



Administrative Report

H.8., File # 21-2465

Meeting Date: 5/18/2021

To: MAYOR AND CITY COUNCIL

From: STEPHEN PROUD, WATERFRONT & ECONOMIC DEVELOPMENT
DIRECTOR

TITLE

ADOPT BY TITLE ONLY RESOLUTION NO. CC-2105-041, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF REDONDO BEACH, CALIFORNIA, PROCLAIMING SATURDAY, OCTOBER 16, 2021 AS "SWIM ACROSS AMERICA OPEN WATER SWIM DAY" IN THE CITY OF REDONDO BEACH IN SPONSORSHIP AND SUPPORT OF THE CHARITY SWIM ACROSS AMERICA CANCER RESEARCH FUNDRAISING WATER SPORTS EVENT TO BE HELD IN THE CITY OF REDONDO BEACH COASTAL WATERS AND IN APPRECIATION OF LOS ANGELES COUNTY'S EFFORTS TO PERMIT THE EVENT AND PROVIDE LOGISTICAL SUPPORT

EXECUTIVE SUMMARY

The City has partnered with the County of Los Angeles, local water sports professionals and businesses to create open water swim events for the purpose of activating the Redondo Beach coastal waters. Following consultation with the City Manager and Mayor, a new charity swim event was created in 2020 to continue the City's promotion of water sports as well as to demonstrate the capacity of the Redondo Beach coastal waters to sustain internationally recognized events.

A partnership with Swim Across America ("SAA") accomplishes these goals and also provides an opportunity for a charity swim event that raises awareness and funding to support cancer research. Since 1987, Swim Across America has granted nearly \$100M to fund cancer research and clinical trials through 21 open water swimming events and over 100 pool swim fundraisers. 2021 would mark the 35th year of Swim Across America.

The "Swim Across America Open Water Swim Day" in Redondo Beach was scheduled for October 2020 but was cancelled due to COVID-19. The event has been re-scheduled to take place on Saturday, October 16, 2021. The event will benefit local cancer research and clinical trials at UCLA Jonsson Comprehensive Cancer Center. Adoption of Resolution No. CC-2105-041 would officially recognize and support the open water charity swim event to be held on October 16, 2021.

BACKGROUND

Swim Across America is the inspired sequel to a triumphant Run Across America completed by the two founders of SAA, Jeff Keith and Matt Vossler in 1985. The eight-month journey spanned the country from Boston to Los Angeles and raised over \$1 million for cancer research.

It was in 1987 that Keith and Vossler decided to bring their cause back home and transitioned from running to swimming for a cure. With a focus on raising money and awareness for cancer research, prevention and treatment, Swim Across America was chartered as a 501c3 nonprofit organization. Cancer survivor Jeff Keith, and childhood friends Matt Vossler and Hugh Curran, created the first fundraiser in 1987 in Nantucket, MA.

Since 1987, SAA has granted nearly \$100M to fund cancer research and clinical trials through 21 open water swimming events and over 100 pool swim fundraisers. 2021 would mark the 35th year of Swim Across America. SAA is proud to support some of the best cancer research facilities the country has to offer. Swim Across America has been honored with a named SAA Lab at nine of these beneficiaries through the swim partnerships.

It should be noted that the City recognizes the event partnership with Los Angeles County and appreciates their expertise in organizing and implementing the open water swim event. Approximately 150 swimmers are expected for the charity event, along with an anticipated viewing audience of 200 spectators along the Esplanade and beaches. For those wishing to learn more about the October 16, 2021 Swim across America open water charity swim event and to register, they may visit the following website: www.swimacrossamerica.org.

COORDINATION

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

FISCAL IMPACT

Event logistics for the Swim Across America charity swim will be coordinated between Swim Across America, the City of Redondo Beach and LA County. SAA will coordinate logistics with LA County and is responsible for the County permit, personnel and similar costs related to the event. These costs are not yet known.

It is anticipated that SAA will request the use of a portion of Veteran's Park as an event registration and staging area. While there is no cost for the permitting of the park's use, the City will incur special event administrative expenses and will also require permit fees for event elements in the park, such as generators, stage and structure inspection, noise variance and potential park grounds remediation following the event. Reimbursement of these costs by SAA to the City would be reviewed as part of the special event application process. It is anticipated that discussion with SAA will include the City's requirement to recoup its costs through special event permit fees.

SAA Special Event Fees (City-projected)

Generator	\$68
Site Inspection (Veteran's Park)	\$141
Noise Variance Permit	\$72
Parks Maintenance Personnel	\$500
Fire permit/inspection	\$169
TOTAL	\$950

APPROVED BY:

Joe Hoefgen, City Manager

ATTACHMENTS

Resolution No. CC-2105-041

Swim Across America Website Information