



**REDONDO
BEACH**

Financial Services

415 Diamond Street, P.O Box 270
Redondo Beach, California 90277-0270
www.redondo.org

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APPLICATION OR WAIVER OF BUSINESS LICENSE TAX

Pursuant to Section 6-1.08(c) of the Redondo Beach Municipal Code

Instructions

- **Complete and return this application** to blmail@redondo.org
- **Please submit** waiver request **four weeks prior to event date** to provide for sufficient time to place on the City Council Agenda for consideration.
- Please contact blmail@redondo.org or at the phone number listed in the form heading with questions.

Section 1: Applicant Information

Name of Event: Riviera Village Summer Festival

Organization or Individual Business Name: VR Promotions and Events/RVA--Mike Ward

Telephone Number: 310-993-6453

Organization or Individual Business Address: 2632 Via Pacheco, Palos Verdes Estates, CA 90274

Mailing Address Same as above

(If Different from Organization or Individual Business Address)

Applicant's Name Mike Ward

Applicant's Address: 2632 Via Pacheco

Applicant's Relationship to Organization or Individual Business: CEO--RVA 50% Partnership.

Email Address: mike@vrpomotionsandevents.com

Describe Business or Activity for which wavier is requested: Riviera Village Summer Festival.

Date(s) of the Event: June 26th, 27th and 28th--2026

Event Hours: June 26th--Noon to 9 pm--June 27th 10 am to 8 pm--June 28th 10 am to 9 pm.

Location Address of the Event: Riviera Village--Catalina and Ave I.

Organization or Individual Business website: www.rvsummerfestival.com

Section 2: Waiver Request Statement

I request a waiver from the business license requirements as specified in Redondo Beach Municipal Code 6-1.08(c).

Section 3: Community Benefit Overview

Describe how your business or organization benefits the community, including charitable activities, community service programs, educational initiatives, and job fairs.

Attach additional documentation as needed.

The proceeds from this event help to pay for the annual Halloween Trick or Treat and the Holiday Stroll. These events are enjoy by thousands of Redondo Beach residents annually.

Section 4: Compliance with all Laws

I shall comply with all applicable federal, stale, and local laws, ordinances, and regulations related to this application.

Section 5: Supporting Documentation

Include any relevant supporting documents, such as evidence of business ownership or position, proof of community recognition, letters of support, or documentation of community benefits. If a food vendor please provide a copy of the Public Health Permit or License, evidencing certification that the vendor is in compliance with the Los Angeles County Department of Public Health requirements.

Section 6: Duration of the Business License Waiver

Any business license wavier approved by City Council pursuant to this application shall only be for a short term, extending from 6/26/26 to 6/28/26.

Section 7: Signature and Acknowledgment

I declare under penalty of perjury that I am authorized to make this statement and that the information provided is complete and accurate to the best of my knowledge. I understand the City Council will make the final decision on this waiver request.

Signature: 

Print Name: Michael Ward

Title: CEO

Date: 6-10-26