

CATALINA ISLAND EVENTS MANUAL

Produced by



**P.O. Box 217, Avalon, CA 90704
310-510-1520**



Dear Event Planner:

Thank you for considering Avalon and Catalina Island as a venue for your special event.

Our unique island location makes for some very special events – and presents some unique challenges. This manual is intended to help you identify and locate those businesses and entities with whom you will have to interface in order to produce your event. The manual also informs you of services offered by the Catalina Island Chamber of Commerce in helping you promote your event.

We look forward to working with you!

With warm regards,

The Honorable Robert Kennedy
Mayor, City of Avalon

Wayne G. Griffin, ACE
President and CEO
Catalina Island Chamber of Commerce

EVENTS ON CATALINA

Catalina Island is a very unique and desirable location for your Special Event; however it is not for everyone. There are unique and special features in staging and promoting an event on Catalina Island, and in some cases these features create challenges in logistics and cost control.

This manual is intended to help guide you through the process of staging and promoting an event on Catalina and to provide the event organizer with the resources and starting point for researching and planning your event.

Jurisdiction

There are several businesses/agencies/entities involved in staging an event on Catalina Island. Each entity has its own insurance needs, requirements, permits and approval process.

City of Avalon – The City is responsible for all of the roads, structures, services and facilities within the town of Avalon, unless otherwise shown as a Santa Catalina Island Company property. The City will be the clearinghouse for events and drive the event permitting process. The City of Avalon will also generate cost estimates for city services, sheriff services and other pertinent fees.

City of Avalon Harbor Department – Controls all on water operations and the Green Pier. All moorings, boat traffic patterns and pier operations must run through the Harbor Department.

Catalina Island Resort Services (CIRS) – Controls the Casino, golf course, country club and other individual roads and facilities in the City of Avalon. The “Island Company” is a great resource for research and facility usage. They also own and operate some roads within the Interior.

Catalina Island Conservancy – The Conservancy operates the Memorial Gardens in Avalon and the entire “Interior” of Catalina Island. If an event is to take place outside of the City of Avalon, then most likely it will be held on Conservancy property and a Conservancy issued permit will be required.

Los Angeles County Baywatch Lifeguards – The lifeguard office has jurisdiction over all paramedic services on the island, they initiate any Search & Rescue operations, and oversee all safety issues on the beaches or in the water.

IMPORTANT PHONE NUMBERS FOR SPECIAL EVENTS

The following are phone numbers for the specific agencies that you will need to contact regarding your Special Event. All mail should be sent to the listed P.O. Box; all shipping should be sent to the street address.

City Services and Agencies:

City of Avalon, Recreation Department 310-510-1987
Sean Brannock, Recreation Manager
P.O. Box 1980 (400 Avalon Canyon Road)
Avalon, CA 90704

City of Avalon Harbor Department 310-510-0535
Brian Bray, Harbor Master
P.O. Box 1085 (at the end of the Green Pier)
Avalon, CA 90704

Los Angeles County Sheriffs Department, Avalon Station 310-510-0174
P.O. Box 1551 (215 Sumner Ave.)
Avalon, CA 90704

Los Angeles County Baywatch Lifeguards 310-510-0856
Green Pier, Avalon
P.O. Box 385, Avalon, CA 90704

Catalina Island Chamber of Commerce

Linda McCloud, Visitor Center Manager 310-510-7645
Catalina Island Chamber of Commerce lmccloud@CatalinaChamber.com
P.O. Box 217 (#1 Green Pier)
Avalon, CA 90704

Film Liaison / Filming Permits 310-510-7645
Linda McCloud, Visitor Center Manager lmccloud@CatalinaChamber.com
Catalina Island Chamber of Commerce
P.O. Box 217 (#1 Green Pier.)
Avalon, CA 90704

Catalina Island Conservancy Offices

Catalina Island Conservancy 310-510-2595 x113

Steve Dawes, Special Events
P.O. Box 2739 (Conservancy House, 125 Claressa Ave.)
Avalon, CA 90704

Catalina Island Resort Services

Catalina Island Resort Services 310-510-7497
Meghan Muat
P.O. Box 2019 (Casino Building – call for appointment)
Avalon, CA 90704

Radio Communications:

Catalina Island Amateur Radio 310-457-2231
Frank Shannon
President
(additional information on this organization/service is found under the Catalina Island
Conservancy information)

Cross Channel Transportation

Catalina Express (Long Beach, San Pedro, Dana Point) 310-519-1212
Catalina Passenger Service (Newport Beach) 949-673-5245
“The Newport Boat” - Catalina Flyer
Sea Planes, Inc. (Marina del Rey) 310-301-7239
Island Express Helicopter Service (San Pedro, Long Beach) 310-510-2525
Catalina Freight Line (water freight by barge) 310-510-0248
Catalina Flying Boats (air freight) 310-510-1441

ON-ISLAND TRANSPORTATION

Avalon Shoreboat / Island Navigation 310-510-0409, ext 210
Catalina Transportation Services (taxi & shuttle) 310-510-0342
Catalina Safari Bus 310-510-2800
Tram Charters (trams for private charter) 310-510-2000, ext 1223

CITY OF AVALON PERMITS:

Following are the permits that are necessary to be filled out and filed with the City of Avalon. The City will review your Special Event Permit Application, distribute it to the applicable agencies/departments, and send you an approval (or denial) and the estimated city fees that the event can anticipate. **A DEPOSIT OF ½ OF THE ESTIMATED EVENT FEES WILL BE REQUIRED BEFORE PERMITS ARE ISSUED FOR THE EVENT.**

- 5 COPIES OF THE APPLICATION ARE REQUIRED
- THE APPLICATION SHOULD BE SUBMITTED 180 DAYS PRIOR TO THE EVENT DATE
- APPLICATIONS SHOULD BE SUBMITTED TO:

Sean Brannock, Recreation Manager, Recreation Dept., City of Avalon

City of Avalon Special Event Checklist – make sure that you have the approval of each of the following City of Avalon departments:

_____ Recreation Department

_____ Los Angeles County Sheriffs Department, Avalon Station

_____ Avalon Fire Department

_____ Harbor Master (if required)

_____ Los Angeles County Baywatch Lifeguard (if required)

_____ Public Works Department

All of the above function as departments for the City of Avalon. Once the permit application is reviewed, applicant may be required to meet with City Staff to discuss the event and operations.

Permits are issued on an event-to-event basis and my NOT be rolled over the following year.

CATALINA ISLAND CONSERVANCY PERMITS

The Santa Catalina Island Conservancy's mandate is the preservation and protection of the magnificent natural heritage of Santa Catalina Island. The Conservancy is responsible for biological communities found nowhere else in the world, numerous rare and endangered species, a treasure trove of historical and archeological sites, an airport and over 100 miles of road to maintain. This is a very sensitive environment, and while you are invited to participate in this environment through special events we will insist that you are safe, courteous and diligent in your treatment of the land and animals that make up this wonderful resource.

Special Event Applications: If you are interested in hosting a special event on Conservancy property, you must begin by submitting a written proposal on your company letterhead no less than 90 days before your proposed event date.

This proposal must include the following provisions:

- # of people
- time of the year (proposed date is preferred)
- detail of the event
- number of staff working the event
- plan for communications
- plan for safety and first aid.

Upon acceptance of your written proposal a "Special Event Application" will be submitted outlining the requirements for your event, proposed costs for the Conservancy operations, special requirements, and other pertinent fees and commitments.

For More Information Contact:

Steve Dawes
Director of Special Events
310-510-2595 x113
sdawes@catalinaconservancy.org
www.catalinaconservancy.org

CATALINA ISLAND CHAMBER OF COMMERCE

The Catalina Island Chamber of Commerce is a true resource for all businesses and events on the island. The Chamber has historically been particularly supportive of new events that bring awareness and guests to the island – especially in the “shoulder” and Winter seasons (November through May). The Chamber provides event organizers and promoters the following services:

- FREE listing of the special event on the Chamber’s Special Events List, published locally and on the Chamber’s website. This list is updated as necessary. If your event is conducted annually, it will also be listed in the Chamber’s annual Catalina Island Visitors Guide (published in January).
- Option for larger events to participate in scheduled Chamber advertising in Southern California newspapers at specially negotiated rates:
 - Place your own ad along side of that of the Chamber and other Chamber member businesses in a special “banner page,” or
 - “Tag” onto Chamber ads. Event will be charged the cost of ad production by the Chamber’s advertising agency.
- Assistance in contacting local lodging operators regarding event staff and participant lodging
- Assistance in contacting other local service providers
- Ticket sales - The Chamber will sell tickets to your event from its Visitor Center on the Green Pier. There is no charge for non-profit groups, and a commission of just 3.5% for for-profit organizations. The Chamber can accept VISA, MasterCard and American Express credit cards as payment. A discount fee of 3.5% is charged on all credit card sales processed by the Chamber.

The Catalina Island Chamber of Commerce & Visitors Bureau is a membership organization whose main function is to promote Catalina Island as a year-‘round destination. We believe your event would benefit by becoming a member of our Chamber and working with us to promote our destination and your event. Following is a membership package of the Chamber of Commerce. Please feel free to contact the Chamber with any questions you may have about businesses on the island and/or to inquire about becoming a member of the Chamber.

SPECIAL EVENT SPONSORSHIP:

As stated above, the Catalina Island Chamber of Commerce is specifically interested in assisting new events become established. Therefore, we would like to hear from you if your event is interested in sponsorship consideration. If this is the case, please fill out the enclosed Special Event Form and then the Chamber Board of Directors will take this into consideration and provide a promote response to your request.

SPONSORSHIP REQUEST

Thank you for providing the opportunity to the Catalina Island Chamber of Commerce to participate in your upcoming event. Special events of all sorts and structure are of a great deal of interest to the Catalina Island Chamber of Commerce as these events bring new visitors to the island and assist in our overall marketing efforts. Therefore, we wish you luck and success in your efforts to stage another successful Catalina Island Event.

Attached is the Sponsorship Request Form that must be filled out and submitted to the Chamber of Commerce Marketing Committee for consideration of sponsorship. Unfortunately, the Chamber cannot financially support all events on the island and will therefore decide on our participation on an event-by-event basis. The following are some guidelines that you will want to review:

- A. All requests must be made in writing and delivered to the Executive Director of the Chamber at least 60 days prior to an event.*
- B. All financial requests must be a direct “budget relieving” request to an event expense on the island.*
- C. Make sure that you check off ALL appropriate boxes of what the event can provide to the Chamber in return for the sponsorship – this will factor in the final decision.*
- D. Please note that all sponsorships will be paid after the event and after all of the sponsorship elements have been delivered to the Chamber.*
- E. The Chamber will reserve the rights to request an event wrap up for review with our Marketing Committee as to the continuation of the Chamber support.*

Thank you for your consideration of the Catalina Island Chamber of Commerce. We look forward to your application for sponsorship and will provide a prompt response to your request. Either way, good luck in your event and thank you for your participation and support of Catalina Island.

Special Events Evaluation Criteria

Event Name: _____

Event Date(s): _____

Event Contact & Phone: _____

I. Community Impact

	Weighted Factor	Score
1. Month event is held: (4) ___ November – February (2) ___ March – June (1) ___ July – October		_____
2. Occupancy (3) ___ Midweek (1) ___ Weekend	1.5	_____
3. Attendance (0) ___ Less than 100 (3) ___ 300 - 600 (1) ___ 100 – 300 (5) ___ Over 600		_____
4. Room Nights (0) ___ Less than 50 (3) ___ 500 – 1,500 (0) ___ 50 - 100 (5) ___ Over 1,500 (1) ___ 100 – 500		_____
5. Event Frequency (4) ___ Annual (2) ___ One Time		_____

TOTAL COMMUNITY IMPACT SCORE _____

0-9 ___ Poor 9-13 ___ Fair 14-18 ___ Good 19-22 ___ Very Good

II. MARKETING & ADVERTISING

1. Clearly Defined Target Market (2) ___ Yes (0) ___ No		_____
2. Demographic Profile of Target Market		
<u>Age</u>	<u>Salary</u>	
(1) ___ Under 18	(0) ___ Under \$20,000	
(2) ___ 18-25	(2) ___ \$20,001-\$35,000	
(2) ___ 26-35	(3) ___ \$35,001-50,000	
(3) ___ 36-44	(4) ___ \$50,001-\$100,000	
(4) ___ 45+	(4) ___ Over \$100,000	
	Weighted Factor	Score
3. Visitor Appeal (3) ___ Broad (2) ___ Spectator (1) ___ Event Specific		_____

TOTAL EVALUATION CRITERIA RATING

Event Name: _____

I. Community Impact score _____
II. Marketing & Advertising score _____
III. Event Management score _____

TOTAL RATING _____

RATING SCALE

Poor	0 – 30	Reject
Fair	31 – 41	Reject
Good	42 – 51	Acceptable with conditions
Very Good	52 – 61	Acceptable

Requested \$ _____ Recommendation: \$ _____

Additional Comments: _____

Today's date: _____

By (staff member): _____

LODGING

Lodging operators work somewhat differently than in most other communities. On Catalina Island, most lodging properties offer sleeping rooms only to their guests – they have no restaurants, gift shops, or other revenue-generating areas on property. The *only* product they have to sell is a sleeping room. Most mainland hotels can offer group discounts and complimentary rooms for event staff knowing that once an event is “on property,” they will be able to sell food and beverage, gift shop items, and recreational options to event participants. Catalina Island lodging facilities don’t have that option – they have to refer their customers to businesses *owned by others* for those products and services.

While lodging operators recognize the economic contribution an event makes to the community at large, they ask “why should I discount my only product – or offer my only product for free – so that event participants can spend money in a business owned by someone else?” Consequently, most events can expect to pay for lodging for event staff.

Most lodging properties on Catalina Island will require a 2-night minimum stay on weekends (either a Friday-Saturday or Saturday-Sunday).

For a complete listing of hotel facilities please refer to the enclosed Chamber of Commerce Visitor’s Guide.

OUTDOOR FACILITIES

To assist in your planning, following is a list of on-island facilities and rooms that you may want to consider hosting your event.



FIELD OF DREAMS, Avalon Canyon Road City of Avalon

This multi-purpose field is specifically set-up for soccer, rugby, football, volleyball, youth events, concerts and general events that require a large grass area (90 yds. x 95 yds). there are scores of Eucalyptus trees on three sides. Regular hours of operation are dawn to dusk. There are no lights on this facility; however there is water, drinking fountains, and a soda machine. A restroom is also available.



JOE MACHADO FIELD, Avalon Canyon Road City of Avalon

This field is dedicated to softball and baseball. It is an official softball sized field (248' LF, 256' CF, 248' RF) with a 15' fencing including home and visitor team benches. There are permanent field level restrooms and changing facilities, as well as a permanent concession stand, electronic scoreboard and bleachers providing seating for 300. Umpires, field lining and bases are available for an additional fee. Night lights are also available based on a two hour minimum.



LAS CASITAS SKATE PARK, Avalon Canyon Road City of Avalon

This rink is R.H.I.A./W.H.A. sanctioned. This outdoor facility measures 80' x 185' and includes amenities such as team benches, penalty boxes and a scorekeepers box. The protective fence is 8' – 12' high. A set of bleachers accommodates up to 40 spectators, additional bleachers may be requested for a separate fee. Regular hours of operation are from dawn to dusk as there are no lights at this facility.



DESCANSO BEACH CLUB
Catalina Island Resort Services
310-510-7497
Attn: Megan Muat

This private beach is perfect for luaus, concerts and large beach gatherings or parties. Kayak rentals are available, a full bar and catering services. Both showers and restrooms are on-site.



BIRD PARK PICNIC GROUNDS
Catalina Island Resort Services
310-510-7497
Attn: Megan Muat

This open air park is equipped with BBQ and picnic tables. There is a patio cover and it is fairly isolated for a private party in an “out of the way” location.



WRIGLEY BOTANICAL GARDEN
Catalina Island Conservancy
310-510-2288

The Wrigley Memorial Gardens is home to 8 Catalina Island endemics – plants which grow naturally no where in the world *except* on Catalina Island! A beautiful venue for any outdoor meeting or event. Escorted group tours are available.

INDOOR FACILITIES – Large Space

To assist in your planning, following is a list of on-island facilities and rooms that you may want to consider hosting your event.



CASINO BALLROOM

Catalina Island Resort Services

310-510-7497

Meghan Muat

The Casino Building is the most recognized building on the island and the Ballroom is perfect for a large event, concert, art show, or other activity that will include up to 1,200 people. Catering is available at various price points.

Photo not available

THE RIVIERA ROOM

Catalina Meeting Specialists

310-510-2199

Maggie Maki

The Riviera Room is the perfect spot if you are looking to host up to 200 people for a sit down dinner. The facility has sound equipment, a dance floor, full bar and plenty of seating in either theater style seating or banquet seating. Dinners are available as either a buffet or sit down..



CATALINA ISLAND COUNTRY CLUB

Catalina Island Resort Services

310-510-7497

Meghan Muat

Located up Avalon Canyon Road, this facility will hold up to 150 people for a meal and has both an inside restaurant and a large courtyard for your function. A meeting room is also available at this site.

INDOOR FACILITIES – Meeting Space

To assist in your planning, following is a list of on-island facilities and rooms that you may want to consider hosting your event.



SEAPORT VILLAGE INN
310-510-344 X 5007
Laura Van Sickle

A new conference room which will seat up to 150 people with some on-site catering. Hotel rooms available.



HOTEL METROPOLE
310-510-1884
Daniel Moreno

Hotel Metropole has meeting space for up to 70 people as well as an on-site hotel and shopping. Conveniently located restaurants are also available to your group.



THE LANDING BAR & GRILL
310-510-1474 or 310-767-9682 (voice mail)
Sheri Cline

This facility is an outdoor plaza with shops and a restaurant on-site. The plaza will hold up to 200 people for your function.



BEST WESTERN CATALINA CANYON RESORT & SPA
310-510-0325, ext 914
Denise Lamers

This facility has 2 conference rooms and an on-site restaurant. The larger conference room can seat up to 90 for a sit-down dinner, smaller room up to about 50.

VOLUNTEER ORGANIZATIONS:

The following community organizations have shown an aggressive interest in working with Special Events through providing volunteers, staffing, transportation, on-island assistance, etc. Please feel free to contact any of the organizations listed below and to make your own individual arrangement and/or donation to the organization. The City of Avalon, Catalina Island Conservancy, and Chamber of Commerce does not specifically recommend any of the organizations shown below – except that these organizations have each expressed an interest in working with your event!

Catalina Island Museum Stacey Otte	310-510-2414
Sophie Tarbuck Scholarship Jim & Merrilee Reid	310-510-2911