

**INTRODUCE AN ORDINANCE TO AMEND
HERMOSA BEACH MUNICIPAL CODE
CHAPTER 12.30 SPECIAL EVENTS ON
PUBLIC PROPERTY, 12.20.300
SOLICITATION AND ADOPT A RESOLUTION
TO ESTABLISH A SPECIAL EVENT
PER-VENDOR DAILY FEE**



**CITY OF
HERMOSA
BEACH**

BACKGROUND

- **Historically**, Vendor sales limited to event producers only
- Annual business license required for vendors
- Council direction (Aug 2025) to evaluate policy

DISCUSSION

Proposed Updates

- Allow vendors at approved special events:
 - Prepared food
 - Nonalcoholic beverages
 - Merchandise
 - \$115 per vendor / per day
 - \$86.25 for Hermosa Beach businesses (25% discount)



RECOMMENDATION

Introduce the ordinance by title only and waive first reading, and
Adopt the resolution establishing the per-vendor daily fee

