



# Administrative Report

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H.11., File # 21-2516

Meeting Date: 6/1/2021

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**To: MAYOR AND CITY COUNCIL**

**From: CAMERON HARDING, COMMUNITY SERVICES DIRECTOR**

## **TITLE**

ADOPT BY TITLE ONLY RESOLUTION NO. CC-2106-046, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF REDONDO BEACH, CALIFORNIA, PROCLAIMING SUNDAY, SEPTEMBER 12, 2021 AS "OPEN WATER SWIM DAY" IN THE CITY OF REDONDO BEACH IN SPONSORSHIP AND SUPPORT OF THE THIRD 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 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. The City intends to support an annual program of open water swim events that could integrate with internationally sanctioned swimming events for the promotion of water sports as well as to demonstrate the capacity of the Redondo Beach coastal waters to sustain internationally recognized events.

Adoption of the recommended Resolution would officially recognize and support the September 12, 2021 "Swim the Avenues" open water swim event and its partnership with Los Angeles County.

## **BACKGROUND**

The City of Redondo Beach supports the 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 an inaugural open water swim event for the purpose of activating the Redondo Beach coastal waters.

With the approval of the recommended Resolution, the City of Redondo Beach will declare Sunday, September 12, 2021 as "Open Water Swim Day" in Redondo Beach and officially support the 3<sup>rd</sup> annual "Swim the Avenues" water sports event in the Redondo Beach coastal waters.

Additionally, the City recognizes its partnerships with Los Angeles County and local sports and event promoters Rick Crump, Mike Ward and Bryan Mineo for their expertise in organizing and implementing the open water swim event.

Approximately 600 swimmers are expected for the 2021 event, along with an anticipated viewing audience of 1,000 spectators along the Esplanade and beaches. Of the registered swimmers, 85% of the participants will be South Bay residents and 10% of the participants will be new to swim competitions. The event's Open swim category age ranges are multi-generational to promote the sport and encourage participation regardless of age. The event will utilize Social media to live stream pre-race, race and post-race activities, as well as to post race results.

For those wishing to learn more about the September 12, 2021 "Swim the Avenues" event and to register, they may visit the following website: [www.villagerunner.com/swim-the-avenues](http://www.villagerunner.com/swim-the-avenues)  
<<http://www.villagerunner.com/swim-the-avenues>>

### **COORDINATION**

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

### **FISCAL IMPACT**

The City is coordinating with the County of Los Angeles on the open water swim events in Redondo Beach. Use of the beaches and the waters of Santa Monica Bay fall within the jurisdiction of Los Angeles County. There is no fiscal impact to the City as a result of the proposed "Swim the Avenues" special event. The promoter's costs associated with presenting these swim events are not known but are anticipated to be offset by participant registrations, sponsorships and other partnerships.

### **APPROVED BY:**

*Joe Hoefgen, City Manager*

### **ATTACHMENTS**

1. Resolution Supporting Swim the Avenues 2021