



**Honorable Mayor and Members of the Hermosa Beach City Council**

**APPROVAL OF 2025 IMPACT LEVEL III RETURNING SPECIAL EVENTS**

(Community Resources Director Lisa Nichols)

---

**Recommendation:**

Staff recommends City Council approve the Parks, Recreation, and Community Resources Advisory Commission's recommendation to:

1. Include three Impact Level III returning special events on the 2025 Special Events Calendar as proposed in the Staff Report; and
2. Two "Nothing Weekends" as proposed in the Staff Report on the 2025 Special Events Calendar.

**Executive Summary:**

The Community Resources Department is tasked with overseeing special events on public property. Impact Level III events, which are events with the largest impact to the City, require approval by City Council.

On September 3, 2024, the Parks, Recreation and Community Resources Advisory Commission (Commission) recommended City Council approval of:

- Including the following Impact Level III returning special events on the 2025 Special Event Calendar:
  - The California Beach Volleyball Association (CBVA) on the Volleyball Courts north of the Pier on Sunday, March 23; Saturday, April 12; Saturday, May 10; Friday, May 23 through Monday, May 26; Saturday, August 9 through Sunday, August 10; and Friday, August 29 through Sunday, August 3;
  - Smackfest Coed 4's Volleyball Tournament on the volleyball courts north of the pier on Saturday, June 29; and
  - You Are Enough 5K on Schumacher Plaza and the Strand north of the Pier on Saturday, May 31; and
- Including the following "Northing Weekends" on the 2025 Special Events Calendar:
  - Saturday, June 14 through Sunday, June 15; and
  - Saturday, August 23 through Sunday, August 24.

**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. Special events are evaluated based on several factors and categorized as either Impact Level I, II, or III using the Impact Characteristics Matrix in the Special Events Policy Guide. The matrix considers event characteristics to determine the impact level such as the total estimated attendance; the event location; the day and season in which the event would take place; the total number of consecutive event days; and special requests such as reserved parking, amplified sound, etc. The event's impact level determines the application submission deadline and the required level of review and approval which may involve City staff, Commission, and/or Council. New events or Impact Level III events, which are events with the largest impact to the City, require Council approval. Impact Level II returning events require Commission approval and Impact Level I returning events are approved by staff.

Special event application deadlines are as follows:

- New events: If the new event is an Impact Level I or II, the application must be submitted at least 90 days in advance of the event. If the new event is an Impact Level III, the application must be submitted no later than July 30 for the following calendar year.
- Returning Impact Level III events: Must be submitted no later than July 30 for the following calendar year.
- Returning Impact Level II events: Must be submitted at least 90 days in advance of the event.
- Returning Level I events: Must be submitted at least 30 days in advance of the event.

Staff began accepting applications from all event producers interested in applying for 2025 event dates, regardless of each event's impact level, on May 30, 2024. Event producers with new event requests or Impact Level III returning event requests were required to submit a special event application by July 30, 2024. Staff received three Impact Level III returning special event applications by the July 30, 2024 deadline.

On September 3, 2024, the Parks, Recreation and Community Resources Advisory Commission (Commission) recommended City Council approval of:

- Including the following Impact Level III returning special events on the 2025 Special Event Calendar:
  - The California Beach Volleyball Association (CBVA) on the Volleyball Courts north of the Pier on Sunday, March 23; Saturday, April 12; Saturday, May 10; Friday, May 23 through Monday, May 26; Saturday, August 9 through Sunday, August 10; and Friday, August 29 through Sunday, August 3;
  - Smackfest Coed 4's Volleyball Tournament on the volleyball courts north of the pier on Saturday, June 29; and
  - You Are Enough 5K on Schumacher Plaza and the Strand north of the Pier on Saturday, May 31; and
- Including the following "Northing Weekends" on the 2025 Special Events Calendar:

- Saturday, June 14 through Sunday, June 15; and
- Saturday, August 23 through Sunday, August 24.

**Past Commission Actions**

Meeting Date	Description
<a href="#">September 3, 2024</a>	Commission recommend City Council approval of the 2025 returning Impact Level III special events and two “Nothing Weekends”

**Discussion:**

A summary of each event request and two proposed “Nothing Weekends” is included below and is included on the 2025 Special Events Calendar (**Attachment 2**). Impact Level II returning event requests received at the time of this report are also included on the 2025 Special Events Calendar for informational purposes. Impact Level II returning event requests are scheduled for review by the Commission at its October 1, 2024 meeting.

**CBVA**

CBVA requests to hold volleyball tournaments for all ages on the Volleyball Courts north of the Pier on the following dates:

- Sunday, March 23;
- Saturday, April 12;
- Saturday, May 10;
- Friday, May 23 (setup) and Saturday, May 24 through Monday, May 26;
- Saturday, August 9 through Sunday, August 10; and
- Friday, August 29 (setup) and Saturday, August 30 through Sunday, August 31

CBVA hosts numerous volleyball tournaments throughout the year. However, the event date requests within the peak season (Memorial Day to Labor Day) and on the Memorial Day holiday qualifies these low-impact tournaments as Impact Level III per the Impact Level Characteristics Matrix in the Special Events Policy Guide. Additional event details are included in the CBVA event overview sheet (**Attachment 3**).

**Smackfest Coed 4’s Volleyball Tournament**

Smackfest Events requests to hold the Smackfest Co-ed 4’s Volleyball Tournament on the volleyball courts north of Pier on Saturday, June 29. Historically, this event has qualified as Impact Level II, but due to the continued increase in the total amount of participants and spectators, the event qualifies as Impact Level III. The increase in event attendance also results in a larger event footprint. Therefore, the event producer requests the use of the volleyball courts north of the Pier versus the volleyball courts south of the Pier, where the event has taken place in previous years. Additional event details are included in the Smackfest Co-ed 4’s Volleyball Tournament event overview sheet (**Attachment 4**).

## You Are Enough 5K

The Giving Purpose Organization requests to hold the You Are Enough 5K on Schumacher Plaza and the Strand north of the Pier on Saturday, May 31. Historically, this event has qualified as Impact Level II, but due to the 2025 event date request falling within the peak season, the event would qualify as Impact Level III. Additional event details are included in the You Are Enough 5K event overview sheet (**Attachment 5**).

## “Nothing Weekends”

In alignment with the Special Events Policy Guide, the City schedules at least one “Nothing Weekend” annually to ensure that, during the peak season between Memorial Day and Labor Day, the community has at least one weekend free from special events. Following similar actions taken by the Commission and City Council during the development of the 2020 through 2024 special events calendar, on September 3, 2024, the Commission recommended the City Council include two “Nothing Weekends” on the 2025 Special Events Calendar:

- Saturday, June 14 through Sunday, June 15; and
- Saturday, August 23 through Sunday, August 24

## **General Plan Consistency:**

This report and associated recommendation have been evaluated for their consistency with the City’s General Plan. Relevant Policies are listed below:

### *Governance Element*

#### **Goal 5. Small beach town character is reflected throughout Hermosa Beach.**

Policy:

- **5.7 Visitor and resident balance.** Recognizing the desire and need to balance visitor-serving and local-serving uses as a key to preserving character and the economic vitality of the community.

### *Parks and Open Space Element*

#### **Goal 3. Community parks and facilities encourage social activity and interaction.**

Policies:

- **3.1 Community-friendly events.** Encourage, permit, and support community group, nonprofit, or business organized events on City property that support physical activity, beach culture, and family-friendly social interactions.
- **3.2 Social and cultural events.** Design and program parks and open space to accommodate unique social and cultural events to foster connectedness and interaction.

- **3.3 Commercial use of facilities.** Regulate and enforce commercial use of City parks and open spaces to ensure activities do not impact general use and enjoyment.

**Goal 7. The beach offers high quality recreational opportunities and amenities desired by the community.**

Policies:

- **7.3 Recreational asset.** Consider and treat the beach as a recreational asset and never as a commercial enterprise.
- **7.5 Designated recreational uses.** Continually evaluate and explore devoting certain portions of the beach to different preferred recreational uses while providing access for all users and meeting the recreation needs of visitors and residents.

**Fiscal Impact:**

If all three Impact Level III returning events are approved, the estimated event revenue would be approximately \$10,761 to the General Fund.

**Attachments:**

1. Special Events Policy Guide
2. 2025 Special Events Calendar
3. CBVA Event Overview Sheet
4. Smackfest Co-ed 4's Volleyball Tournament Event Overview Sheet
5. You Are Enough 5K Event Overview Sheet

**Respectfully Submitted by:** Lisa Nichols, Community Resources Director

**Noted for Fiscal Impact:** Brandon Walker, Administrative Services Director

**Reviewed by:** Angela Crespi, Deputy City Manager

**Approved:** Suja Lowenthal, City Manager