



City of Hermosa Beach
Community Resources Department

CONTRACT NUMBER: 239

EVENT DATE: _____

DATE STAMP
OCT 02 2014

STAFF
INITIALS
(Signature)

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**): 7/18

2nd Choice ** (Required): 7/25

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

ORGANIZATION'S INFORMATION

EVENT TITLE: Smackfest Coed 4's Volleyball Tournament

Applicant Name: William Sigler Birthdate: 04-13-66

Organization Name: Magnum Venture Partners, Inc

Non-Profit? N Yes Non-Profit I.D. or Tax Exempt #: _____

Address: 1201 N Catalina Ave, #233
redondo beach ca 90277
City State Zip

Phone: 3103185062 Cell: 3107666084

Email Address: billmagnum22@gmail.com Fax: _____

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: Bill Sigler Cell: 310-766-6084

EVENT INFORMATION

Event Type (please select all that apply):

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

- Tournament
- Pass-Through
- Fundraiser
- Swim Event

Type: Volleyball

Benefitting: _____

Event Start Time: 8am

Event End Time: 8pm

Set-Up Date: 7/17

Set-Up Time: 8am

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

Break Down Date: 7/18

Break Down Time: 6-9pm

Event Location: south of the hermosa pier

Estimated # of Participants: 600

Age of Participants: 25-50

Estimated # of Spectators (daily): 1000

Total Estimated Attendance: 1600

Overall Event Description - Briefly explain event and activities:

Coed 4's volleyball tournament - primarily amateur players, people who take Hermosa volleyball classes or leagues. May incorporate a Pro division for the mid summer event. All will be the same as has been the last 5 years. This will be the 15th year Smackfest has been held in Hermosa.

On Friday we may incorp a youth 4's tournament. We may also offer a small concert on the beach from 6-730pm during the finals.

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.

But Light, Red Bull, prob 2-3 more

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 3 Date 7/17 possibly from 8am to 8pm

of Spaces 3 Date 7/18 from 8am to 8pm

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):
We will have a sound system with 4 speakers, a microphone, and possibly a DJ for a few hours – same as in the last 3-4 years. Also will run via solar power.*

Is this a fundraising event? Yes No

-If YES, please describe:

Will there be any fenced areas? Yes No

*-If YES, please describe:
under the Red Bull tent for VIP's as well as under 2-3 10x10 checkin tents*

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

-If YES, please describe:

There may be a 18" high stage, that is 10' x 10' if we have a concert, or if we do a fashion show like we did in 2012. We will also have ~5-6 sponsor tents including Red Bull, Bud Light, and a few others depending on who agrees to come on.

What is your clean-up plan post event?

For summer event, we will have a dumpster in 1 parking spot in Lot A behind Watermans, and have 6-8 people cleaning the beach post 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: \$40/player

Methods of Registration (please check all that apply):

Website

Mail

Active.com

Other

Prizes (including anticipated cash prizes):

For the pro division, \$2500 in cash and prizes (8 teams). For the larger Amateur, mostly prizes from local businesses.

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: Allied Protection Phone: 310-466-9365 # of Guards: 6

Guard Schedule:

8pm - 8pm - SAME AS IN LAST 4 YEARS

Do you plan on utilizing volunteers? Yes No

-If YES, please describe:

We usually have 8-10 people setting up, 8-10 helping the day of, and 3 with teardown

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

we will use the same security staff we have used since 2010. There will be 6 of them, from 8am to 8pm. They will have a guard at each entrance to the beach, ca well as multiple guards walking the event. There will be sectioned off areas for vip's, and clear pathways for travel around the event, as well as for Fire/Police/Lifeguards as in years past.

EVENT PROMOTION INFORMATION

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

the only promotions we do is via emails to previous participants, as well as via facebook. Since this will be the 22nd year of the event, most locals know about it and it will sell out within the first 10 days (signups begin 6/1, sold out by 6/10)

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).

- Cars _____
- Semi-Trucks _____
- Generator _____
Size/Type: _____
- Vans _____
Size: _____
- Sound Equipment DT, 4 SPEAKERS
- Enclosed Tents _____
- Other (please attach list with description of each item)

- Porta Potties 6-8 By Pier
- Motor Homes _____
Size: _____
- Trailer _____
Size: _____
- Stage _____
Measurements: _____
- Canopies _____

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:

INSURANCE

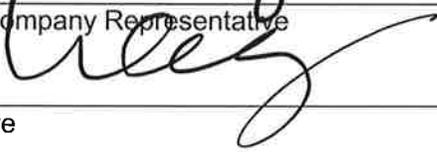
Unless greater or lesser coverage is requested, applicant agrees to furnish the City of Hermosa Beach evidence of \$2 million comprehensive general liability insurance in the form of a certificate, including endorsement, covering the entire period of this permit, naming the City of Hermosa Beach, its 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.

William Sigler

Name/Company Representative



Signature

9/30/14

Date

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: smackfest coed 4's volleyball

Expected Attendance: 1600

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>reusable ater bottles are provided</i>
<ul style="list-style-type: none"> Reduce size/bulk of plates, containers, cups 	All events	<i>same</i>
<ul style="list-style-type: none"> Use products with high recycled content 	All events	
<ul style="list-style-type: none"> Avoid sale or give-away of single-use plastic bottled drinking water 	All events	<i>will try to have sponsors fill water btl</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</i>
<ul style="list-style-type: none"> At 'beer or drink gardens' recycle cups (provide dump station for liquids) 	2000 or more	<i>na</i>
<ul style="list-style-type: none"> Recycle fry-grease for bio-diesel fuels 	2000 or more	<i>na</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>will provide just 1 bag for team</i>
2. Recycling containrs:		
<ul style="list-style-type: none"> Place well-marked recycle containers adjacent to every trash container 	500 or more	<i>We get ~30 yrly from public works</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>6 sec guards will do this</i>
3. Staging		
<ul style="list-style-type: none"> Recycle or reuse event construction materials 	2000 or more	<i>na</i>
<ul style="list-style-type: none"> Use 'no emission/no VOC' paints/sealants 	500 or more	<i>na</i>
Transportation		
<ul style="list-style-type: none"> No-idling policy for all vehicles 	All events	<i>na</i>
<ul style="list-style-type: none"> Sponsor free shuttle or low cost bus passes 	2000 or more	<i>na</i>
<ul style="list-style-type: none"> Use hybrid, electric or CNG vehicles 	2000 or more	
Energy		

▪ Use energy-efficient lighting	All events	na
▪ Turn lighting and devices off when not in use	All events	na
▪ Turn off generators when not in use for significant period of time	All events	solar powered
▪ Using alternative energy (solar, wind, fuel cell) to supply some power	?000 or more	we use solar for music
▪ Use alternative fuel generators (CNG, fuel cell, biodiesel) (biodiesel- minimum B20 (20% blend); B99 is preferred)	2000 or more	na
Marine environment		
▪ 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	don't use
▪ 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	don't use
▪ No hosing of surfaces unless specifically allowed by city	All events	na
▪ Full containment of all wastes	All events	na
▪ 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	na
▪ Provide recycling containers and litter control	All events	yes, from public works
▪ Beach and street cleaning required	500 or more	na
Education		
▪ Event and vendors to make reducing waste and recycling a prominent theme	500 or more	via emails and pa announcements
▪ Provide one booth, kiosk or space for green education sponsored by city or designee	2000 or more	
▪ Advertise green measures and rules in all event advertising and on website	500 or more	same
▪ Demonstrate that vendors and service providers will comply with green measures	500 or more	same
Monitoring		
▪ Report on compliance with above applicable measures	500 or more	event organizer will provide post event



PUBLIC RELATIONS INFORMATION

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

Name of Event: Smackfest Coed 4's Volleyball Tournament

Name of Organization: Magnum Venture Partners Inc

Event Dates and Times:

Date	9/17 possibly	9/18			
Times	8-8	8-8			

Event Information can be found online at: smackfestevents.com

Public Relations Contact: bill sigler

Day Phone: 310-766-6084 Evening Phone: _____

Email: billmagnum22@gmail.com

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

This will be the 22nd year of this event. It will be the same as in year's past, with a large coed 4's division which allows locals to put their volleyball skills to work. There will also be a smaller 8 team Pro division with top notch players vying for \$2500 in cash and prizes. To view more information, articles, video, etc. please visit www.smackfestevents.com, www.facebook.com/smackfest, and Instagram.



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	
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	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	

SMACKFEST 2014 FOOTPRINT

FOR STAFF

SPONSORS & STRUCTURES

VB COURTS (30-32)

PORTO POTTYS (5)

TENTS

REGISTRATION TENTS

- 1. SMACK (2)
- 2. BUD LIGHT (2)

SPONSOR TENTS

- 1. BAREFOOT WINE (2)
- 2. UPTIME/COW WOW
- 3. AQUAHYDRATE

DEEP EDDY VAN

RED BULL DJ TENT

COW-WOW INFLATABLE

