



Administrative Report

H.10., File # 26-0743

Meeting Date: 7/7/2026

To: MAYOR AND CITY COUNCIL

From: ELIZABETH HAUSE, COMMUNITY SERVICES DIRECTOR

TITLE

APPROVE A LICENSE AGREEMENT FOR SPECIAL EVENT SERVICES WITH NIKE, INC. FOR THE NIKE AFTER DARK RUN HALF MARATHON EVENT SCHEDULED FOR OCTOBER 24, 2026

EXECUTIVE SUMMARY

Nike, Inc. is proposing to host the Nike After Dark Run, a half marathon event, in Redondo Beach on October 24, 2026. The event would utilize Seaside Lagoon as the primary event venue and staging area and would include a race route through portions of Redondo Beach's waterfront and other various residential and commercial areas. The event is anticipated to attract thousands of participants and spectators and would be supported by extensive community outreach, traffic management, public safety planning, and event operations.

The proposed Agreement grants Nike the use of Seaside Lagoon, designated parking facilities, and a defined race route in exchange for a \$320,000 license fee, reimbursement of all City service costs, and several community benefits, including a youth soccer clinic and complimentary race entries for City distribution. Following additional community outreach, Nike personnel will present the final logistical details of the marathon event at a City Council meeting in September.

BACKGROUND

Nike has selected Redondo Beach as the host location for the Los Angeles stop of its Nike After Dark Tour, a global nighttime running series designed specifically to encourage and celebrate women's participation in sport. Redondo Beach is one of only seven cities worldwide selected to host a 2026 Nike After Dark Tour event, joining London, Shanghai, Sydney, Mexico City, Manila, and Mumbai. The event series combines distance running with community, culture, and wellness, while creating an environment intended to encourage women to run together in a supportive nighttime setting.

The proposed event would occur on Saturday, October 24, 2026, and is expected to attract approximately 12,000 participants from throughout Southern California and beyond. Seaside Lagoon would serve as the event headquarters, hosting participant packet pickup, sponsor and community activations, food and beverage concessions, entertainment, and other race-related activities throughout the event weekend.

The race route would travel throughout portions of the King Harbor Waterfront area, Catalina Avenue corridor, The Esplanade, Riviera Village, as well as the cities of Hermosa Beach and Torrance, before returning to the waterfront. Temporary street closures would be required to safely conduct the event.

Harbor Drive would be closed beginning the evening of October 23, while the remainder of the race route would be closed on October 24 during event operations.

Nike would receive exclusive use of Seaside Lagoon, the adjacent north parking lot, the southern event parking lot, the JCS parking lot, portions of Harbor Drive, and other designated event areas during specified setup, event, and breakdown periods. Event load-in activities would begin on October 17, 2026, with complete load-out occurring no later than October 27, 2026.

As part of the Agreement, Nike is required to implement a comprehensive community outreach program in coordination with the City for affected businesses, residents, hotels, churches, and other community stakeholders. Outreach activities will include direct mail notifications, email communications, stakeholder meetings, access planning, construction and traffic updates, along with ongoing coordination with City Departments and affected parties. Nike has designated a dedicated community outreach team that will serve as the primary point of contact for businesses, residents, and stakeholders before, leading up to, and during the event. The outreach team will proactively engage the community, respond to questions and concerns, and work collaboratively with the City to identify and implement reasonable measures to minimize impacts wherever practicable.

The Agreement also requires Nike to provide a community benefit focused on youth participation in sports. The parties have agreed that this requirement will be satisfied through a youth soccer clinic for up to 100 participants, conducted at no cost to participants or the City. In addition, Nike will provide 100 complimentary race entries for distribution by the City.

Nike will be responsible for obtaining all necessary permits, providing event staffing, security, traffic control measures, portable restrooms, event infrastructure, and all other operational requirements necessary to conduct the event. Nike will also reimburse the City for all Police, Fire, Public Works, and other municipal services required to support the event.

The proposed event represents a significant activation of the City's Waterfront and public spaces and is expected to generate substantial visitation to Redondo Beach. As one of only a limited number of Nike After Dark Tour host cities worldwide, Redondo Beach will receive national and international exposure through Nike's global event platform. The event aligns with the City's goal of supporting high-quality special events that attract visitors, showcase the community, support local businesses, and generate revenue to offset impacts to City facilities and services.

Staff has worked extensively with Nike and its event management team to develop operational plans addressing public safety, traffic management, business access, community outreach, and event logistics. Additional operational planning will continue in coordination with the Police Department, Fire Department, Public Works Department, and other City Departments leading up to the event.

The Agreement requires Nike to indemnify the City, maintain insurance coverage meeting City requirements, reimburse all municipal service costs, restore all event areas to their pre-event condition, and comply with all applicable federal, state, and local laws and regulations.

Staff recommends approval of the proposed License Agreement with Nike, Inc. for the Nike After Dark Run. For use of all identified licensed areas, Nike will pay a license fee of \$320,000.

COORDINATION

The License Agreement was prepared in coordination with outside counsel and the City Attorney's Office and reflects the City's contemporary license agreement standards.

FISCAL IMPACT

For use of the identified licensed areas, Nike will pay a license fee of \$320,000 and reimburse the City for all municipal services costs required to support the event.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Agmt - License Agreement with Nike, Inc.