



Agenda Item #: \_\_\_\_\_

# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Aldinger and Members of the City Council

**THROUGH:** Geoff Dolan, City Manager

**FROM:** Lindy Coe-Juell, Assistant to the City Manager

**DATE:** October 2, 2007

**SUBJECT:** Appropriate \$5,000 from the City Council Contingency Fund to the Downtown Business & Professionals Association in Matching Funds for the Development of a Promotional Video

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### **RECOMMENDATION:**

Staff recommends that the City Council appropriate \$5,000 from the City Council Contingency Fund to the Downtown Business & Professionals Association (DBPA) to be used as matching funds for the development of a promotional video for Manhattan Beach.

### **FISCAL IMPLICATION:**

The \$5,000 would be appropriated from the Council Contingency Fund, which has a current balance of \$194,200.

### **DISCUSSION:**

The DBPA, in partnership with the Chamber of Commerce and the Manhattan Village Mall, has contacted the City (see attached email) with a proposal for jointly funding a professional Manhattan Beach promotional video. The video would highlight local businesses, historical landmarks, signature events and other aspects of the every-day Manhattan Beach lifestyle. This video could be streamed on the City, DBPA, Chamber and Village Mall websites to promote Manhattan Beach and could also be used by other media outlets.

The DBPA, Chamber and Village Mall have bids from several local firms and estimate the production costs at \$10,000. They are able to jointly contribute \$5,000 to the project and are asking the City to match \$5,000 for the production of the video. If funded, the DBPA would plan to begin production within 30 days.

Attachment: Email from Maureen McBride, President of the MBRA

## Geoff Dolan

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**From:** Maureen McBride [maureen@tabularasaessentials.com]  
**Sent:** Thursday, September 20, 2007 4:58 PM  
**To:** Portia Cohen - External email  
**Cc:** Geoff Dolan; Ron Miranda; Miles Turpin; Carol Rowe  
**Subject:** Manhattan Beach Marketing/Promotional Video

Dear Portia:

The DBPA, in partnership with the Chamber of Commerce and Manhattan Village Mall, wants to create a professional video highlighting all the magnificent aspects of our great city. The video will be a high quality, compelling and entertaining piece that can be streamed on our collective websites (including the city site), hotel kiosks and other pertinent media outlets. We have had numerous requests for such a video as a form of promoting Manhattan Beach, especially from Gateway LA and surrounding hotels. We intend to use the video to create publicity and "buzz" for Manhattan Beach and target both our local audience as well as visitors from across the nation.

We have bids from several local firms and estimate the costs for producing the video to be \$10,000.00. The DBPA, Chamber of Commerce and Manhattan Village Mall are able to jointly fund \$5,000.00 of this expense. We are asking the city to match our collective contribution so that we can successfully produce a top notch video that captures the essence of our city...from our historical landmarks and signature events, to our everyday lifestyle.

Once funded, we plan to begin production within 30 days. We have access to existing video feed from the AVP and will be able to capture many of the upcoming events, including the Home Town Fair, Downtown Trick or Treat and Pumpkin Race, and Holiday Open House. Our sunsets are pretty spectacular this time of year as well!

We will greatly appreciate the city's support in this project and we look forward to hearing back from you.

Best regards,

Maureen McBride  
President, DBPA