

REVIEW OF DAY AT THE BEACH EVENTS' REQUEST FOR A NEW AGREEMENT FOR THE HERMOSA BEACH OPEN IN 2025 THROUGH 2027



CITY OF
HERMOSA
BEACH

BACKGROUND

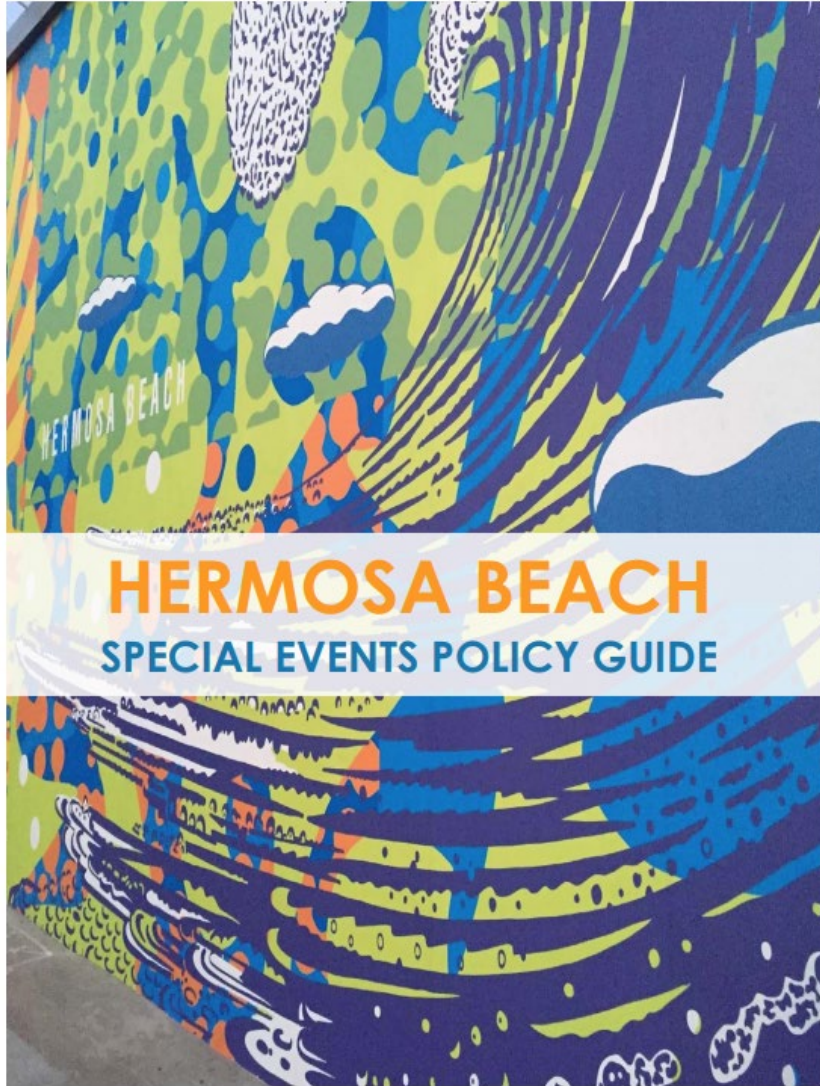
February 2025 City Council approved a Long-term Agreement (LTA) with Day at the Beach Events (DATBE) for the Hermosa Beach Open in 2025-2027

DATBE has since requested the City own the event while DATBE serves as the event producer.

March 2025 A future agenda item was requested to outline the difference between an LTA and the proposed City-ownership model



DISCUSSION



LTA Overview:

- Provides up to 3 years of approval, allowing event producers to hold its event on public property
- Event producer controls event planning, staffing, marketing, and sponsorships
- City's role: ensuring permit requirements are met to ensure safety and operational compliance



DISCUSSION



City-owned Event Overview:

- City controls the event format, staffing, marketing, and sponsorships
- Examples: Surfers Walk of Fame, Hermosa Beach Concert Series, Veterans Day Ceremony, and Sand Snowman Contest.

DISCUSSION

Key Considerations for Alternative Agreement Structure

City review and approval of the following:

- Financial – Expenditures and Revenues
- Sponsorship(s)
- Marketing and Merchandise
- VIP Section

Additionally, a 'Competing Events' Clause should be considered

DISCUSSION

- DATBE cited the need for **fee waivers** as a reason for requesting a City-owned event model, specifically indirect costs (Estimated at \$19,500 annually)
- Through an LTA, such waivers are reserved for nonprofit or long-standing community events (subject to a Pier Plaza Use Fee)
- Outside of an LTA, such waivers have been provided to the Chamber of Commerce for its events on public property in return for the City serving as a top-tier sponsor.

