



Administrative Report

H.14., File # 25-0960

Meeting Date: 7/1/2025

To: MAYOR AND CITY COUNCIL
From: JANE CHUNG, ASSISTANT TO THE CITY MANAGER

TITLE

APPROVE AN AGREEMENT WITH BEACHLIFE FESTIVAL LLC FOR THE PROVISION OF SPECIFIED 2028 SUMMER OLYMPICS MARKETING DELIVERABLES FOR A ONE-TIME COST OF \$40,000 AND THE TERM JULY 1, 2025 TO JUNE 30, 2026

EXECUTIVE SUMMARY

In order for the City of Redondo Beach to participate in the 2028 Summer Olympics (LA28) in a meaningful way, it is essential to start marketing the City's venues, facilities and community assets as soon as practicable. With the first wave of Olympic teams evaluating potential venues in August, the City faces a compressed timeline to develop compelling, high-quality marketing materials and to establish a strong online presence.

To advance this effort, the Mayor established an Olympic Committee (which then formed a Marketing Subcommittee) where it was identified that contract marketing services would be needed to produce the critical content and materials. Accordingly, the City obtained two proposals for the required services. Of the two proposals, BeachLife Festival LLC provided the best combination of price and relevant experience.

It is recommended that the City Council approve a one-year, firm fixed-price contract with BeachLife Festival LLC (BeachLife) in an amount of \$40,000 to produce marketing materials and to develop an online presence through a dedicated website and social media platforms. BeachLife's marketing team is uniquely positioned to meet the City's accelerated timeline, with a robust library of high-quality videos and still materials already in use for their own marketing purposes. These assets, combined with BeachLife's demonstrated success in attracting sponsors and large audiences, make them a uniquely qualified partner for this initiative.

BACKGROUND

LA28 presents three key opportunities for the City of Redondo: (1) serving as an official Olympic viewing venue; (2) hosting training and administrative facilities for national teams; and (3) organizing a "Hospitality House" for a participating nation to welcome its citizens and celebrate the Olympic Games. Each of these opportunities will require the City to secure sponsorships to help offset associated costs, as LA28 will not provide direct financial support to participating cities for these initiatives. For the latter two cases, the City would also need to attract one or more national teams to select Redondo Beach as its desired location.

Several cities have already begun active marketing efforts. For example, Culver City has publicly announced it will host the Hospitality House for New Zealand. While a wave of Olympic teams was initially expected to visit Los Angeles County in July, that timeline has shifted to August, providing the City with a critical window to develop compelling marketing materials that distinguish Redondo Beach from other cities competing for similar opportunities.

The need for such marketing was affirmed during the Redondo Beach Olympic Committee's kick-off meeting held on June 11, 2025. Following that meeting, the Mayor advocated for a \$50,000 appropriation for Olympic marketing as part of the final FY 2025-26 Budget deliberations. Additionally, a marketing subcommittee met on June 18, 2025 to begin gathering community assets and resources and to strategize targeted outreach ahead of the August visits from a number of countries participating in LA28.

To procure the necessary marketing services, the City solicited two proposals, one from BeachLife Festival LLC and the other from PSM Communications Arts (PSM). BeachLife submitted a proposal for \$40,000, while PSM's proposal was for \$49,500. Given the lower cost, accelerated timeline, ability to incorporate existing proprietary videos and still assets, along with a demonstrated success in producing high-quality, effective marketing content, staff recommends approval of the contract with BeachLife.

COORDINATION

This report was prepared by the City Manager's Office in coordination with the Mayor. The Agreement has been reviewed and approved as to form by the City Attorney's Office.

FISCAL IMPACT

Funding for the Agreement is included in the FY 2025-26 Budget.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Agmt - BeachLife Festival LLC (Signed Agreement to be Blue Foldered)