



City of Hermosa Beach  
Community Resources Department

CONTRACT NUMBER: 257

EVENT DATE: **RECEIVED**

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OCT 27 2014

STAFF  
INITIALS  
[Signature]

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\*\*): July 22 & 23, 2015

2<sup>nd</sup> Choice \*\* (Required): July 29 & 30, 2015

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

## ORGANIZATION'S INFORMATION

EVENT TITLE: Shakespeare by the Sea's FREE Performances

Applicant Name: Lisa Coffi Birthdate: 8/30/69

Organization Name: Shakespeare by the Sea

Non-Profit?  No  Yes Non-Profit I.D. or Tax Exempt #: 95-4785457 OK 11/24

Address: 777 Centre St  
San Pedro CA 90731  
City State Zip

Phone: 310-619-0599 Cell: 310-619-0599

Email Address: lisa@shakespearebythesea.org Fax: 310-507-0269

## 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: Lisa Coffi Cell: 310-619-0599

**EVENT INFORMATION**

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

- Race (run, walk, bike, etc.)
- Parade
- Street Fair/Festival
- Concert
- Other Admission Free Theatrical Performances
- Tournament Type: \_\_\_\_\_
- Pass-Through
- Fundraiser Benefitting: \_\_\_\_\_
- Swim Event

Event Start Time: 7pm

Event End Time: 9pm

Set-Up Date: July 22 & 23, 2015

Set-Up Time: 5pm

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

Break Down Date: July 22 & 23, 2015

Break Down Time: 9-10:30pm

Event Location: Valley Park Amphitheatre

Estimated # of Participants: 15-20

Age of Participants: 18-50

Estimated # of Spectators (daily): 300

Total Estimated Attendance: 600

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

Shakespeare by the Sea will arrive at 5pm to set up our stage and dressing room, do one admission free Shakespeare performance each night, then break it all down each night.

**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.  
N/A

**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)?  
(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):  
4-6 floor mics with 6 small speakers placed at the front and center areas of the bowl/amphitheater.

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:  
We contract our own set, use two ez-up tents as a dressing room, and two ez-up tents for merchandise sales (sweatshirts/tshirts)

What is your clean-up plan post event?

*We take all of our equipment away with us, and make sure all the trash is picked up and disposed of in/close to the dumpster located onsite.*

Will you be requesting street banners?  Yes  No

Will you be requesting light pole banners?  Yes  No

Will you be filming of having television coverage?  Yes  No

Entrance or Registration Fee: None – it's FREE

Methods of Registration (please check all that apply):

Website

Mail

Active.com

Other

None - it's an open event.

Prizes (including anticipated cash prizes):

*We will hold a raffle at the end of the night – prize worth \$150 or less per night – a dinner certificate or gift basket type of thing.*

#### **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: \_\_\_\_\_ Phone: \_\_\_\_\_ # of Guards: \_\_\_\_\_

Guard Schedule:

Do you plan on utilizing volunteers?  Yes  No

-If YES, please describe:

*SBTS has a cadre of volunteers who work with us throughout the summer to pass out programs, provide info to our patrons, sell merchandise, and distribute/collect questionnaires.*

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

*Audience monitoring is handled by the volunteers and SBTS staff onsite during the event. The City of Hermosa Beach has traditionally had one staff member either on-site or on-call for this event as well.*

**EVENT PROMOTION INFORMATION**

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

SBTS provides the City with ads, text and imagery for their website and recreation guide, as well as flyers for distribution at your facilities. On our end, we have these performances listed on our website, notify folks via email and through Facebook and Twitter, and distribute our 50K flyers throughout the South Bay and beyond.

**EQUIPMENT INFORMATION (ATTACH SITE PLAN)**

**A DIAGRAM OF YOUR SITE PLAN THAT INCLUDES ALL FACILITIES, EXACT PLACEMENT OF ALL EQUIPMENT, STREET CLOSURES, INGRESS AND EGRESS ROUTES, SHUTTLE ROUTES, FENCING, ACCESSIBILITY PLAN, AND PARKING MUST BE ATTACHED TO THE APPLICATION.**

**YOUR APPLICATION WILL NOT BE PROCESSED WITHOUT A SITE PLAN**

Please check all the boxes that apply to the equipment that will be on site for your event and specify the number and size of each (if applicable).

- |   |           |  |       |
|---|-----------|--|-------|
| <input checked="" type="checkbox"/> Cars  | <u>15</u> | <input type="checkbox"/> Porta Potties | _____ |
| <input checked="" type="checkbox"/> Semi-Trucks                                   | <u>1</u>  | <input type="checkbox"/> Motor Homes   | _____ |
| <input type="checkbox"/> Generator  | _____     | Size: _____                            | _____ |
| Size/Type: _____  | _____     | <input type="checkbox"/> Trailer       | _____ |
| <input type="checkbox"/> Vans   | _____     | Size: _____                            | _____ |
| Size: _____   | _____     | <input type="checkbox"/> Stage         | _____ |
| <input checked="" type="checkbox"/> Sound Equipment                               | <u>1</u>  | Measurements: _____                    | _____ |
| <input checked="" type="checkbox"/> Enclosed Tents                                | <u>4</u>  | <input 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:

*The venue is already ADA accessible with ADA parking.*

**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.

Lisa Coffi

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

Signature

*Lisa Coffi*

10/24/2014

\_\_\_\_\_  
Date



# **PUBLIC RELATIONS INFORMATION**

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

Name of Event: Shakespeare by the Sea

Name of Organization: Shakespeare by the Sea

**Event Dates and Times:**

Date	July 22 & 23				
Times	7-9pm				

Event Information can be found online at: www.shakespearebythesea.org

Public Relations Contact: Lisa Coffi

Day Phone: 310-619-0599 Evening Phone: 310-619-0599

Email: lisa@shakespearebythesea.org

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

*Shakespeare by the Sea presents two fabulous Shakespeare plays annually at Hermosa Beach's Valley Park.*

For audiences seeking quality, family entertainment, Shakespeare by the Sea's free performances can't be beat. Pack a picnic, a blanket and beach chair, gather loved ones, and settle in under the stars for a night of classic entertainment. The tales are timeless, the admission ticketless, and the experience priceless.

**ADMISSION IS FREE**

(donations gratefully accepted)

[www.shakespearebythesea.org](http://www.shakespearebythesea.org)

310.217.7296

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)*

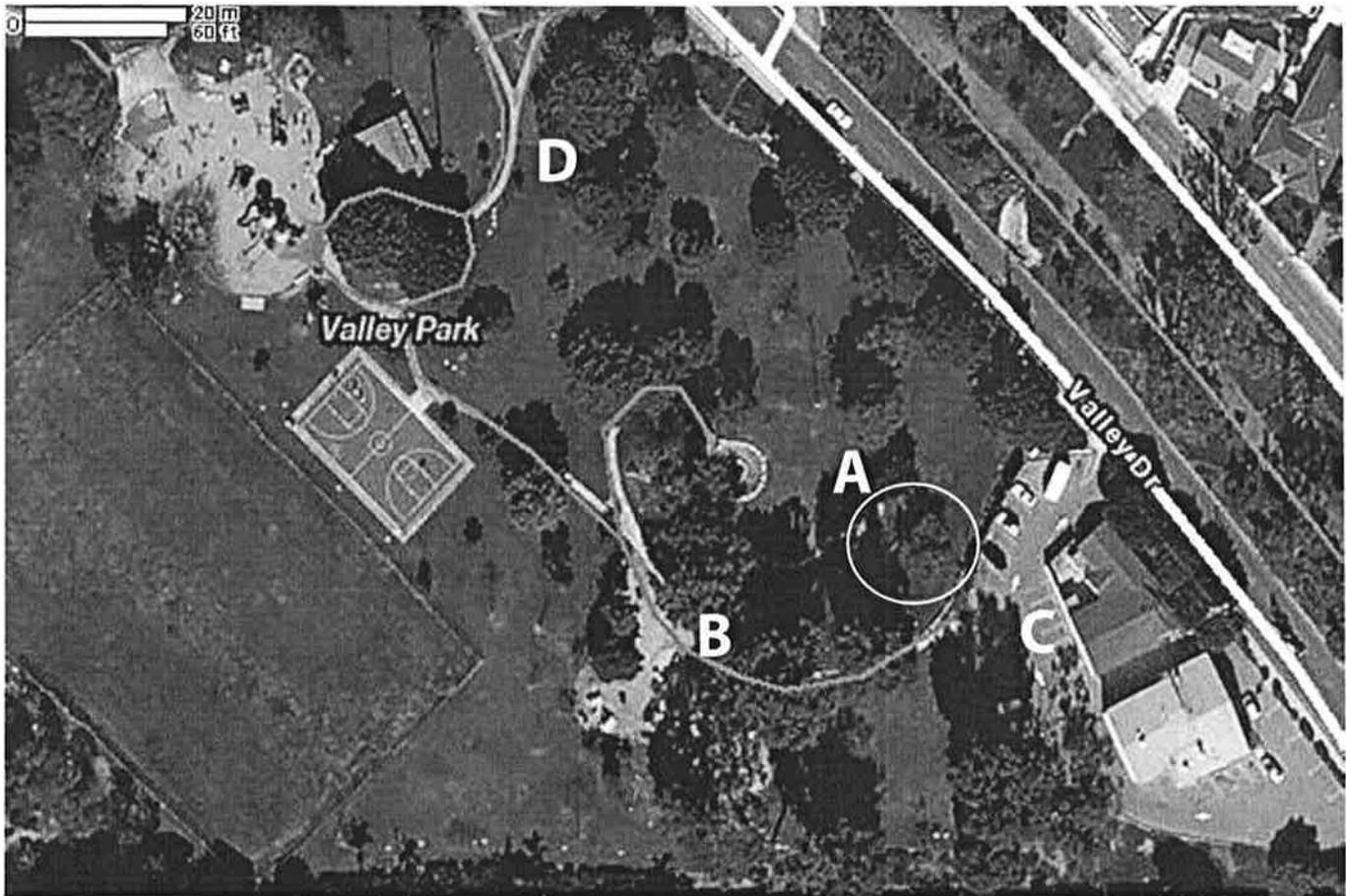
Events in Hermosa Beach are expected to implement measures to reduce impacts and costs to the environment, the city, and the community. Specify how you will comply with applicable measures (or mark not applicable). If your contract is for several years, show how you will increase compliance in subsequent years.

**Event Name:** Shakespeare by the Sea **Expected Attendance:** 300

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	N/A
<ul style="list-style-type: none"> <li>Reduce size/bulk of plates, containers, cups</li> </ul>	All events	N/A
<ul style="list-style-type: none"> <li>Use products with high recycled content</li> </ul>	All events	Recyclable coffee cups.
<ul style="list-style-type: none"> <li>Avoid sale or give-away of single-use plastic bottled drinking water</li> </ul>	All events	Sell Refillable mugs/bottles
<ul style="list-style-type: none"> <li>Provide free drinking water in large dispensers (people can refill their own bottles, or use paper cups)</li> </ul>	500 or more	
<ul style="list-style-type: none"> <li>At 'beer or drink gardens' recycle cups (provide dump station for liquids)</li> </ul>	2000 or more	
<ul style="list-style-type: none"> <li>Recycle fry-grease for bio-diesel fuels</li> </ul>	2000 or more	
<ul style="list-style-type: none"> <li>Limit and reduce size of handouts, flyers and give-aways (print several per page, double-side, do not use dark color inks)</li> </ul>	500 or more	
<b>2. Recycling containers:</b>		
<ul style="list-style-type: none"> <li>Place well-marked recycle containers adjacent to every trash container</li> </ul>	500 or more	Park already has this onsite
<ul style="list-style-type: none"> <li>Provide onsite 'monitors' directing people to recycling at prime locations, or provide secondary trash sorters</li> </ul>	2000 or more	
<b>3. Staging</b>		
<ul style="list-style-type: none"> <li>Recycle or reuse event construction materials</li> </ul>	2000 or more	the majority of our set is recycled
<ul style="list-style-type: none"> <li>Use 'no emission/no VOC' paints/sealants</li> </ul>	500 or more	n/a

<b>Transportation</b>		
▪ No-idling policy for all vehicles	All events	<i>we monitor the small lot for this</i>
▪ Sponsor free shuttle or low cost bus passes	2000 or more	
▪ Use hybrid, electric or CNG vehicles	2000 or more	
<b>Energy</b>		
▪ Use energy-efficient lighting	All events	<i>we use energy efficient bulbs &amp; LED</i>
▪ Turn lighting and devices off when not in use	All events	<i>We turn lights on at dusk</i>
▪ Turn off generators when not in use for significant period of time	All events	<i>n/a</i>
▪ Using alternative energy (solar, wind, fuel cell) to supply some power	2000 or more	
▪ Use alternative fuel generators (CNG, fuel cell, biodiesel) (biodiesel- minimum B20 (20% blend); B99 is preferred)	2000 or more	
<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>non offered/used</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>we use recycled cardboard coffee cups</i>
▪ No hosing of surfaces unless specifically allowed by city	All events	<i>n/a</i>
▪ Full containment of all wastes	All events	<i>we regularly empty trash when needed</i>
▪ 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>none onsite</i>
▪ Provide recycling containers and litter control	All events	<i>park has onsite already</i>
▪ Beach and street cleaning required	500 or more	<i>we clean up the lawn/area when done</i>
<b>Education</b>		
▪ Event and vendors to make reducing waste and recycling a prominent theme	500 or more	
▪ 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	
▪ Demonstrate that vendors and service providers will comply with green measures	500 or more	
<b>Monitoring</b>		
▪ Report on compliance with above applicable measures	500 or more	

## Site Map for Shakespeare by the Sea performances at Valley Park



A. Shakespeare by the Sea utilizes the Valley Park performance area. We utilize the electrical outlets for our lighting & sound equipment.

B. Location of single 10x10ft merchandise booth where we sell t-shirts, sweatshirts, hats, mugs, bags, etc. We also set up a 10x10ft concession booth where we sell prepackaged candy. (ie: M&M's, Snickers, etc.) We utilize electricity already available at the picnic area.

C. Parking lot where load-in & out takes place, and where the truck is parked during event if avail. If not, it's parked on the street.

Actors and audience members park where space is available behind the Kiwani's building, along Valley, Gould and other side streets. We also have a large percentage of people walk-in.

Ample trash and recyclable receptacles are already available on-site.

D. Restroom facilities in the park are also utilized and are sufficient for our size audience.