



City of Hermosa Beach  
Community Resources Department

CONTRACT NUMBER:

EVENT DATE:

DATE STAMP  
JAN 21 2015

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 31<sup>ST</sup>, 2013 FOR EVENTS SCHEDULED FROM JANUARY THROUGH JUNE, AND DUE MARCH 1, 2014 FOR EVENTS SCHEDULED FROM JULY THROUGH DECEMBER.
- \$758 Non-Refundable Application FEE required with application.
- \$505 Non-Refundable Application FEE, for VERIFIABLE non-profits (SEE INSTRUCTIONS)

Request Event Date: 1<sup>st</sup> choice \*\*: Sunday, March 29, 2015

2<sup>nd</sup> Choice \*\* (Required): Sunday, March 8, 2015

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

## ORGANIZATION'S INFORMATION

EVENT TITLE: USC Football Rep Rally

Applicant Name: USC Athletic Dept. (Marketing) Jessica Onyepwuka

Organization Name: University of Southern California

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

Address: 3501 Watt Way HSR 203A  
Los Angeles City CA State 90039 Zip

Phone: (213) 740 4097 Cell: (213) 379 3258

Email Address: onyepwuka@usc.edu Fax: ( )

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

Name: Jessica Onyepwuka

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

Phone: ( ) Cell: ( )

Email Address: \_\_\_\_\_ Fax: ( )

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

Name: Jessica Onyepwuka Cell: (213) 379 3258

**EVENT INFORMATION**

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

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

Tournament Type: \_\_\_\_\_

Pass-Through

Fundraiser Benefitting: \_\_\_\_\_

Other Football Pep Rally

Event Start Time: 3pm

Event End Time: 5pm

Set-Up Date: 3/29/15

Set-Up Time: 11:00am 2pm

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

Break Down Date: 3/29/15

Break Down Time: 5pm

Event Location: Plaza

Estimated # of Participants: >10

Age of Participants: 18-22, 45

Estimated # of Spectators (daily): ~250

Total Estimated Attendance: 250

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

- 15 min. performance by USC Band + Sing Girls
- 15 min. speech by USC coach (Steve Jarkisian) + football players.
- 90 min. meet + greet w/ fans (pictures + autographs)

**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	_____	_____	am/pm	to	_____	_____	am/pm
_____	between	_____	and	_____	_____	am/pm	to	_____	_____	am/pm
_____	between	_____	and	_____	_____	am/pm	to	_____	_____	am/pm
_____	between	_____	and	_____	_____	am/pm	to	_____	_____	am/pm
_____	between	_____	and	_____	_____	am/pm	to	_____	_____	am/pm

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

N/A

Assembly Area/Event Start: N/A

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 4 spaces

If YES, please list requested parking times for each day of request:

Date	<u>3/29/15</u>	from	<u>2</u>	am/pm	to	<u>5</u>	am/pm
Date	<u>3/29/15</u>	from	<u>2</u>	am/pm	to	<u>5</u>	am/pm
Date	<u>3/29/15</u>	from	<u>2</u>	am/pm	to	<u>5</u>	am/pm

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):

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:

(1) 10 x 10 WC branded tent.

What is your clean-up plan post event?

- pick up any trash  
from 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: \_\_\_\_\_

Methods of Registration (please check all that apply):

- Website  
 Active.com

- Mail  
 Other

N/A

Prizes (including anticipated cash prizes):

N/A

**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:

Will provide USC employee as security

Do you plan on utilizing volunteers?  Yes  No

-If YES, please describe:

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

Line management will be  
handled by USC staff on site.

**EVENT PROMOTION INFORMATION**

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

- Email to database of 115K
- Social media (Facebook, Twitter, Instagram)
- promoted on usc-trojans.com & Rips It Blog

**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   | <u>N/A</u> | <input type="checkbox"/> Porta Potties       | <u>N/A</u>         |
| <input type="checkbox"/> Semi-Trucks  | <u>N/A</u> | <input type="checkbox"/> Motor Homes         | <u>N/A</u>         |
| <input type="checkbox"/> Generator  | <u>N/A</u> | Size:  |                    |
| Size/Type:  |            | <input type="checkbox"/> Trailer             | <u>N/A</u>         |
| <input type="checkbox"/> Vans   | <u>N/A</u> | Size:  |                    |
| Size:   |            | <input type="checkbox"/> Stage               | <u>N/A</u>         |
| <input checked="" type="checkbox"/> Sound Equipment                               |            | Measurements:                                |                    |
| <input type="checkbox"/> Enclosed Tents   | <u>N/A</u> | <input checked="" type="checkbox"/> Canopies | <u>(1) 10 x 10</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:

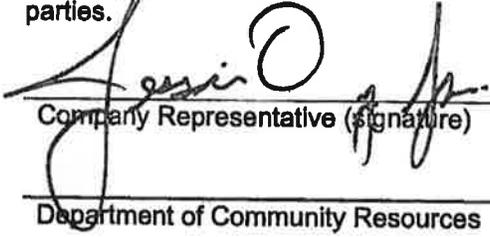
Fans will be able to use sidewalk to access team.

**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.

  
\_\_\_\_\_  
Company Representative (signature)

\_\_\_\_\_  
Department of Community Resources

1.13.2016  
\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

## All Event Applications must include the completed GREEN MATRIX (Environmental Protection Plan)

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: USO Football Pep Rally Expected Attendance: 250

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		
<ul style="list-style-type: none"> <li>Use products with high recycled content</li> </ul>	All events		
<ul style="list-style-type: none"> <li>Avoid sale or give-away of single-use plastic bottled drinking water</li> </ul>	All events		
<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		
<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		
<ul style="list-style-type: none"> <li>Use 'no emission/no VOC' paints/sealants</li> </ul>	500 or more		
<b>Transportation</b>			
<ul style="list-style-type: none"> <li>No-idling policy for all vehicles</li> </ul>	All events		
<ul style="list-style-type: none"> <li>Sponsor free shuttle or low cost bus passes</li> </ul>	2000 or more		
<ul style="list-style-type: none"> <li>Use hybrid, electric or CNG vehicles</li> </ul>	2000 or more		
<b>Energy</b>			
<ul style="list-style-type: none"> <li>Use energy-efficient lighting</li> </ul>	All events		
<ul style="list-style-type: none"> <li>Turn lighting and devices off when not in use</li> </ul>	All events		

▪ Turn off generators when not in use for significant period of time	All events	N/A	
▪ 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		
▪ 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		
▪ No hosing of surfaces unless specifically allowed by city	All events		
▪ Full containment of all wastes	All events		
▪ 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		
▪ Provide recycling containers and litter control	All events		
▪ Beach and street cleaning required	500 or more		
<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		