

HERMOSA BEACH

**AFTER DARK TOUR  
LOS ANGELES 13.1**



# THE NIKE AFTER DARK TOUR

A GLOBAL RACE SERIES HELD IN  
7 DIFFERENT COUNTRIES.

Designed to empower women runners, reclaiming the night for  
community, strength, and celebration through sport.

**12,000  
Runners.**

**All runners 14 & up  
welcome.**

**\*2025  
43% first time  
Half-Marathoners.**

**Pinnacle Stop  
The Only  
Stop in the US.**

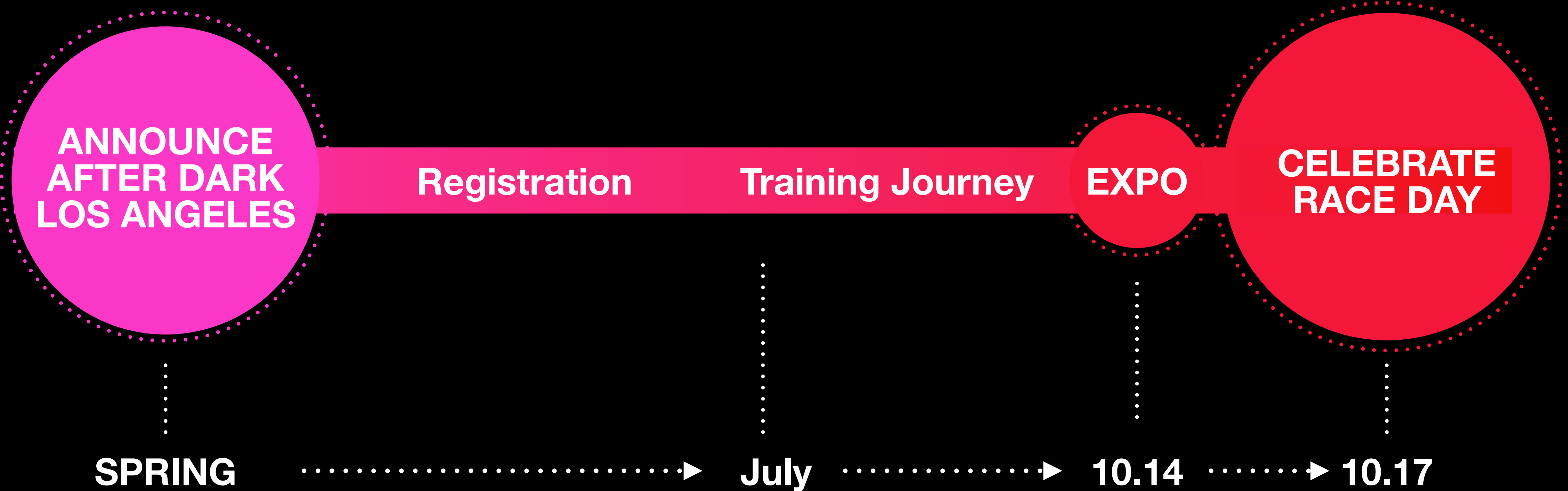
**INSPIRE  
RUNNERS**

**X**

**BUILD  
COMMUNITY**

**X**

**CELEBRATE  
BIG GOALS**



# WHY THE SOUTH BAY?

Leader in healthy and active living, with a strong outdoor and fitness community, a natural fit to host an aspirational race.

Strong local sports culture, with broad participation across youth, high school and community clubs.

The California Dream: Idyllic beach town with high community engagement.

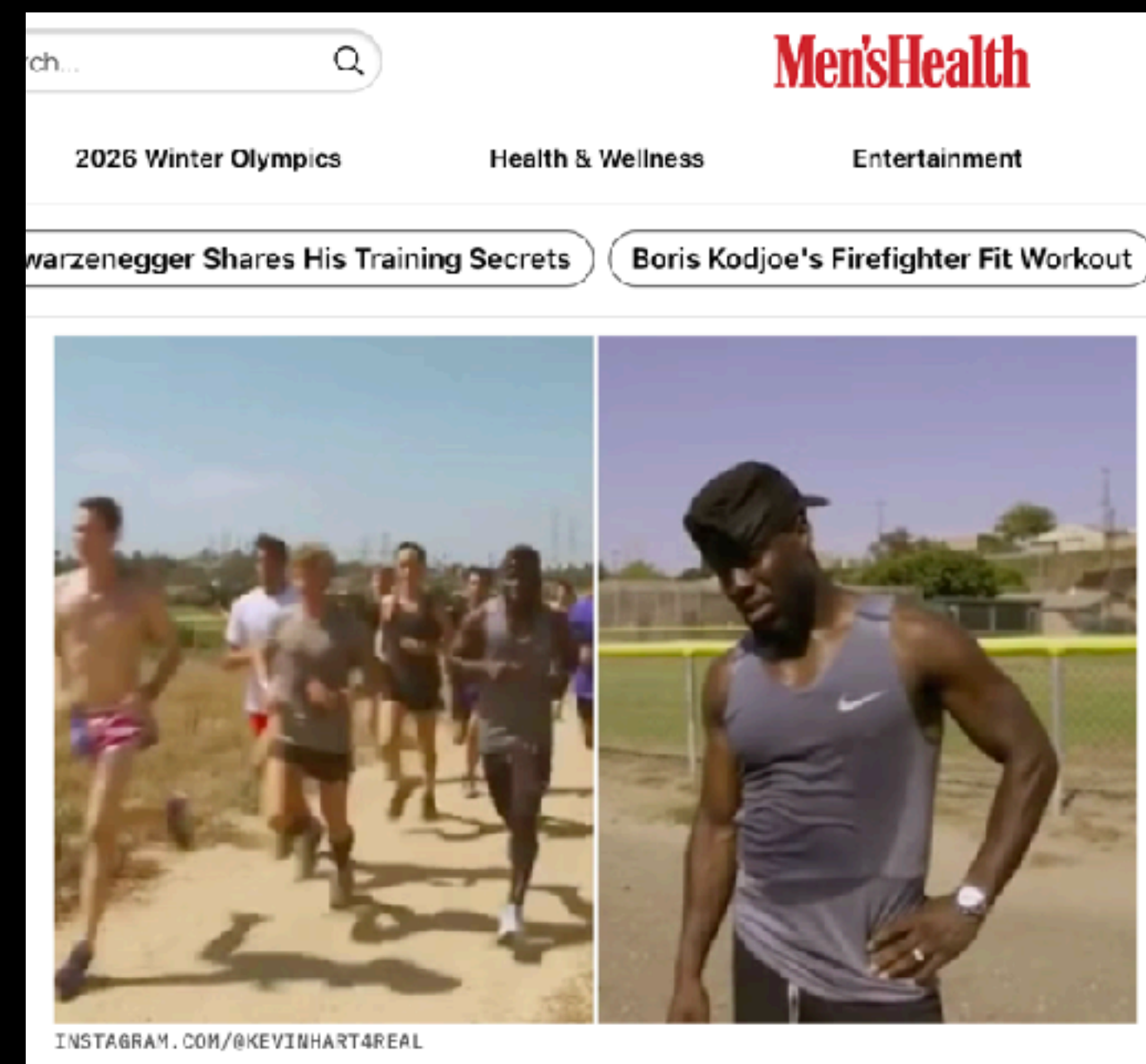
Demonstrated commitment to health and wellness, community engagement, and responsible event operations.

# NIKE HAS LONG SUPPORTED SOUTH BAY HS ATHLETES

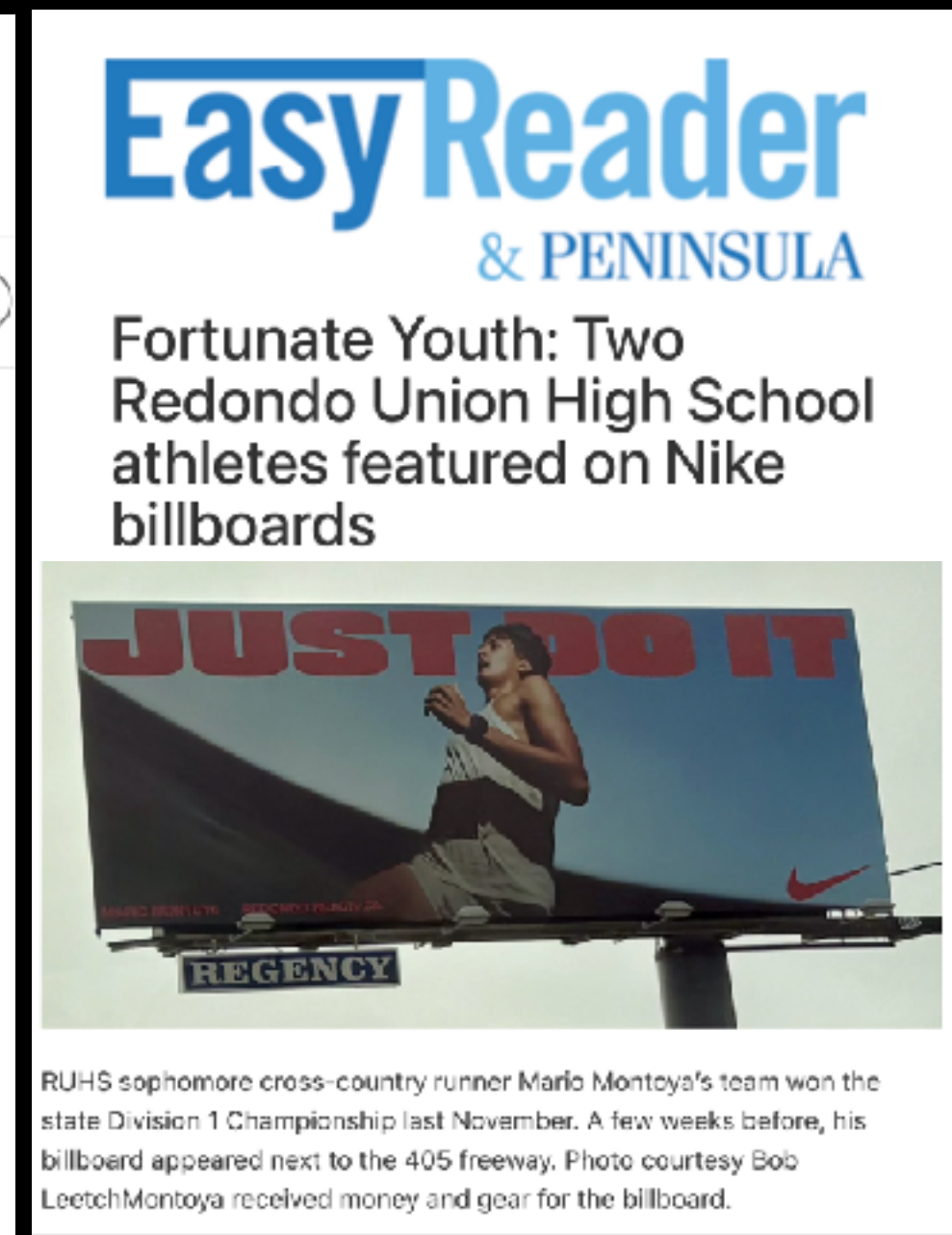
2016

2025

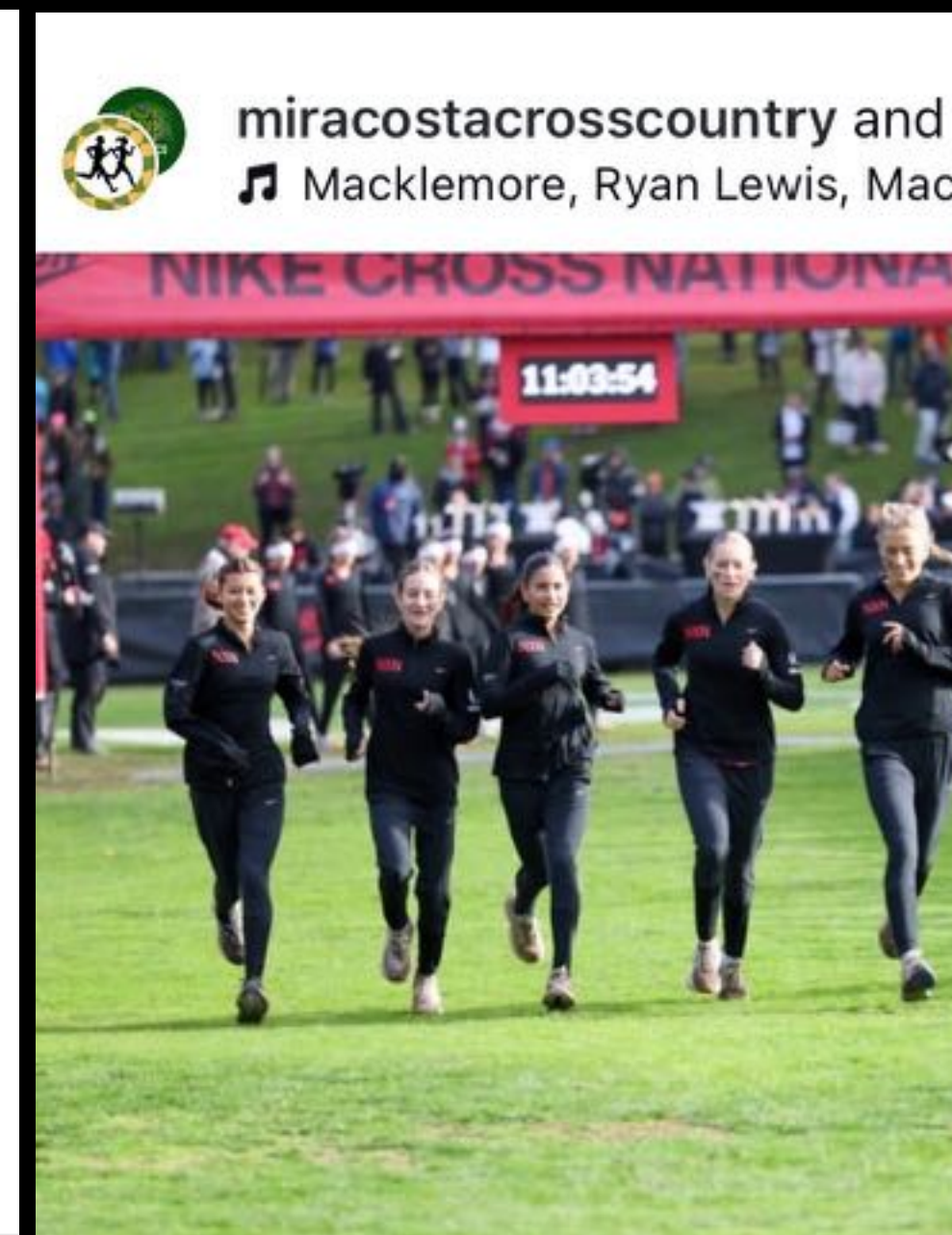
2014 - Present



Kevin Hart Attends RUHS XC Practice For Men's Health - 2016



Nike elevates South Bay Athletes in global brand campaign.



Mira Costa XC invited to premier event: Nike Cross Nationals in PDX.



Nike Redondo Invitational: serving +4,000 High school athletes.



**NIKE ATHLETE & OLYMPIAN RAI BENJAMIN DELIVERS CUSTOM STATE CHAMPIONS JACKETS TO RUHS BOYS XC TEAM  
JAN 2026**



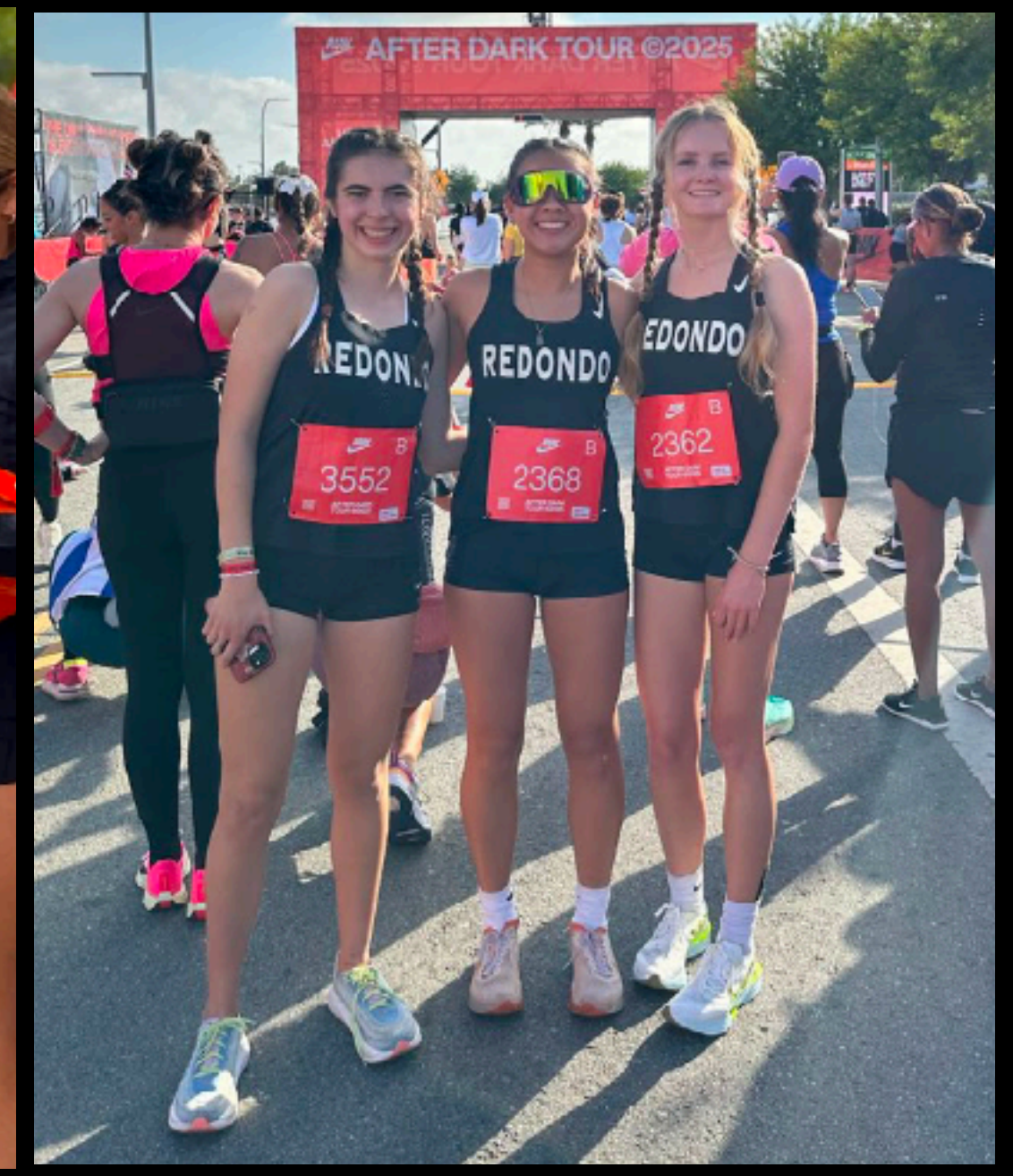
# AFTER DARK 2025: A MEMORABLE MILESTONE



**Nike comp'd 30 entries for 12 High School Girls XC Team to participate in After Dark 2025.**



**Personalized delivery to practice including gear, VIP experience race weekend.**



**30x Race Bibs to Redondo Union HS Girls XC Team.**

# INSPIRING RUNNERS



Thank you such an amazing experience for our girls. Their confidence is sky high after this event. Partially because of the fact that they finished an amazing half marathon, which is life changing. But to also be included as a guest made them feel like they were special. Their confidence and self belief is beyond where they ever imagined.

Thank you for all you do for our kids and this sport we love,

Bob Leetch

Redondo Union High School  
Track and Cross Country

Example of how Nike partnered with local businesses in '25

# RANDY'S DONUTS

Nike partnered with Randy's Donuts to be an official Run Crew Cheer Zone.

Nike directed spectators to Randy's and purchased +1,000 Donuts and giveaways to spectators.

High energy moment on-course, Elevated branding, lighting and DJ playing music.

Dedicated Run Crew Cheer zone

# AFTER DARK LA UPLIFTS LOCAL BUSINESSES

## AFTER DARK EXPO

### LOCAL VENDORS

#### EXPO FOOTPRINT

Identify local businesses to partner pop-up at race expo.

#### Local Businesses

Creamy Boys

Good Sol

The Baked Bear

Etc

## RACE WEEKEND

### ULTIMATE GIRLS WKND

#### LOCAL PARTNERS

Runner, spectator and Nike employee incentives at local businesses.

#### Local Business Drive-Backs

BOLT

Sand Spa

Mimosa Salon

Healing Hands by Lani

Radici

## ON-COURSE

### CHEER ZONE

#### PIER PLAZA

Pinnacle Spectator experience to drive foot traffic.

#### Local Business Cheer Locations

Vista

Lighthouse Cafe

Hennessy's Tavern

Barnacles

# COMMUNITY BENEFITS

## Sports Equipment & Service Sponsorship

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To Hermosa Youth  
Sports Org.  
(\$50K Retail Value)

## Race Access

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100 Race Bibs  
Hermosa Residents

30 Race Bibs  
Mira Costa HS

30 Race Bibs  
Redondo Union HS

# ECONOMIC IMPACT

## Meaningful Weekend Lift for Hermosa Beach.

### Direct Spending Impact

\$1.2M–\$1.68M projected runner + spectator spending

- Based on 70% of runners spending **\$150–\$200 avg**
- **Includes dining, retail, services, and entertainment**

### Restaurants & Bars

- +18% to +32% increase in Saturday revenue

### Coffee Shops & Quick Service

- +25% to +40% increase

### Retail (Apparel, Surf, Boutique)

- +12% to +20% increase

### Service Businesses (Salons, Wellness, Fitness)

- +10% to +18% increase
- Driven by “Girls Weekend” incentives

### Nike-Directed Spend

- **\$15K** in production catering from Hermosa restaurants
- Partnership or Buy-out w/ Hermosa Hotels for Nike VIPs
- Local hiring for event staffing, security, and operations

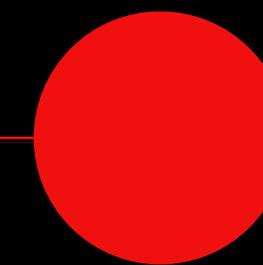
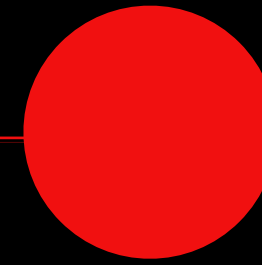
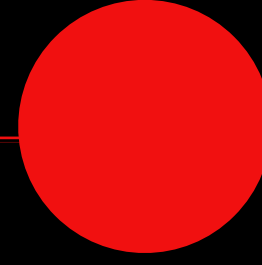
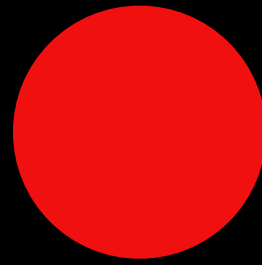
Jan-Feb

March-May

June-Aug

Sep-Oct

Race Week



- Initial outreach to cities
- Course Development
- Start conversations with key stake holders and venues that will participate in the course

- RACE ANNOUNCEMENT
- Engage local partners
- Identify and create priority list to include business, hotels, theaters, churches, residential along the route to determine access needs
- Begin "Save The Date" email and phone communication to Priority List.

- 60 DAYS OUT
- Finalize special access and parking needs
- Continue course visits to finalize access plans for priority businesses, etc
- Schedule direct mailer for residents + partner with city to utilize advance notification systems
- Resident email hotline to support resident needs

- 30 DAYS OUT
- Schedule second direct mailer
- "Reminder" email blast sent to priority list
- Continue communication with priority list

- Final "reminder" sent to all impacted residents and businesses
- "No parking" signs distributed along course 72 hours prior in partnership with DOT
- Advance notification signs placed throughout entire route 5-7 days prior
- Final meeting with Traffic Control company and DOT to review final plans
- All hands meetings with DOT, PD, FD, city partners



# Minimize Impact - Hermosa Ave + Beach Dr

- **Updated route option to reduce overall impact and number of affected residents**
- Decreased length of route on Hermosa Ave
- Route currently only utilizing West (Southbound) Lane of Hermosa Ave
  - Allows two-way flow of traffic on East (Northbound) Lane of Hermosa Ave
  - Current route footprint on Southbound lane affects only 21% of curbside parking (231 of 1,100 spots) - Nike to provide parking + shuttle solutions at additional lots in Hermosa
- Detour from Hermosa Ave to Beach Dr based on Traffic engineers suggestion, keeping access to critical parking and traffic areas
- Rolling street closures & openings to minimize traffic and resident impact
- Vehicle access windows/areas during street closures schedules
- Pedestrian bridge at Pier Plaza - pinnacle spectator + business area, preserves pedestrian access
- Pedestrian path along The Strand - preserving access for affected residents + pedestrians
- Course staff to facilitate intermittent pedestrian on The Strand crossing during runner gaps
  - Runner wave release allows for dispersed runner traffic throughout Hermosa (8 wave starts)
- Cohesive Business & Resident Notice plan
- Holistic Traffic, Safety, & Trash Plans
- Quick load-out times - eliminating impact on other events and restoring traffic to normal ASAP
- Nike to provide security, medical, emergency, traffic, etc support - minimizing impact on city resources
- Vehicle access “valve” along Hermosa Ave to permit traffic flow adjacent to course - to be determined

# Redondo Beach / Hermosa Beach

Continued route on North Catalina Avenue and transition from Redondo Beach into Hermosa Beach (black line) at Herondo Street / Hermosa Avenue





## Hermosa Beach

Continued route on Hermosa Avenue / The Strand  
Vehicle Crossing Point (purple line) – 2<sup>nd</sup> Street – Open 16:30 – 17:30 & 21:00 – 21:30



## Hermosa Beach

Continued route on Hermosa Avenue / The Strand

Vehicle Crossing Point (purple line) – 22<sup>nd</sup> Street – Open 16:45 – 17:45 & 21:15 – 21:30

# Street Closure Schedule - Hermosa Ave + Beach Dr

Street	From	To	Side of Road	Closed	Open
Herondo Street	North Francisca Avenue	North Harbor Drive	Eastbound Lanes	16:30	21:30
Hermosa Avenue	Herondo Street	10th Street	Southbound Lanes	16:45	21:30
10th Street	Beach Drive	The Strand	Whole Road	16:45	21:15
Beach Drive	10th Street	14th Street	Whole Road	16:45	21:15
14th Street	Beach Drive	The Strand	Whole Road	16:45	21:15
Hermosa Avenue	14th Street	26th Street	Southbound Lanes	16:45	22:00
26th Street	Hermosa Avenue	The Strand	Whole Road	16:45	21:30
The Strand	26th Street	North Harbor Drive	Whole Road	17:00	22:00

**THANK YOU**

