



Administrative Report

H.14., File # 25-1077

Meeting Date: 8/5/2025

To: MAYOR AND CITY COUNCIL
From: ELIZABETH HAUSE, COMMUNITY SERVICES DIRECTOR

TITLE

ADOPT BY TITLE ONLY RESOLUTION NO. CC-2508-055, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF REDONDO BEACH, CALIFORNIA, PROCLAIMING SUNDAY, SEPTEMBER 7, 2025 AS "OPEN WATER SWIM DAY" IN THE CITY OF REDONDO BEACH IN SPONSORSHIP AND SUPPORT OF THE SEVENTH ANNUAL SWIM THE AVENUES WATER SPORTS EVENT TO BE HELD IN THE CITY OF REDONDO BEACH COASTAL WATERS AND IN APPRECIATION OF THE COUNTY OF LOS ANGELES' EFFORTS TO PERMIT THE EVENT AND PROVIDE LOGISTICAL SUPPORT

EXECUTIVE SUMMARY

The City has historically partnered with the County of Los Angeles, local water sports professionals, and businesses to create and host open water swim events in the coastal waters off Redondo Beach. Staff recommends the City continue this tradition, and, where possible, integrate internationally sanctioned swimming activities to demonstrate the capacity of the Redondo Beach coastal waters to host nationally and internationally recognized events.

Adoption of the recommended Resolution would officially recognize and support the September 7, 2025 "Swim the Avenues" open water swim event and its partnership with Los Angeles County.

BACKGROUND

The City of Redondo Beach supports increased use of its coastal waters for recreation and sporting activities and has partnered with the County of Los Angeles, local water sports professionals, and businesses to create a number of open water swim events and activate Redondo Beach coastal waters.

With approval of the recommended Resolution, the City of Redondo Beach would declare Sunday, September 7, 2025 as "Open Water Swim Day" in Redondo Beach and officially support the seventh annual "Swim the Avenues" water sports event in Redondo Beach.

The City appreciates its partnership with Los Angeles County and, local sports and event promoter, Rick Crump for his expertise in organizing and implementing the open water swim event.

Approximately 600 swimmers are expected for the 2025 event, along with an anticipated viewing audience of 1,000 spectators along the Esplanade and beaches. Of the registered swimmers, organizers expect 85% of the participants to be South Bay residents and 10% of the participants to

be new to swim competitions. The event's open swim category ranges are multi-generational to promote the sport and encourage participation for all individuals, regardless of age. The event will utilize social media to post race results and live stream pre-race ceremonies, the race, and post-race activities.

Individuals wishing to learn more about the September 7, 2025 "Swim the Avenues" event and to register, should visit the event website:

[<https://raceroster.com/events/2025/105387/redondo-beach-swim-the-avenues>](https://raceroster.com/events/2025/105387/redondo-beach-swim-the-avenues)

COORDINATION

The Resolution has been approved as to form by the City Attorney's Office.

FISCAL IMPACT

The event requires the use of 10 parking spaces (free of charge) along the Esplanade, for a six-hour period, and has a de minimis impact on daily parking revenues.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

- Resolution - No. CC-2508-055 Proclaiming Sunday, September 7, 2025 as Open Water Swim Day