

# AFTER DARK TOUR LOS ANGELES 13.1



# THE NIKE AFTER DARK TOUR

A GLOBAL RACE SERIES HELD IN  
6 DIFFERENT COUNTRIES.

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

Capacity

12,000  
Runners.

All ages  
welcome.

\*2025

43% first time  
Half-Marathoners.

Pinnacle Stop

The Only  
Stop in the US.

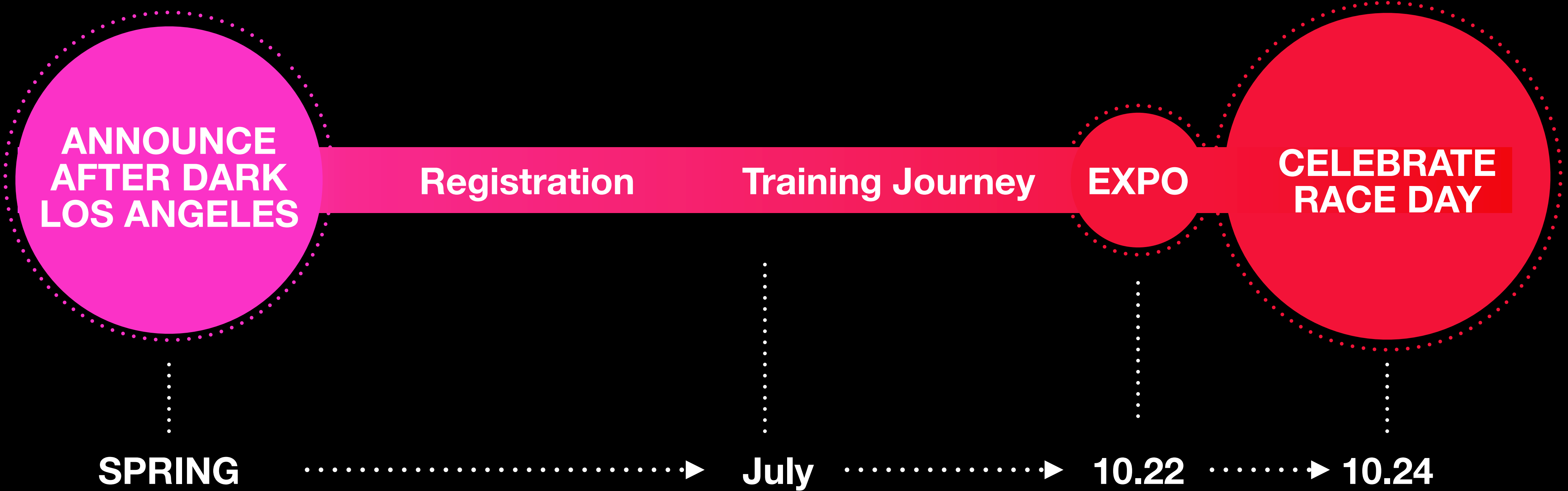
**INSPIRE  
RUNNERS**

**X**

**BUILD  
COMMUNITY**

**X**

**CELEBRATE  
BIG GOALS**



# WHY THE SOUTH BAY?

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

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

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

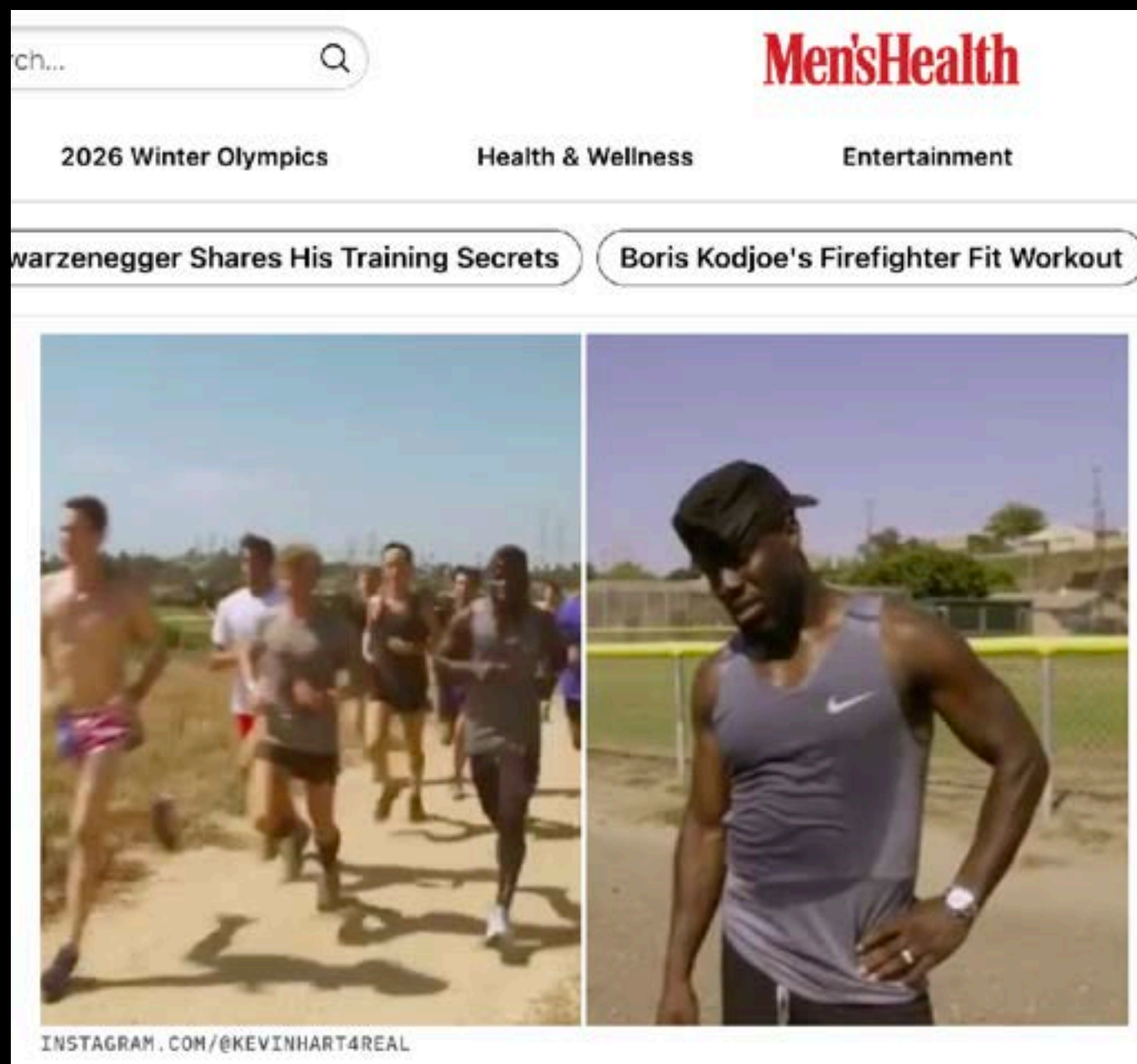
**Demonstrated  
commitment to health  
and wellness,  
community  
engagement, and  
responsible event  
operations.**

# NIKE'S RELATIONSHIP WITH THE SOUTH BAY.

2016

2025

TBD - Present



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



Nike elevates South Bay Athletes in global brand campaign.



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**



# ACCESS TO HIGH SCHOOL RUNNERS.



**Nike comp'ed entry 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

Krista, 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

# AFTER DARK LA UPLIFTS LOCAL BUSINESSES

AFTER DARK EXPO	RACE WEEKEND	ON-COURSE	PRODUCTION	HOSPITALITY
<p><b>10.22 - 10.24</b></p> <p><b>LOCAL VENDORS</b></p> <p><b>EXPO FOOTPRINT</b> Invite local businesses to Pop-up within the expo footprint.</p> <p><b>Local Business Integration:</b> Restaurants Beauty Transportation</p>	<p><b>10.23 - 10.25</b></p> <p><b>ULTIMATE GIRLS WKND</b></p> <p><b>LOCAL PARTNERS</b> Runner, spectator and Nike employee incentives at local businesses.</p> <p><b>Local Business Integration:</b> Restaurants &amp; Cafes Bars Beauty Lodging Transportation</p>	<p><b>10.24</b></p> <p><b>CHEER ZONES</b></p> <p><b>PIER PLAZA</b> Pinnacle Spectator experience, designed to drive foot traffic. Nike has met with HB Chamber of commerce, and this slide reflects the types of engagement under discussion.</p> <p><b>Additional Cheer Locations:</b> Restaurants Bars Event Spaces</p>	<p><b>10.21 - 10.25</b></p> <p><b>PRODUCTION CREW</b></p> <p><b>BEHIND THE SCENES</b> Staffing needs, daily meals &amp; lodging, etc.</p> <p><b>Local Business Integration:</b> Restaurants &amp; Cafes Bars Catering Lodging Transportation</p>	<p><b>10.21 - 10.25</b></p> <p><b>TRAVELERS</b></p> <p><b>LODGING</b> Anyone traveling in for the race, Runners, Spectators, agency partners and Nike employees will all need somewhere to stay.</p> <p><b>Recommended Hotels</b> Hermosa Beach Hotels Travel</p>

Nike has met with HB Chamber of Commerce, and this slide reflects the types of engagements under discussion.

# RANDY'S DONUTS

## Dedicated Run Crew Cheer zone

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.

Example of how Nike partnered with local businesses.

# COMMUNITY BENEFITS

**Highlight youth sports investment and local ties.**

## **Sports Equipment & Service Donation**

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**\$50K Retail**

## **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

**\$1.8M–\$2.4M** projected runner + spectator spending

- Based on **\$150–\$200** average spend per visitor
- Includes dining, retail, services, and entertainment

### Local Business Revenue Projections

#### 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 allocated to Hermosa restaurants
- 1-2 room blocks in Hermosa
- Local hiring for event staffing, security, and operations

# OUTREACH TIMELINE

## Jan-Feb

## March-May

## June-Aug

## Sep-Oct

## Race Week



- Develop and review course options with cities
- Begin communications with city departments to review and discuss course options
- Conditional city approvals to announce race
- Start conversations with key stake holders and venues that will participate in the course

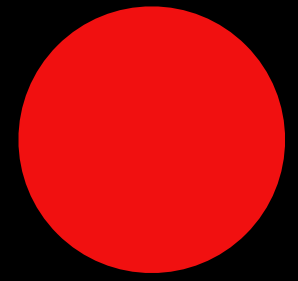
- **MARCH 11 2026**
- Global Nike After Dark Tour Announcement: Information released: Los Angeles 13.1
- Initiate special event application process and engagement with City Council, City Manager and city staff.
- Partner with City's Chamber of Commerce, work to identify priority list to include business, hotels, theaters, churches, residential along the route to determine access needs.
- Begin "Save The Date" email and phone communication to Priority List. To include: event info, street closure timeline/info, and course route.
- Attend any applicable Meetings with City agencies. PD, FD, Public Works department.

- Determine areas where special vehicle access as needed, and begin coordination for additional parking
- Create access plans, parking plans, etc based priority list
- Continue to communicate with and update city partners
- Continue course visits to finalize access plans for priority businesses, etc
- Communicate special access to impacted buildings and distribute access passes to maps to managers, etc
- All Hands Meeting with Public Agencies.

- 30 DAYS OUT
- Schedule and coordinate direct mailer to businesses and residents within street closure area. To include: event info, street closure timeline, and contact to Event reps
- "Reminder" email blast sent to priority list
- Continue communication with priority list

- Final "reminder" email blast to priority list
- Final "reminder" communicated to all buildings with special access accommodations
- "No parking" signs distributed along course where needed and suggested by DOT 72 hours prior
- 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

# OUTREACH



## MARCH - MAY

### NIKE ANNOUNCE

### CITY LEADERSHIP

### BUSINESS & COMMUNITY

### IMPACTED STAKEHOLDERS

### ALL HANDS MEETINGS

- **MARCH 11 2026**  
Global Nike After Dark Tour Announcement: Information released: Los Angeles 13.1

- **Currently:**  
Initiate special event application process and engagement with City Council, City Manager and city staff.

- **Currently:**  
Partner with HB Chamber of Commerce, work to identify priority list to include business, hotels, theaters, churches, residential along the route to determine access needs.

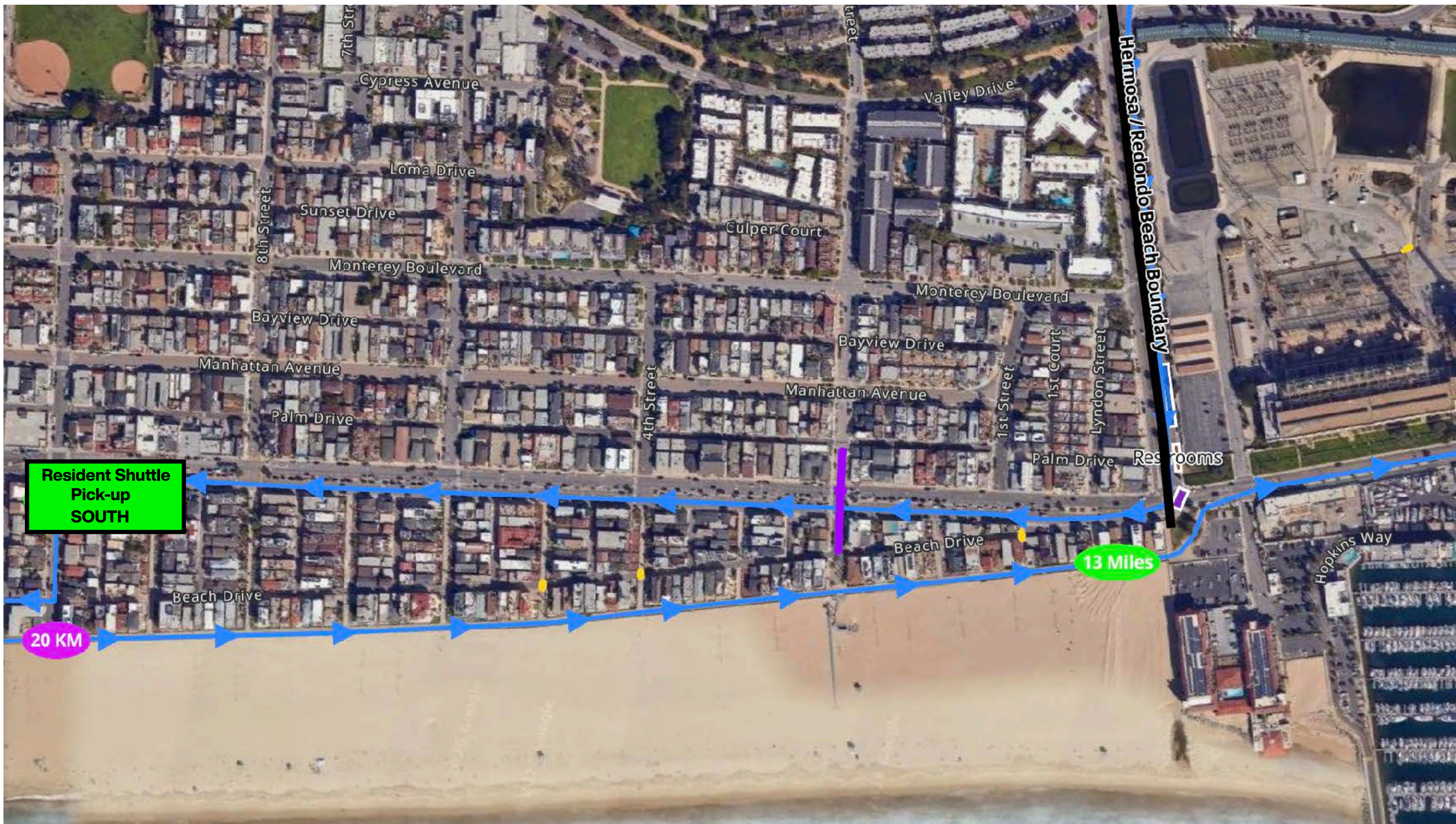
- **Next Steps:**  
Begin "Save The Date" email and phone communication to Priority List. To include: event info, street closure timeline/ info, and course route.

- **Next Steps:**  
Host Meetings with agencies from impacted jurisdictions, PD, FD, Public Works department.



# **HERMOSA BEACH COURSE SEGMENT**

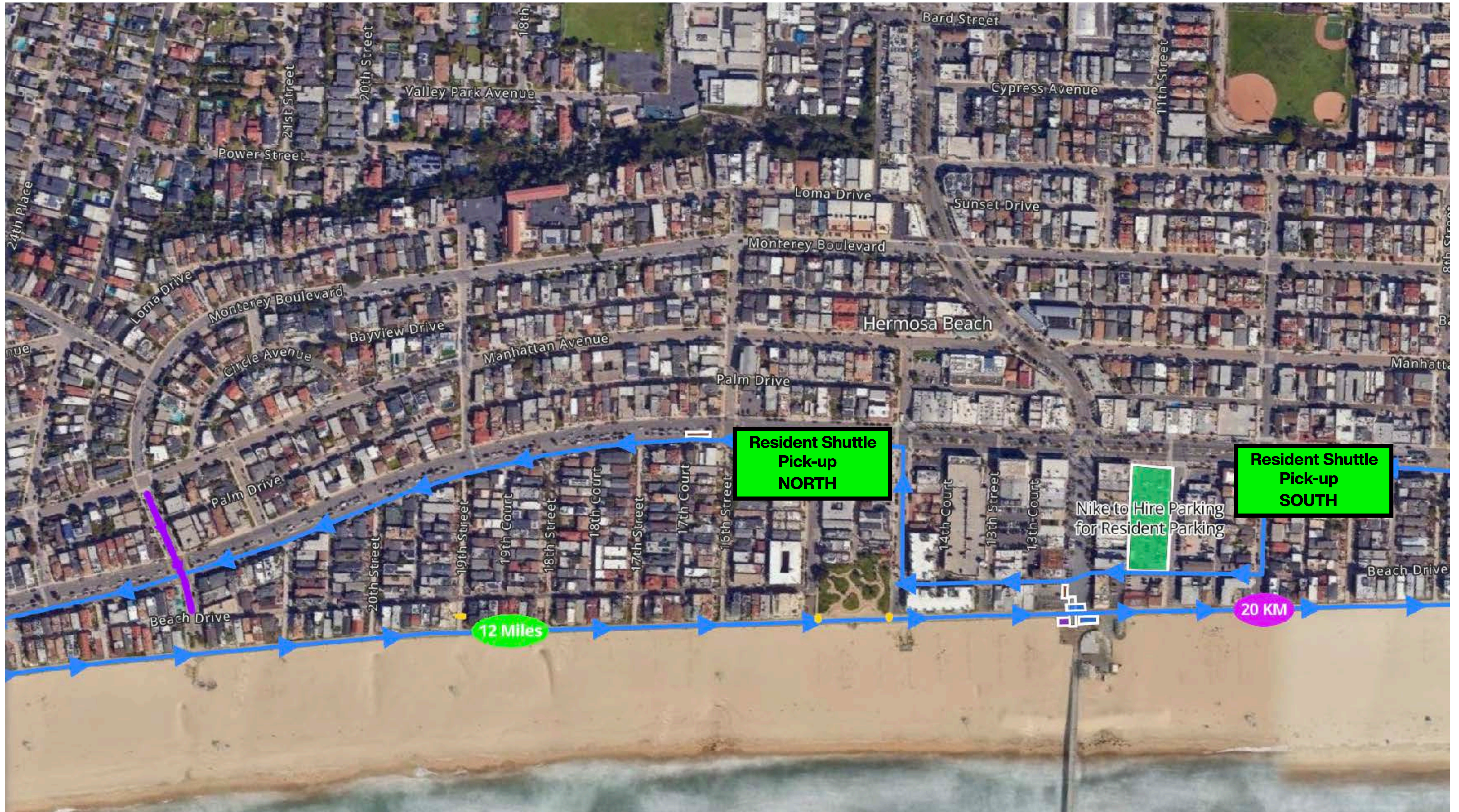
# Redondo - Hermosa Beach



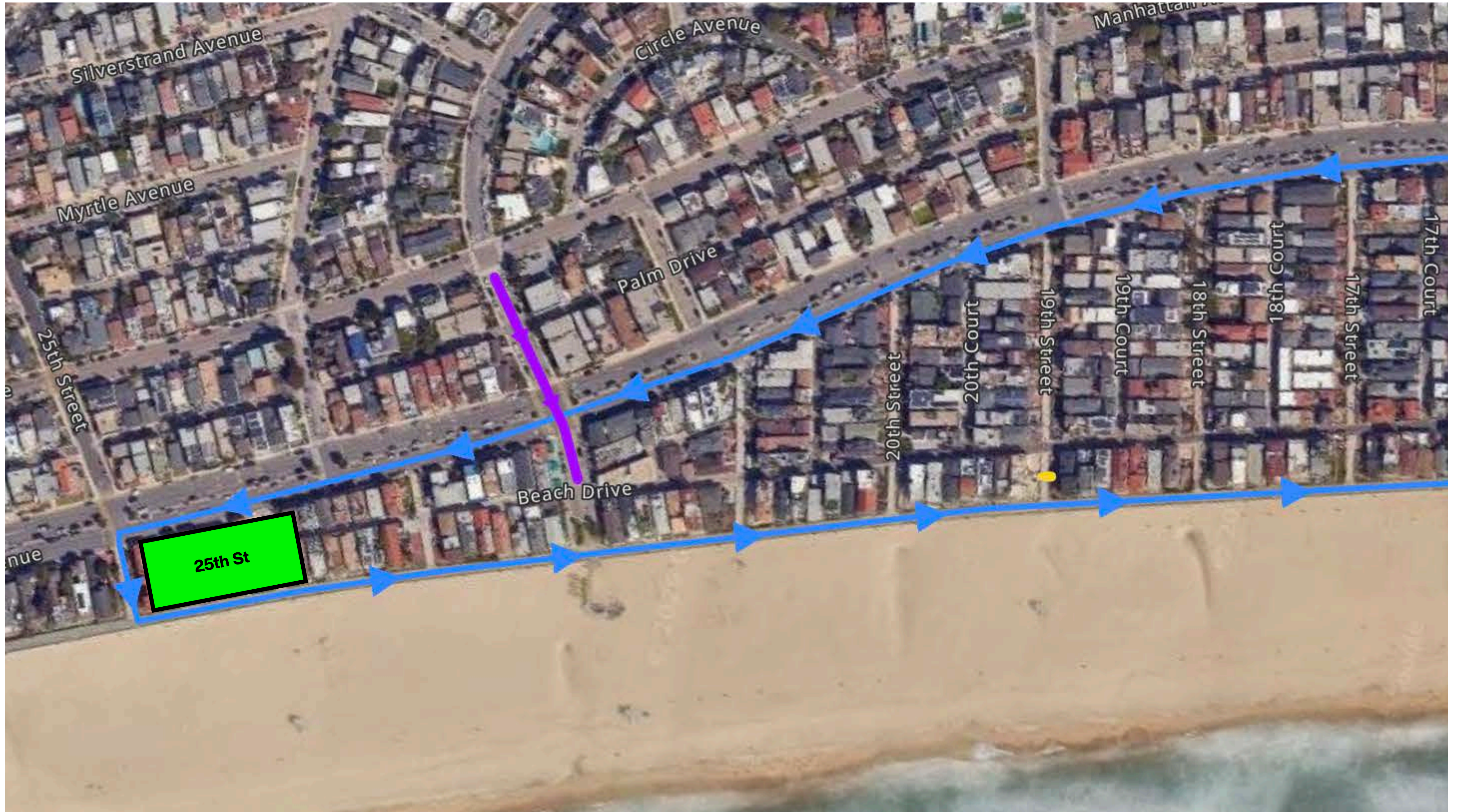
# Hermosa Beach - Beach Ave



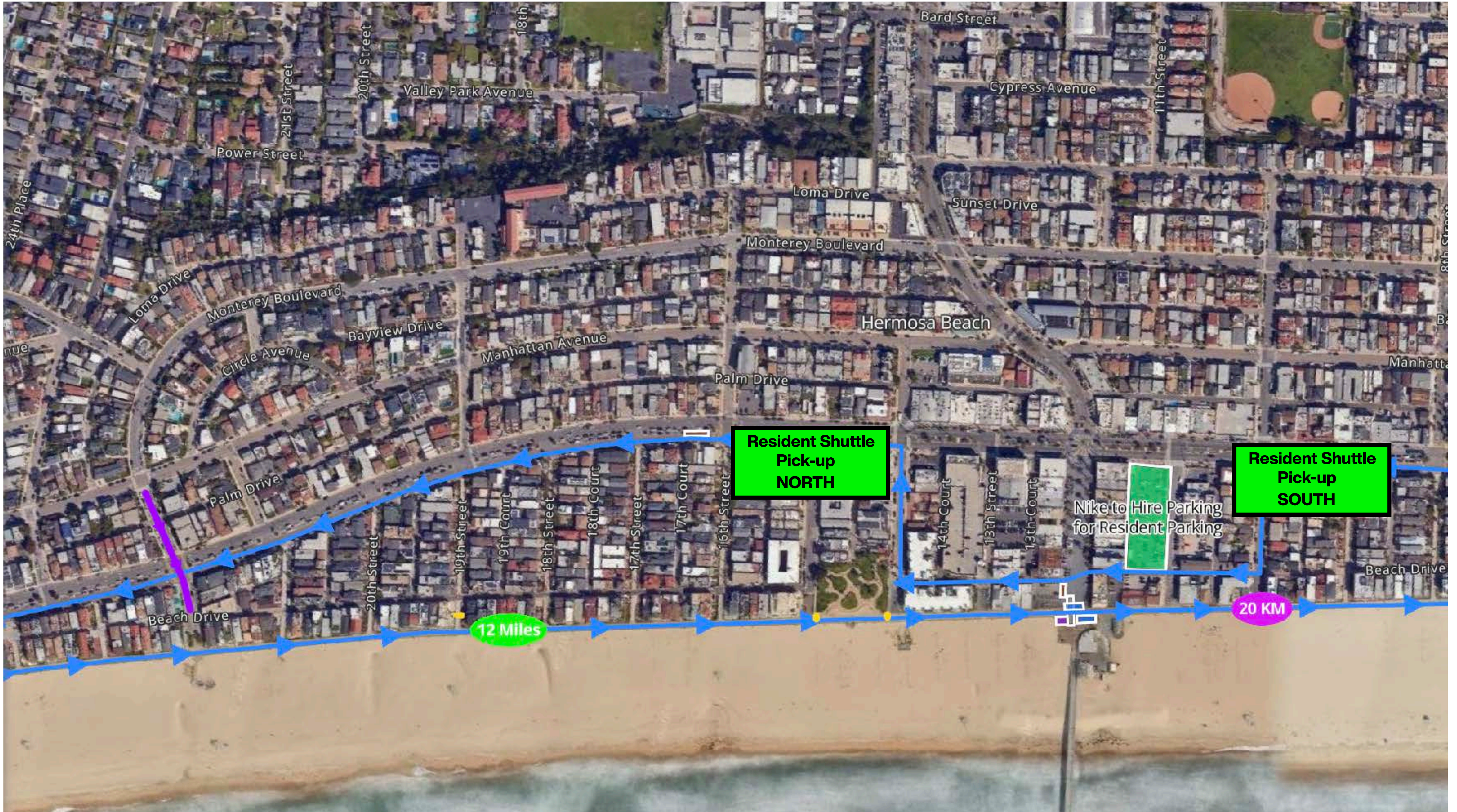
# Hermosa Beach



# Hermosa Beach



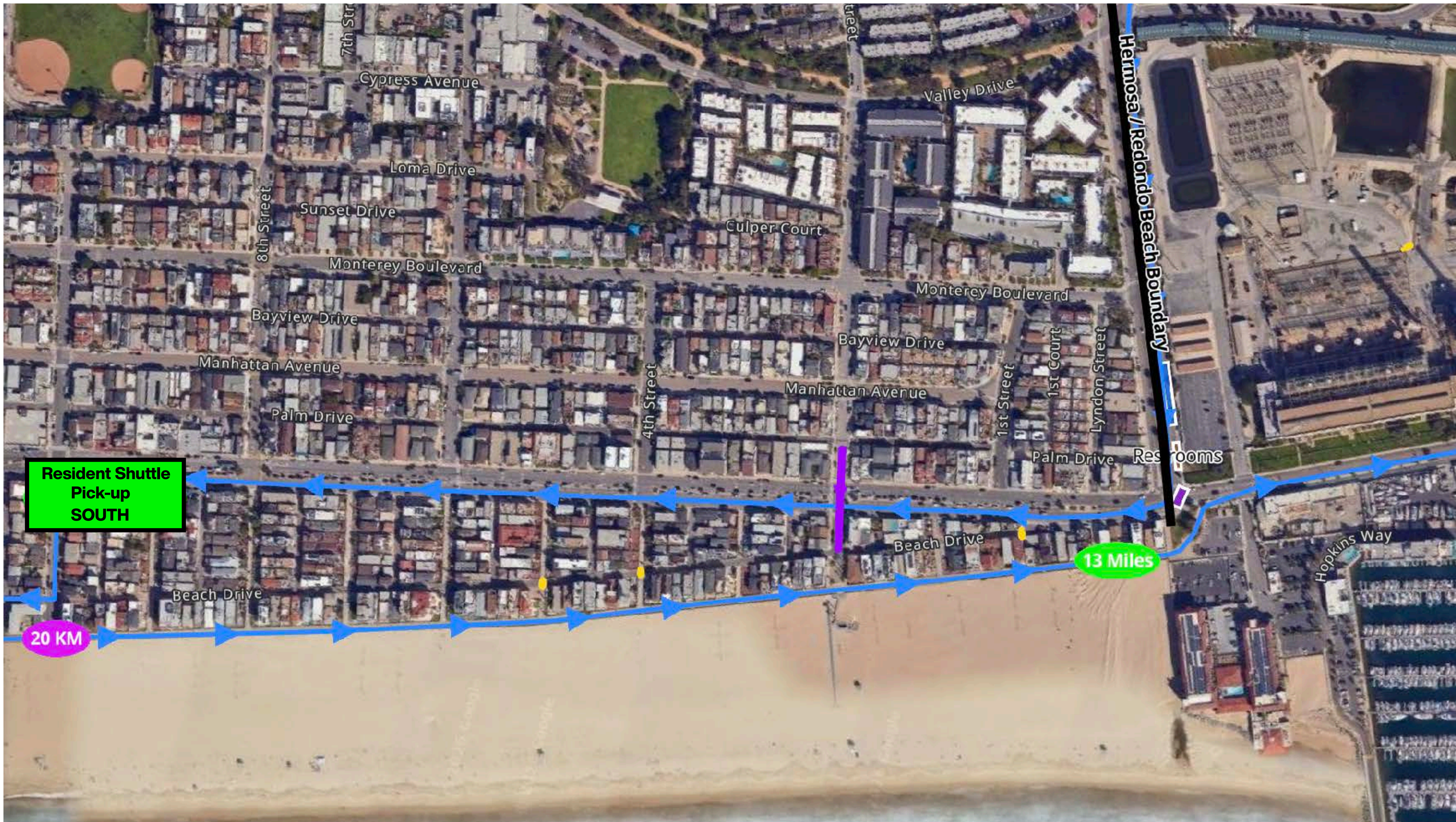
# Hermosa Beach



# Hermosa Beach - Beach Ave



# Redondo - Hermosa Beach



# **Minimize Impact: Hermosa Ave & Beach Dr.**

- **Decreased length of route on Hermosa Ave**
- **Route currently only utilizing West (Southbound) Lane**
- **Allows two-way flow of traffic on East side (Northbound) part of Hermosa Ave**
- **Affects only 31% of available parking - Nike to provide parking solutions at identified lots**
- **Move to Beach dr. as requested by Traffic engineers to keep parking lots around Pier plaza open to traffic, keeping Pier ave open to traffic.**
- **Rolling street closures & openings to minimize traffic and resident impact**
- **Pinnacle spectator + business area**
- **Pedestrian bridge at pier plaza to keep access to the beach**
- **Pedestrian path along the strand - preserving access for affected residents**
- **Intermittent pedestrian 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**

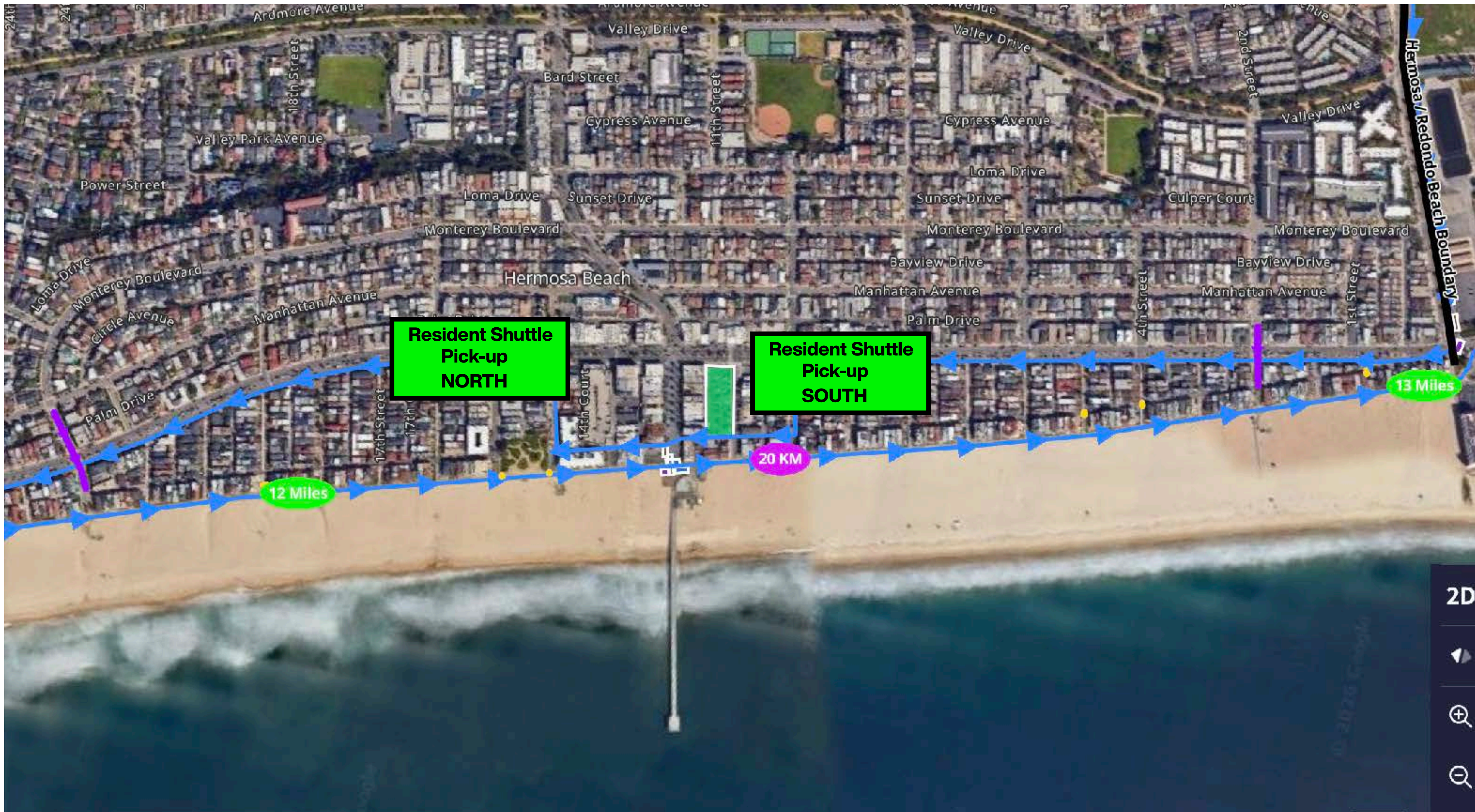
# HERMOSA BEACH ROAD CLOSURES

Street	From	To	Side of Road	Closed	Open
Herondo Street	North Francisca Avenue	North Harbor Drive	Eastbound Lanes	4:45 PM	9:45 PM
Hermosa Avenue	Herondo Street	10th Street	Southbound Lanes	4:45 PM	10:00 PM
10th Street	Beach Drive	The Strand	Whole Road	4:45 PM	10:00 PM
Beach Drive	10th Street	14th Street	Whole Road	4:45 PM	10:00 PM
14th Street	Beach Drive	The Strand	Whole Road	4:45 PM	10:00 PM
Hermosa Avenue	14th Street	25th Street	Southbound Lanes	4:45 PM	10:00 PM
25th Street	Hermosa Avenue	The Strand	Whole Road	5:15 PM	10:00 PM
The Strand	25th Street	North Harbor Drive	Whole Road	5:15 PM	10:00 PM

# **RESIDENT IMPACT PLAN**

**The course will create some inaccessibility via car to a number of homes while the race is passing through the area. In order to get those residents in and out, we will make the parking lot at Hermosa Avenue and 11<sup>th</sup> Street accessible to them. A parking space will be saved (and paid for) for them, and a golf cart can be dispatched to aid in their travel.**

**If participants wanted to leave during the event, they would park their car in the 11th Street lot before the roads will be impacted. When they were ready to go to their car, they could either walk or call a number for a golf cart dispatch and a ride would come to their location to pick them up and bring them to their car. They can exit Hermosa Beach via Hermosa Ave to Pier Ave and head east. They can also move on Hermosa Avenue in the northbound lanes depending on where they were headed. If they were arriving home during the event, they would park in the lot and then have the golf cart available to drive them home while the event was still going on.**



**Resident Impact Report - Hermosa Beach**

Street	From	To	Side of Road	Closed	Open	Residential Addresses On Course (& Inaccessible by car)	Driveways / Garages Directly on the Course	Residential Addresses Landlocked (not directly on course but inaccessible by car due to road closures)	Driveway / Garages Landlocked by Road Closures (Estimated based on 80% of properties)	Parking Bay Suspensions On Course
Hermosa Avenue	Herondo Street	10th Street	Southbound Lanes	16:30	21:30	28	31	160	128	189
10th Street	Beach Drive	The Strand	Whole Road	16:45	21:15	17	8	10	8	19
Beach Drive	10th Street	14th Street	Whole Road	16:45	21:15	11	52	0		0
14th Street	Beach Drive	The Strand	Whole Road	16:45	21:15	17	25	0		29
Hermosa Avenue	14th Street	25th Street	Southbound Lanes	16:45	22:00	41	26	184	157	172
25th Street	Hermosa Avenue	The Strand	Whole Road	17:00	22:00	2	1	0		0
The Strand	25th Street	North Harbor Drive	Whole Road	17:00	22:00	Included above	0	0		0
<b>TOTALS</b>						<b>116</b>	<b>143</b>	<b>354</b>	<b>293</b>	<b>409</b>

Parking Bays Landlocked by course

Road	Number
2nd Street	8
15th Street	23
22nd Street	6
<b>TOTAL</b>	<b>37</b>

Overview:

Estimated number of properties impacted 470  
 Estimated number of parking spaces 882

Street	From	To	Side of Road	Closed	Open
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14th Street	Beach Drive	The Strand	Whole Road	16:45	22:00
Hermosa Avenue	14th Street	22nd Street	Southbound Lanes	16:45	22:00
25th Street	Hermosa Avenue	The Strand	Whole Road	17:15	22:00
The Strand	25th Street	North Harbor Drive	Whole Road	17:15	22:00

# **BUSINESS IMPACT PLAN**

**As event planning moves forward, we will be working with the cities and chambers of commerce to develop priority lists which will include impacted businesses and hotels. Working with these businesses will include digital and mailed notifications, outreach to businesses via email and phone, working with them to understand what the impacts will be to each business specifically, and implementing support to them.**

Street	Between	And	Course	Business Name	Hours
Hermosa Ave	1st	2nd	X	Mickey's Deli	8am - 10pm
Hermosa Ave	1st	2nd	X	Hermosa Smoke and Gift	11am - 6pm
Hermosa Ave	9th Ct	9th	X	Barnacles Bar	9am - 2am
10th	Beach	Strand	X	Surfer Girl	8am - 10pm
10th	Beach	Strand	X	Sea Sprite Beach Club	24hrs
11th	Beach	Strand	X	Scotty's on the Strand	7am - 8pm
Pier Plaza	Beach	Strand	X	Hennessy's Tavern	8am - 2am
Pier Plaza	Beach	Strand	X	Silvio's	11:30am - 9pm
Beach	Pier Ave	13th	X	Vista	11am - 10pm
Beach	Pier Ave	13th	X	The Deck	9am - 12am
Beach	13th	14th	X	Beach House Hotel	24hrs
14th	Beach	Hermosa	X	La Playita	8:30am - 8:30am
14th	Beach	Hermosa	X	Convinten Café	6pm - 9pm
Hermosa Ave	14th	15th	X	H2O Hotel	24hrs
Hermosa Ave	15th	16th	X	Vin Folk	5pm - 11pm
Hermosa Ave	15th	16th	X	MK Nails	10am - 6pm
Hermosa Ave	21st	22nd	X	The Green Store	8am - 7:30pm
22nd Street	22nd Ct	Hermosa	X	The Bottle Inn	5pm - 9:30pm
Greenwich Village			X	Slay	4pm - 10pm
Greenwich Village			X	North End Bar and Grill	9am - 2am
27th Street	Manhattan Ave	Morningside Dr.	X	Cake and Bake	9am - 8pm

# **ACTIVATION ZONE PIER PLAZA**

# PIER PLAZA

**Pinnacle expression and largest Cheer-Zone on the Race Course. Runners would pass by this zone twice, the first time at 8.5 Miles and then finally the 12.5 Mile mark of the race.**

**Ideas to elevate:**

**DJ, Branding, lighting and pedestrian bridge so spectators or pedestrians still have access to the beach.**

**Runner Services:**

**Hydration and Restrooms.**



13th Court

13th Court

Entertainment:  
DJ / Stage

Restrooms

Pedestrian  
Walkway

Pedestrian  
Walkway

Hermosa Beach Pier Plaza

HYDRATION

HYDRATION

# ENERGY ZONE 2025



AFTER DARK  
TOUR ©2025

**RUN**

Apple Music | beats

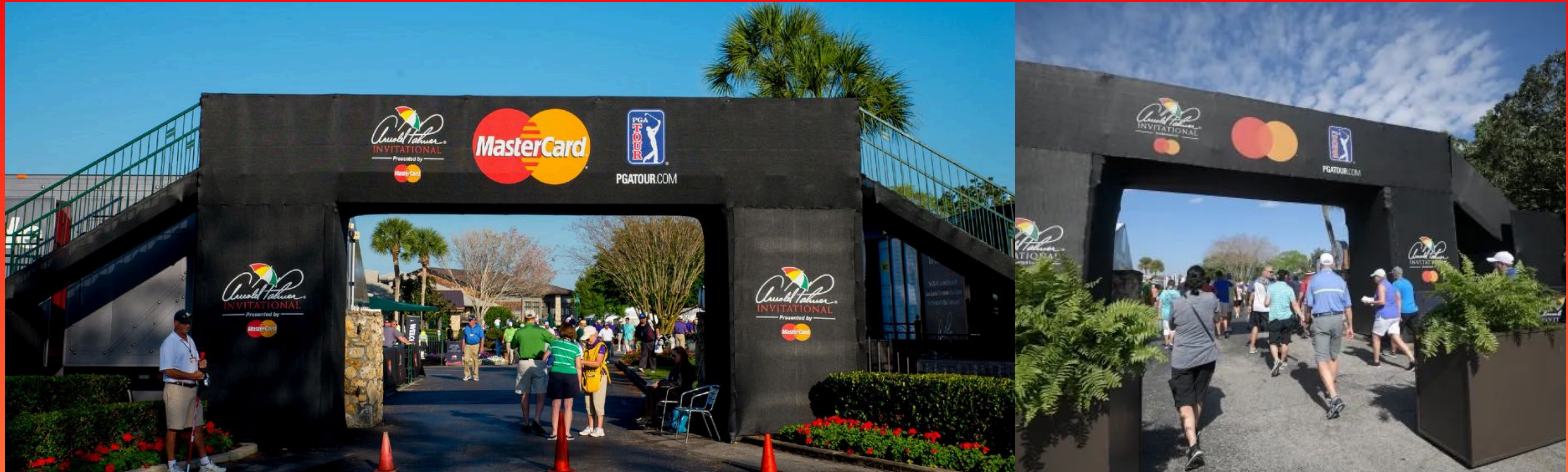
PROG...  
RUNNING  
LATE.

MAXON

0004533

(Example)

# PEDESTRIAN BRIDGE



# **HERMOSA BEACH TEARDOWN PLAN**

**ALL TEARDOWN WILL HAPPEN ON A ROLLING SCHEDULE  
FOLLOWING AS THE FINAL RUNNER PASSES EACH SECTION**

**AID STATIONS**

Trucks follow behind the last runner to pick up the supplies immediately once the final runner has crossed through the area.

Roughly 30 minutes after the last finisher passes through each area of the course.

**TRASH**

Trucks will follow behind the aid station supply trucks to clean up the waste while the road is still closed.

Roughly 30 minutes after the last finisher passes through each area of the course.

**RESTROOMS**

Toilet reclamation will be scheduled behind the last participants on course. However, toilet reclamation takes a bit longer to load and secure.

Roughly 90 minutes after the last finisher passes through each area of the course.

**ENTERTAINMENT**

Depending on the size of the build, the teardown time will vary per location.

Any decorative lighting or amplified sound can be turned off Roughly 5-minutes after the last finisher passes through each area of the course.

***RUN***

