



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 March 10, 2026

(Lead Special Events and Filming Coordinator Kalyn Kaemerle)

Recommended Action:

Staff recommends City Council:

1. Approve the inclusion of Impact Level III new special event, After Dark Tour LA 2026 on Saturday, October 24, with teardown on Sunday, October 25, on the 2026 Special Events Calendar as proposed; or
2. Approve the inclusion of Impact Level III new special event, After Dark Tour LA 2026 on Saturday, October 24, with teardown on Sunday, October 25, on the 2026 Special Events Calendar contingent on additional negotiations or event modifications as directed by City Council; or
3. Deny the inclusion of the After Dark Tour LA 2026 on the 2026 Special Events Calendar.

Executive Summary:

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

At its March 10, 2026, meeting, City Council held a public hearing and approved the After Dark Tour LA 2026 conceptually for Saturday, October 24, 2026, with teardown scheduled for Sunday, October 25, 2026, on the 2026 Special Events Calendar. City Council also directed that the item be continued to the April 14, 2026, City Council meeting to allow for additional information to be provided at such date regarding neighborhood impacts and coordination between the event producer and the Hermosa Beach Chamber of Commerce and Visitor's Bureau (Chamber).

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 and Council Action

Meeting Date	Description
Parks and Recreation Advisory Commission (Commission): February 10, 2026	The 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.
City Council: March 10, 2026	City Council held a public hearing and approved the After Dark Tour LA 2026 in concept for Saturday, October 24, 2026, with teardown scheduled for Sunday, October 25, 2026, on the 2026 Special Events Calendar. City Council also directed that the item be continued to the April 14, 2026, City Council meeting to allow for additional information to be provided at such date regarding neighborhood impacts and coordination between the event producer and the Chamber.

Discussion:

Nike’s After Dark Tour LA 2026 would be a 13.1-mile race, focused on female runners, beginning in Redondo Beach, traveling through Torrance, returning through Redondo Beach, continuing into Hermosa Beach, and concluding in Redondo Beach. The race would take place on various City streets and the Strand within Hermosa Beach, as outlined in **Table 1** below, including estimated closure times for each location.

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	4:45 p.m.	9:45 p.m.
Hermosa Ave.	Herondo St.	10 th St.	Southbound	4:45 p.m.	10:00 p.m.
10 th St.	Beach Dr.	The Strand	All	4:45 p.m.	10:00 p.m.
Beach Dr.	10 th St.	14 th St.	All	4:45 p.m.	10:00 p.m.
14 th St.	Beach Dr.	The Strand	All	4:45 p.m.	10:00 p.m.
Hermosa Ave.	14 th St.	25 th St.	Southbound	4:45 p.m.	10:00 p.m.
25 th St.	Hermosa Ave.	The Strand	All	5:15 p.m.	10:00 p.m.
The Strand	25 th St.	N. Harbor Dr.	All	5:15 p.m.	10:00 p.m.

Nike would utilize course marshals, a licensed traffic control company, and provide all necessary staff, volunteers, and security personnel to ensure that all traffic management

and public safety needs are effectively addressed. Pedestrian bridges would be placed at Pier Plaza and the Strand to maintain pedestrian access to these areas, as well as the beach and Pier. An example of such a pedestrian bridge is included on Page 35 in Nike's After Dark Tour LA 2026 presentation (**Attachment 1**).

On-course activations would include music such as DJ(s) or local youth band(s), lighting of the course for event participant safety, branding elements such as temporary signage, and hydration stations and restrooms along the route. Nike would provide suggested locations for these activations for staff review and approval, with consideration given to minimizing impacts to residential areas by prioritizing commercial zones where feasible.

Nike would provide an in-kind community impact donation, valued at approximately \$50,000, consisting of sporting apparel, equipment, and activity or program sponsorship to local Hermosa Beach youth sports organizations. Additionally, Nike would provide 30 complimentary entries each to Mira Costa High School and Redondo Union High School, and 100 complimentary entries for Hermosa Beach residents, with assistance on distribution by City staff.

Nike anticipates a positive economic impact for the City from event staff, participants, and spectators through dining, retail, services, and entertainment. Nike estimates direct spending to range between approximately \$1.8 million and \$2.4 million, as further detailed on Page 12 in Nike's After Dark Tour LA 2026 presentation (**Attachment 1**).

The estimated number of participants is approximately 12,000. Participants would be grouped into approximately eight pace-based corrals, beginning in waves only a few minutes apart, according to their expected running speed. As a result, each corral of runners would enter the racecourse within a relatively short timeframe, leading to a high concentration of participants along the Strand and other portions of the course.

The estimated number of spectators is approximately 1,000. Nike would provide designated spectator areas along the race route. Pier Plaza would serve as the primary spectator area.

Nike would utilize rolling street closures and a phased reopening approach to minimize traffic disruptions. This strategy is intended to localize impacts and reduce closure durations wherever feasible, as runners progress along the course, streets would be reopened incrementally to allow traffic circulation to resume as soon as it is safe to do so. This approach is supported by staggered closure and reopening times across the route, ensuring that impacts are localized and limited in duration. In addition, Nike has indicated a commitment to efficient load-out procedures to restore normal traffic patterns as quickly as possible following the conclusion of the event. Additional details on the event teardown are provided on Page 37 in Nike's After Dark Tour LA 2026 presentation (**Attachment 1**).

Nike would commit to implementing a comprehensive business and resident notification plan to ensure that the community is adequately informed of the event and its impact. This plan would include advance outreach, mailed notices, and ongoing communication leading up to the event, as further detailed on Pages 13 and 14 in Nike's After Dark Tour LA 2026 presentation (**Attachment 1**).

Several event elements remain under development. These include additional details related to route logistics, traffic and safety planning, community impact mitigation measures, and business coordination strategies. These components will continue to be refined in collaboration with the event producer and 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. This collaborative process will ensure that all public safety requirements are met, including but not limited to overnight security for event equipment, crowd management, emergency access lanes, accessible seating areas, and compliance with all permit conditions.

Additional event details are provided in Nike's After Dark Tour LA 2026 presentation (**Attachment 1**), the After Dark Tour LA 2026 Event Overview (**Attachment 2**), and the requested dates are included on the 2026 Special Events Calendar (**Attachment 4**).

Nike has expressed interest in the After Dark Tour LA 2026 event serving as an annual event across the South Bay cities, including Hermosa Beach.

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 event date of Saturday, October 24, would require an exception to the Special Events Policy Guide to allow for activity related to more than two events on that day due to the IBVL Tournament Series and Beach Tennis Tournament scheduled that day. Staff does not foresee any potential conflict between the three events and will work closely with all event producers to limit any conflict.

March 10, 2026, City Council Review

At its March 10, 2026, meeting, during City Council review of the proposed After Dark Tour LA 2026 event through a public hearing, City Council requested additional information regarding neighborhood impacts and how Nike would engage with the Chamber to minimize impacts to businesses within the event footprint, ensure event awareness, and identify opportunities for involvement.

The event would impact residential areas along and adjacent to the race route. Based on the event producers and staff's analysis, approximately 1,103 residences may experience some level of impact during the event, including temporary restrictions to vehicular access and parking. In addition, approximately 88 driveways/garages are on the course, and 564 on-street parking spaces may be affected within the event footprint as outlined in the After

Dark Tour LA 2026 Residential Impact Report (**Attachment 3**). Impacts would vary in duration and intensity depending on proximity to the race route.

To address these impacts, Nike would implement several mitigation measures. These include the use of resident shuttle services with designated pickup locations, advance notification signage throughout the route, and distribution of no-parking notices prior to the event. Where feasible, partial lane closures would be utilized to maintain limited traffic flow, and alternative parking solutions would be identified. Additionally, Nike would coordinate directly with affected properties to provide access plans and accommodations to maintain reasonable ingress and egress during the event. No-parking signage would be posted several days in advance of the event in accordance with City requirements.

Nike met with the Chamber on March 17 and April 2 and is committed to working with the Chamber as a partner to assist with promotion and communication to businesses on the event.

Nike would work with the Chamber to identify and engage a priority list of impacted businesses along the race route and collaborate to understand specific access needs for businesses, develop accommodation plans, and provide updated information leading up to the event to ensure businesses are informed and able to plan accordingly. This coordination would also include ongoing communication to address operational needs and minimize disruption.

Additionally, in coordination with the Chamber, Nike would actively integrate local businesses into the event experience by creating opportunities for participation and increased visibility. This includes inviting businesses to serve as pop-up vendors within event areas, establishing designated cheer zones in partnership with local establishments, and promoting incentives to encourage participants and spectators to visit nearby businesses. These efforts are intended to enhance the overall event atmosphere while supporting local economic activity and business engagement. Nike provided examples of how businesses could be engaged for the weekend on Page 9 of Nike's After Dark Tour LA 2026 presentation (**Attachment 1**).

Following City Council's March 10, 2026, meeting, staff received communication from the Beach House Hotel expressing concern with impacts from the event, noting that the Beach Drive portion of the route would pass directly through the hotel's main entrance, valet parking garage, and primary pedestrian access point for guests and patrons. This location represents a key example of a business that may be directly impacted by the event and how Nike would need to work closely with such businesses to identify specific operational needs and develop appropriate mitigation measures to minimize disruption and ensure continued access during the event. Nike's will be reaching out and coordinating with this hotel, as well as all businesses within the event footprint, to ensure a positive accommodation and experience.

Redondo Beach and Torrance Permitting Fees

At its March 10, 2026, meeting, during City Council review of the proposed After Dark Tour LA 2026 event through a public hearing, City Council requested additional information regarding the permitting processes and associated fees for event components taking place in the cities of Redondo Beach and Torrance.

Staff conducted outreach to both cities to obtain information on their permitting processes and associated fees. Despite these communication efforts, the staff was not able to retrieve information regarding the fees that may be charged for event components within those jurisdictions.

Following the March 10, 2026, meeting, staff continued discussions with Nike regarding event-related fees, and Nike has committed to providing a \$50,000 community impact contribution to the City, in addition to applicable special event permit fees, including both indirect costs and direct cost recovery for City services.

Fiscal Impact:

If approved, the event is anticipated to generate approximately \$80,000 in estimated revenue to the General Fund; a \$50,000 community impact contribution and \$30,000 of which would consist of location fees for the street closures, the Strand, Pier Plaza, and the teardown day.

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

Since the event is planned for October 2026, the estimated revenue and expenditures would be budgeted for the upcoming Fiscal Year 2026-27 budget.

Attachments:

1. After Dark Tour LA 2026 Presentation
2. After Dark Tour LA 2026 Event Overview
3. After Dark Tour LA 2026 Resident Impact Report and Map
4. 2026 Special Event Calendar

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

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