



City of Hermosa Beach  
Community Resources Department

CONTRACT NUMBER:

PROMOTION DATE:

DATE STAMP  
JAN 26 2015

STAFF  
INITIALS

*(Handwritten initials)*

# COMMERCIAL PIER PLAZA PROMOTION PERMIT APPLICATION

710 Pier Avenue • Hermosa Beach, CA 90254 • 310.318.0280 • Fax: 310.372.4333

COMMUNITY RESOURCES

*incomplete 2/5*

• **\$758 NON-REFUNDABLE APPLICATION FEE REQUIRED WITH APPLICATION.**

Request Event Date: 1<sup>st</sup> choice \*\*: Sunday, Nov 15, 2015

2<sup>nd</sup> Choice \*\* (Required): Sat. Nov 14, 2015

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

### ORGANIZATION'S INFORMATION

EVENT TITLE: LA Brain Tumor Walk

Applicant Name: Shirley Brittle

Organization Name: National Brain Tumor Society inc

Address: 55 Chapel St #200  
Newton City MA State 02459 Zip

Phone: (617) 393-2835 Cell: ( )

Email Address: Sbrittle@braintumor.org Fax: (617) 924-9928

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City State Zip

Phone: ( ) Cell: ( )

Email Address: Fax: ( )

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

Name: Suzan Fernandez Cell: (310) 426-8505

### EVENT INFORMATION

Promotion Type: 5K Fundraising Walk

Event Start Time: 8am Event End Time: Noon

Set Up Date: Sat - ~~11/14/15~~ 11/14/15 Set Up Time: 9am - 4pm  
*(if set up includes multiple days, please include additional pages with a daily schedule).*

Break Down Date: Sun 11/15/15 Break Down Time: NOON - 4pm

Estimated # of Participants: 200 Age of Participants: 18-45

Estimated # of Spectators (daily): N/A Total Estimated Attendance: N/A 1500

*received 2/5*

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

SK Fundraising walk to raise awareness and collect funds for the brain tumor community. Funds go towards brain tumor research and specific programs. The goal is to improve the lives of all those affected by brain tumors.

The event includes a morning speaking program, SK walk and closing speaking program.

Amplified Sound? Yes  No  Filming or Television Coverage? Yes  No

If **yes** to Amplified Sound, describe: Live music, PA, number and size of speakers, subs, microphone, bullhorn etc. 2 microphones (1) bullhorn

Basic PA system, 8 2 way speakers

**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). See attached site equipment master.

- Cars \_\_\_\_\_
- Semi-Trucks \_\_\_\_\_
- Generator \_\_\_\_\_  
Size/Type: \_\_\_\_\_
- Vans \_\_\_\_\_  
Size: \_\_\_\_\_
- Sound Equipment \_\_\_\_\_
- Enclosed Tents \_\_\_\_\_
- Other (please attach list with description of each item)

- Porta Potties \_\_\_\_\_
- Motor Homes \_\_\_\_\_  
Size: \_\_\_\_\_
- Trailer \_\_\_\_\_  
Size: \_\_\_\_\_
- Stage \_\_\_\_\_  
Measurements: \_\_\_\_\_
- Canopies \_\_\_\_\_

**PARKING PLAN (ATTACH DIAGRAM OF PARKING PLAN)**

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:

Date _____	from _____	am/pm	to _____	am/pm
Date _____	from _____	am/pm	to _____	am/pm
Date _____	from _____	am/pm	to _____	am/pm

**SAFETY/SECURITY PLAN**

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

(1) overnight guard to watch site. (2) guards during duration of event for crowd control and to ~~monitor~~ registration tents

If hiring private security, please include company name and contact:

TRID

**GREEN MATRIX (ENVIRONMENTAL PROTECTION PLAN)**

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:

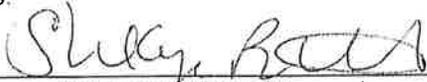
~~we provide~~ we provide Handicap Porta Johns and have easy access to all tents for Handicap

**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)

1/22/15

Date

Department of Community Resources

Date

**ADDITIONAL FEES MAY BE ASSESSED ACCORDING TO IMPACT:**

- o Public Works pre and post cleanup, barricades, dumpsters, etc.
- o Police and Safety Fees
- o Community Development Plan Checks, Permits and Inspection Fees

Damage deposit is set according to impact.

City may require attendance at Pre and Post Operations meetings



## 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.

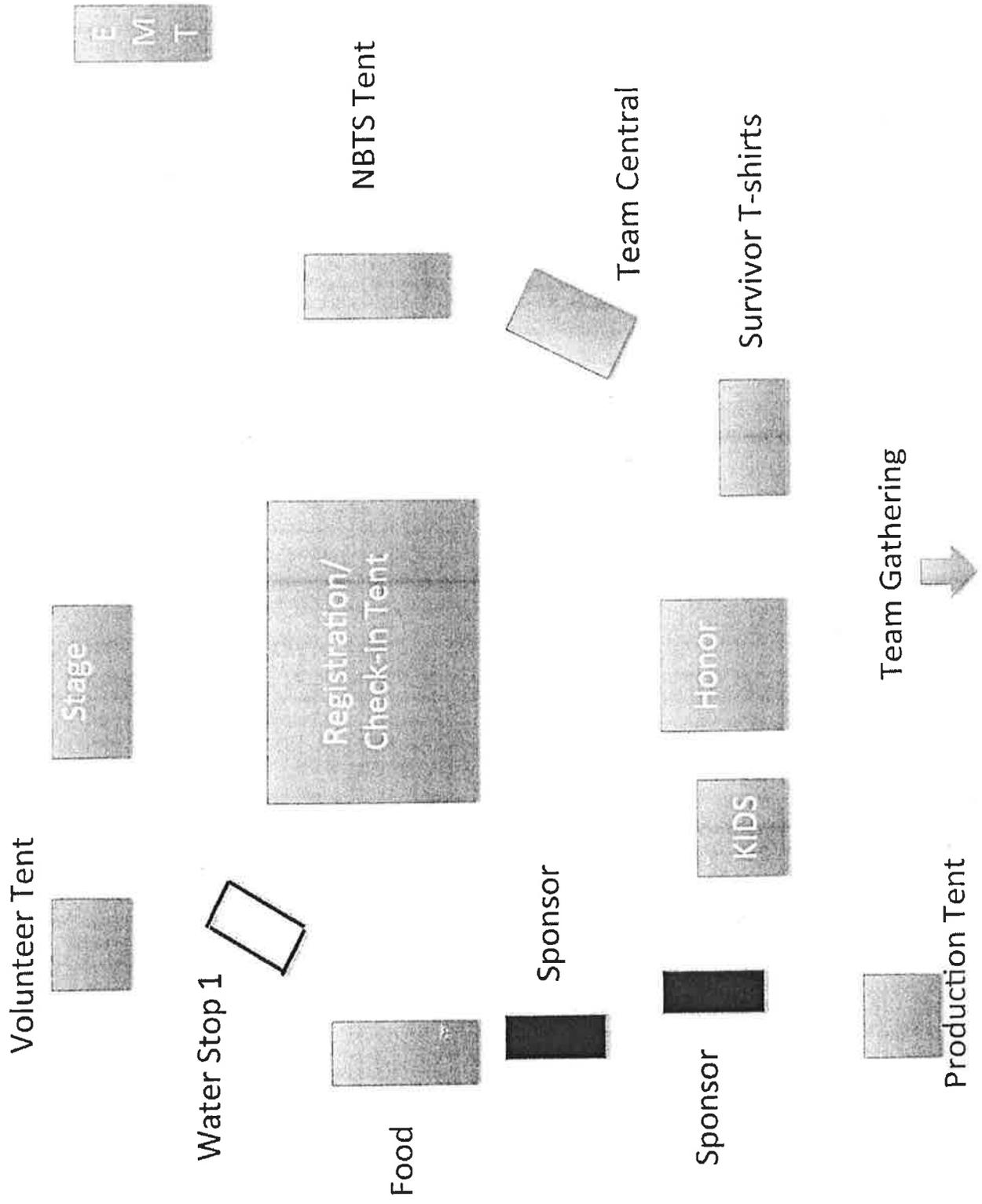
Event Name: LA Brain Tumor Walk

Expected Attendance: 2000

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	
<ul style="list-style-type: none"> <li>Reduce size/bulk of plates, containers, cups</li> </ul>	All events	<i>Bottle use/boxes</i>
<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	<i>use tubs of water / gallons</i>
<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	<i>N/A</i>
<ul style="list-style-type: none"> <li>Recycle fry-grease for bio-diesel fuels</li> </ul>	2000 or more	<i>N/A</i>
<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	<i>will have them on site</i>
<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	<i>N/A</i>
<ul style="list-style-type: none"> <li>Use 'no emission/no VOC' paints/sealants</li> </ul>	500 or more	<i>N/A</i>
<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	<i>will have</i>
<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	<i>N/A</i>

▪ Turn off generators when not in use for significant period of time	All events	will do
▪ Using alternative energy (solar, wind, fuel cell) to supply some power	2000 or more	will try
▪ 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 Styrofoam
▪ No hosing of surfaces unless specifically allowed by city	All events	N/A
▪ Full containment of all wastes	All events	will do
▪ 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	will do
▪ 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	will do
▪ Provide one booth, kiosk or space for green education sponsored by city or designee	2000 or more	will do
▪ 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



*Equipment Master*

Area	Tent (10ft legs)	#	sides (10 ft. in length)	Table 8'	Chairs
Volunteer	10x10	1	back	4	2
Stage	20x20	1	back	2	
NBTS	10x10	1	back	4	4
Team Central	10x10	1	back	6	4
Survivor T-shirts	10x10	1	back	1	6
Check-in	20x30	1		17	20
Sponsor	10x10	2	back	1	2
Honor and Celebrate	10x20	1	back	2	6
Water Station 1				2	2
Audience					100
Food Tent	10x20	1	back	7	10
Stage Base 16x18					
Other				5	0
Skirt for Stage					
<b>Total</b>		<b>10</b>		<b>51</b>	<b>156</b>
Generator		120VAC			

## NBTS - Draft LA Brain Tumor Walk Production Timeline

Saturday			
Time	Task	Location	Staff
9am	Tents/Charis arrive for set-up		
	Pull Registration List/Send to FedEx		
11am	Mark route		
1pm	Porta Jons		
	Print Registration List		
3pm	Overnight Guard Arrives		
Sunday			
Time	Task	Location	Staff
5am	Arrive on site		
6:30am	Set registration Area		
	Set volunteer tent		
	Volunteer Arrive		
	Set up signage on route		
	Set Water Stop #2		
	Set NBTA Tent		
	Set Survivor Tent		
	Set Honor and Celebrate Tent		
	Set Team Signs		
	Set Food Tent		
	Set Water Stop 1		
	Sound/AV Arrives		
	Balloon Arch Arrives		
7am	Balloon Arch to be set		
	Sponsors Arrive to set tents		
	Security Guards Arrive		
	Reg training		
7:45am	Final Walk through		
	Music Starts		
	EMTs Arrive		
8am	Rolling Announcements Begin		
	Registration/Check-in Opens		
9:30am	Walk Starts		
9:45am	Reg closes		
	Rolling Announcements Begin		
10:45am	Walkers begin to return		
11:00am	Closing program begins		
11:45am	Event Ends		
	Breakdown begins		
	Bank Deposit and FedEx Run		
12noon	Tents arrive for breakdown		
	remove Signage from route		
	Breakdown Water Stop		
	Load Truck with supplies		
4pm	Site cleared		

Copy



**City of Hermosa Beach  
Pier Plaza Promotion Application and  
Rules and Regulations**

Applications and other required documents must be submitted to:  
City of Hermosa Beach Community Resources Department  
710 Pier Avenue, Hermosa Beach, CA 90254  
Office Phone: 310.318.0280 Email: [hbconnect@hermosabch.org](mailto:hbconnect@hermosabch.org) Fax: 310.372.4333

\*\* Street Banner applications are available at and submitted to: Public Works Department, 1315 Valley Drive.

**The Pier Plaza Promotion policy is designed to provide companies or event sponsors a one-day promotional opportunity on the Pier Plaza (west of Hermosa Avenue). Companies or sponsors who request approval for this use will be required to apply to the Community Resources Department. Promotions will be subject to the following conditions:**

1. Up to five (5) Pier Plaza promotions may be approved each calendar year.
2. Scheduling of promotions must not conflict with existing events and/or Plaza merchant promotions.
3. Promotions must be strictly commercial product or service promotions and not special events.
4. Promotions are subject to scheduling, review and approval by the: (a) Community Resources, (b) Police, (c) Public Works and (d) Fire Departments.
5. Plaza space allotted for the promotion shall be specified by a detailed description and site plan.
6. Applicant will notify Plaza merchants about the promotion prior to the event date, and obtain written permission from Plaza merchants should the applicant's activity be in front of their store.
7. Applicant will be responsible for obtaining a sound amplification permit and/or security from the Hermosa Beach Police Department, if deemed necessary.
8. Applicant will assume full responsibility for: (a) the safe conduct of the promotion, (b) abiding by all City rules, regulations and conditions/ordinances for the use of public property, (c) returning the Plaza area to its original condition immediately following the promotion, and (d) obtaining permits as required (e.g., Health Department)
9. Fees: Applicants will be responsible to pay a \$10,272 location fee, a \$308 Community Resources staff fee (two weeks prior to the promotion), and any/all direct costs associated with the promotion including costs for City services such as Police, Fire, and Public Works.
10. Insurance: At least ten (10) days prior to the event, applicants will provide the City with a certificate of insurance providing liability insurance naming the City, its officers, employees, and

agents as additional insured with a minimum coverage of **\$2 million combined single limit coverage**. Insurance is to be placed with insurers with a current AM Best's rating of no less than A:VII. Said insurance shall not be cancelled or altered without thirty (30) days written notice in writing to CITY and County.

**Checklist:**

**YOU MUST SUBMIT THE FOLLOWING:**

- APPLICATION AND GREEN MATRIX:** Complete the application and Green Matrix in their entirety. To avoid processing delays, do not leave any blanks. Indicate items that do not apply with an N/A. Attach additional sheets to the application if more space is required for descriptions.
- APPLICATION FEE:** Submit non-refundable \$758 application fee payable to the City of Hermosa Beach, with completed application, to the Department of Community Resources. **Applications received without the application fee will not be processed.**
- EVENT DATES:** On your application, you are required to submit a requested date/s and an alternate date/s. Requested dates are subject to approval. The date/s you request may not be available for your event. Staff will contact you if an alternate date/s assignment is necessary.
- SITE PLAN:** Attach a site plan to illustrate the location of stages, tents, portable toilets, dumpsters, registration areas, fencing, barricades, bleachers, generators and all other items for your event. Facilities, equipment placement, parking needs, ingress and egress routes and street closure requests must be included. The City may require a certified Traffic Control Plan (TCP).

**YOU WILL BE REQUIRED TO ABIDE BY THE FOLLOWING RULES AND REGULATIONS:**

- \_\_\_\_\_ **APPLICATION REVIEW:** Pier Plaza Promotion plans may require review by the Special Event Team, Parks and Recreation Commission and/or City Council. Need for review is based on size, scope and impact of event.
- \_\_\_\_\_ **CERTIFICATE OF INSURANCE:** The City requires submission of an insurance certificate a *minimum* of **30 days prior** to your event date. The City requires \$2 million in general liability and the City of Hermosa Beach, its agents, officers and employees must be named as additional insured.
- \_\_\_\_\_ **FEES:** The application fee is non-refundable and is submitted with the application. The \$10,000 site fee and any other event fees are due ten (10) days prior to the event.
- \_\_\_\_\_ **PORTABLE RESTROOMS:** Depending upon the duration or size of your event and the availability of public restrooms, you may need to rent portable chemical toilets to accommodate participants and spectators. The City recommends availability of seven toilets for every 500 people, or portion thereof. The figure is based on the maximum number at your peak event time. The total number of toilets you need to provide will be determined on a case by case basis.
- \_\_\_\_\_ **MARKETING OF EVENT:** You must receive approval for your event before you promote or market your event. Submission of your application does not automatically constitute a guarantee of the date, location or automatic approval of your event.

\_\_\_\_\_ **CLEAN UP:** All debris and trash must be removed from your event site immediately after the event. Failure to do so will require the City to call upon the Public Works Department. All expenses will be the responsibility of the event applicant. The applicant is required to arrange for recyclable receptacles at the event.

\_\_\_\_\_ **DAMAGE DEPOSIT:** The City may require a damage deposit of up to \$1500 depending upon the size and scope of the event.

**AGREEMENT AND SIGNATURE:**

I the undersigned representative have read the rules and regulations with reference to this application and am duly authorized by the organization to submit this application on its behalf. The information contained herein is complete and accurate.

Name (printed) Shelleya Bratt	Signature: Shelleya Bratt
Driver's License or CA ID# S60563047	Date: 1/22/15

Legend	Area	Tent (10ft legs)	# Tents	sides (10 ft in length)	Table 8'	Chairs
1	Volunteer	10x10	1	back	4	2
2	Stage	20x20	1	back	2	
3	NBTS	10x10	1	back	4	4
4	Team Central	10x10	1	back	6	4
5	Survivor T-shirts	10x10	1	bak	1	6
6	Check-in	20x30	1		17	20
7	Sponsor	10x10	2	back	1	2
8	Honor and Celebrate	10x20	1	back	2	6
	Water Station 1				2	2
	Audience					100
9	Food Tent	10x20	1	back	7	10
	Stage Base 16x18					
	Other				5	0
	Skirt for Stage					
	<b>Total</b>		<b>10</b>		<b>51</b>	<b>156</b>
10	Generator		120VAC			

Site map

Volunteer Tent



Stage

E  
M  
T

Water Stop 1



Registration/  
Check-in Tent

NBTS Tent



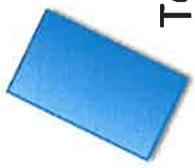
Food



Sponsor



Team Central



Sponsor



KIDS

Honor



Survivor T-shirts

Production Tent



Team Gathering





Google earth

Imagery Date: 4/23/2014 33°51'43.65" N 118°24'02.61" W elev 15 ft eye alt 188 ft

1994

7

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