



Honorable Mayor and Members of the City Council

**APPROVAL OF THE COMMENCEMENT OF LONG-TERM AGREEMENT
NEGOTIATIONS FOR THE AAU HERMOSA BEACH CHAMPIONSHIPS, AVP JUNIOR
NATIONAL CHAMPIONSHIPS, AND JVA/BVCA NATIONAL CHAMPIONSHIPS**

(Community Resources Director Lisa Nichols)

Recommended Action:

Staff recommends City Council approve the Parks, Recreation, and Community Resources Advisory Commission's (Commisson) recommendation for staff to commence LTA negotiations with the following organizations for their respective special events on the dates listed below for a two-year term with an option, at staff's discretion, to extend the LTA for an additional one-year term for each organization's special events in 2028 on dates to be determined:

1. JVA/BVCA for the JVA/BVCA National Championships from July 6 through July 12 in 2026 and 2027;
2. AAU for the AAU Hermosa Beach Championships from July 12 through July 19 in 2026 and 2027; and
3. AVP for the AVP Junior National Championships from July 19 through July 28 in 2026 and July 19 through July 27 in 2027.

Executive Summary:

The Community Resources Department is tasked with overseeing special events on public property. To support and develop a long-term approach to the scheduling of events, eligible events can qualify for an LTA with the City.

At its July 1, 2025 meeting, the Commission recommended City Council authorize staff to begin LTA negotiations with the following organizations for their respective special events on the dates listed below for a two-year term with an option, at staff's discretion, to extend the LTA for an additional one-year term for each organization's special events in 2028 on dates to be determined:

- JVA/BVCA for the JVA/BVCA National Championships from July 6 through July 12 in 2026 and 2027;
- AAU for the AAU Hermosa Beach Championships from July 12 through July 19 in 2026 and 2027; and
- AVP for the AVP Junior National Championships from July 19 through July 28 in 2026 and July 19 through July 27 in 2027.

At its October 7, 2025 meeting, the Commission recommended that the City Council authorize staff to include in the LTA negotiations with AAU the AAU High School Boys Beach Volleyball League Matches and the AAU Southern Grand Prix Series, thereby forming a single LTA encompassing all AAU events held in Hermosa Beach.

Background:

The Special Events Policy Guide (**Attachment 1**) serves as a comprehensive document for event producers with information on the review and approval process, applicable fees, policies, and Hermosa Beach Municipal Code chapters and sections pertaining to special events. The Special Events Policy Guide outlines the LTA Program, which allows organizations that meet the eligibility requirements to apply for an LTA to solidify event dates for up to three years and eliminates the need for organizations to submit a special event application each year and participate in the annual review and approval process by the Commission and Council. Additionally, the LTA Program provides an opportunity for event fees to be subsidized with a decrease or elimination through a negotiation process between the City and the organization.

The LTA program requires the Commission to review each application and provide a recommendation to City Council on whether the City should enter into negotiations for an LTA with an organization for its special event.

Past Commission Actions

Meeting Date	Description
<p><u>Parks, Recreation, and Community Resources Advisory Commission:</u> July 1, 2025</p>	<p>The Commission recommended City Council authorize staff to begin LTA negotiations with AAU for the AAU Hermosa Beach Championships in 2026 and 2027, with an option, at staff’s discretion, to extend the LTA for an additional one-year term.</p>
<p><u>Parks, Recreation, and Community Resources Advisory Commission:</u> October 7, 2025</p>	<p>The Commission recommended that the City Council authorize staff to include in the LTA negotiations with AAU for the AAU Hermosa Beach Championships, the AAU High School Boys Beach Volleyball League Matches and the AAU Southern Grand Prix Series.</p>

Discussion:

Each year, staff receives conflicting event date requests from AAU, AVP, and JVA/BVCA, as all three organizations prefer to hold their events in early to mid-July. For the years 2026 through 2028, the requested dates in the LTA applications from AAU and JVA/BVCA for their junior volleyball tournaments (**Attachment 2 and Attachment 3**) did not conflict with one another; however, AVP’s requested dates for its junior volleyball tournament

(**Attachment 4**) overlapped with those submitted by both AAU and JVA/BVCA. In addition, AVP requested an expanded event timeline in its LTA application for its junior volleyball tournament (**Attachment 4**), totaling 16 event days, compared to the 10 days approved in 2024 and the seven days approved in 2025.

Therefore, when staff presented the LTA applications (**Attachments 2-4**) to the Commission at its July 1, 2025 meeting, staff recommended that the Commission include a recommendation for City Council consideration on the specific event dates that staff should negotiate with each organization as part of their respective LTAs.

Staff recommended the Commission consider recommending to City Council that staff negotiate event dates in each LTA for the years 2026 through 2028 that follow the established sequence used in 2024 and 2025, with the JVA/BVCA National Championships scheduled first in early July, followed by the AAU Hermosa Beach Championships, and then the AVP Junior National Championships. Staff also recommended that the event dates remain consistent each year, as outlined below:

- JVA/BVCA National Championships: July 6 through July 12;
- AAU Hermosa Beach Championships: July 12 through July 19; and
- AVP Junior National Championships: July 19 through July 27

The proposed schedule did not accommodate AVP's request for an expanded 16-day event window. Instead, the proposed eight-day allocation for AVP was more consistent with the event durations provided to the other organizations: seven days for JVA/BVCA and eight days for AAU.

At its July 1, 2025 meeting, the Commission recommended City Council approve the commencement of LTA negotiations with the following organizations for their respective events on the dates recommended by staff for 2026 and 2027, with an option, at staff's discretion, to extend each LTA for an additional one-year term for each organization's special events in 2028 on dates to be determined:

- JVA/BVCA for the JVA/BVCA National Championships;
- AAU for the AAU Hermosa Beach Championships; and
- AVP for the AVP Junior National Championships.

Additionally, the Commission recommended that staff consider expanding AVP's event timeline, where possible, by adding additional event days at the end of the schedule, provided there are no conflicts with other scheduled events.

The Commission's recommendation to include the option to extend each LTA for an additional one-year term, which would encompass each organization's 2028 event, would allow the City sufficient time to determine whether the volleyball courts north and/or south of the Pier may be considered for use for any activities associated with the 2028 Olympic and Paralympic Games. Once a final determination regarding Olympic-related use has been made, staff would assess the City's capacity to host these recurring events in 2028.

If feasible, staff would then proceed with determining each organization's 2028 event dates.

Attachments 5-6 are the proposed 2026 and 2027 July special event calendars with the dates to be considered in each LTA with AAU, and JVA/BVCA should City Council approve the Commission's recommendation. The proposed dates are as follows:

- JVA/BVCA National Championships from July 6 through July 12 in 2026 and 2027;
- AAU Hermosa Beach Championships from July 12 through July 19 in 2026 and 2027; and
- AVP Junior National Championships from July 19 through July 28 in 2026 and July 19 through July 27 in 2027.

On September 29, 2025, staff received an additional LTA application (**Attachment 7**) from AAU for its High School Boys Beach Volleyball League Matches and the Southern Pacific Grand Prix Series in 2026 through 2028.

While the requested event dates are included in the additional LTA application from AAU (**Attachment 7**), they are not typically confirmed at this stage of the LTA review process unless staff recommends otherwise for Commission and City Council consideration, as was the case with the AAU Hermosa Beach Championships, AVP Junior National Championships, and JVA/BVCA National Championships. However, staff has reserved AAU's requested dates for the High School Boys Beach Volleyball League Matches and the Southern Pacific Grand Prix Series to prevent scheduling conflicts on the 2026 Special Events Calendar (**Attachment 8**), as all 2026 event dates are currently being actively approved through the Commission and Council throughout the months of October and November. Event dates for 2027 will be determined through future negotiations.

Fiscal Impact:

Special event fees are negotiated as part of each agreement. Therefore, the fiscal impacts are not known until negotiations are completed.

Attachments:

1. Special Events Policy Guide
2. AAU LTA Application
3. JVA/BVCA LTA Application
4. AVP LTA Application
5. 2026 July Special Events Calendar – July Junior Volleyball Tournaments Proposed Dates
6. 2027 July Special Events Calendar – July Junior Volleyball Tournaments Proposed Dates
7. Additional AAU LTA Application
8. 2026 Special Events Calendar

Respectfully Submitted by: Community Resources Director, Lisa Nichols

Noted for Fiscal Impact: Henry Chao, Finance Manager

Concur: Brandon Walker, Administrative Services Director

Legal Review: Jason Baltimore, Interim City Attorney

Approved: Steve Napolitano, Interim City Manager