



Agenda Item # _____



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Richard Thompson, Interim City Manager *RT*

FROM: Richard Gill, Director of Parks and Recreation *RJ*

DATE: April 20, 2010

SUBJECT: Consideration of Fee Waiver Requests Associated with Non-Profit Special Events

RECOMMENDATION:

Staff recommends that the City Council approve a 100% fee waiver for the Manhattan Beach 10K Run, the Holiday Fireworks Festival, Little League Opening Day Parade and all school events, as was approved in 2009, and recommends charging 25% of all other "legacy" organization fees, including the Growing Great Healthy Living Festival.

FISCAL IMPLICATION:

The following billing rates were utilized to calculate departmental costs for non-profit special events, with any related equipment charged at the prevailing rental fee:

Community Services Ofc.	\$83.55/hour	
Police Sergeant	\$189.43/hour	
Police Officers	\$142.00/hour	
Fire/Paramedics (2)	\$88.80/hour	
	(\$177.60 for 2)	
Fire Marshal	\$203.89/hour	
Fire Safety Officer	\$88.80/hour	
Engine Company	\$353.20/hour	
Public Works/Maint.	\$84.22/hour	
Recreation Leaders II	\$11.09/hour	
Parking	\$1.50/hr. pier lot	\$125/hr/street
	\$.75/hr. lots	meters

Staff used the fully burdened rates when determining the true costs associated with each special event request. Fully burdened rates include staff benefits and overhead. These are the rates adopted by City Council in the annual resolution of fees. The funds to provide these services are budgeted annually within each of the affected City departments. The recommended fee waivers represent \$176,417.

BACKGROUND:

Due to requests for waivers of City fees/service charges by non-profit organizations conducting special events in Manhattan Beach, the City developed and initiated a yearly application process. In January, a Special Event Application was sent to each organization that conducted an event during the 2009-2010 fiscal year. The deadline to submit completed applications to the Parks and Recreation Department was February 12, with all requests submitted by the established deadline.

In their meeting of April 7, 2009, City Council approved charging 25% of all "legacy" organizations except the Manhattan Beach 10K Run, the Holiday Fireworks Festival and Little League Opening Day Parade and approved waiving all fees for all events associated with the Manhattan Beach School District, including the Manhattan Beach Wine Auction 2010, with the stipulation that the request for the Manhattan Beach Wine Auction be revisited each year.

DISCUSSION:

Staff forwarded each special event application to the various City departments for operational review and requested that each department calculate its costs based on last year's costs and any additional requests for services.

Copies of the actual application packets submitted by each organization are attached for the Council's review.

The following chart lists the name of the organizations in the first column; the second column lists the proposed fee/service charges associated with each event using last year's actual costs. The third column represents staff's recommendation. The total costs are estimates based on last year's event and should the event grow or change, requiring additional staff, then those costs are passed on to the agencies. At the bottom of the financial chart are two additional agencies requesting fee waivers for events proposed for the coming year.

Prior to 2003, City Council made a decision to exempt only three events from paying City fees. The Fireworks Festival, Hometown Fair 10K Run and the Little League Parade were considered special events of a community-wide interest and too valuable to lose and too expensive for the City to implement by itself.

Last year, the City Council directed staff to waive all fees for Manhattan Beach Education Foundation (MBEF) events, but requested that MBEF waivers be revisited each year. In light of the economy not improving this past year, staff is recommending a full waiver for the Wine Auction and Grandview and Robinson running races which are associated with the MBEF.

Additionally, the Growing Great Healthy Living Festival has requested permission to hold their annual event and they are requesting a fee waiver. While the Growing Great Healthy Living Festival is not considered a legacy event, it has been a successful event for over five years and very much enjoyed by the community. Although the event has not changed in size or scope, the City fees have increased from approximately \$200 the first year to \$1,170 this next year. Part of this increase is due to the City going from a non-profit rate to fully burdened rates. Staff has included a 75% fee waiver in the chart below.

<i>Organization</i>	<i>Proposed Services Based on Prior year's Actuals (fully burdened rates)</i>	<i>Proposed Fee Waivers</i>	<i>Fees to be paid</i>
Chevron Grand Prix Bike Race 6/27/10	Police - \$11,740 Fire - \$2,320 Pub.Works-\$12,315 TOTAL - \$26,375	\$19,781	\$6,594
Manhattan Beach Hometown Fair 10/2 & 10/3/10	Police - \$29,106 Fire - \$3,898 Pub. Works - \$26,858 Parks & Rec -\$3,085 TOTAL - \$62,947	\$47,210	\$15,737
Manhattan Beach 10K Run 10/2/10	Police - \$16,937 Fire \$2,270 Pub.Works-\$11,409 Parking - \$945 TOTAL - \$31,561	\$31,561	\$0
Am. Martyrs Parish Fair 10/16 & 10/17/10	Fire - \$350 TOTAL - \$350	\$262	\$88
Holiday Fireworks Festival 12/12/10	Police - \$27,062 Fire - \$2,007 Pub.Works - \$21,493 Parks & Rec - \$629 Parking - \$1,512 TOTAL - \$52,703	\$52,703	\$0
American Martyrs 5K Run 2/26/11	Police - \$3,035 Pub.Works-\$2,023 TOTAL - \$5,058	\$3,794	\$1,264
Little League Opening Day Parade 3/5/11	Police - \$3,670 Pub.Works - \$1,290 TOTAL - \$4,960	\$4,960	\$0
Robinson School Fun Run 3/12/11	Police - \$4,262 Pub. Works- \$1,690 TOTAL - \$5,952	\$5,952	\$0
Richstone Pier-to-Pier Jog/Walk 4/23/11	Police - \$691 Pub. Works - \$228 Parking - \$378 TOTAL - \$1,297	\$973	\$324
Grandview 5K Run 6/4/11	Police - \$4,262 Pub.Works - \$517 TOTAL - \$4,779	\$4,779	\$0
TOTALS	\$195,982	\$171,975	\$24,007

Additional Staff Recommendations

<i>Organization</i>	<i>Proposed Services Based on Fully Burdened Rates</i>	<i>Proposed Fee Waivers</i>	<i>Fees to be paid</i>
Growing Great Healthy Living Festival 5/15/11	Police - \$410 Pub. Works - \$460 Parking - \$300 TOTAL - \$1,170	\$877	\$293
Manhattan Beach Wine Auction 6/11/11	Permits - \$724 Police - \$2,841 TOTAL - \$3,565	\$3,565	\$0
TOTALS	\$4,735	\$4,442	\$293

RG:jg

Attachments: A. Special Event Applications

CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION

ATTACHMENT A

Organization: MANHATTAN BEACH LIONS CLUB COMMITTEE INC
Applicant Name and Title: ROBERT JONES
Address: 21207 AVALON BLVD #18 CARSON, CA 90745
Mailing Address (if different from above): SAME
Phone #: 310-502-6227

GENERAL EVENT INFORMATION

Name of Event: MANHATTAN BEACH GRAND PRIX
Type of Event: BIKE RACE
Proposed Date(s) 6-27-10 Time(s) _____
Location: 15th ST to PACIFIC ON VALLEY / ARDMORE
Anticipated Attendance: _____
Cost Per Participant: 0
Event Sponsors: MANHATTAN BEACH LIONS + SOUTH BAY WHEELMAN

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

SAT 6-26 NOON ON SET UP 15th to MAXINE ON VALLEY
SUN 6-27 CROSS VALLEY AND ARDMORE FROM 15th to
PACIFIC FROM 5AM TO 5PM
WITH SPECIAL ATTENTION TO 17th ST (DEADEND)

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tent canopies, stages, signs, banners, sound amplification systems, etc. Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

Closures of PARKING ON ISLAND SIDE OF VALLEY FROM NOON
620 to 1 SET UP
Closures of VALLEY/PARKING from PACIFIC to 16th
SUN 5AM to 5PM

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

* Vehicles at Beach/pier related events will be limited to those vehicles transporting large, heavy materials

CITY OF MANHATTAN BEACH REQUEST FOR SPECIAL EVENT FEE WAIVER

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes X No _____

Were City fees waived? Yes X No _____

Amount of Fees previously charged for event:

Fire: \$ 1300⁰⁰

Police: \$ 10000⁰⁰

Public Works: \$ 10000⁰⁰

Other: \$ _____

Total City Fees: \$ 21300⁰⁰

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors: \$ 25000⁰⁰

In-kind Donations from Sponsors: \$ _____

Cost per Participant: \$ 5000⁰⁰

Anticipated Cost of Event: \$ 15000⁰⁰

Anticipated Revenue from Event: \$ 18000

Proposed Special Event Fee Amount to be waived for this event

\$ 21300⁰⁰

How will anticipated revenue be spent?

MID Senior Programs / SCHOLARSHIPS HIGH
EYE EXAM FOR THOSE IN NEED

Explain why you believe the Special Event fees should be waived.

WE ARE IN OUR 49TH YEAR. THE CITY HAS SUPPORTED
THIS EVENT AS CITY EVENT FROM DAY ONE. AND
WOULD LIKE TO CONTINUE DOING THE SAME

CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION

Organization: MB10K Race Committee
Applicant Name and Title: Rachel Judson, Race Director
Address: PO Box 3431, MB 90260
Mailing Address (if different from above): 429 3rd Street, Manhattan Beach 90260
Phone #: Rachel direct 310-408-7719

GENERAL EVENT INFORMATION

Name of Event: Manhattan Beach 10K Run
Type of Event: 10K Run
Proposed Date(s) Oct. 2, 2010 Time(s) 7:30 AM - 10 AM
Location: 10K Run Course & Pier Area
Anticipated Attendance: 4000
Cost Per Participant: \$15 - \$30

Event Sponsors: ~~list of prior sponsors attached~~ Body Glac, Parcho's Restaurant, Trade-Joes, R. Judson & D. Sinio - RE/MAX, Jamba Juice, Manhattan Repro., Village Runner, Spectrum, Beach Cities Health District.

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

Set up finish line at pier Friday afternoon. Set up course Sat. morning. T-shirts & various items given to finishers. No products sold. Entry fee \$15-30 per person. The race is coordinated with the police & fire departments. No alcohol served.

**CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER**

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes X No _____

Were City fees waived? Yes X No _____

Amount of Fees previously charged for event:

Fire: \$ 0

Police: \$ 0

Public Works: \$ 0

Other: \$ 0

Total City Fees: \$ 0

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors: \$ 0

In-kind Donations from Sponsors: \$ 0

Cost per Participant: \$ 15-30

Anticipated Cost of Event: \$ 70 000

Anticipated Revenue from Event: \$ 100,000

Proposed Special Event Fee Amount to be waived for this event

\$ ALL

How will anticipated revenue be spent?

Any profits will be donated back to the community for athletic/fitness related items.

Explain why you believe the Special Event fees should be waived.

For the reasons discussed previously with Council that the event is considered a Legacy Event, and likely could not continue without the volunteers who put on the race & the partnership that has been created with the city for over 30 years.

(Please use additional pages as needed)

**CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION**

Organization: Manhattan Beach Homeless Fair Association
Applicant Name and Title: Margie Novius, President
Address: 1904 Elm Avenue, Manhattan Beach, CA 90246
Mailing Address (if different from above): _____
Phone #: 310-527-1034

GENERAL EVENT INFORMATION

Name of Event: 38th Annual Manhattan Beach Homeless Fair
Type of Event: Non Profit Community Fair. Raffle for several donated local
Proposed Date(s) October 27-3, 2010 Time(s) 10am - 6pm each day
Location: Valley Drive between 15th & 21st Street, Jersey Coast
Anticipated Attendance: 80,000 Dorsey/Live Oak fields
Cost Per Participant: Free attendance to community. Vendor participants pay between
Event Sponsors: Cell volunteer Manhattan Beach Homeless
Fair Association
(T) 1500-400/booth.

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

See the attached copy of the 2001 City Agreement
for this event

**CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER**

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:
\$ 1,554.00

Police:
\$ 23,242.00

Public Works:
\$ 26,853.00

Other: (Permit & Rec)
\$ 3,085.00

Total City Fees:
\$ 54,739

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:
\$ _____

In-kind Donations from Sponsors:
\$ _____

Cost per Participant:
\$ -€

Anticipated Cost of Event:
\$ 260,000

Anticipated Revenue from Event:
\$ 200,000

Proposed Special Event Fee Amount to be waived for this event

\$ 60,000 assuming increase in costs over 2009

How will anticipated revenue be spent?

Revenues are spent 100% on costs to operate the event. This event allows several hundred local organizations to raise annual operating funds.

Explain why you believe the Special Event fees should be waived.

100% Non Profit event that has supported this community & been a part of the culture of the community for 38 years.

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

Police, Fire, Traffic, Parks & Recreation, Public Works
See attached copy of 2003 City Agreement for
these services

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

Submitting and Changing Application

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CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION

Organization: American Martyrs Church
Applicant Name and Title: Karen Beebe
Address: 624 15th St Manhattan Beach 90266
Mailing Address (if different from above): P.O. Box 3639, M.B. 90266
Phone #: _____

GENERAL EVENT INFORMATION

Name of Event: American Martyrs Parish Fair
Type of Event: Carnival
Proposed Date(s) Oct 16 & 17, 2010 Time(s) Sat. 16, 10AM - 10PM / Sun 10AM - 5
Location: 1701 Laurel Ave - American Martyrs School
Anticipated Attendance: 500 - 1,000
Cost Per Participant: Free
Event Sponsors: Anheuser-Busch

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

Set up pop-ups + booths Friday Oct 17 1:00PM - 9:00PM
Fair includes food booths, boutique, Silent Auction, pony rides, inflatable slides + bounces. Entertainment on stage Sat + Sunday. Saturday Night dinner dance w/ live band.
Our event is open to the public: Tickets can be purchased 3-\$1.00 + we take cash for food + beverage. We sell beer + wine in a designated area in designated cups.
We have security guards 24 hours to maintain that the alcohol does not leave designated area + to guard against vandalism at night.

CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER

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Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Anticipated Donations from sponsors:

Fire:

Anticipated Cash Donations from Sponsors:

\$ _____

\$ Beer

Police:

In-kind Donations from Sponsors:

\$ _____

\$ _____

Public Works:

Cost per Participant:

\$ _____

\$ _____

Other:

Anticipated Cost of Event:

\$ _____

\$ _____

Total City Fees:

Anticipated Revenue from Event:

\$ _____

\$ _____

Proposed Special Event Fee Amount to be waived for this event

\$ _____

How will anticipated revenue be spent?

Our revenue is 1/3 church 1/3 school 1/3 donation to our
Sister Parish in Lennox

Explain why you believe the Special Event fees should be waived.

This fair is run by the Parishion volunteers from Manhattan
Beach, American Martyrs Church. Because of the 30 years
of running the fair the City has not been impacted for
service from law enforcement or public works

(Please use additional pages as needed.)

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents,opies, stages, signs, banners, sound amplification systems, etc. Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

None

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

* Vehicles at Beach/pier related events will be limited to those vehicles transporting large, heavy materials.

CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION

Organization: Pete Maffett Productions, Inc.
Applicant Name and Title: Pete Maffett president
Address: 3200 La Rotonda Dr Suite 508
Mailing Address (if different from above): Rancho P.U., CA 90275
Phone #: 310 - 801-2202

GENERAL EVENT INFORMATION

Name of Event: Holiday Fireworks Festival
Type of Event: Fireworks, Snow Park, Bounce Park Entertainment
Proposed Date(s) December 12 2010 Time(s) 3:00 to 8:00 (VIP Court / Flo)
Location: Pier, surrounding PARKING lots & streets
Anticipated Attendance: 10,000
Cost Per Participant: No charge
Event Sponsors: see attached flyer

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

Bounce Park opens at 3:00 for sponsors & guests.
Snow Park opens at 3:00 for Friendship Circle,
4:00 to 6:15 for public, VIP Court 4:00, 7:00
Santa Float 4:00, Entertainment 5:00 - ~~6:30~~
Fireworks 7:00, Band plays to 8:00 max.

* 7:00 launch time per request from
Downtown Association. Andy Harrod
present at meeting where this was
discussed early 2010.

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

City Services same as 2009

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

**CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER**

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:
\$ 3,322.

Police:
\$ 9,945.

Public Works:
\$ 16,259.

Other:
\$ PARKING 904.
PARKING 1512.

Total City Fees:
\$ 31,942

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:
\$ 50,000

In-kind Donations from Sponsors:
\$ _____

Cost per Participant:
\$ _____

Anticipated Cost of Event:
\$ _____

Anticipated Revenue from Event:
\$ 50,000.

Proposed Special Event Fee Amount to be waived for this event

\$ _____

How will anticipated revenue be spent?

Explain why you believe the Special Event fees should be waived.

2010 will be the continuation
of this favorite local tradition
which began I believe in
1989.

**CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION**

Organization: American Martyrs Parents Association
Applicant Name and Title: Mike Maloney, Chairperson American Martyrs 5K Run / Walk
Address: 1701 Laurel Ave., Manhattan Beach, CA 90266
Mailing Address (if different from above): this is the School's address
Phone #: School front office: 310.545.8559

GENERAL EVENT INFORMATION

Name of Event: 31th Annual American Martyrs 5k Run / Walk
Type of Event: 5K Run/Walk raising funds for American Martyrs School
Proposed Date(S) Saturday, February 26, 2011 Time(S) 8:00 a.m. – 9:30 a.m.
Location: Streets in and around American Martyrs Church and Ardmore between 13th and 33rd.
Anticipated Attendance: Approximately 700 – 1,200 participants
Cost Per Participant: \$13.00 (child) to \$23.00 (adult) depending upon T-shirt and breakfast options
Event Sponsors: Individual donations from Parish Members, American Martyrs School Families, Local Businesses and Service Providers.

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will Alcohol be present or consumed at the event?

The event begins at 8:00 a.m. Runners and walkers complete course by 9:00 a.m. Set up for events begins at approximately 5:30 a.m. on the morning of the event. Clean up and takedown of material pertaining to the event is completed by 11:00 a.m. All activities incidental to the event occur on the playground at American Martyr's School and inside/outside O'Donnell Hall at American Martyrs Church. No products/services are given away, other than water, oranges or similar "give-away" items. The winners of the Men's and Women's Overall Divisions receive \$100 gift certificates. Medals are awarded to top 3 finishers in various age categories. Breakfast is served outside O'Donnell Hall after the run/walk. Alcohol will not be present or consumed at the event.

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event’s layout, e.g. route map, equipment, parking, tables seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. * Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

For a depiction of the race course, please refer to the attached Registration Form from the 28th 5K Run / Walk.

City Personnel and Equipment

Describe type(s) , times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

We request the assistance of the Manhattan Beach Police Department from approximately 7:30 a.m. to 9:00 a.m. on the day of the race to help with motor cycle escort and traffic control at key intersections (14th and Valley, Pacific and Valley, etc.).

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approved by the City’s Risk Manager.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

* Vehicles at Beach/pier related events will be limited to those vehicles transporting large, heavy materials.

**CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE VAIVER**

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with services (personnel, equipment and materials) provided by the City

Have you previously held this event? Yes No _____

Were City fees waived? Yes No _____

Amount of Fees previously charged for event:

Fire:

\$ 0

Police:

\$1,944.00 (from 2006)

Public Works:

\$2,946.00 (from 2006)

Other:

\$ 0

Total City Fees:

\$4,890.00 (from 2006)

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:

\$10,000 (approximate)

In-kind Donations from Sponsors

\$2,500 value (approximate)

Cost per Participant:

\$5.00 to \$23.00

Anticipated Cost of Event:

\$10,000 (approximate)

Anticipated Revenue from Event:

\$8,000 to \$10,000 (approximate)

Proposed Special Event Fee Amount to be waived for this event

\$ 5,000

How will anticipated revenue be spent?

All revenue is given to the American Martyrs School Foundation for their Endowment Fund.

Explain why you believe the Special Event fees should be waived.

This will be the 31th consecutive year this event has been held. This event brings together approximately 1,200 runners annually, most from Manhattan Beach, in support of the community. It is for a charitable purpose and benefits our community as well as American Martyrs School by helping support an important educational and cultural resource in our Manhattan Beach Community.

**CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION**

Organization: Manhattan Beach Youth Athletics / Manhattan Beach Little League
Applicant Name and Title: Andrew Hunter, President
Address: 1201 Magnolia Ave, MB CA 90266
Mailing Address (if different from above): _____
Phone #: 310 - 545 - 1395

GENERAL EVENT INFORMATION

Name of Event: Opening Day Parade + Ceremonies
Type of Event: Parade + assembly
Proposed Date(s) March 5, 2011 Time(s) 8:30am - 11:00am
Location: Live Oak through downtown + up 15th St. to American Martyrs
Anticipated Attendance: 2-3,000
Cost Per Participant: - 0 -
Event Sponsors: Manhattan Beach Youth Athletics, Manhattan Beach Little League, Manhattan Beach Girls Softball, American Martyrs, Mira Costa H.S. Band

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

Parade setup will start at 7:30am with balloons and crowd control. Marchers will converge on Valley Dr. between MB Blvd. + 15th St. at 8:30am. Parade will commence at 9:00am sharp. Players march south along Valley to MB Blvd, west to Highland Ave., north to 15th and east to American Martyrs. Ceremonies at American Martyrs will end by 11:00am. Parade includes antique/specialty cars, firetrucks, and approximately 1200 marchers. The MBHS band is also expected. No products or services will be sold. No alcohol will be present or consumed.

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

Closure of streets along parade route (Valley MB Blvd, Highland + 15th St.) streets will need to close from 8:00am to 10:00am.

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

* Vehicles at Beach/pier related events will be limited to those vehicles transporting large heavy materials.

**CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER**

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:
\$ 0 -

Police:
\$ 0 -

Public Works:
\$ 0 -

Other:
\$ 0 -

Total City Fees:
\$ 0 -

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:
\$ 0 -

In-kind Donations from Sponsors:
\$ 0 -

Cost per Participant:
\$ 0 -

Anticipated Cost of Event:
\$ 0 -

Anticipated Revenue from Event:
\$ 0 -

Proposed Special Event Fee Amount to be waived for this event

\$ Full

How will anticipated revenue be spent?

None anticipated

Explain why you believe the Special Event fees should be waived.

Manhattan Beach Little League has been an integral provider of children recreation - baseball + softball - for MB children since 1958. MBLL & the City have had a complete beneficial partnership since then and will continue our unique relationship in the future.

(Please use additional pages as needed)

MANHATTAN BEACH LITTLE LEAGUE PARADE

3/5/11 ~~MARCH 2011~~

PACIFIC AVE

14TH ST

LAUREL AVE

10TH ST

END

CHURCH

HIGHVIEW AVE

11TH ST

DEEGAN

12TH ST

MANHATTAN BEACH BLVD

13TH ST

FISHER AVE

(W/B)
LT or RT
TURN
ONLY

17TH ST

15TH ST

14TH ST

START

ARDMORE AVE

VALLEY DR

MORNINGSIDE DR

NO PARKING

TURN
LEFT
ONLY
(S/B)

13TH ST

12TH ST

LT or RT
TURN
ONLY
(S/B)

HIGHLAND

15TH ST

14TH ST

NO PARKING

HIGHLAND AVE

MANHATTAN AVE

Type I barricades



CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION

Organization: Robinson Elementary PTSA
Applicant Name and Title: Robinson Fun Run 5k, Laura White, Chairperson
Address: 120 Morningside Dr., Manhattan Beach
Mailing Address (if different from above): -
Phone #: 310-376-2681

GENERAL EVENT INFORMATION

Name of Event: Robinson Fun Run
Type of Event: 5k Run/Walk
Proposed Date(s) MARCH 12, 2011 Time(s) 8:00am - 9:00am.
Location: _____
Anticipated Attendance: 500 - 700
Cost Per Participant: \$25.00
Event Sponsors: Sketchers, Murad, Cuskey + Cuskey Realty,
Dr. Lee Kissel, Dr. Scott Rackett

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

See attached summary of events

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

- 1) barricades needed to secure route
- 2) A-frames to hold arrows for route direction
- 3) police monitoring and escort on the course

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

**CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER**

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:

\$ 0

Police:

\$ 4,342

Public Works:

\$ 3,359

Other:

\$ 0

Total City Fees:

\$ 7,701 -

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:

\$ 10,000

In-kind Donations from Sponsors:

\$ 8,000 - primarily sunscreen + water bottles

Cost per Participant:

\$ 25

Anticipated Cost of Event:

\$ 10,000

Anticipated Revenue from Event:

\$ 8,000 net

Proposed Special Event Fee Amount to be waived for this event

\$ 7,700

How will anticipated revenue be spent?

All revenues will go to the Robinson PTSA, which funds vital programs like Young at Art, school security equipment, field trips, playground and teacher supplies, Meet the Masters, and more.

Explain why you believe the Special Event fees should be waived.

Without this fee waiver, almost all our net revenue would be spent. The city's support is imperative, giving us the opportunity to provide enhancements to the children's education with continued state cuts to school funding.

2011 Robinson Fun Run – Event Description

3/02 & 3/09/11 – Distribution of flyers to all residences located on the race course. The flyers will alert the neighborhood to the time and date of the event and will outline the course, as well as inform neighbors that they should make arrangements prior to the race to move their cars if they need to exit the neighborhood during the race.

3/10 (p.m.) and 3/11 (a.m.) – Training meetings for all race course volunteers.

3/11 – Distribution of race t-shirts and race numbers as well as any give away items such as sunscreen, water bottles, pens, etc.

3/12 – RACE DAY

6:30a.m. - Prime Time Race Co., volunteers, and volunteer police arrive for set up on Robinson's Fowler Field. Volunteer police and Robinson parent Eric Hartman prepare barricades and race course.

7:45a.m. – Each volunteer will ensure that the barricades at their site are secure prior to the start of the race.

8:00a.m. – Race started by police escort.

9:00a.m. – Cones picked up.

9:20a.m. – Awards ceremony on Robinson's Fowler Field.

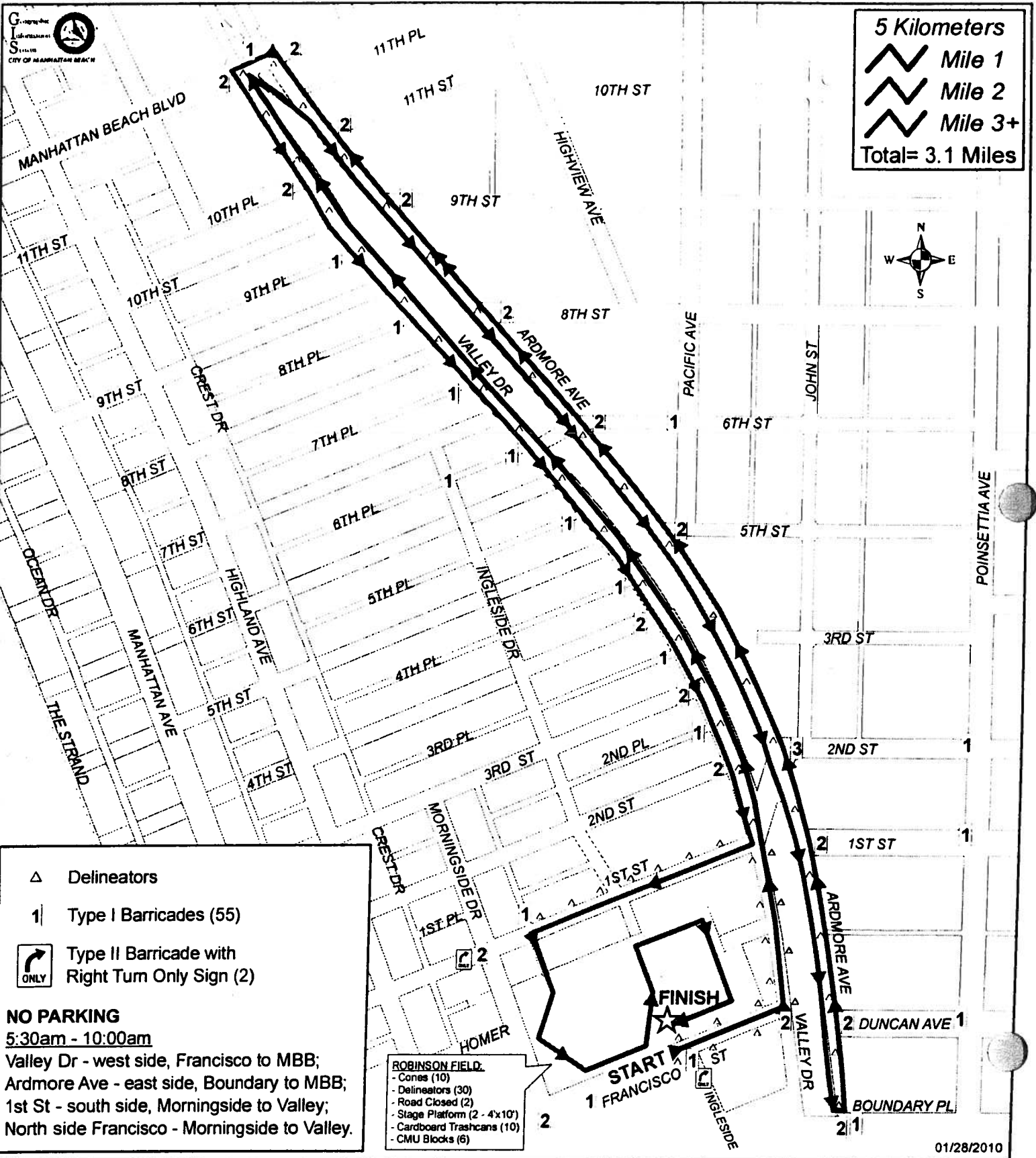
Water, Peet's Coffee, Noah's Bagels, and Grow oranges will be provided to all race participants at the end of the race. We may also sell gelato.

NO ALCOHOL will be served or sold at this event.

In an attempt to improve the operation of this event, the following events have taken place:

1. Representatives from Robinson School have met with Richard Gill and Sergeant Mark Mason to discuss the community's concerns and how to better organize this race.
2. The school will distribute notices to all residents on the race course twice, prior to the event. Plus the police barricades, which are posted 72 hours prior to the event, will serve as a third reminder to the community. The Chairperson's phone number is included on these flyers to address any special concerns from neighbors.
3. Richard Gill has been in contact with residences that have addressed specific concerns about the race.
4. The Manhattan Beach Police Department will conduct two training sessions for race course volunteers to educate them about their responsibilities on the race course.

Robinson School 5K Fun Run



**CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION**

Organization: Richstone Family Center

Applicant Name and Title: Doris Boyington, Chief Operating Officer

Address: 13620 Cordary Avenue, Hawthorne, CA 90250

Mailing Address (if different from above): _____

Phone #: (310) 970-1921 x103

*dboyington@
richstonefamily.org*

GENERAL EVENT INFORMATION

Name of Event: Richstone Pier-to-Pier Walkathon

Type of Event: Walkathon

Proposed Date(s) April 23, 2011 (1) Time(s) 6:30am set-up/8:00am: event/10:00am: clean-up

Location: Manhattan Beach Pier start and finish of Walk

Anticipated Attendance: 800

Cost Per Participant: \$25.00 (to receive T-shirt)

Event Sponsors: Local businesses

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

6:30am: Set-up (Tables, chairs, balloons, small stage)

7:30am: Registration; light breakfast (coffee, juice, muffins). No alcohol. Nothing is sold.

8:00am: Walk begins

9:00am: Walkers return; closing ceremony; walkers receive T-shirts

10:00am: Clean-up

This is a fun family event that is calm and safe celebrating "Child Abuse Prevention Month"

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

Locations needed: lower and upper parking lots either side of the pier.

Services: Barricade of street (Manhattan Beach Blvd.) at Ocean

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

* Vehicles at Beach/pier related events will be limited to those vehicles transporting large, heavy materials.

**CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER**

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:
\$ _____

Police:
\$ _____

Public Works:
\$ _____

Other:
\$ _____

Total City Fees:
\$ _____

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:
\$ 60,000 _____

In-kind Donations from Sponsors:
\$ 15,000 _____

Cost per Participant:
\$ 25.00 _____

Anticipated Cost of Event:
\$ 9,000 _____

Anticipated Revenue from Event:
\$ 130,000 _____

Proposed Special Event Fee Amount to be waived for this event

\$ _____

How will anticipated revenue be spent?

The dollars raised at this event will be used to fund Richstone child abuse and violence prevention and treatment programs.

Explain why you believe the Special Event fees should be waived.

Richstone Family Center serves families living in Manhattan Beach and surrounding areas.

The Center provides services and resources for local residents seeking information about parenting, violence prevention and afterschool resources.

CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION

Organization: Grand View Elementary School PTA
Applicant Name and Title: Cami Wedbush CO-chair
Address: 617 33rd st. MB CA 90266
Mailing Address (if different from above): Ø
Phone #: 310. 808. 5797

GENERAL EVENT INFORMATION

Name of Event: 2011 Grandview Gator 5K Benefiting MBEF
Type of Event: 5K to raise money for manhattan beach schools
Proposed Date(s) June 4, 2011 Time(s) 8:00 a.m.
Location: GV school - race course on Blanche/Valley - to & from school.
Anticipated Attendance: 1500 runners
Cost Per Participant: \$25 adults \$20 youth
Event Sponsors: to be determined.

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

considerable planning & sponsor recruitment from Jan '11 to race day. the afternoon before, the race booths & registration tables are set up for packet pick-up & registration. The police put out "no parking" signs on race streets 2 days prior to the race. We provide volunteers to watch & block the important intersections during the race. The race chairs work w/ the police on traffic details. NO products or services will be given away, sold or rented. Sponsors are allowed to set up booths to display or advertise their services or goods. Minor items such as key chains or bumperstickers are sometimes given away. no alcohol is present or consumed at this event.

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

Sgt. Mason or Klett organizes traffic details. They start blocking traffic at 7:45 a.m. race day & open roads back up around 9 a.m. the city drops off road blocks prior to the race day & the announcer stand a day prior to the race.

Bond and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

this will be submitted

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

* Vehicles at Beach/pier related events will be limited to those vehicles transporting large, heavy materials.

CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:
\$ 5,718

Police:
\$ 2882.36

Public Works:
\$ 2835.64

Other:
\$ _____

Total City Fees:
\$ 11,436

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:
\$ 25,000 +

In-kind Donations from Sponsors:
\$ 5,000

Cost per Participant:
\$ 25-adults, 20 youth

Anticipated Cost of Event:
\$ 15,000 - 20,000

Anticipated Revenue from Event:
\$ 30,000 +

Proposed Special Event Fee Amount to be waived for this event

\$ 11,436

How will anticipated revenue be spent?

All of the money is donated from Grandview PTA to the MBEF which uses the money to support programs that have been cut in the MB school budget.

Explain why you believe the Special Event fees should be waived.

Because the money earned from the event all goes to support much needed programs for our schools here in MB; such as music, and art programs, PE teachers, science classrooms, computer equipment, etc...

(Please use additional pages as needed.)

CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION

Organization: Manhattan Beach Education Foundation
Applicant Name and Title: Margo Thole, Administrative Director
Address: 325 So. Peck Avenue, Manhattan Beach, CA 90266
Mailing Address (if different from above): PO Box 1110 M.B., CA 90267
Phone #: 310 303 3342

GENERAL EVENT INFORMATION

Name of Event: Manhattan Wine Auction
Type of Event: Food & wine tasting, live and silent auctions
Proposed Date(s) June 11, 2011 Time(s) 5-10 pm
Location: Manhattan Country Club
Anticipated Attendance: 1400
Cost Per Participant: \$200
Event Sponsors: Chevron, American Airlines, Wells Fargo

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

The event takes place on Manhattan Country Club center court with additional courts located on both sides and one behind. Classic Rents will begin set up of equipment and tents Friday afternoon through early evening. Remaining set up will be done on Saturday morning starting at 9 a.m. The event begins at 5 p.m. with wine tasting and restaurant food sampling. This portion of the event ends at 7 p.m. The auction starts at 7:30 p.m. This is also when the restaurants and wineries begin breakdown. The Live Auction ends and the band begins at 8:30 p.m. The Silent Auction runs from 5 p.m. til closing at 9:30 p.m. The event closes at 10 p.m. The remaining breakdown occurs Sunday morning. Wine is served. Security will be in place.

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

Site map to be provided closer to date of event.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

None.

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

Will provide closer to date of the event.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

* Vehicles at Beach/pier related events will be limited to those vehicles transporting large, heavy materials.

**CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER**

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes X No _____

Were City fees waived? Yes X No _____

Amount of Fees previously charged for event:

Fire:

\$ Waived (\$127)

~~Police:~~ Sound Permit

\$ Waived (\$180)

Public Works/Bldg. Safety

\$ Waived (\$417)

Other:

\$ _____

Total City Fees:

\$ (\$724 - Waived)

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:

\$ 75,000

In-kind Donations from Sponsors:

\$ 100,000

Cost per Participant:

\$ 200

Anticipated Cost of Event:

\$ 150,000

Anticipated Revenue from Event:

\$ 600,000

Proposed Special Event Fee Amount to be waived for this event

\$ 724.⁰⁰

How will anticipated revenue be spent?

To support educational programs in all seven
Manhattan Beach public schools.

Explain why you believe the Special Event fees should be waived.

MBEF is a nonprofit, volunteers organization which raises
much needed funds for our schools in this time of drastic funding
cuts from the state. All proceeds from this Special Event go
directly to the schools. Any money saved on fees goes
to our school children.
(Please use additional pages as needed)

**CITY OF MANHATTAN BEACH
SPECIAL EVENTS APPLICATION**

Organization: Growing Great

Applicant Name and Title: Sarah Gelb, Executive Director, Growing Great & Joe Lewis, Owner, Joe Lewis Company

Address: 2617 Bell Ave Manhattan Beach CA 90266

Mailing Address (if different from above): 2711 Sepulveda Blvd #279 Manhattan Beach CA

Phone #: 310 939 9216

GENERAL EVENT INFORMATION

Name of Event: Healthy Living Festival 2011

Type of Event: Community Event / Fundraiser

Proposed Date(s) Sunday, May 15, 2011 Time(s) 12 -4 pm

Location: 13th Street & Civic Center Plazas

Anticipated Attendance: 500-3,000 during the course of the event

Cost Per Participant: The event is free and open to the public. There may be a charge

Event Sponsors: for activities/food based on similar pricing from the previous event (May 17, 2009)

To Be Determined

Event Description

Give a detailed description of the event in chronological order from the set up to take down. This shall include event activities and timelines. Will there be any products/services given away? If so, what are they? Will there be products or services sold or rented? Please include prices charged to consumers. What measures will be taken to provide a safe event? Will alcohol be present or consumed at the event?

Healthy Living Festival is a community event celebrating healthy eating, fitness and wellness.

It is scheduled for Sunday, May 16 from 12:00 - 4:00 pm at the 13th Street & Civic Center Plazas in downtown Manhattan Beach. Consistent with GrowingGreat's mission to inspire healthy eating for

children and adults, it will be a family friendly event open to the entire community.

Please see attached Item C

Event Site Plan and Equipment Layout

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking, tables, seating, tents, canopies, stages, signs, banners, sound amplification systems, etc. Include photos or other written material to assist in providing visual clarification of the event. Flammable materials (e.g. tent) or cooking equipment will require the approval of the City Fire Department, and possibly the County Health Department. Scaffolding, bleachers, or other structures will require review by the Community Development Department. City ordinance (5.56.120) prohibits sound amplification on public property without first filing for a permit. Applications for sound amplification permits must be filed with the Chief of Police no later than 10 days prior to the event date.

City Personnel and Equipment

Describe type(s), times and location of any requested City services and/or variances from normal traffic, parking, City Ordinances, etc. Such services shall be billed to the applicant at the prevailing City rate.

Capture Parking Meters:

- 13th Street will be used for set-up and breakdown. We are requesting the use of the parking spaces on the south side of 13th Street for the entire day. This request is consistent with last year's event.

Trash:

- Additional disposable trash receptacles will be provided on the plazas.

Portable Restrooms:

- (5) Portable Restrooms for event use at 13th Street Plaza (near existing trash area)

Surety and Insurance Requirements

The City requires all organizations to provide evidence of general liability insurance in the amount of \$1,000,000. A certificate of insurance with the City of Manhattan Beach listed as additional insured, Insurance Endorsement Form #1 and the Indemnification and Hold Harmless Agreement must be submitted for review and approval by the City's Risk Manager.

Submitting and Changing Application

Applications must be submitted to the Parks and Recreation Department, 1400 Highland Avenue, Manhattan Beach, CA 90266. Should there be any substantive changes to the event after submittal of the original application, please submit a written request for review and approval. Any and all changes must be received one month prior to event date.

**CITY OF MANHATTAN BEACH
REQUEST FOR SPECIAL EVENT FEE WAIVER**

The City of Manhattan Beach annually reviews requests for Special Event Fee Waivers. Waivers may be granted for costs/fees associated with requested services (personnel, equipment and materials) provided by the City.

Have you previously held this event? Yes No

Were City fees waived? Yes No

Amount of Fees previously charged for event:

Fire:

\$ _____

Police:

\$ 45

Public Works:

\$ 1 224

Other:

\$ _____

Total City Fees:

\$ _____

Anticipated Donations from sponsors:

Anticipated Cash Donations from Sponsors:

\$ 20,000

In-kind Donations from Sponsors:

\$ 15,000

Cost per Participant:

\$ 0

Anticipated Cost of Event:

\$ 20,000

Anticipated Revenue from Event:

\$ 10,000

Proposed Special Event Fee Amount to be waived for this event

\$ _____

How will anticipated revenue be spent?

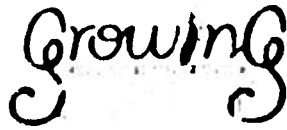
All revenue will directly support the GrowingGreat school garden and nutrition programs in 20 schools

throughout Manhattan Beach and Los Angeles.

Explain why you believe the Special Event fees should be waived.

GrowingGreat is a small nonprofit educating 8,000 children and families a year in Manhattan Beach and neighboring districts. In partnership with the Manhattan Beach City, we hope to educate over 3000 more Manhattan Beach community members and be able to expand our nutrition programming to additional schools throughout Los Angeles. The MB City's partnership and support is fundamental to the success and growth of GrowingGreat.

(Please use additional pages as needed.)



**City of Manhattan Beach
Special Events Application
05-16-2010**

Healthy Living Festival

ITEM C:

Event Description

- See Attached: Event Day Schedule

Healthy Living Festival is a community event celebrating healthy eating, fitness and wellness. It is scheduled for Sunday, May 16 from 12:00 – 4:00 pm at the 13th Street & Civic Center Plazas in downtown Manhattan Beach. Consistent with GrowingGreat's mission to inspire healthy eating for children and adults, it will be a family friendly event open to the entire community.

Goals for the event are to:

- Increase awareness of the importance of nutrition education as a preventative healthcare tool;
- Increase awareness of and raise money for GrowingGreat's school garden and nutrition education programs;
- Pave the way for future community supported "healthy eating" initiatives by promoting the Manhattan Beach Farmers' Market.

The event will feature:

- Booths and presentations focused on the exploration of healthy eating, green living and physical fitness
- Samples of produce from Manhattan Beach Farmers' Market
- Food tastings from our city's restaurants
- Healthy food available for purchase
- Products for sale similar to last year's event (baskets, reusable grocery bags, t-shirts, etc.)
- Local musicians & family oriented musical groups
- Fun family activities

There will be 60-65 booths around the 13th Street & Civic Center plaza and amphitheater areas featuring restaurants, healthy eating exhibitors, a stage for performances, and activities. These participants will include organizations such as Surfrider, MB Farmer's Market, Registered Dieticians and GrowingGreat.

Local restaurants will be solicited to offer food samples. Local and regional businesses, corporations and organizations will be solicited for cash donations and sponsorships. GrowingGreat is a non-profit school garden and nutrition education organization founded in Manhattan Beach and dedicated to inspiring children and adults to adopt healthy eating habits through collaborative programs in schools, homes and communities. Over 150 volunteers create and deliver programs which serve over 8,000 children and adults in Manhattan Beach, El Segundo, Hawthorne, Los Angeles and Culver City.

GrowingGreat will sell promotional items such as T-shirts, aprons, additional market bags, etc. Specific items and prices TBD. Energy Muse jewelry, custom designed for GrowingGreat, will also be sold. Prices of GrowingGreat / Energy Muse jewelry range from \$20-\$100.

Equipment such as booths, tables, chairs, linens, and staging will be rented from outside vendors.

Safety Procedures:

- Well informed staff throughout event site
- Provide all Metlox Merchants with an event notice
- Constant radio communication with all key staff
- Directional signs placed throughout event site
- Clean-up crews present to maintain site & restrooms
- Adherence to all City Codes
- City of MB Police and Fire informed of event
- Event during daylight hours

ITEM D:

Event Site Plan and Equipment Layout

See Attached: Event Ground Plan

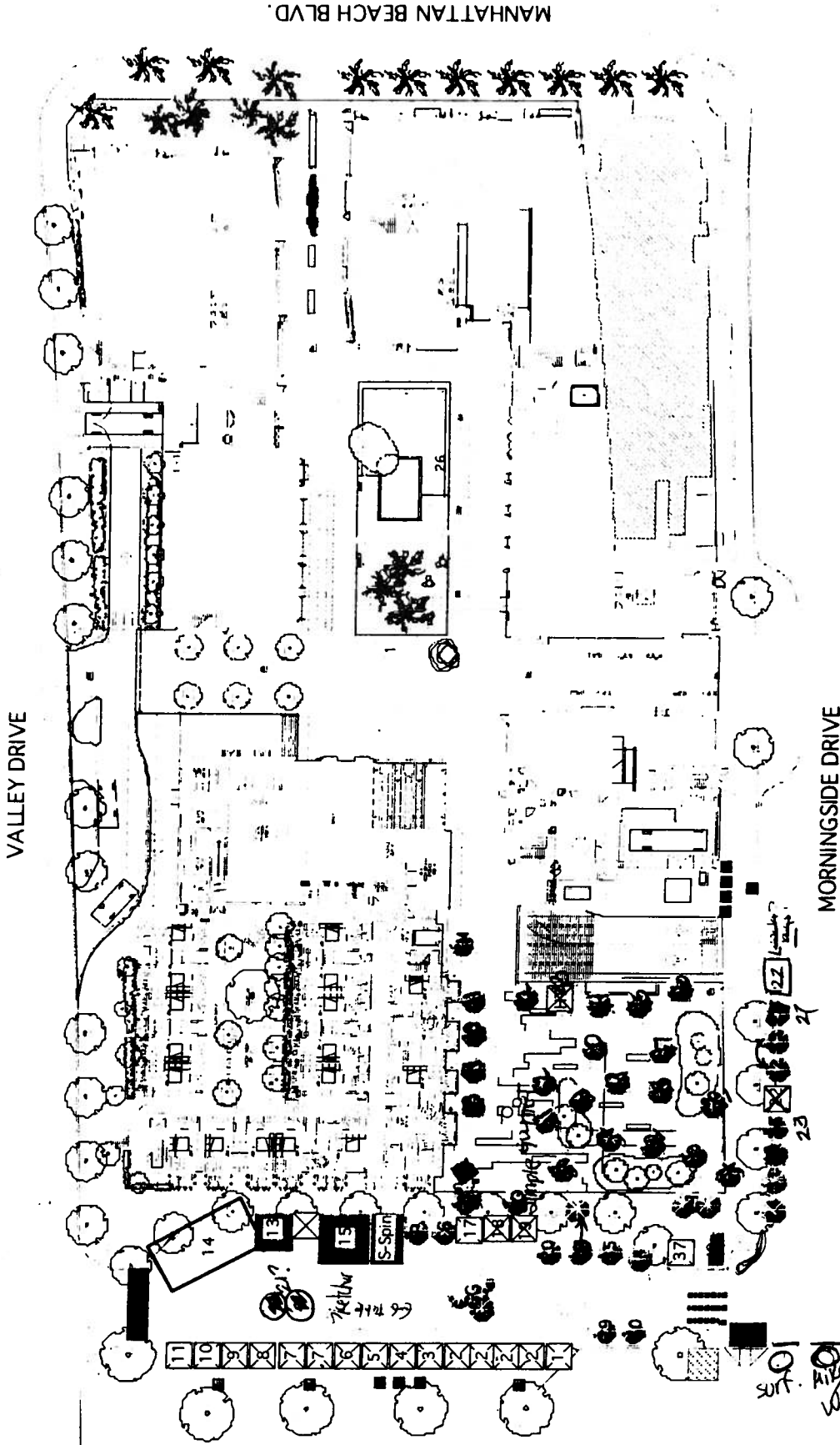
Healthy Living Festival
Sun, May 17th, 2009

Time	Responsibility	Action
Saturday, May 16th		
9:00AM - 11:00AM	Andy Gump City of Manhattan Beach	Deliver Port-o-Johns & Sinks Post "No Parking" signs on 13th st. (btwn Valley & Morningside)
Sunday, 5/17		
7:00AM	JLC	Prep Truck w/ JLC Gear Mark Booth Locations Distribute Power
8:00AM	Public Works	Drop Power boxes
8:00AM - 6:00PM	City of Manhattan Beach	Capture (35) parking meters within Metlox
8:30 AM	Rental Co. / JLC Volunteers JLC / Event Staff	RENTALS: Drop Arrive Site Prep (move port-o-john/sinks in place 1st) Load-In: Staging Set-up (60) booth tents or umbrellas, tables & chairs
9:30AM - 12:00PM	Exhibitors	Check-in, Load-In & Set-Up
10:00AM	DJ	Load-in Audio
11:30AM	JLC / Volunteers	Crew & Staff meeting
10:00AM - 12:00PM	JLC	Place directional and information signage
10:15PM - 11:45PM	Talent Port-o-Johns	Sound Check Service attendants on-site
12:00PM	Healthy Living Festival	Event Begins & Sponsor Booths Open
12:00PM - 4:00PM	Activities Event Stage	Booths / Areas Open Performances
4:00PM - 7:00PM	Healthy Living Festival Sponsors	Event Ends & Tear Down Load-Out
5:30PM	Rental Co. / JLC JLC / Volunteers	RENTALS: Pick-up Metlox Plaza/ 13th st Clean-Up
Monday, 5/20/2009		
10:00 AM	Andy Gump	Pick-up Port-o-Johns

GrowingGreat Requests of Manhattan Beach City

Healthy Living Festival ~~2010~~ 2011

1	Place electronic message / direction boards around MB informing available parking lots
2	Provide Flyers and/or banner at all Parks and Rec
3	Capture Parking Meters: dedicate parking for HLF Staff in lot b/t Valley & Ardmore
4	Provide Clean Street Services (trash cans, recyclers, street sweepers)
5	Street Closures
6	Parking: minimum of 30 spots
7	Barricades on Morningside and Valley Dr.



- - Portable Restrooms
- - 3 Compartment Sink
- - Hand Washing Sink

