

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



CITY OF
HERMOSA
BEACH

RECOMMENDED CITY COUNCIL ACTION

- City Council hold a public hearing for the **After Dark Tour LA 2026** and provide direction on the following options:
 1. Approve the event on Saturday, October 17 with load-out on Sunday, October 18;
 2. Approve the event on Saturday, October 24 with load-out on Sunday, October 25;
 3. Deny the event regardless of dates; or
 4. Approve the event contingent on additional negotiations or event elements, as directed by City Council, between staff and the event producers.



EVENT DESCRIPTION

- Location: Various city streets and the Strand (passthrough)
- Participants: Up to 12,000
- Spectators: Up to 1,000
 - On-course activations and viewing areas for spectators
- Event time: 5:00pm – 10:00pm
- Set-up & event day: Saturday, October 17 or Saturday, October 24
- Teardown: Sunday, October 18 or Sunday, October 25



CONCURRENT EVENTS FOR PROPOSED EVENT DATES

- Saturday, October 17: Volley4Sound
- AAU High School Beach Volleyball League Matches & Skechers Pier to Pier Friendship Walk on Sunday, October 18
 - Teardown before 7AM
- IBVL Tournament Series and Beach Tennis Tournament on Saturday, October 24



PROPOSED ROUTE

- Revised route following the February 10, 2026 Commission meeting public hearing
- Minimize community impacts
- Reduces length of route along Hermosa Ave
- Two-way traffic flow in the east (northbound) lane
- Resident access and parking

COMMUNITY OUTREACH PLAN

- Event notification to all Hermosa Beach residents and businesses
- Citywide mailers 60 days and 30 days in advance
- Race week notification



FISCAL IMPACT

- Approximately \$30,000 in revenue
- Costs for staff and services – to be determined
- Event producers are responsible for all event related costs