

COMMUNITY EVENT SUBSIDY PROGRAM

AUGUST 18, 2026



Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.

INTRODUCTION

Proposed Fee Waiver Process

NMBBID Holiday Stroll
Road Closure and Subsidy

Holiday Fireworks Subsidy



BACKGROUND

- 2025 – approved fee waivers for FY26-FY27 and directed staff to return with an updated method of reviewing fee waivers
- 2025 – approved the closure of Highland Avenue as a pilot for the NMB Holiday Stroll
- 2024 – approved a waiver of third-party public safety costs for the Manhattan Beach 10K



BACKGROUND

- 2023 – Legacy status granted to the Catalina Classic and Tour de Pier
- 2020 – North Manhattan Beach Holiday Stroll granted legacy status, \$10,000 cap on third-party public safety costs for the Holiday Fireworks
- 2018 – updated Special Events policy approved, establishing a tiered approval process and clarifying that fee waivers apply to City services and fees only



CURRENT PRACTICE



City supports 12 events through subsidized city services

- American Martyrs 5K (75%)
- Little League Opening Day Parade
- Grand View Gator Run
- Tour de Pier
- MBEF Wine Auction
- Manhattan Beach Grand Prix (75%)
- Catalina Classic (banner)
- Hometown Fair
- MBIOK
- American Martyrs Parish Fair (75%)
- NMBBID Holiday Stroll
- Holiday Fireworks



CURRENT PRACTICE



Subsidy amounts evolved over time



Approvals based on estimates and can vary from final reported costs



Third party costs are the responsibility of event organizers unless otherwise approved by City Council



OBJECTIVES



Create a fair evaluation framework



Improve transparency



Ensure subsidies align with community priorities



Preserve support for valued community events



Establish clear limits and expectations regarding City-funded services



EVALUATION PROCESS



EVALUATION CRITERIA

Community
Benefit

Public
Accessibility

Organizational
Eligibility

Target
Audience

City Resource
Requirements



EVALUATION SCORING

Each application will be scored using a scoring matrix to determine the maximum subsidy percentage

SECTION 1 – PUBLIC ACCESSIBILITY (20 POINTS MAX)

Criteria	Points
Free and open to the public	20
Free with registration required	15
Participation fee less than \$50	10
Participation fee greater than \$50	5
Private or invitation-only event	0

Score Awarded: _____ / 20

Comments: _____

Score	Eligible Subsidy Level
85–100	Up to 100% of maximum subsidy
70–84	Up to 75% of maximum subsidy
55–69	Up to 50% of maximum subsidy
Below 55	Up to 25% of maximum subsidy or no subsidy



AGREEMENT

Every subsidy will have an agreement listing approved services and a not-to-exceed amount.

APPROVED COMMUNITY EVENT SUBSIDY

The City has approved the following fee waivers and/or City-provided services in support of the above-referenced event.

Service / Fee	Estimated Value
Special Event Application Fee	\$_____
Banner Application Fee	\$_____
Facility Rental Fees	\$_____
Parks & Recreation Staff Support	\$_____
Public Works Support	\$_____
Police Support	\$_____
Fire Support	\$_____
Equipment Use	\$_____
Parking Meter Fees	\$_____
Permit Fees	\$_____
Other: _____	\$_____
** TotalApprovedSubsidy ** **_____**	

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SUBSIDY APPROVAL FRAMEWORK



Staff will calculate the estimated value of requested services for each event and present the total as part of the approval process.



Costs to include:

- Staff fully-burdened rates
- Facility Rental Fees
- City equipment use
- Parking Meter fees
- Application and Permit fees



OTHER AGENCIES



Hermosa Beach

Fee Waiver Grant
(\$2500/\$20,000 per event)
Long-term agreement



Redondo Beach

Supports 8 signature events,
\$45,000 (total)



El Segundo

Supports 10 events, \$100,000
(total)

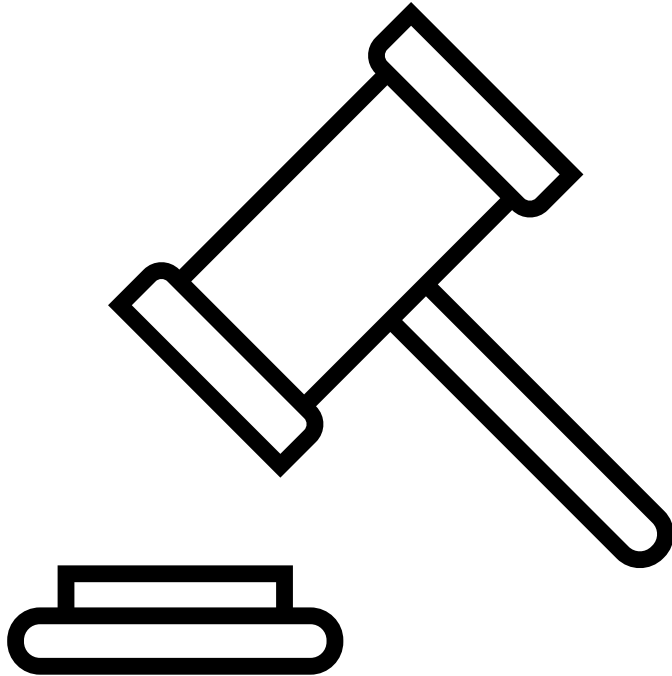


RECOMMENDATION

Approve the standardized process for evaluating and administering Legacy special event subsidies



COUNCIL DISCUSSION AND ACTION



Staff is available for questions.

Presentation will resume following Council action.



NMBBID HOLIDAY STROLL

Requesting closure of
Highland Avenue going forward

Additional appropriation of
\$9,000 to support the 2026 event

Subsequent years included
in the annual subsidy review

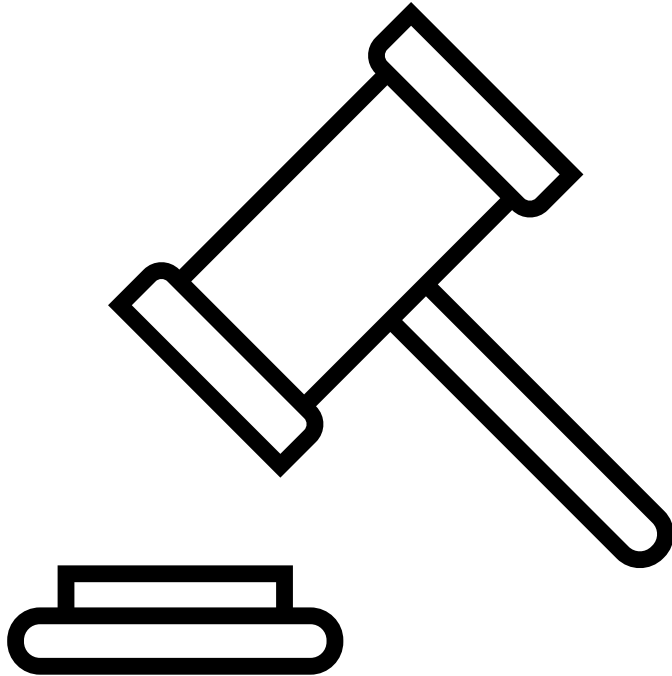


OPTIONS

1. Approve the road closure and appropriate \$9,000 for unbudgeted third-party costs. All City services and third-party costs are paid by the City
2. Approve the road closure and appropriate \$9,000 for unbudgeted third-party costs. Third-party costs up to \$12,500 to be paid by the NMBBID
3. Approve the road closure with no subsidy. All costs for City services and third-party expenses paid by NMBBID
4. Do not approve the road closure. No appropriation needed



COUNCIL DISCUSSION AND ACTION



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HOLIDAY FIREWORKS

Requesting that all City service expenses, including all third-party costs ordered by the City, be paid by the City.



OPTIONS

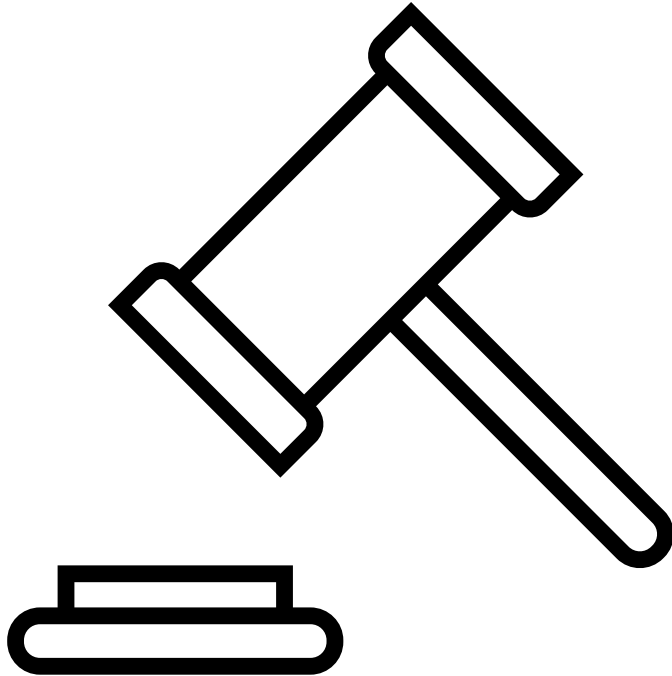
1. Approve a subsidy for all City services and all third-party costs.

2. Approve a subsidy for City services and continue with the preapproved \$10,000 cap on third-party public safety costs.

3. Approve a subsidy for City services and a \$10,000 cap for all third-party costs.



COUNCIL DISCUSSION AND ACTION



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HOLIDAY OPEN HOUSE/FRIENDSHIP WALK

Downtown Manhattan
Beach Holiday Stroll and
Friendship Walk
expenses separated
from City event expenses.

Legacy status to be
requested



