

received 4/9/15



# City of Manhattan Beach

## Parks & Recreation

Phone: (310) 802-5400  
FAX: (310) 802-5401  
TDD: (310) 546-3501

### SPECIAL EVENTS APPLICATION

ORGANIZATION: **Moon Tide Media - Southbay Magazine**

APPLICANT'S NAME & TITLE: **Cherice Tatum, Director of Marketing**

ADDRESS: **58 11th Street**

CITY/STATE/ZIP: **Hermosa Beach, CA 90254**

MAILING ADDRESS (if different from above):

APPLICANT'S PHONE: **310-376-7800**

ALT. PHONE: **214-552-7156**

APPLICANT'S EMAIL ADDRESS: **cherice@moontidemedias.com**

#### GENERAL EVENT INFORMATION

NAME OF EVENT: **Southbay's 3rd Annual Girls Night Out**

TYPE OF EVENT:

PROPOSED DATE(S): **Friday, May 8 (preferred) / Friday, May 1 (secondary)**

LOCATION:

TIME: **6pm - 10pm**

ANTICIPATED ATTENDANCE: **450-500**

COST PER PARTICIPANT: **\$75 pre-sale / \$100 regular**

EVENT SPONSORS: **Choura Events (as of 2/4/15)**

#### 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 Addendum.**

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2/11/95 Review

**EVENT SITE PLAN AND EQUIPMENT LAYOUT**

Attach a detailed site plan depicting the event's layout, e.g. route map, equipment, parking (ADA compliant), 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:**

See Addendum.

**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:

See Addendum.

**SURETY AND INSURANCE REQUIREMENTS**

**INSURANCE REQUIREMENTS:** The permittee shall obtain and, at all times during the life of the permit, have and maintain in full force General Liability insurance with the following limits of liability occurrence:

One million (\$1,000,000) dollars, combined single-limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts or omissions by the named insured.

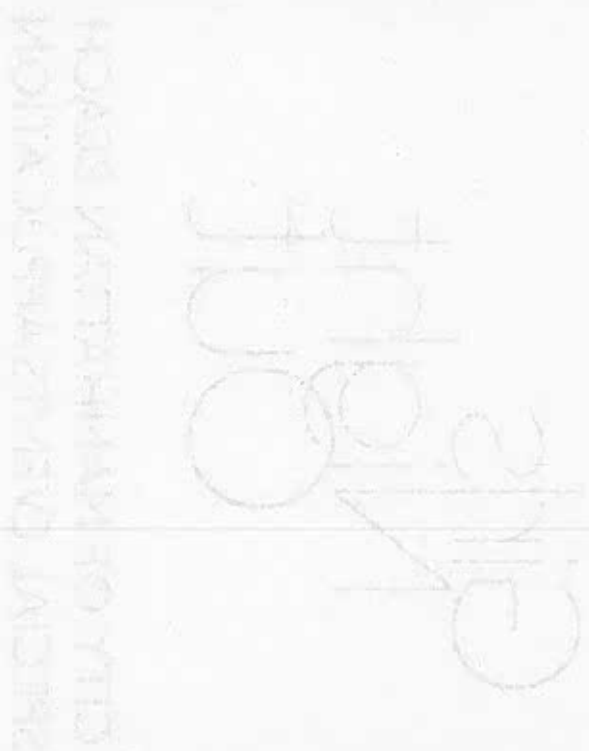
The insurance policy shall name the City of Manhattan Beach, Its Officers, Employees, Elected Officials, Volunteers and Members of Boards and Commission as additional insured. A copy of the Insurance Certificate and Endorsement to be provided to the City thirty (30) days prior to the event.

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

**INDEMNIFICATION REQUIREMENTS:** The permittee shall indemnify and save harmless the City of Manhattan Beach including its elected officials, officers, agents and employees against any and all claims, liability, judgments, costs or expense resulting from the wrongful or negligent acts or omissions of the permittee or other parties acting on their behalf in the undertaking specified. Permittee shall sign the City's Indemnification and Hold Harmless Agreement form to be 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 the event date.



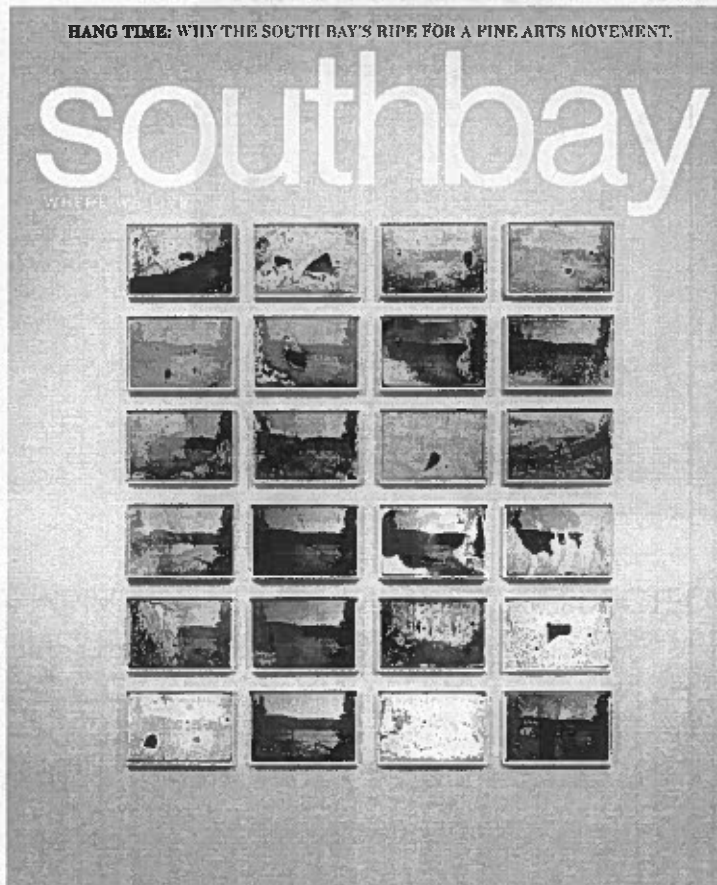
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# Girls Night Out

CITY OF MANHATTAN BEACH  
SPECIAL EVENTS APPLICATION

2015

southbay  
magazine



## THE SOUTH BAY'S PREMIUM PUBLICATION PLATFORM

- 27,000 CIRCULATION/108,000 READERSHIP
  - 22,000 OF THE SOUTH BAY'S HIGHEST VALUE HOMES
- MEDIAN HOUSEHOLD INCOME OF OVER \$250,000
- AN INTEGRATED MEDIA PLATFORM CONSISTING OF
  - OURSOUTHBAY.COM – 65,000 MONTHLY UNIQUES
  - A VIBRANT SOCIAL MEDIA FOLLOWING (FACEBOOK, TWITTER, INSTAGRAM) -
    - +60,000 FB FOLLOWERS
  - 7 DISTINCT EMAIL NEWSLETTERS - +7,500 OPT-IN SUBSCRIBERS
- AN IN-HOUSE MARKETING TEAM WHICH PRODUCES OVER 14 ANNUAL EVENTS

**WITH PHILANTHROPY AND SUPPORT OF LOCAL BUSINESS AT IT'S HEART, GIRLS NIGHT OUT BRINGS TOGETHER TARGETED AND DESIRABLE AUDIENCES FOR A HIGH-FASHION EXPERIENCE. WHETHER IT'S THE COVETED BRANDS FEATURED ON THE RUNWAY, THE EXCLUSIVE SHOPPING BOUTIQUE OR THE FINEST VENUES ACROSS LOS ANGELES—THIS IMMACULATEDLY PRODUCED EVENT SERIES CREATES AN AMBIANCE FIT FOR THE MOST RESPECTED BRANDS.**



[CLICK TO SEE THE VIDEO](#)

[CLICK TO SEE 2014 EVENT IMAGES](#)



## THE OVERVIEW

- PREFERRED DATE: FRIDAY, MAY 8, 2015
  - SECONDARY: FRIDAY, MAY 1, 2015
- 6 PM - 10 PM
- \$75 PRE-SALE TICKETS - MARCH 2 - APRIL 20
  - \$100 REGULAR TICKETS - APRIL 21 - MAY 8
- 15% OF ALL TICKET AND BOUTIQUE SALES BENEFIT A LOCAL SOUTH BAY CHARITY. (LAST YEAR BENEFICIARY WAS WALK WITH SALLY)
- 450 GUESTS INCLUDING THE MOST INFLUENTIAL, AFFLUENT WOMEN & MEN IN THE SOUTH BAY
- PRODUCED IN COLLABORATION WITH CHOURA EVENTS
- WINE & ALCOHOL WILL BE AVAILABLE
- HORS D'OEUVRES WILL BE SERVED
- GUESTS WILL RECEIVE GIFT BAGS W/ VARIETY OF PRODUCTS PROMOTION LOCAL BUSINESSES (TOTAL VALUE \$100-\$300)

southbay  
magazine

Girls  
Night  
Out

2014

THANK YOU PARTNERS!

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**PRESENTING**



Chourá  
events



TERRANEA  
L.A.'S OCEANFRONT RESORT  
A DESTINATION REPORT  
5<sup>th</sup> Anniversary

Walk With Sally  
*...one child at a time*

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**BOUTIQUE & BEAUTY**

PLAZA EL SEGUNDO



Manhattan  
Beach  
THINK LOCAL FIRST



MEDAWAR  
FINE RESTLESS



Di Capelli

WAVERLY  
MANHATTAN BEACH

♦ marea ♦

TRINA TURK



Margaret  
O'Leary  
SAN FRANCISCO

MANHATTAN  
VILLAGE



gum tree



DOUBLE TAKE



Sallison  
(by the beach)

Hammitt

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**A SPECIAL THANK YOU**



fash LA



Nina Sutton's  
www.NinaSutton.com  
Be Easy Day After



voxdjs



civic couch

2014 SPONSORS

**SPONSOR OPPORTUNITIES**

- PRESENTING
  - BOOTH TO SELL PRODUCT OR HOST RAFFLE
  - PRICE & PRIZE VARY
  - 15% OF ALL PROCEEDS TO CHARITY
  
- PLATINUM
  - BOOTH TO SELL PRODUCT OR HOST RAFFLE
  - PRICE & PRIZE VARY
  - 15% OF ALL PROCEEDS TO CHARITY
  
- MAX OF 12 BOUTIQUE
  - BOOTH TO SELL PRODUCT
  - RETAIL PRICES VARY
  - 15% OF ALL PROCEEDS TO CHARITY
  
- MAX OF 2 BEAUTY
  - BOOTH TO SELL PRODUCT
  - RETAIL PRICES VARY
  - 15% OF ALL PROCEEDS TO CHARITY
  
- MAX OF 4 VENDOR S
  - BOOTH TO SELL PRODUCT
  - RETAIL PRICES VARY
  - 15% OF ALL PROCEEDS TO CHARITY
  
- CATERING
  
- ALCOHOL
  - WINE
  - LIQUOR





## SAFETY

- 21+ EVENT, ID CHECK FOR VALID ENTRY
  - GUESTS WILL RECEIVE A WRISTBAND WITH VALID ID
- 7 SECURITY PROFESSIONALS
  - 4 AT FASHION SHOW TENT ENTRANCES
  - 1 AT CHECK-IN/OUT
  - 2 AT SHOPPING BOUTIQUE & BAR
- WE WOULD WELCOME THE CITY OF MANHATTAN BEACH POLICE DEPARTMENT ON SITE DURING THE EVENT AS NECESSARY

**TIMELINE**

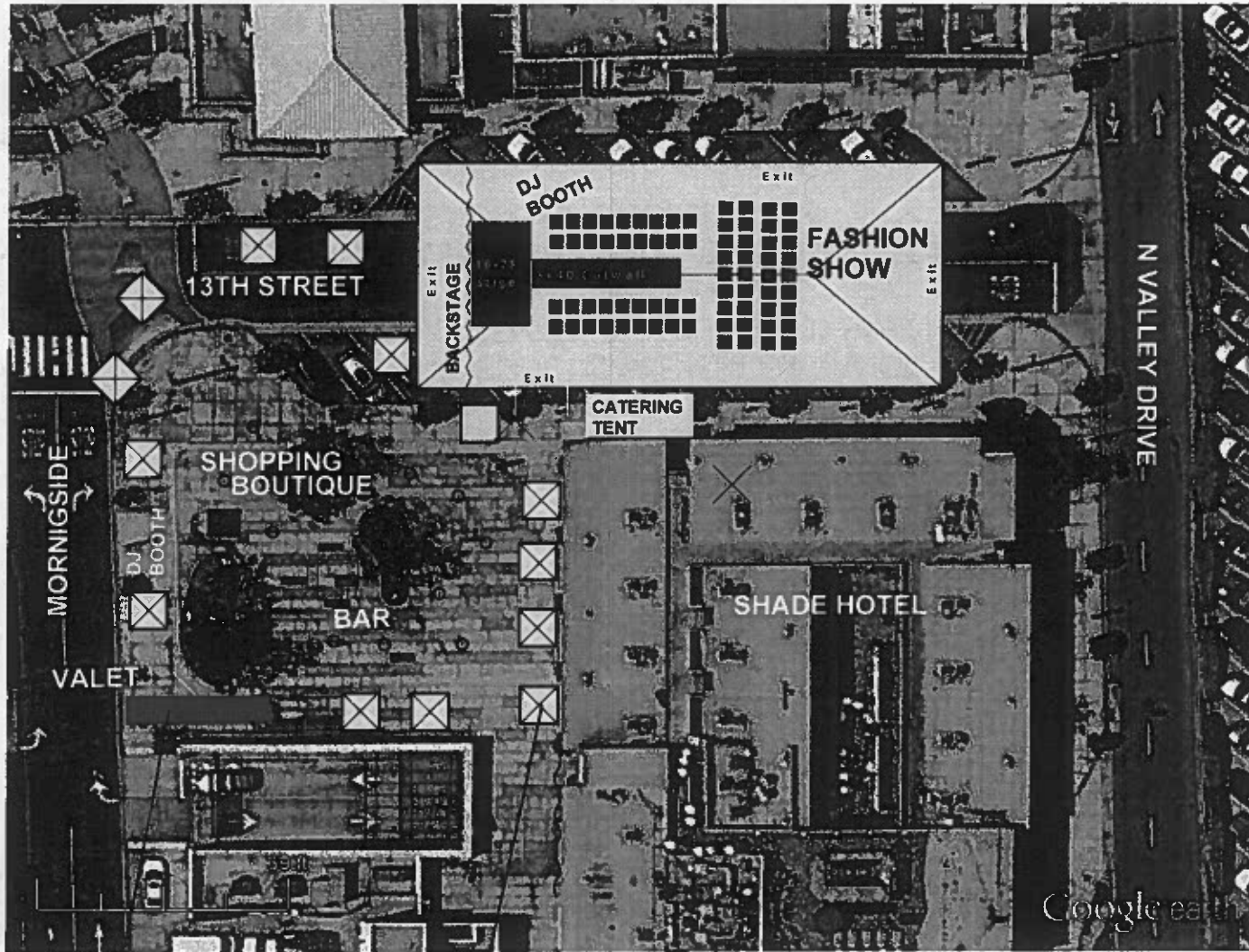
DAY	DATE	TIME	ACTIVITY
THURSDAY	7-May	9am - 5pm	Choura begins tent installation
		5pm-8am	Overnight security required
FRIDAY	8-May	8am	Southbay Marketing staff arrives
		8am	Choura crew arrives
		8am-4pm	Setup all chairs, furniture, lighting and stage, booths, etc.
		9am - 2pm	Lighting Set-up
		12pm	Backstage & Runway Set-up Complete
		2pm	Boutique Booth Set-up Complete
		2pm	Models, On-stage Hostesses & Backstage Crew Arrives
		2pm	Hang Event Signage
		3-5:30pm	Boutique & Runway Sponsors arrive for booth set-up
		3pm	Caterer / DJ Arrive
		5pm	Event Security Arrives
		5pm	Runway walkthrough (under tent) / Sound/Mic Check
		5pm	Volunteers arrive
		5:30pm	Videographer / Photographer Arrive
		5:30pm	Check-in Training
FRIDAY cont	8-May	6pm	EVENT START
		6pm	Valet & Check-In open
		6 - 8:15pm	Shopping Boutique Open
		6 - 8:15pm	Caterer passed hors d'oeuvres
		6 - 9:45pm	Bar open
		6-10pm	(1) Security at check-in / (4) at Tent entrance/exits / (2) Floater
		8:15pm	Shopping Boutique Closes. Bar Remains Open.
		8:30 - 9:15pm	Runway Show Begins
		9:15 - 10pm	Shopping Boutique Open
		9:30 - 10pm	Giftbag Distribution
		9:45pm	Bar closes
		10pm	EVENT CONCLUDES
		10-11pm	Sponsor and Southbay breakdown
		10-12pm	Choura strike everything except Fashion Show Tent
		11pm - 8am	Overnight security
SATURDAY	9-May	8am	Metlox open
		8am	Choura completes strike - Fashion Show Tent

\*TRAFFIC CONSIDERATIONS REQUIRED FOR MORNINGSIDE DRIVE AND 13TH STREET, THURSDAY, MAY 7 - SATURDAY, MAY 9

## LAYOUT BREAKDOWN

- DJ WITH AMPLIFIED SOUND IN FASHION SHOW AND SHOPPING BOUTIQUE AREAS
  - SHOPPING BOUTIQUE:
    - 6-8:20PM
    - 9:15-10PM
  - FASHION SHOW
    - 8:30-9:15PM
- VALET DROP OFF ON MORNINGSIDE NEAR EVENT ENTRANCE
  - CARS USHERED TO CIVIC CENTER UNDERGROUND PARKING.
- CATERER SERVES PASSED HORS D'OEUVRES WITH POSSIBLE STATIONED AREA
  - PREFER PREP AREA LOCATED IN A DISCREET AREA
- ONE BAR, ACCESSIBLE FROM ALL SIDES, IN SHOPPING BOUTIQUE AREA
  - OPEN 6-9:45PM
  - WRISTBAND REQUIRED
  - SECURITY PRESENT
- FASHION SHOW WILL TAKE PLACE UNDER TENT WITH SEATING FOR 350 GUESTS
- SHOPPING BOUTIQUE CONSISTS OF 10X10 AND 10X20 BOOTHS
  - UP TO 3 CHANGING AREAS
  - WIFI REQUIRED FOR RETAIL PURCHASES

**PROPOSED SITE LAYOUT**



Red Carpet Entrance / S&R

Boutiques / Vendor Booths

Choura  
events

Choura Events  
375 Maple Ave  
Torrance, CA 90503  
Tel: 310.330.6300  
Fax: 310.781.8227  
Contact:  
Shannon Kelly

Client Info:

Site Info:

Metlox Plaza  
451 Manhattan Beach Blvd.  
Manhattan Beach, CA

Drawing Title:

Metlox Plaza

Notes:

1 - 60'x140' Canopy  
18 - 10x10 Booths



Scale:

1" = 40'

Revision #

V 2



- MB FIRE DEPARTMENT
  - CATERER APPROVED BY THE FIRE DEPARTMENT.
- MB POLICE DEPARTMENT
  - WE WILL HIRE A PRIVATE SECURITY COMPANY AND WOULD WELCOME ANY NECESSARY INVOLVEMENT FROM THE MB POLICE DEPARTMENT.
  - SOUND AMPLIFICATION PERMIT REQUIRED FOR DJ
- PUBLIC WORKS
  - APPROVAL AND MANAGEMENT OF MORNINGSIDE & 13TH STREET CLOSURES

**southbay**  
Girls  
Night  
Out  
2014

A Summer Fashion  
Runway Show & Exclusive  
Shopping Experience

**FRIDAY, MAY 9**  
Terranea Resort, Meadows Lawn

7PM - Cocktail Hour  
8PM - Runway Show  
9PM - Shopping Boutique

**PURCHASE  
TICKETS AT  
oursouthbay.com**

Tickets include cocktails, hors  
d'oeuvres, discounted Terranea  
guestrooms and an exclusive  
shopping boutique.

Chance to Win Amazing Raffle Prizes!

**The Ultimate Girls Escape to Terranea**  
3-Night Stay in a 3 Bedroom Ocean  
View Casita or Golf Villa  
4 Day pass to The Spa at Terranea  
\$4,900+ value

**Hammitt Fall 2014 Collection**  
Custom LAX International Black  
Leather Travel Bag  
\$1,400+ value

Raffle tickets available at walkwithsally.org or during event. Presence not necessary to win.

Proceeds Benefit:  
**Walk With Sally**  
...one child at a time

**TERRANEA**  
LUXURY RESORT & SPA  
5<sup>th</sup> Anniversary

**Choura events**

**southbay**

**marela**

**WAVERLY**

**fash•LA**

**PLAZA EL SEGUNDO**

**MANHATTAN VILLAGE**

**TRINA TURK**

**Hammitt**

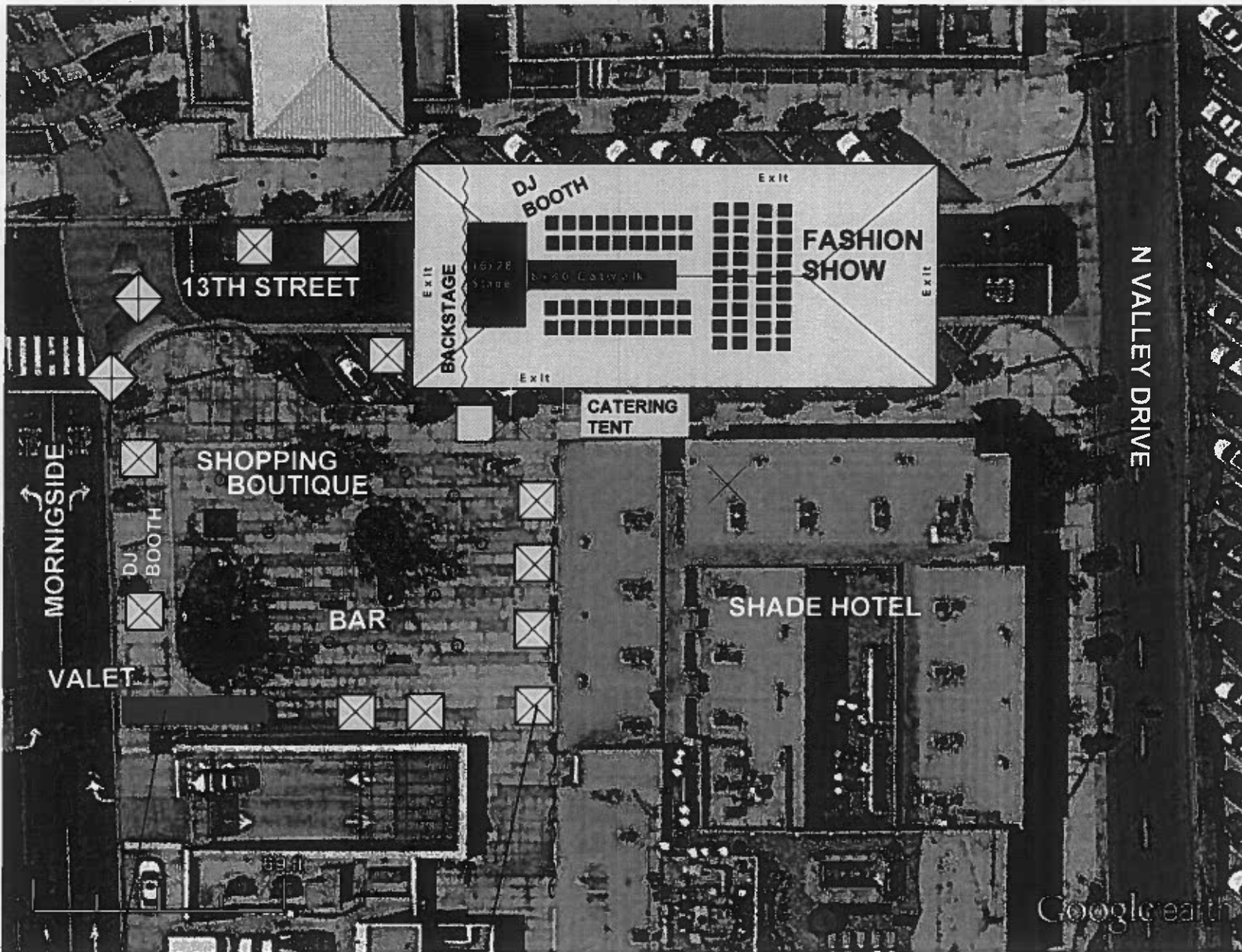
**South Bay Plastic Surgeons**

**ANGLES & ARCHES**

For sponsorship or ticket information, contact Charlee Tatum at 310-376-7800 or oursouthbay@montclairmedia.com.

**LOCAL BUSINESSES WILL ENJOY EXTENDED PROMOTION THROUGH A 22-WEEK CAMPAIGN**

- FULL PAGE ADS IN SOUTH BAY MAGAZINE
  - 108,000 READERSHIP PER ISSUE
- SAVE THE DATE POSTCARDS
  - 3,000 DISTRIBUTED TO SOUTH BAY CLIENTS
- OURSOUTHBAY.COM CAMPAIGN
  - 65,000 PAGEVIEWS
- SOCIAL CAMPAIGN ON OUR SOUTH BAY, OUR MANHATTAN BEACH AND OUR HERMOSA BEACH FACEBOOK PAGES
  - 60,000+ FANS
- EMAIL CAMPAIGN, SAVE THE DATE & TICKET PROMOTION
  - 7500+ SUBSCRIBERS
- SPONSORS RECEIVE A MARKETING KIT TO PROMOTE EVENT TO THEIR AUDIENCES



Red Carpet Entrance / S&R

Boutiques / Vendor Booths

Choura  
events

Choura Events  
375 Maple Ave.  
Torrance, CA 90503  
Tel: 310.320.6200  
Fax: 310.761.8227  
Contact:  
Shannon Kelly

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Google earth