INFORMATION

EVENT TITLE: Hermosa Beach St. Patrick's Day Parade

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 Ave

Hermosa Beach

CA

90254

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: Matt Bennett (310) 376-0951

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: 11 am Event End Time: 1 pm

Set-Up Date: day of event Set-Up Time: 7 am  
(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: 2 pm

Event Location: Downtown Hermosa Beach

Estimated # of Participants: 1,000 Age of Participants: varies

Estimated # of Spectators (daily): 10,000 Total Estimated Attendance: 10,000

**Overall Event Description** - Briefly explain event and activities:  
The Chamber has facilitated and hosted an annual parade on Saint Patrick's Day since 2009 in order to maintain the City's tradition to celebrate the holiday for over 20 years. The parade steps off at City Hall and ends at the corner of 8th Street on Hermosa Avenue, drawing South Bay, County & local participants and spectators - a wide variety of entrants that includes school marching bands, dance groups, cheer-leading squads, pet organizations and Celtic culture enthusiasts. The 7-block parade is an opportunity for residents to enjoy an afternoon on Pier Avenue and take advantage of retail and restaurant specials all day.

**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):

<u>Valley Drive</u>	between	<u>8<sup>th</sup></u>	and	<u>Pier</u>	<u>7 am</u>	to	<u>2 pm</u>
<u>Pier Ave</u>	between	<u>Valley Dr</u>	and	<u>Pier Plaza</u>	<u>7 am</u>	to	<u>2 pm</u>
<u>Hermosa Ave</u>	between	<u>Pier Ave</u>	and	<u>8<sup>th</sup> Street</u>	<u>7 am</u>	to	<u>2 pm</u>
_____	between	_____	and	_____	_____	to	_____
_____	between	_____	and	_____	_____	to	_____

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

The parade stages on Valley Drive between 8<sup>th</sup> street and Pier Ave and steps off promptly at 11 am, heading West on Pier Ave, then South on Hermosa Ave before concluding at 8<sup>th</sup> street

Assembly Area/Event Start: Valley Drive between 8<sup>th</sup> St and Pier Ave

Disbanding Area/Event End: Hermosa Ave, between 10<sup>th</sup> Street and 8<sup>th</sup> Street

**Sponsors**

List **ALL** proposed/anticipated Co-Sponsors. Each Co-sponsor is a \$250 per co-sponsor fee. Co-sponsors may sample only, not sell.

The Chamber funds the event and seeks sponsors to offset the costs of Bell Events management, third-party security, City resource fees and promotion. Sponsors are vetted and selected within a few months of the parade and have included Athens Services, E&B Natural Resources and Chevron.

**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 \_\_\_\_\_ 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):*

There are three announcers stations along the parade route that require amplification and are needed to announce the names of the entrants as they pass and make general announcements for safety and service. Equipment is standard announcement hardware (microphones, amplifiers, multiple speakers) and volume is controlled at each stage by professional sound crew. The parade ends between 1 and 2 PM at which time the equipment is broken down. Note that there is some noise on the parade route from marching bands, cheerleaders, and entrant vehicles but not usually continual or amplified electronically.

Is this a fundraising event?  Yes  No

*-If YES, please describe:*

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:*

The announcer stations along the parade route are canopied and on risers appr. 2 feet above street level. The canopies are standard size 10x10 and 10x20 (max), and are removed immediately after the parade.

What is your clean-up plan post event?

Bell Events manages the parade and works very closely with Athens Services to ensure that the parade route, Valley Drive, the announcer stations and Hermosa Avenue are clean. Both Bell Events and any selected trash maintenance company contracted by them are instructed to follow proper procedures for trash removal and recycling per Hermosa Beach's municipal code.

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: \$100 general - \$50 for non-profits - \$25 for children's non-profits

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: 20

Guard Schedule:

FrontLine Security is contracted by Bell Events and provides personnel along the parade route to monitor the spectators that line Pier and Hermosa Avenues. They arrive between 9-10AM and are usually present on the route for 30-60 min post-parade.

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 small pool of volunteers that staff the parade regularly, and occasionally will receive staff from a local community organization such as Kiwanis or Rotary. Volunteers are needed mostly during the parade itself but are also used to line up entrants, place VIP guests in their vehicles, and efficiently disperse entrants at the end of the route.

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

The Chamber has a small pool of volunteers that staff the parade regularly, and occasionally will receive staff from a local community organization such as Kiwanis or Rotary. Volunteers are needed mostly during the parade itself but are also used to line up entrants, place VIP guests in their vehicles, and efficiently disperse entrants at the end of the route. *We will work with our security personnel and with the Hermosa Beach Police Department to ensure spectator and participant safety and in maintaining an orderly event. The family nature of the parade has resulted in incident free events*

#### EVENT PROMOTION INFORMATION

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

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

#### 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: _____  | <input type="checkbox"/> Trailer _____                  |
| <input checked="" type="checkbox"/> Vans _____                                    | Size: _____   |
| Size: _____   | <input checked="" type="checkbox"/> Stage _____         |
| <input checked="" type="checkbox"/> Sound Equipment _____                         | Measurements: 10 x 20                                   |
| <input checked="" type="checkbox"/> Enclosed Tents _____                          | <input checked="" type="checkbox"/> Canopies 3          |
| <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:

*Our event will take place on the streets of downtown Hermosa Beach and is open to the public. The venue itself is maintained by the City of Hermosa Beach and meets ADA compliance*

**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





# 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
<b>Category I</b> <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	
<b>Category II</b> <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 exceed 3,000 people.</li> <li>• Has no television coverage (except news).</li> <li>• A non-profit entity is the beneficiary of the net revenues (100%).</li> <li>• Does not meet any of the identifying criteria for a Category III or IV event.</li> </ul>	\$2454 per day	
<b>Category III</b> <ul style="list-style-type: none"> <li>• Impacts public areas for more than one (1) day including set up.</li> <li>• Participant plus Spectator crowd does not exceed 5,000 people.</li> <li>• Has no television coverage (except news).</li> <li>• Has more than \$3,000 and less than \$50,000 in prize money.</li> <li>• Does not meet any of the identifying criteria for a Category IV event.</li> </ul>	\$2699 per day	
<b>Category IV</b> <ul style="list-style-type: none"> <li>• Meets Category III Criteria and has one or more of the following:               <ul style="list-style-type: none"> <li>▪ Has network television coverage or</li> <li>▪ Estimated participant/spectator crowds exceeds 5,000 people or</li> <li>▪ Prize money in excess of \$50,000 or</li> <li>▪ Charges admission to spectator Gross revenues in</li> </ul> </li> </ul>	\$4908 per day	

excess of \$50,000.

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>		
▪ Limit single-use paper, plastics, packaging, and décor items	All events	<i>not applicable</i>
▪ Reduce size/bulk of plates, containers, cups	All events	<i>not applicable</i>
▪ Use products with high recycled content	All events	<i>not applicable</i>
▪ Avoid sale or give-away of single-use plastic bottled drinking water	All events	<i>yes</i>
▪ Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups)	500 or more	<i>not applicable</i>
▪ At 'beer or drink gardens' recycle cups (provide dump station for liquids)	2000 or more	<i>not applicable</i>
▪ Recycle fry-grease for bio-diesel fuels	2000 or more	<i>not applicable</i>
▪ 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>no handouts</i>
<b>2. Recycling containers:</b>		
▪ Place well-marked recycle containers adjacent to every trash container	500 or more	<i>yes</i>
▪ Provide onsite 'monitors' directing people to recycling at prime locations, or provide	2000 or more	<i>no</i>

secondary trash sorters		
<b>3. Staging</b>		
▪ Recycle or reuse event construction materials	2000 or more	yes
▪ Use 'no emission/no VOC' paints/sealants	500 or more	n/a
<b>Transportation</b>		
▪ No-idling policy for all vehicles	All events	yes
▪ Sponsor free shuttle or low cost bus passes	2000 or more	no
▪ Use hybrid, electric or CNG vehicles	2000 or more	yes
<b>Energy</b>		
▪ Use energy-efficient lighting	All events	n/a
▪ Turn lighting and devices off when not in use	All events	n/a
▪ 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	yes
▪ Use alternative fuel generators (CNG, fuel cell, biodiesel) (biodiesel- minimum B20 (20% blend); B99 is preferred)	2000 or more	yes
<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	n/a
▪ 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	n/a
▪ No hosing of surfaces unless specifically allowed by city	All events	yes
▪ Full containment of all wastes	All events	yes
▪ 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	n/a
▪ Provide recycling containers and litter control	All events	yes
▪ Beach and street cleaning required	500 or more	yes – have hired contractor
<b>Education</b>		
▪ Event and vendors to make reducing waste and recycling a prominent theme	500 or more	yes – in event application
▪ Provide one booth, kiosk or space for green education sponsored by city or designee	2000 or more	yes – at pier plaza or check in area as desired
▪ Advertise green measures and rules in all event advertising and on website	500 or more	yes
▪ Demonstrate that vendors and service providers will comply with green measures	500 or more	yes
<b>Monitoring</b>		
▪ Report on compliance with above applicable measures	500 or more	yes