



City of Hermosa Beach

710 Pier Avenue Hermosa Beach, CA 90254

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## Calendar of Events 2004

Visit our website at [www.hermosabch.org](http://www.hermosabch.org) for more information about what is happening in Hermosa Beach!

### January

No Events Scheduled

### February

Date	Name	Location	CR Dept	HB Co-Sponsor	Non-Profit	Comm
2/21/04	Hearts in the Park	Sea View Park		XXX		
2/29/04	Sand & Strand Run	Beach/Pier		XXX		

### March

Date	Name	Location	CR Dept	HB Co-Sponsor	Non-Profit	Comm
3/13/04	St. Patrick's Day Parade/Festival	Pier/Plaza			XXX	
3/20/04	Sand Football Tournament	10 <sup>th</sup> St Beach	XXX			
3/20/04	CBVA Volleyball Tournament	Beach N. Pier		XXX		

### April

Date	Name	Location	CR Dept	HB Co-Sponsor	Non-Profit	Comm
43-5/04	Hermosa Tennis Classic-USTA	Comm. Center	XXX			
4/10/04	Egg Hunt	Noble Park	XXX			
4/16/04	Teen Flashlight Egg Hunt	South Park	XXX			
4/17/04	CBVA Volleyball Tournament	Beach N. Pier		XXX		
4/24/04	Richstone Center Pass-Thru	Strand			XXX	
4/24/04	Sand Football Tournament	10 <sup>th</sup> St. Beach	XXX			

### May

Date	Name	Location	CR Dept	HB Co-Sponsor	Non-Profit	Comm
5/01/04	Endless Summer Car Show	Pier Plaza			XXX	
5/2/04	Dog Parade & Trick Show	Greenbelt	XXX			
5/7/04	GQ Beach Festival/Volleyball	Beach/ Plaza				XXX
5/15/04	Little League Fundraiser	Pier Plaza			XXX	
5/22-24/04	Fiesta Hermosa	Plaza/Pier/Hermosa Ave		XXX		
5/22-23/04	CBVA Volleyball Tournament	Beach N. Pier		XXX		
5/29/04	Sand Football Tournament	10 <sup>th</sup> St. Beach	XXX			

### June

Date	Name	Location	CR Dept	HB Co-Sponsor	Non-Profit	Comm
6/4/04	Tennis Open	Comm. Center	XXX			
6/12/04	Summer Celebration	Valley Park	XXX			
6/19/04	EVP Pro Am Volleyball	Beach/ Plaza				XXX
6/24/04	Hermosa Beach Art Walk	Pier Ave/CC			XXX	
6/26/04	Sand Football Tournament	10 <sup>th</sup> St Beach	XXX			

## July

Date	Name	Location	CR Dept	HB Co-Sponsor	Non-Profit	Comm
7/10-11/04	AAU Beach Volleyball	Beach			XXX	
7/11/04	Sunset Concert #1	Beach S. Pier	XXX			
7/17/04	Hennessy's Paddleboard	Beach/ Plaza				XXX
7/18/04	Sunset Concert #2	Beach S. Pier	XXX			
7/18/04	AVP Hermosa Open	Beach/ Plaza				XXX
7/24/04	Sand Football Tournament	10 <sup>th</sup> St Beach	XXX			
7/25/04	Sunset Concert #3	Beach S. Pier	XXX			
7/29/04	Hermosa Beach Art Walk	Pier Ave/CC			XXX	
7/30-8/1/04	Surf Festival	Beach/Plaza		XXX		
7/31/04	Fishing Derby	Pier	XXX			

## August

Date	Name	Location	CR Dept	HB Co-Sponsor	Non-Profit	Comm
8/1/04	Sunset Concert #4	Beach S. Pier	XXX			
8/5-6/04	Shakespeare by the Sea	Valley Park		XXX		
8/7/04	So Cal Beach Volleyball Tourney	Beach			XXX	
8/14/04	Aloha Days Surf Contest & Festival	Beach/Pier			XXX	
8/20/04	Hermosa Shorts Festival	Playhouse			XXX	
8/26/04	Hermosa Beach Art Walk	Pier Ave/CC			XXX	
8/28/04	Sand Football Tournament	10 <sup>th</sup> St Beach	XXX			

## September

Date	Name	Location	CR Dept	HB Co-Sponsor	Non-Profit	Comm
9/2/04	Fiesta Hermosa	Plaza/Pier / Hermosa Ave		XXX		
9/11/04	CBVA Volleyball Tournament	Beach		XXX		
9/18/04	Calif. Coastal Clean Up	Beach/Pier		XXX		
9/18/04	Sand Football Tournament	10 <sup>th</sup> St Beach	XXX			
9/28/04	America's Walk for Diabetes	Strand			XXX	

## October

Date	Name	Location	CR Dept	HB Co-Sponsor	Non-Profit	Comm
10/1/04	Hermosa Tennis Open	Comm Center	XXX			
10/10/04	Triathlon	Hermosa Bch				XXX
10/16/04	Pumpkins in the Park	TBD		XXX		
10/16/04	Sand Football Tournament	10 <sup>th</sup> St Beach	XXX			
10/30/04	Halloween Howl	Clark Bldg	XXX			

## November

Date	Name	Location	CR Dept	HB Co-Sponsor	Non-Profit	Comm
TBD	Senior Flu Clinic	Clark Building		XXX		
11/11/04	Veterans Memorial Event	Comm Center		XXX		
11/28/04	World Aids Day Event	Pier Plaza			XXX	

## December

Date	Name	Location	CR Dept	Co-Sponsor	Non-Profit	Comm
12/2/04	Holiday Tree Lighting	Pier Plaza	XXX			
12/4/04	Sand Snowman Contest	Beach N. Pier	XXX			
12/11/04	Sea Slug Youth Surf Contest	Beach			XXX	
12/31/04	New Years Eve Celebration	Pier Plaza	XXX			

January 27, 2004

Chairperson and Members of the  
Parks, Recreation and Community  
Resources Advisory Commission

Regular Meeting of  
February 3, 2004

**2004 SPECIAL EVENT APPLICATIONS**

**Recommendation**

To review proposed calendar of special events, select events for approval, and assess appropriateness of requested fee waivers.

<b>COMMECIAL EVENTS</b>	<b>DATE</b>	<b>FEES (est.)</b>
1. GQ Beach Games (IMG)	June 6-8	\$31,084.00
2. EVP Tour – Pro Am Beach Volleyball Tournament	June 19	\$4,704.00
3. AVP Hermosa Open Beach Volleyball Tournament	July 22-25	\$34,964.00
4. Hermosa Beach Triathlon (MESP)	October 10	\$12,069.00

<b>NON PROFIT EVENTS</b>	<b>DATE</b>	<b>FEES (est.)</b>
1. Richstone Center Pass-Through Walk	April 24	\$128.00
2. Great Autos of Yester Year Car Show	May 1	\$730.00
3. Amateur Athletic Union (AAU) Youth Volleyball	July 10-11	\$915.00
4. Hermosa Beach Art Walk	6-24,7-29,8-26	\$9,974.00
5. So Cal Foundation Beach Volleyball Tournament	August 7	\$1,519.00
6. Aloha Days Surf Contest & Festival	August 14-15	\$9,939.00
7. Hermosa Shorts Film Festival	August 20-22	\$2,636.00
8. ‘Surfin’ Hermosa Public Art Display	7-1 to 8-31	\$1,836.00
9. America’s Walk of Diabetes	September 26	\$128.00
10. World Aids Day	November 28	\$1,116.00
11. Volcom Sea Slugs Youth Surf Contest	December 11	\$253.00

<b>PIER PLAZA MERCHANT PROMOTIONS</b>	<b>DATE</b>	<b>FEES (est.)</b>
1. Little League Annual Fundraiser	May 15	\$495.00
2. Hennessy’s Cup Paddleboard Championship	July 17	\$495.00

Complete event applications and event information are available for public review at:

1. Hermosa Beach Library
2. Hermosa Beach Police Station
3. Hermosa Beach City Manager’s Office
4. Hermosa Beach City Clerk’s Office

## **Background**

The Community Resources Department received four (4) applications for commercial events on the beach with impact to Pier Plaza. Applicants: IMG, EVP Tour, AVP and MESP each paid the City a \$500 deposit fee as required by the special event policy.

The Community Resources Department received eleven (11) non-profit special event applications for events at various locations throughout the City. Applicants: Autos of Yester Year, Little League, and World Aids Day will impact Pier Plaza only; Applicants: So Cal Foundation and Volcom will impact the beach only; Applicants: Aloha Days and Hennessy's Cup will impact both Pier Plaza and the beach; Applicants: Richstone Center and American Diabetes will 'pass-through' the Strand only; Applicant: Hermosa Shorts will impact Community Center theatre only; Applicants: Surfin' Hermosa and HB Art Walk will impact several areas of public space.

Attachment A includes the master event calendar for 2004, which has been categorized to differentiate between commercial, non-profit, co-sponsored, and Department. Attachment B provides the Commission with a grid that identifies: (a) years the event has been held in the City, (b) proposed event dates, and (c) projected City fees and organizational requests for fee waivers. Attachment C includes: (a) letters of request, (b) applications and (C) event contracts. Please note: in the case of Pier Plaza promotions, 'walk-throughs', and minor events the signed application serves as contractual agreement.

## **Analysis**

The attached contracts and policies have been developed by the City through several years of experience in staging special events. The City has worked in coordination with event operators to consider the needs of residents and enhance opportunities for exposure to local businesses. Special events have provided residents and visitors with unique recreational experiences that are of intergenerational appeal.

## **COMMERCIAL EVENTS**

### **IMG – GQ BEACH GAMES**

This is a new event proposal for the City. The GQ Beach Games festival is a two-day sporting event that will combine pro-/celebrity beach volleyball and sports clinics with music and interactive consumer experiences. The City has worked with IMG on prior events including a five-year run of the Mervyn's Beach Bash and an Olympic Beach Volleyball Qualifier. As one of the largest sports agencies in the world, IMG has the experience and resources to produce events that are professionally presented, reflecting positively on the City and sponsors alike.

### **EVP Tour – PRO AM BEACH VOLLEYBALL TOURNAMENT**

This is a repeat one-day event for the City. The summer tournaments have been successful and well managed by the EVP Tour, a company that has been in business for twelve years promoting beach

volleyball programs. The event format is professional beach volleyball competition, spectator contests, and an amateur volleyball tournament open for local teams.

#### AVP HERMOSA OPEN BEACH VOLLEYBALL TOURNAMENT

The AVP has a long-standing history of producing professional beach volleyball tournaments to large spectator crowds. The Hermosa Open has become a well-anticipated tradition to the local volleyball community. For the past five years the AVP has partnered with IMG to produce the Mervyn's Beach Bash which encompassed the Hermosa Open. This year, the AVP has proposed a stand alone "grand slam" tournament.

#### MESP – HERMOSA BEACH TRIATHLON

This is a repeat one-day event for the City. MESP operators have abided by their contractual requirements in past years and have repeatedly produced safe events that appeal to participating athletes and spectators alike. A commitment form MESP to notify every resident in Hermosa by direct mail has addressed issues of concern regarding event notification. Further, the Police Department has produced informative flyers for distribution that detail event course and 'escape routes' for vehicular traffic during the race. Staff recommends implementation of bike route revision (Proposal 3) in accordance with memo submitted from the Police Department Traffic Division.

#### **NON PROFIT EVENTS**

#### RICHSTONE CENTER PIER TO PIER WALK

This is a repeat "walk-through" event for the City. Participants walk along the strand from the Manhattan Beach Pier to the Hermosa Beach Pier and back. This non-profit fundraising event supports the Richstone Family Center and KTLA Charities bringing aid to hundreds of abused children in need of counseling each year. This event is the primary fundraising event each year for the Center.

#### GREAT AUTOS OF YESTER YEAR CAR SHOW

This is a repeat one-day event for the City presented by the Great Autos of Yester Year Car Club. The organization is dedicated to prominent displays of classic cars from the 1960's and 1970's. Pier Plaza provides a unique venue location for the annual show.

#### AMATEUR ATHLETIC UNION (AAU) YOUTH VOLLEYBALL TOURNAMENT

This is a repeat two-day event for the City. This national championship for junior volleyball takes place in Hermosa Beach annually. The competition is doubles only and open to boys and girls in 18 & Under, 16 & Under, 14 & Under, and 12 & Under age divisions. Winning teams move on to compete in the AAU Junior Olympic Games.

### HERMOSA BEACH ART WALK

This is a new one-day event proposal for the City. Organizers of the Art Walk include Hermosa Arts Foundation and Pier Avenue merchants and gallery owners. Visual art exhibitions and musical performances will be located along upper Pier Avenue and the Community Center. Local galleries, restaurants and businesses will participate in the Art Walk by hosting food and wine receptions on their private property.

### SO CAL FOUNDATION FOR CHILDREN

This is a repeat one-day event for the City. The So. Cal. Foundation for Children (SCFC) raises funds for scholarships, educational guidance and athletic opportunity to underprivileged youth. The So. Cal. Foundation for Children is recognized by the City of Hermosa Beach as a local service organization. Tournament Director, Bill Sigler, has proven to be successful in the operation of local charity events and volleyball tournaments.

### ALOHA DAYS SURF CONTEST & FESTIVAL

This is a repeat two-day event for the City. Aloha Days organizers have proven to produce a success event and abide with City requirements and requests. The event remains relatively low impact in nature and requires no street closures.

### HERMOSA SHORTS-FILM FESTIVAL

This is a new event for the City. Sponsored by the Hermosa Arts Foundation, the event will highlight local filmmakers and students providing a forum for viewing short films. This collaborative project includes event contributors: Adelphia, Redondo Union High School, Mira Costa High School, and local filmmakers. The event will be held at the Hermosa Beach Theater and Community Center.

### SURFIN' HERMOSA 2004

This is a new event for the City. Hermosa Beach Education Foundation and The Hermosa Arts Foundation have teamed up to produce a public art project to be displayed from July 1 to August 31 to honor Hermosa Beach's rich surfing history. The committee has decided to display Surfboards to be mounted on Hermosa Avenue Light Poles between 10<sup>th</sup> and 16<sup>th</sup> Streets.

### AMERICA'S WALK FOR DIABETES-SOUTH BAY

This is a repeat "walk-through" event for the City. This event is the signature fundraising opportunity for the American Diabetes Association. Net proceeds from this "pass thru" event fund research, education and advocacy. With strong support from the business community including sponsorship and corporate teams, this event raises millions of dollars each year.

WORLD AIDS DAY

This is a repeat one-day event for the City. The South Bay Family Healthcare Center has provided free family health care and health screenings for over thirty years. World AIDS Day, commemorated on December 1<sup>st</sup> since 1988 has been a day set aside to bring messages of compassion, hope, solidarity and understanding about AIDS.

VOLCOM SEA SLUG YOUTH SURF CONTEST

This is a repeat one-day event for the City. Youth ages 14 to 17 years participate in the annual surf competition held on the south side of the Pier. Prizes are awarded to the top six finalists in both the Grom, Junior, and Open Divisions.

**PIER PLAZA MERCHANT PROMOTIONS**

LITTLE LEAGUE ANNUAL FUNDRAISER

This is a repeat one-day event for the City. Hosted by Hennessey’s and coordinated by Hermosa Beach Little League, this annual fundraising event is highly popular, attracting a large crowd of local participants to the Plaza. Those in attendance enjoy dinner and music. Ticket proceeds directly benefit the local resident league.

HENNESSEY’S CUP PADDLE-BOARD CHAMPIONSHIP

This is a repeat one-day event for the City. The early morning paddleboard championship takes place on the south side of the Pier and is followed by a Hawaiian luau on the Plaza. Sponsored by Hennessey’s, ticket proceeds directly benefit the paddleboard association.

Attachments:

- A: 2004 Special Event Master Calendar
- B: Detailed Event Grid of Information
- C: Letters of Request, Applications and Contracts

Respectfully Submitted,

Concur,

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Lisa Lynn  
Recreation Supervisor

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Stephen R. Burrell  
City Manager