



Honorable Mayor and Members of the Hermosa Beach City Council

APPROVAL OF IMPACT LEVEL III NEW SPECIAL EVENT – AFTER DARK TOUR LA 2026

Continued from meeting of February 24, 2026

(Lead Special Events and Filming Coordinator Kalyn Kaemerle)

Recommended Action:

Staff recommends City Council hold a public hearing to consider and provide direction regarding the following options:

1. Approve the inclusion of the After Dark Tour LA 2026 on the 2026 Special Events Calendar on Saturday, October 17 to Sunday, October 18;
2. Approve the inclusion of the After Dark Tour LA 2026 on the 2026 Special Events Calendar on Saturday, October 24 to Sunday, October 25;
3. Deny the inclusion of the After Dark Tour LA 2026 on the 2026 Special Events Calendar, regardless of dates; or
4. Approve the inclusion of the After Dark Tour LA 2026 on the 2026 Special Events Calendar contingent on additional negotiations or event elements, as directed by City Council, between staff and Nike, the event producer.

Executive Summary:

The Parks and Recreation Department is tasked with overseeing special events on public property.

Staff has recently engaged in discussions with Nike regarding the potential to host a 13.1 mile women's race that would begin in Redondo Beach, pass through Hermosa Beach and possible other South Bay cities to be determined, and conclude in Redondo Beach. As a result of these discussions, the City received a formal special event application from Nike on January 8, 2026 proposing the After Dark Tour LA 2026 in the month of October 2026.

At its February 10, 2026 meeting, the Parks and Recreation Advisory Commission (Commission) held a public hearing and recommended City Council hold a public hearing to consider including Impact Level III new special event, After Dark Tour LA 2026, on the 2026 Special Events Calendar.

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 event logistics, and anticipated impacts, the After Dark Tour LA 2026 qualifies as an Impact Level III event, which requires review by the Commission and City Council approval through a formal public hearing.

Past Commission Action

Meeting Date	Description
February 10, 2026	The Parks and Recreation Advisory Commission recommended City Council hold a public hearing to consider including Impact Level III new special event, After Dark Tour LA 2026, on the 2026 Special Events Calendar.

Discussion:

Commission Review

At its February 10, 2026 meeting, the Commission reviewed the proposed After Dark Tour LA 2026 event through a public hearing and expressed concern that residents and businesses did not have adequate time or sufficient information to provide meaningful input regarding potential impacts from the event as the event proposes use of various City streets and the Strand. As a result, the Commission suggested Nike distribute physical public notices to residents and businesses in advance of the March 10, 2026 City Council meeting to increase public participation and feedback. Nike subsequently mailed a postcard (**Attachment 1**) during the week of March 1, 2026 to all residents and businesses in the City notifying them of the City Council’s March 10, 2026 consideration of the event through a public hearing.

In addition to concerns regarding public outreach, the Commission shared concern over potential impacts associated with the proposed event, including visitor and resident parking availability and residential access, particularly along Hermosa Avenue and adjacent streets; potential conflicts with other permitted events occurring the same weekend, including Volley4Sound, scheduled for Saturday, October 17 on the beach volleyball courts north of the Pier, and Skechers Pier to Pier Friendship Walk, scheduled for Sunday, October 18 on The Strand and Pier Plaza; and impacts to businesses within the event footprint due to street closures, restricted access, and changes in traffic circulation.

Post-Commission Review Event Format Changes

Following the Commission’s February 10, 2026 meeting, Nike submitted modifications to the original route along Hermosa Avenue in an effort to minimize community impacts and incorporate feedback from the Commission and City staff. The modifications, reflected in **Table 1** below, reduce the overall length of the route on Hermosa Avenue and limit use to the west (southbound) lane only, thereby maintaining two-way traffic flow in the east (northbound) lane. The course map is provided with the After Dark Tour LA 2026 Event Overview (**Attachment 2**). The revised footprint along the southbound lane would affect approximately 31% of curbside parking. Nike has indicated that additional off-site parking areas and shuttle services within Hermosa Beach would be provided to mitigate parking impacts. Nike further indicated that shifting the course from the northbound lanes to the southbound lanes of Hermosa Avenue would reduce overall impacts and allow for smoother two-way traffic operations.

Event Details

Nike’s After Dark Tour LA 2026 would be a 13.1 mile women’s race titled “After Dark Tour LA 2026” that begins in Redondo Beach, passes through Hermosa Beach, and may include other South Bay cities (to be determined), and concludes in Redondo Beach. The race would take place on various City streets and The Strand, as indicated in **Table 1** below, with estimated closure times for each location. The proposed event date is Saturday, October 17, 2026, with teardown scheduled for Sunday, October 18, 2026, by 7:00 a.m.

Table 1: Race Route and Times of Street/Strand Closure

STREET	START	FINISH	LANE	CLOSED	OPEN
Herondo St.	N. Francisca Ave.	N. Harbor Dr.	Eastbound	4:30 p.m.	9:30 p.m.
Hermosa Ave.	Herondo St.	10 th St.	Southbound	4:45 p.m.	9:30 p.m.
10 th St.	Beach Dr.	The Strand	All	4:45 p.m.	9:15 p.m.
Beach Dr.	10 th St.	14 th St.	All	4:45 p.m.	9:15 p.m.
14 th St.	Beach Dr.	The Strand	All	4:45 p.m.	9:45 p.m.
Hermosa Ave.	14 th St.	26 th St.	Southbound	4:45 p.m.	10:00 p.m.
26 th St.	Hermosa Ave.	The Strand	All	4:45 p.m.	9:30 p.m.
The Strand	26 th St.	N. Harbor Dr.	All	5:00 p.m.	10:00 p.m.

Nike has shared its plans to utilize course marshals, a licensed traffic control company, and provide all necessary staff, volunteers, and security personnel to ensure that all safety concerns are addressed. Nike is also considering the inclusion of on-course activations, including music such as DJ(s) or local youth band(s), lighting of the course for event participant safety, and branding elements such as temporary signage along the route. Staff would work with Nike to ensure such on-course activations would be least impactful to surrounding residences and businesses.

Nike would be providing a community impact donation, valued at approximately \$50,000, consisting of sporting apparel, equipment, and service sponsorship to local Hermosa Beach youth sports organizations; 30 complimentary entries each to Mira Costa High School and Redondo Union High School track teams; and 100 complimentary entries for Hermosa Beach residents.

Nike anticipates a positive economic impact for the City from event staff, participants and spectators of up to \$1.68 million through dining, retail, services, and entertainment. This is further detailed in Nike's After Dark Tour LA 2026 presentation (**Attachment 3**).

The estimated number of participants is approximately 12,000. Nike plans to provide multiple designated spectator areas in locations to be determined and approved by staff that would allow for up to 250 spectators at each location, approximately 1,000 spectators in total, divided along the race route. Nike would be committed to timely load-out procedures to avoid interference with other scheduled events and to restore normal traffic patterns as quickly as possible.

Should City Council have concerns with Nike's first event date request of Saturday, October 17, with teardown on Sunday, October 18, due to potential conflicts with Volley4Sound (Saturday, October 17) and Skechers Pier to Pier Friendship Walk (Sunday, October 18), Nike has proposed an alternate event date of Saturday, October 24, with teardown Sunday, October 25. There are other permitted events occurring during that weekend include the IBVL Tournament Series on Saturday, October 24 and Beach Tennis Tournament on Saturday, October 24 to Sunday, October 25.

Nike has also committed to implementing a comprehensive business and resident notification plan to ensure that the community is adequately informed of the event and its impacts. Additional details are provided in the After Dark Tour LA 2026 Event Overview (**Attachment 2**), and Nike's After Dark Tour LA 2026 presentation (**Attachment 3**) and the requested dates are included on the 2026 Special Events Calendar (**Attachment 4**).

Special Event Policy Guide Exceptions

Per the Special Events Policy Guide, only two events on any given day are permitted in the City. Nike's first event date request of October 17, with teardown on Sunday, October 18, would result in three events on Sunday, October 18, including the Skechers Pier to Pier Friendship Walk and AAU High School Beach Volleyball League Matches. Approval of this first date request would therefore require an exception to the Special Events Policy Guide to allow for activity related to more than two events on that day. Similarly, Nike's second event date request of Saturday, October 24, with teardown Sunday, October 25, would require the same exception for Saturday, October 24 due to the IBVL Tournament Series and Beach Tennis Tournament scheduled that day.

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

Fiscal Impact:

If approved, the event is anticipated to generate approximately \$30,000 in revenue to the General Fund. The \$30,000 would consist of location fees for the street closures, the Strand, Pier Plaza, and the teardown day. Since the event is planned for October 2026, it would be budgeted for the upcoming Fiscal Year 2026-27.

Direct costs for staff and services would be determined later, if approved. All costs would be the responsibility of the event producer.

Attachments:

1. After Dark Tour LA 2026 Postcard
2. After Dark Tour LA 2026 Event Overview
3. After Dark Tour LA 2026 Presentation
4. 2026 Special Event Calendar

Respectfully Submitted by: Kalyn Kaemerle, Lead Special Events and Filming Coordinator

Reviewed by: Brian Sousa, Senior Recreation Supervisor

Concur: Lisa Nichols, Parks and Recreation Director

Noted for Fiscal Impact: Henry Chao, Finance Manager

Concur: Brandon Walker, Administrative Services Director

Approved: Steve Napolitano, City Manager