



Honorable Mayor and Members of the Hermosa Beach City Council

APPROVAL OF IMPACT LEVEL III NEW 2026 SPECIAL EVENT: LA GALAXY SOCCER CELEBRATION

(Community Resources Director Lisa Nichols)

Recommended Action:

Staff recommends City Council hold a public hearing to approve the Parks, Recreation, and Community Resources Advisory Commission's recommendation to include Impact Level III new special event, Los Angeles Galaxy Soccer Celebration, on the 2026 Special Events Calendar.

Executive Summary:

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

Staff has recently engaged in discussions with the Los Angeles Galaxy (LA Galaxy) regarding the potential to host 2026 International Federation of Association Football (FIFA) World Cup viewing events within the City. As a result of these discussions, the City received a formal special event application from LA Galaxy on December 10, 2025, proposing the LA Galaxy Soccer Celebration for Sunday, July 12 through Sunday, July 20, 2026.

At its January 6, 2026 meeting, the Parks, Recreation, and Community Resources Advisory Commission (Commission) held a public hearing and recommended City Council approve the inclusion of the Impact Level III new special event, Los Angeles Galaxy Soccer Celebration, on the 2026 Special Events Calendar, with the recommendation there be no VIP section held on the beach south of the Pier.

Background:

The City's Special Events Policy Guide, available on the City website, provides event producers with detailed information regarding application requirements, review and approval procedures, applicable fees, relevant policies, and Hermosa Beach Municipal Code provisions related to special events. Events are evaluated using the Impact Characteristics Matrix and classified as Impact Level I, II, or III. The assigned impact level determines application deadlines and the level of review and approval required.

Based on the proposed scope and anticipated impacts, the LA Galaxy Soccer Celebration qualifies as an Impact Level III event, which requires review by the Commission and City Council approval through a formal public hearing.

Past Commission Actions

Meeting Date	Description
January 6, 2026	The Commission approved staff’s recommendation to recommend to City Council the approval of Impact Level III new special event, Los Angeles Galaxy Soccer Celebration, on the 2026 Special Events Calendar, with the caveat there be no VIP section on the beach south of the Pier.

Discussion:

LA Galaxy has requested approval to host 2026 FIFA World Cup viewing events titled LA Galaxy Soccer Celebration on the beach south of the Pier, within the commercial zone (10th Street to 15th Street). The proposed event dates would be Tuesday, July 14; Wednesday, July 15; Saturday, July 18; and Sunday, July 19, 2026. Event equipment would remain in place on Thursday, July 16, and Friday, July 17, with set-up occurring on Sunday, July 12 through Monday, July 13, and teardown scheduled for Monday, July 20.

Each event day would feature a stage and a large screen to broadcast the 2026 FIFA World Cup semifinal and final matches with merchandise sales and sponsor activations. Additional programming may include food and beverage sales and live music performances on Saturday and Sunday following the matches. While the Commission recommended eliminating a designated VIP section on the beach, LA Galaxy has requested City Council reconsider and allow LA Galaxy to consider a limited, secured area on the sand if deemed necessary for high-profile or recognizable guests. If the VIP area exceeds 25 percent of the total event footprint, a review by the California Coastal Commission would be required. Additionally, LA Galaxy is in discussions with local establishments to host an additional VIP viewing area or rent a private parking lot for additional sponsor activations and VIP hospitality. Attendance is anticipated to be up to 3,000 people per day. The event would be an official partnership with Major League Soccer (MLS) and FIFA. Additional details are provided in the LA Galaxy Soccer Celebration event overview (**Attachment 1**), and the requested dates are included on the 2026 Special Events Calendar (**Attachment 2**).

The requested event dates coincide with the Amateur Athletic Union’s (AAU) event dates for the AAU Hermosa Beach Championships, a national junior beach volleyball tournament. Historically, AAU utilizes all volleyball courts within the commercial zone and installs additional temporary courts.

On December 29, 2025, staff met with representatives from both LA Galaxy and AAU to identify and address potential conflicts associated with hosting both events concurrently.

The organizations were able to resolve most conflicts through coordination. Both organizations anticipate requesting Amplified Sound Permits; AAU for event announcements and LA Galaxy for match broadcasts and potential live music. AAU has agreed to coordinate announcement timing with LA Galaxy to ensure announcements remain audible. Both events would also utilize snow fencing to clearly define event footprints and minimize attendee overflow between event areas.

One conflict related to accommodating LA Galaxy's event footprint alongside AAU's. To accommodate both, four temporary volleyball courts planned for the AAU Hermosa Beach Championships would need to be relocated just south of 10th Street, which is the southern boundary of the commercial zone. The City's established practice is to permit City classes, camps, instruction, and special events only within the commercial zone, as adopted in the City's Special Event Policy Guide (page 2). If the LA Galaxy Soccer Celebration is approved, staff recommends an exception to this policy to allow AAU to temporarily install four volleyball courts immediately south of the commercial zone. This exception would be applicable only for the 2026 event dates and is intended to accommodate the concurrent scheduling of both events. Approval of this exception would not establish a precedent for future events. During the Commission's review, the Commission had no concerns with granting this policy exception.

If the LA Galaxy Soccer Celebration is approved, staff would work with LA Galaxy to provide notification to all residents and businesses within a 500-foot radius of the event site. Such notice would be clear on LA Galaxy's event footprint, and include notice of AAU's event footprint, including, and if approved, the four volleyball courts just south of the commercial zone.

Additionally, if the event is approved, LA Galaxy would continue working with the City's Special Event team, which includes representatives from all relevant City departments, the Hermosa Beach Police Department, and the Los Angeles County Fire Department, throughout the planning and permitting process. Coordination would focus on ensuring all public safety requirements are met, including overnight security for event equipment, crowd management, emergency access lanes, accessible seating area, and compliance with all permit conditions. Staff would also work with LA Galaxy to develop a targeted marketing strategy consistent with City standards.

Staff is confident in LA Galaxy's event production capabilities based on prior experience. LA Galaxy previously hosted FIFA World Cup viewing parties in the City in 2014 and 2022 on Pier Plaza and partnered with the City in summer 2025 to host a Community Movie Matinee with activations at the Community Center and a film screening in the Community Theatre. LA Galaxy also served as a sponsor for the 2025 Hermosa Beach Concert series

For informational purposes, LA Galaxy is also in discussions with the Hermosa Beach City School District regarding hosting youth-focused activities featuring the LA Galaxy

mascot and Star Squad appearances at Hermosa Beach Valley School. These discussions are separate from the requested beach event approval.

Fiscal Impact:

If approved, the event is estimated to generate approximately \$16,300 in General Fund revenue. Direct City costs for staff and services are estimated at \$1,300, excluding Police Department services and reserved parking costs, which would be determined at a later date. All costs would be the responsibility of the event producer.

Attachments:

1. LA Galaxy Soccer Celebration Event Overview
2. 2026 Special Events Calendar

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, City Manager