



Administrative Report

H.11., File # 26-0464

Meeting Date: 4/21/2026

To: MAYOR AND CITY COUNCIL

From: KATHERINE BUCK, ACTING WATERFRONT & ECONOMIC DEVELOPMENT DIRECTOR

TITLE

APPROVE THE SEVENTH AMENDMENT TO THE AMENDED AND RESTATED AGREEMENT FOR SPECIAL EVENT SERVICES AND REVOCABLE LICENSE WITH SANFORD VENTURES, INC. FOR THE USE OF REAL PROPERTY FOR THE BEACHLIFE FESTIVAL, AMENDING THE FACILITY USE FEE, OPERATING HOURS, FESTIVAL PREMISES, LOAD-IN OPTIONS, AND REIMBURSEMENT OF MUNICIPAL EXPENSES FOR THE FESTIVAL TO OCCUR MAY 1-3, 2026

EXECUTIVE SUMMARY

The proposed Seventh Amendment to the Amended and Restated Agreement with Sanford Ventures, Inc. (Producer) includes terms for the upcoming BeachLife Festival in May 2026, including the festival premises, public safety reimbursement limits, facility use fee, operating hours with premium minutes, and load-in and load-out windows. The Seventh Amendment will be effective from April 21, 2026 through August 31, 2026.

Final drafting and execution of the amended terms is expected to continue through the morning of April 21. As such, the contract amendment will be provided as a Blue Folder item prior to the start of the City Council meeting.

BACKGROUND

The City and Producer entered into the original Special Event Services and Revocable License Agreement for the Use of Real Property at the waterfront for the production of the BeachLife (Music) Festival in 2017. This was followed by an Amended and Restated Agreement in 2018.

Several amendments to the restated agreement were approved between 2021 and 2025 to address cost and operational changes. The most recent amendment, the Sixth Amendment, expired on December 31, 2025. The proposed seventh amendment would establish terms for the upcoming May 2026 Festival as follows:

1. Festival Premises: Includes Seaside Lagoon, the northern half of the marina surface parking lot, 45 parking stalls in the southern portion of the marina surface parking lot, and up to 200 stalls for employee parking in the parking structure off Torrance Blvd.
2. Facility Use Fee: Roughly \$100,000 for the May Festival, due within 60 days of invoice.
3. Operating Hours & Premium Minutes: Public access no earlier than 11:00 a.m.; sound ends at 10:30 p.m. Fri/Sat and 9:00 p.m. Sunday, with Premium Minutes available at identified rates.
4. Load-In/Load-Out: Up to 14 days load-in and 7 days load-out, with the option to purchase 7 additional load-in days for \$1,000/day.

5. Municipal Services Reimbursement: Up to roughly \$95,000 for Police and Fire support.

Staff recommends the City Council approve the seventh amendment to ensure smooth operation of the May 2026 festival.

COORDINATION

The Waterfront and Economic Development Department collaborated with the City Manager's Office to prepare this report. The City Attorney's Office assisted with preparation of the seventh amendment.

FISCAL IMPACT

The seventh amendment includes a Facility Use Fee of roughly \$100,000, optional revenue from load-in days and Premium Minutes, and reimbursement of up to roughly \$95,000 for municipal services provided by the City.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Agmt - Existing Underlying Agreement - Special Event Services and Revocable License for the Use of Real Property, dated September 4, 2018
- The Seventh Amendment will be provided via Blu Folder on April 21, 2026