

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



CITY OF
HERMOSA
BEACH

RECOMMENDATION ACTION

- Hold a public hearing
- Recommend City Council approval of the **LA Galaxy Soccer Celebration**
- Include event on the 2026 Special Events Calendar

EVENT DESCRIPTION

- Location: Beach south of the Pier
- Official partnership with MLS & FIFA
- Attendance: Up to 3,000 per day
- Stage and large screen for match broadcasts
- Event Days: July 14, 15, 18, & 19
- Set-Up: July 12–13
- Equipment On-Site: July 16–17
- Teardown: July 20
- Off-site additional programming



CONCURRENT AAU EVENT

- AAU Hermosa Beach Championships, national junior beach volleyball tournament scheduled concurrently.
- Uses all courts in the commercial zone
- Joint meeting held with LA Galaxy and AAU
 - Coordination on:
 - Amplified sound scheduling
 - Event footprints and fencing
 - Crowd management
 - Most conflicts resolved collaboratively



CONCURRENT AAU EVENT CONTINUED...

- One unresolved issue:
 - Event footprint space
 - Requires relocating four AAU volleyball courts immediately south of the commercial zone
- Staff recommends a one-time exception for 2026 only
- Notification to residents and businesses within 500 feet
- Notice will clearly identify:
 - LA Galaxy event footprint
 - AAU footprint and relocated courts (if approved)