



Honorable Mayor and Members of the Hermosa Beach City Council

DESIGNATION OF A MAXIMUM AMOUNT OF FEE WAIVER GRANTS FOR SPECIAL EVENTS HELD IN 2025

(Community Resources Director Lisa Nichols)

Recommended Action:

Staff recommends City Council designate a maximum of \$5,000 in fee waiver grant funding for special events held in 2026.

Executive Summary:

The Community Resources Department is tasked with overseeing special events on public property.

Annually, per the City's Special Event Policy Guide (**Attachment 1**), City Council shall designate the maximum amount of fee waiver grant funding for special events.

Background:

The Community Resources Department oversees special events on public property. The Special Events Policy Guide (**Attachment 1**) serves as a comprehensive document for event producers providing 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 (**Attachment 1**) outlines the Fee Waiver Grant Program, which allows event producers who meet the eligibility requirements to apply for a fee waiver grant for up to a maximum of \$2,500 per event or a 50 percent reduction of indirect costs, whichever is the lesser amount. Fee waiver grants are not applied to direct costs. A listing of direct costs can be found on Page 10 of the Special Events Policy Guide (**Attachment 1**). All costs not designated as direct are considered indirect.

Each year, the City Council designates the maximum amount of funding available for the Fee Waiver Grant Program, which is awarded at the discretion of the Parks, Recreation, and Community Resources Advisory Commission.

Attachment 2 includes a table of the fee waiver grants issued since the implementation of the Fee Waiver Grant Program through 2025.

Event producers with events ineligible for a fee waiver grant may be eligible to apply for a Long-term Agreement (LTA) Program outlined in the Special Events Policy Guide

(**Attachment 1**). LTAs allow event dates to be solidified for up to three years and an opportunity for event fees (indirect or direct costs) to be waived through the negotiation process between the City and event producer. **Attachment 3** includes a table of the LTAs agreements in place through the 2025 calendar year and the fees waived for each event in 2025. Additionally, **Attachment 3** includes a table of the fees waived in 2025 for events produced by the Chamber of Commerce and Visitors Bureau (Chamber) per the agreement between the City of Hermosa Beach and the Chamber to provide the St. Patrick's Day Parade, Memorial Day Fiesta Hermosa, Locale 90254, Hermosa for the Holidays, and Sidewalk Sale events.

The amount of fee waivers provided in 2025 at the time of this report totals approximately \$308,697, consisting of \$1,969 in fee waivers, \$117,857 through LTAs, and \$188,871 through the Chamber's events agreement.

Discussion:

Upon review of the fee waiver grants issued in previous years (**Attachment 2**), and with consideration of the fees waived through LTAs in 2025 (**Attachment 3**), staff recommends Council designate a maximum amount of \$5,000 in fee waiver grants for special events held in 2026.

The recommended maximum amount of \$5,000 is consistent with the allocation designated for special events held in 2025 and is expected to provide sufficient funding to accommodate applications from returning events that have received grants in recent years and are not currently approved through an LTA. In addition, this amount allows for flexibility to support new applications from returning events that have not previously applied for a fee waiver grant. For an organization to be eligible to apply for a fee waiver grant, its event must be a returning event to the City.

Fiscal Impact:

The maximum fiscal impact associated with the recommended action is \$5,000. The actual final fiscal impact is unknown since final amount of grant applications cannot be projected.

Attachments:

1. Special Events Policy Guide
2. Fee Waiver Grants Issued since April 2021
3. Fee Waivers provided through LTAs and Chamber Events Agreement in 2025

Respectfully Submitted by: Lisa Nichols, Community Resources Director

Noted for Fiscal Impact: Henry Chao, Finance Manager

Concur: Brandon Walker, Administrative Services Director

Approved: Steve Napolitano, Interim City Manager