



Honorable Mayor and Members of the Hermosa Beach City Council

INFORMATIONAL ITEM REGARDING CONSIDERATION OF A BID PACKAGE FOR PRODUCTION OF THE ST. PATRICK'S DAY PARADE AND FIESTA HERMOSA

(Parks and Recreation Director Lisa Nichols)

Recommended Action:

Staff recommends the City Council receive and file the informational item regarding consideration of a bid package for production of the St. Patrick's Day Parade and Fiesta Hermosa.

Executive Summary:

At its February 3, 2026, meeting, Councilmember Saemann, with support from Mayor Pro Tem Keegan, requested that staff return with an informational item regarding consideration for development of a bid package for the production of the St. Patrick's Day Parade, and the Memorial Day and Labor Day Fiesta Hermosa (Fiesta Hermosa).

Background:

The Hermosa Beach Chamber of Commerce (Chamber) historically produced the St. Patrick's Day Parade and Fiesta Hermosa under an agreement with the City. In 2021, the Board of Directors of the Chamber established the Hermosa Beach Chamber Foundation (Foundation) to support the fundraising, planning, and production of certain community events. Since its formation, the Foundation has overseen the production of the St. Patrick's Day Parade. The Foundation is a verified 501(c)(3) nonprofit organization.

At its January 27, 2026, meeting, the City Council approved a proposed agreement with the Chamber and its Foundation for its special events scheduled for 2026 through 2028 with the amendment to provide an initial one-year term only, with the option for two additional one-year renewals, subject to City Council approval. Additionally, City Council approved funding of up to \$51,125 specifically for the St. Patrick's Day Parade. Any future funding will be contingent upon a post-event review, including full accounting of the 2026 St. Patrick's Day Parade revenues and expenditures, which must be completed before the Council considers approval of the first potential one-year renewal term.

Past Council Actions

Meeting Date	Description
January 27, 2026	City Council approved an agreement with the Chamber and its Foundation for its special events beginning with a one-year term and up to two one-year renewals subject to approval by City Council, along with up to \$51,125 in funding for the 2026 St. Patrick's Day Parade, with any future funding contingent upon a post-event review and full accounting of parade revenues and expenditures before consideration of the first renewal term.
February 3, 2026	Councilmember Saemann, with support from Mayor Pro Tem Keegan, requested that staff return with an informational item regarding consideration for development of a bid package for the production of the St. Patrick's Day Parade, and Fiesta Hermosa.

Discussion:

Staff preparation of a bid package, formally known as a Request for Proposals (RFP), to seek qualified event producers to plan, manage, and deliver the St. Patrick's Day Parade and Fiesta Hermosa would involve multiple steps. The overall process, which could take several months, would include development of the RFP, advertisement of the solicitation, evaluation of proposals (including interviews), contract negotiation and development, and City Council consideration and approval. Depending on the selected proposer, implementation could also require a transition period for operational coordination.

The RFP would need to clearly outline:

- **Scope of Services:** Detailed description of event responsibilities, including permitting, traffic control plans, security coordination, vendor management, sponsorship solicitation, marketing, community outreach, entertainment booking, insurance requirements, accessibility compliance, emergency planning, and post-event cleanup.
- **Compliance with City Policies:** Adherence to the City's Special Event policies, cost recovery requirements, public safety standards, Americans with Disabilities Act (ADA) requirements, and all applicable municipal code provisions.
- **Financial Plan Requirements:** Submission of a proposed event budget, revenue assumptions, sponsorship plan, entry fee structure, and documentation of financial capacity to absorb potential losses.
- **Community Benefit Statement:** Explanation of how the event aligns with community goals, including support of local businesses and enhancement of community character.
- **Evaluation Criteria:** Defined criteria such as experience producing similar-scale events, financial stability, understanding of municipal regulations, community partnerships, and proposed financial return or cost-sharing with the City.

- Term and Performance Standards: Proposed contract duration, reporting requirements, and measurable performance expectations.

Fiesta Hermosa

Fiesta Hermosa is a large-scale, multi-day street festival produced by the Hermosa Beach Chamber of Commerce, with event production led by Kim Ruggles. These events are long-standing traditions that serve as economic drivers for local businesses.

The Fiesta Hermosa events generate revenue through vendor fees, sponsorships, and related activities. These revenues support Chamber programs and services focused on business promotion and advocacy within the local business community.

City Council may consider whether to continue the existing production structure for Fiesta Hermosa or whether to explore alternative production models, including a competitive procurement process, which could result in a different event producer, operational structure, or financial model for the Fiesta Hermosa.

St. Patrick's Day Parade

The St. Patrick's Day Parade differs in structure from Fiesta Hermosa. While also historically produced by the Chamber (and more recently by its affiliated Foundation), the Parade is a single-day, community-oriented event that primarily serves as a celebration rather than a revenue-generating event.

As previously reported to City Council at its January 27, 2026, meeting, the 2025 Parade generated approximately \$40,059 in revenue against \$58,003 in expenditures, resulting in an operating deficit of \$17,944.

Even with proposed cost waivers and operational support from the City, including waivers of all costs, indirect and direct, for the Parade and use of City-owned barricades, the Chamber still indicated that it could not sustainably produce the event without additional financial support.

Therefore, the City assumed financial responsibility for core municipal, public safety-related (security and barricades), and insurance costs for the 2026 St. Patrick's Day Parade. City financial support for future years will be determined by City Council following a review of the full accounting of the 2026 St. Patrick's Day Parade revenues and expenditures after the event. As a result, the future production structure of the event, including who would serve as the event producer and be responsible for associated production costs, remains to be determined.

Next Steps

City Council may consider several options regarding the future production of the Fiesta Hermosa and the St. Patrick's Day Parade, including maintaining the current arrangement

with the Chamber or exploring a competitive procurement process. Staff recommends one potential approach, to maintain the current arrangement with the Chamber for the Fiesta Hermosa events, while separately evaluating long-term production and funding options, or the development of an RFP, for the St. Patrick's Day Parade following City Council's review of the 2026 St. Patrick's Day accounting. Staff would schedule such financial review of the 2026 St. Patrick's Day Parade take place at City Council's April 28, 2026, meeting.

If City Council wishes to explore the creation of an RFP for the Fiesta Hermosa and/or the St. Patrick's Day Parade, several considerations would need to be taken into account:

- **Financial Considerations:** Any event producer should be responsible for core municipal, public safety-related (security and barricades), and insurance costs, and would likely face similar financial challenges as the Chamber has in recent years for the St. Patrick's Day Parade, unless additional revenue-generating event elements could be identified.
- **Community Character:** A new event producer may bring different priorities, sponsorship approaches, or event structure, which could differ from the events' historical association with the community's identity.
- **Administrative:** If a new event producer is selected, staff would need to orient a new event producer to the City's Special Event Permit Program policies, procedures, and interdepartmental coordination.

Fiscal Impact:

There is no fiscal impact associated with receiving and filing this informational item.

Attachments:

None.

Respectfully Submitted by: Lisa Nichols, Parks and Recreation Director

Noted for Fiscal Impact: Henry Chao, Finance Manager

Reviewed by: Brandon Walker, Administrative Services Director

Approved: Steve Napolitano, City Manager