

# 2022 Mavericks Festival

## Event Info & Details

**Event Date:** October 1st, 2022

**Event Location:** Pillar Point Harbor, Main Parking Lot, Half Moon Bay

**Event Time:** 9am-5pm

### Operations Schedule of events:

- **Setup:** September 30th at 12pm
- **Tear down:** October 1st at 5:30pm
- **Completed by:** October 2nd by 12pm

### Specific Events Info

- **Main Festival:** 11:00am-5:00pm
  - An open to the public, free of charge event, with the event purpose to celebrate Mavericks, the athletes that surf it, and the Half Moon Bay coastal community
- **Education Zone:** 11:00am-5:00pm
  - A dedicated area of the festival that will highlight local organizations that support and maintain the coastal environment and provide safety services

**Insurance Coverage:** full insurance coverage will be provided in accordance with the San Mateo County Harbor Districts requirements, through our non-profit partner SeaHuger, including:

- Certificate of Workers' Compensation Insurance as required by the statutory laws of the State of California Labor Code.
- Certificate of General Liability Insurance with accompanying "Additional Insured" endorsement documents. All endorsements shall clearly state policy number.
  - Commercial General Liability policies shall include endorsements naming San Mateo County Harbor District, Its Commissioners, Officers, Agents, Volunteers and Employees as additional insured.
  - Endorsements for General Liability shall state that the Permittee's insurance is "primary", and San Mateo County Harbor District is "non- contributory," or copies of the complete policy which state the equivalent may be submitted in their entirety.
  - Minimum Insurance Requirements – General Liability Insurance:
  - One million dollars (\$1,000,000) each occurrence (combined single limit)

- One million dollars (\$1,000,000) for personal injury liability
- Two million dollars (\$2,000,000) in the aggregate
- One million dollars (\$1,000,000) for damage to rented premises including fire protection.
- All policies shall state by their terms and by an endorsement that said policy shall not be canceled until District shall have had at least thirty (30) days written notice of such cancellation

**Permits/Approvals:**

1. **San Mateo County Harbor:** Limited Commercial Activity (Special Event) Permit #2022-100 in process with Board of Directors
2. **California Coastal Commission:** Coastal Development Permit Application in process
3. **Alcohol Beverage Control:** California ABC permit ABC-221, along with ABC-253 (event diagram) with San Mateo County Sheriff approval. The application process will begin 30 days prior to event, per ABC guidelines (Sept 1st, 2022)
4. **San Mateo County Health:** Temporary

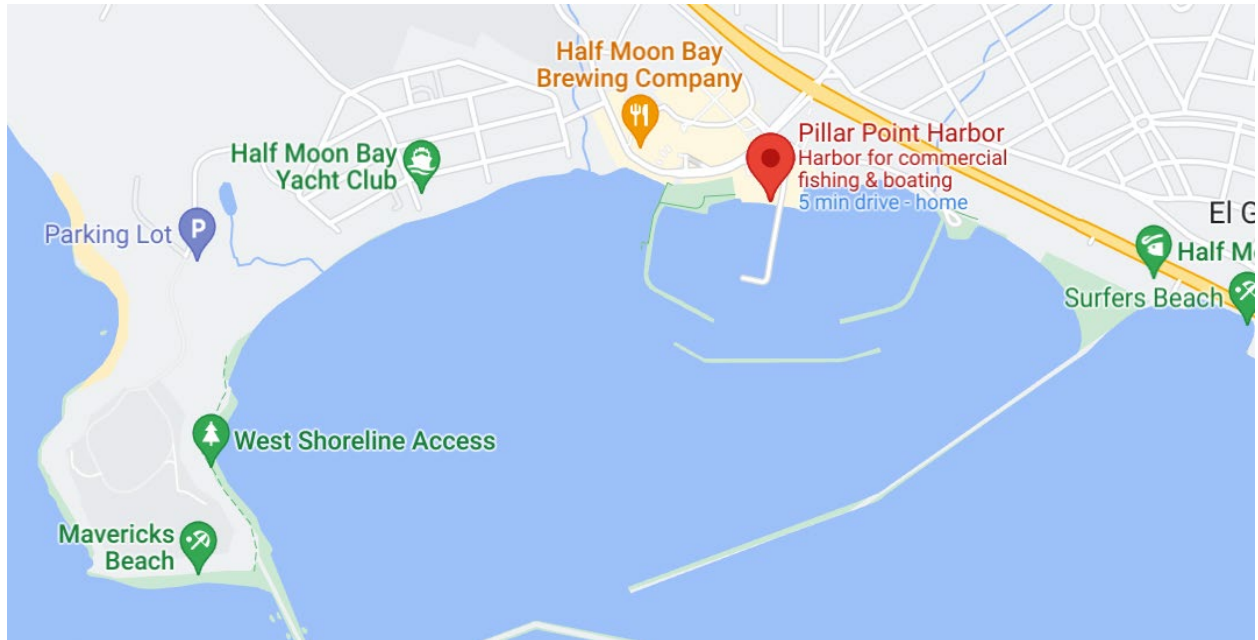
**Event Individuals:**

- **Chris Cuvulier - Mavericks Awards LLC**
  - 415-425-3278, [chriscuv@gmail.com](mailto:chriscuv@gmail.com)
- **Mike McLaughlin - Main event point of contact**
  - 408-839-7178, [mclaughlin73@gmail.com](mailto:mclaughlin73@gmail.com)
- **Cass Cleave - SeaHugger**
  - 650-504-3010, [cass@seahugger.org](mailto:cass@seahugger.org)

# Main Festival Info

**Time:** 11am-5pm

**Location:** Pillar Point Harbor





**Permit  
Parking  
for Boat  
Slips**

**Public  
Parking**

**Potential  
Public  
Parking**



**Main  
Festival  
Area**

**Public  
Parking**

**Education Zone**

**Permit Parking for Boat Slips**

**Public  
Parking**

**Public  
Parking**

Capistrano Way

CA HWY 1

CA HWY 1



Bathrooms & Sinks

Worker Tent

ADA Parking

Harbormaster Office

Harbor Team

Drinks #1

Drinks #2

Drinks #3

Drinks #4

Tickets

Food #1

Food #2

Food #3

Food #4

Food #5

Food #6

Info & Tickets

STAGE

Open Area  
tables &  
chairs

Mav's  
Safety Area

Fish &  
Fleet

Coastside  
Fishing  
Club

24 23

22 21

20 19

18 17

16 15

14 13

12 11

10 9

8 7

6 5

4 3

2 1

Cornhole

Cornhole

Photos

Merch Tent

Sidewalk

Existing  
bathroom  
facilities

ADA Parking

Education Zone

## **The purpose of the event is to celebrate Mavericks, the athletes that surf it, and the Half Moon Bay Community**

- This would be the first event with potential annual recurrences thereafter
- 80% of the net proceeds from the Mavericks Festival will be used for prize money for the Mavericks Awards.
- 20% of the net proceeds will go to the local environmental partner, Sea Hugger
- The focus of the event will be Mavericks, surfing, safety, and environmental education
- Various vendor partners (including surf companies and local vendors) are being engaged to participate in the Mavericks Festival
- Food, drinks, and souvenirs (including photographs and surf gear) will be sold by vendors
- The festival will contain an area dedicated to water safety and may include Pillar Point Harbor Patrol, Mavericks Rescue, U.S. Coast Guard, San Mateo County Sheriff's Office, California State Parks and/or Coastside Fire Protection District/CalFire
- The festival will contain an area dedicated to environmental education and will include the San Mateo County Resource Conservation District, the Marine Mammal Center, and the Audubon Society
- 5,000 attendees are expected
- Portions of the main parking lot at Pillar Point Harbor would need to be closed to public access for the festival to take place. In addition, the parking lot to the south, will also need to be at least partially closed to host the Education Zone
- Any and all structures, including tents, signage, stages, viewing screens, trashcans, portable toilets and sinks, chairs, tables, etc. will be temporary
- There will be no permanent changes, construction of any new structures, improvements, addition of utilities, changes to current structures of any kind

### **Set-up Plan:**

- Signage around Pillar Point Harbor areas letting visitors know specific areas will be restricted starting Friday, September 30th at 11AM
- Main setup will begin Friday, September 30th starting at 12PM
- Will work with SMC Harbor team to set up and get areas ready
- Tents, stage, and signage and other event services will be set up ASAP on
- Vendors will be allowed to set up between 12PM and 8PM on Friday Sept

### **Overnight & Event Security Info:**

- Overnight security will be onsite starting Friday, September 30th at 8PM through Saturday, October 1st at 7AM
- During the Festival, two private security workers will be onsite
- In addition, we will work with San Mateo County Sheriff (who will be in attendance) for additional security measures as needed

**Volunteer Plan:**

- SeaHugger will provide 20 volunteers to help with information booths, traffic control, trash, and other operations as needed

**Trash/Recycling Plan:**

- Recology of the Coast will be providing rubble, recycling, and compost receptacles for placement around the festival
- Food vendors will be encouraged to use compostable foodware as much as possible
- No plastic water bottles will be sold
- Tickets for drinks will be recycled wooden chips, which can be reused

**Tents/Structures on site:**

- Portable main stage (30'x15') will be set up
- Informational banners (no more than 12' high) will be used to designate entrances, food, drinks, bathrooms, and Education Zone
- Portable tents no higher than 10' will be set up by vendors
- Food/Drink providers will provide either their own portable tents no higher than 10' high, or will bring their own self-contained mobile serving units
- 8 portable bathrooms (6 regular, 2 ADA) + 4 handwashing stations will be set up
- Tables and chairs will be set up in front of the stage

**Video/Audio Equipment on site:**

- The stage area will have audio speakers set up for announcements and live music
- A video screen will be set up near or behind the stage, no higher than 15', to show video clips

**Medical/First Aid Plan:**

- We will coordinate with CERT to have a safety plan in place
- SMC Harbor team will provide level 1 first-aid (cuts, scrapes, minor issues)
- AMR Ambulance service will be retained to provide any higher level first-aid or medical services

**Traffic Control for parking lot:**

- Access to the main harbor parking from Capistrano Way will not be changed
- For the main festival area, two lanes of parking will be shut down
- Volunteers will be at either end of the two-way one lane in the main parking lot, directing traffic as needed to the north parking lots
- For the Education Zone area, one lane of parking will be shut down
- The Education Zone area will be roped off, and signage for "Enter" and "Exit Only" for cars entering the lower parking lane will be posted

**Parking**

- ~100 parking spaces will be used for the main festival area, Education Zone, and bathrooms

**ADA accessibility/parking:**

- 4 handicap parking spaces will be taken up by main festival area
- Those 4 will be added to the 2 that are directly north of the Harbormaster Office, providing a handicap parking area
- The 2 handicap parking spaces next to the bathrooms in the south lot will still be available
- 2 ADA bathrooms will be provided

**Coastal Access Control:**

- Coastal access will not be inhibited in any way
- Recreational boaters will be able to access the public launch as well as their boat slips

**Vendor Info:**

- 24 vendor booths, plus 5 food vendors and 4 drink vendors, will be in attendance

**Sustainability Plans**

- No plastic water bottles will be offered for sale
- Drink tickets will be recycled cardboard "tokens" which can be reused year to year
- Food vendors will be encouraged to use compostable/recyclable food ware for guest use



**Run of Schedule:**

<b><u>ITEM</u></b>	<b><u>TIMING</u></b>	<b><u>ON SCREEN</u></b>	<b><u>ON MIC</u></b>
Festival Opens	11am sharp	Welcome To Mavericks Festival	TBD
Welcome Speech	11am sharp	Live stream Welcome Speech	Jeff Clark & Celebrity
Raffle & sponsor thank you	11:45am	Short Videos with Sponsor Logos	Master of Ceremonies
Intro Band #1 (TBD)	12pm	Thank You Sponsor Screen	Master of Ceremonies
Band #1 first set	12pm - 12:30pm	Surf Videos - Sponsor Logos	Band #1
Raffle & sponsor thank you #1	12:30 - 12:45pm	Sponsor Logos	Master of Ceremonies
Band #1 second set	12:45pm - 1:30pm	Surf Videos - Sponsor Logos	Band #1
Raffle & sponsor thank you #2	1:30 - 1:45pm	Sponsor Logos	Master of Ceremonies
Intro Band #2 (TBD)	2pm	Thank You Sponsor Screen	Master of Ceremonies
Band #2 first set	2pm - 2:30pm	Surf Videos - Sponsor Logos	Band #2
Raffle & sponsor thank you #3	2:30 - 2:45pm	Sponsor Logos	Master of Ceremonies
Band #2 second set	2:45pm - 3:30pm	Surf Videos - Sponsor Logos	Band #2
Raffle & sponsor thank you #4	3:30 - 3:45pm	Sponsor Logos	Master of Ceremonies
Celebrity Athlete Speech	4pm		TBD
Thank you speech			Cuv, Jeff, BO