



Memorial Day Weekend 2017 – May 27, 28 and 29

All groups or individuals desiring to leaflet, distribute written materials or engage in any political, religious, charitable or other form of solicitation activities at the Fiesta Hermosa must apply with the Hermosa Beach Chamber of Commerce as space is limited and Hermosa Beach-based organizations will be given priority. Submission of an application does not guarantee acceptance in the show.

If you are accepted, registrants will be assigned space within the Free Expression Zone. Activities must be conducted at the registrant's pre-assigned space within the Free Expression Zone. These activities shall not interfere with the orderly and safe movement of the crowd and are not permissible anywhere else inside the Fiesta Hermosa grounds. Engaging in these activities at any location other than the Free Expression Zone is grounds for removal from the Fiesta.

All applications for the Memorial Day 2017 Fiesta must be submitted by **Friday, April 21, 2017**.

RULES

- All groups or individuals desiring to leaflet distribute written materials; engage in any political, religious, charitable or other form of solicitation activities at the Fiesta Hermosa must apply to the Hermosa Beach Chamber of Commerce no later than two weeks prior to the event.
- All applicants will be notified by the Hermosa Beach Chamber of Commerce no later than one week prior to the event.
- The Hermosa Beach Chamber Staff shall have sole discretion to assign you a space number. There will be space for a 10x10 canopy (or umbrella), card table, and two chairs.
- Free Expression participants are to remain in assigned area when conducting the activity that their application designated.
- Free Expression applicants are not to use amplified sound, store or disperse literature outside of their designated area, block flow of both pedestrian and vehicle traffic or obstruct fire/pedestrian walkways. This is a safety issue and is strictly enforced.
- Fiesta Hermosa is a three day show, Saturday, Sunday, and Monday. The hours are 10am to 6pm. Your booth must be set up before the start of the show. Your assigned space must be occupied during the entire show and is not transferable.

- Items may not project into walkways or onto sidewalks. Exhibiting items, tables, signs, boxes, pamphlets, containers or any other items will not be allowed to remain on sidewalks or walkways after set up. Items remaining on sidewalks or walkways after the start of the show (10:00 am daily) may be removed and stored at the owner's expense. The Chamber assumes no responsibility for items removed as a result of the aforementioned situation.
- Non-compliance of the rules including improper conduct, exhibiting items improper for family viewing, hindering or encumbering an attendee, another display or another vendor's ability to properly exhibit will result in your immediate removal from the event and you will not be allowed to participate in the event for (1) one year (two Fiesta events).
- Use of sound amplification is strictly prohibited without an amplification permit from the City.
- Free Expression exhibitors are responsible for providing their own table and chairs and are responsible for setting up their own displays. Exhibitors are no longer required to dismantle their canopies each day but you are strongly encouraged to remove all valuables. The Chamber and City of Hermosa Beach are not responsible for items left on the venue overnight.

APPLICATION CHECKLIST

- Application completed in full**
- Insurance certificate is attached or will be submitted by (date) _____**
- I agree to comply with policies regarding amplified sounds, music and announcements.**
- I agree to contain solicitation activity to my organization's assigned space**
- I have read the attachment defining municipal codes for the City of Hermosa Beach and agree to comply with ordinances regarding plastic bags, polystyrene, A-frame advertising and no-smoking regulations.**

Hermosa Beach Chamber of Commerce and Visitors Bureau
1007 Hermosa Ave
Hermosa Beach, CA 90254

310.889.5303
jamie@hbchamber.net

310.376.0951
info@hbchamber.net

1007 Hermosa Avenue – Hermosa Beach, California 90254 – (310) 376-0951 – Fax (310) 798-2594
For more information about the event, visit our website at www.FiestaHermosa.com



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Free Expression Zone Registration Application
DUE IN OFFICE BY FRIDAY, APRIL 21, 2017

Please **PRINT** Clearly

Name of Organization _____

Contact Person day of event _____

Nonprofit ID Number _____

Email Address of Contact Person _____

Street Address _____

City _____ State _____ Zip _____

Day Phone (____) _____ Cell # (____) _____

**NO APPLICATIONS WILL BE PROCESSED WITHOUT
CERTIFICATE OF INSURANCE INCLUDED. (see page 4 for further information)**

Please sign and return this form to:

**The Hermosa Beach Chamber of Commerce & Visitors Bureau
1007 Hermosa Avenue – Hermosa Beach, California 90254 (310) 376-0951 Fax (310) 798-2594**

STATEMENT OF UNDERSTANDING

I have read the Fiesta Hermosa Free Expression Policy completely

I agree to conduct all leafleting, distribution of written materials, and political, religious, charitable or other forms of solicitation at my pre-assigned space within the Free Expression Zone.

I agree to comply with policies regarding amplified sounds, music and announcements.

I understand that these activities are not permitted anywhere else inside the Fiesta Hermosa grounds and that engaging in these activities outside the Free Expression Zone is grounds for removal from the Fiesta.

I agree to comply with all other event regulations, and I understand that I may be removed from the Fiesta without recourse for failure to do so.

Name of Authorized Participant

Signature of Authorized Participant

Date Submitted

IMPORTANT INFORMATION INSURANCE CERTIFICATION



All participants, commercial vendors, art & craft vendors, food vendors and contractors participating in the Fiesta Hermosa must provide the Hermosa Beach Chamber of Commerce with a Certificate of Insurance providing personal injury and property damage liability insurance with a minimum coverage of \$1 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.

***YOUR APPLICATION WILL NOT BE APPROVED OR PROCESSED WITHOUT
A CERTIFICATE OF INSURANCE INCLUDED.***

This certificate should name the following business/organizations and their officers, employees and agents as additional insured:

Hermosa Beach Chamber of Commerce
and Visitors Bureau
1007 Hermosa Ave.
Hermosa Beach, CA 90254

City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

LA County
Department of Beaches and Harbors
13837 Fiji Way
Marina Del Rey, Ca 90292

Bell Events Services
531 Main Street #229
El Segundo, CA 90245

Applications and/or contract will not be approved without the certificate of insurance received in the office of the Hermosa Beach Chamber prior to the event. For your convenience, we have provided a short list of insurance carriers that specialize in liability insurance for special event participants. (Your choice of carrier is completely at your discretion and is not limited to the suggestions provided below)

ANTHONY INSURANCE
anthonyinsuranceservices.com
877-811-2271

ACT INSURANCE
www.actinspro.com
866-395-1308

If you have any further questions, you may contact the Hermosa Beach Chamber of Commerce at (310) 376-0951.