



Administrative Report

H.21., File # 22-4277

Meeting Date: 6/7/2022

To: MAYOR AND CITY COUNCIL
From: LUKE SMUDE, ASSISTANT TO THE CITY MANAGER

TITLE

ADOPT BY TITLE ONLY RESOLUTION NO. CC-2206-032, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF REDONDO BEACH, CALIFORNIA, PROCLAIMING SUNDAY, SEPTEMBER 11, 2022 AS "OPEN WATER SWIM DAY" IN THE CITY OF REDONDO BEACH IN SPONSORSHIP AND SUPPORT OF THE FOURTH 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 and activate Redondo Beach coastal waters. The City intends to support an annual program of open water swim events that could integrate with internationally sanctioned swimming activities 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 11, 2022 "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 and activate Redondo Beach coastal waters.

With the approval of the recommended Resolution, the City of Redondo Beach will declare Sunday, September 11, 2022 as "Open Water Swim Day" in Redondo Beach and officially support the 4th annual "Swim the Avenues" water sports event in Redondo Beach.

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 2022 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 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.

Individuals wishing to learn more about the September 11, 2022 "Swim the Avenues" event and to register, should visit the following website:

<https://raceroster.com/events/2022/58602/redondo-beach-swim-the-avenues>

COORDINATION

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

FISCAL IMPACT

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 to present the swim event are unknown but are anticipated to be offset by participant registrations, sponsorships, and other partnerships.

APPROVED BY:

Mike Witzansky, City Manager

ATTACHMENTS

Reso - Proclaiming Sunday, September 11, 2022 as Open Water Swim Day