

CONSIDERATION OF VENDOR SALES ON THE BEACH IN CONJUNCTION WITH A SPECIAL EVENT PERMIT



CITY OF
HERMOSA
BEACH

RECOMMENDATION ACTION

- Modifications to Hermosa Beach Municipal Code Chapter 12.20, specifically Section 12.20.300, **to allow the sale of food, nonalcoholic beverages, and merchandise on the beach by vendors associated with an approved special event, and to implement a per-vendor daily fee**



BACKGROUND

August 26, 2025 – City Council directed staff to bring an item to the Commission reviewing vendor sales on the beach

- Food, beverages, & merchandise; &
- Alcohol considerations at beach events

Event Producer Requested:

- Greater vendor flexibility
- Improved event financial viability
- Enhanced event experience



CURRENT HBMC REGULATIONS

- Beach & Strand:
 - Only the event producer may sell
 - No additional vendors allowed
 - Alcohol sales and consumption prohibited
- Other Public Property:
 - Multiple vendors allowed
 - Alcohol may be permitted



BEST PRACTICE RESEARCH

Neighboring Beach Cities

Manhattan Beach

- Vendors allowed at certain City-approved events
- Alcohol allowed only at Pier with Council approval

Redondo Beach

- Vendors allowed at City-approved events
- Alcohol may be permitted off-beach

Key Difference

Hermosa Beach owns and fully regulates its beach



RECOMMENDED ACTION CONTINUED...

Proposed Code Modification

- Allow additional vendors on the beach associated with an approved special event
- No change to Strand regulations
 - Public access and circulation concerns
- *Vendors limited to approved event footprint*
- *Vendors must be pre-approved by the City*
- *Event producer responsible for: Vendor compliance, insurance coverage, preventing/reporting unpermitted vending*

RECOMMENDED ACTION CONTINUED...

Per-Vendor Daily Fee

- Replace annual business license requirement
- Proposed fee: \$115 per vendor per day
- Charged to event producer
- Included in final special event invoice
- Mid-range fee based on best practice research
- Cost recovery without discouraging vendors
- Eliminate co-sponsor fee for monetary-only sponsors
 - If sponsor sells food, beverages, or merchandise: apply per-vendor daily fee instead



ALCOHOL SERVICE/CONSUMPTION ON THE BEACH

Staff Recommendation: No Change

- Alcohol sales/consumption not recommended
- Public safety concerns
- Increased police staffing requirements
- Liability and insurance impacts
- Coastal Commission permitting implications



NEXT STEPS

If Commission Recommends Approval:

- Staff prepares:
 - HBMC amendments
 - Master Fee Schedule update
 - City Council public hearing

