



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

# Staff Report

## City of Manhattan Beach

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

**THROUGH:** Richard Thompson, Interim City Manager

**FROM:** Richard Gill, Director of Parks and Recreation  
Rod Uyeda, Chief of Police  
Derrick Abell, Police Captain  
Andy Harrod, Police Lieutenant  
Mark Leyman, Recreation Services Manager

**DATE:** May 4, 2010

**SUBJECT:** Discussion of Proposed Operational Changes for the 2010 Charlie Saikley 6-Man Volleyball Tournament

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### **RECOMMENDATION:**

Staff recommends that the City Council discuss and provide direction for the proposed operational changes for the 2010 Charlie Saikley 6-Man Volleyball Tournament.

### **FISCAL IMPLICATION:**

For Fiscal Year 2010-2011, the proposed staffing increase will cost \$93,306 for private security services, additional Fire, Public Works, Parks and Recreation, Los Angeles County Lifeguards and Manhattan Beach Police Department Staff. The total cost of the event will be approximately \$203,000. Staff anticipates approximately \$202,000 in revenue for the event.

### **BACKGROUND:**

During the April 6<sup>th</sup> City Council meeting, the Police Department presented to City Council the concerns and complaints received from last year's Charlie Saikley 6-Man Volleyball event.

City Council asked Staff to return to City Council with operational changes to reduce the number of attendees at this event and consideration of an alternate event date.

### **DISCUSSION:**

One idea proposed at the April 6<sup>th</sup> City Council meeting was to move the event date into September to reduce the number of people at the event. Staff from Parks and Recreation met with Police Department Staff, team captains and the Tournament Director to discuss the date change to September. Many concerns were expressed by each party regarding the date change.

The Police Department's primary concern was their inability to contract with many of the veteran staff from Contemporary Services Corporation (CSC) who provide security for this event. The

September date will be during college football season and CSC's leadership resources will be allocated at other venues throughout Southern California. CSC has worked the event in previous years and has the background, experience and expertise in dealing with large crowds.

Concerns presented by team captains and the Tournament Director were that the majority of volleyball players will be back in school. Many of the college players are not able to participate during their volleyball season. This will result in a significant reduction in teams and a significant loss of revenue. Staff does not believe that there would be enough teams to conduct the event.

Staff is proposing the following significant operational changes for the 2010 event:

- Increase Police (all personnel required to work on Saturday), and Fire personnel, CSC and Parks and Recreation staff
- Increase enforcement and ticketing for alcohol violations before, during and in neighborhoods after the event
- Increase private security officers to over 60 personnel from 30 the previous year
- Increase parks and recreation personnel
- Increase the minimum age for players to 18 years of age and older
- Require that each team send a team manager to a mandatory pre-event meeting where all of the new guidelines and rule changes will be discussed
- Require a team representative with tournament ID tag in the team canopy/tent at all times
- Implement water/shade canopy stations placed near the emergency access points to distribute water and hydrate participants/spectators
- Require each team member to wear a wristband to designate players vs. spectators for event staff
- Prohibit large Igloo/coolers into event site
- Install metal bicycle fencing around the entire perimeter to channel spectators through multiple emergency access entry/exit points. The bicycle fencing will separate tent spaces and will be doubled for emergency access lanes. The fencing will also serve as a deterrent to smuggle alcohol into the event
- Install 6' chain link fencing under the Pier on both sides outside of the pilings extending west to the emergency access lane to prevent people from gathering under the Pier to avoid detection
- Eliminate closed sides and banners on 10X10 team canopies
- Limit teams to one 10X10 canopy per team
- Restriction of unsealed beverage containers into the event
- Restriction of Jello-shots, and other alcoholic items such as alcohol infused fruit
- Eliminate all home furniture, structures, car batteries and gas generators
- Eliminate all sound systems with amplified sound (including bullhorns, stereos, boom box, or anything with a speaker)
- No national sponsor teams will be allowed in the tournament to reduce the publicity generated by the sponsor
- Create three open areas to park bicycles to alleviate the congestion created on the strand and bikes locked to private resident's homes
- Significantly increase the portable restrooms in the Pier and downtown area to accommodate the spike in attendance
- Propose coordination with taxi cab companies to reduce the number of people in the downtown area

Additional operational changes to reduce the size and attendance of the event include:

Public Relations Campaign to send out the rule changes for the 2010 event

The significant expansion of attendees is partly tied to the various media outlets promoting this event. To reduce the number of people, Staff suggests using many of the same lines of communication that created the expansion of the tournament. The tournament director J Parker Saikley will be video taping a public service announcement detailing the significant changes to this year's event. This video will be distributed through You Tube and other social networking sites, well known party websites, the City's website, International Surf Festival's website and the California Beach Volleyball Association's e-mail distribution and Website. In addition, signage will be placed throughout the downtown area during the event stating: no alcoholic beverages, no unsealed or open containers allowed in the event, no Jello type or frozen liquid type of food/beverages allowed, no sound systems, no structures, no wagons or motor operated devices. Staff will also schedule mandatory team manager's meetings to make sure that all teams understand the new rules/guidelines and are accountable for their actions.

No Costumes

Staff from the Police Department had concerns with the party atmosphere that was created by the variety of costumes and props at the event. Staff received feedback from many community members that the focus should be on the sport of volleyball. Therefore, staff will be implementing a no costume or props policy for all teams. No props of any kind will be allowed and uniforms will only consist of hats, t-shirts, tank tops, shorts or bathing suits. Anyone violating this rule will have their team disqualified.

Proposed Reduction and Relocation of Teams

Each year approximately 200 teams participate in this event. There are five individual tournaments separated through gender and age. The divisions include: the Men's and Women's Open which is open to all players 18 years and older, Women's Masters 35 years and older, Men's Masters 40 years and older and Men's Masters 50 years and older.

In order to better staff and provide enforcement, staff has proposed a reduction in the number of teams (20) and moving the Masters Divisions to the north side of the Pier. This will decrease the event footprint so that Staff can manage the event more effectively. The 20 team reduction (10 Men's Open and 10 Women's Open) will reduce the size of the event by four courts (1 row). To offset the loss of revenue from the reduction, Open division teams will pay a slightly higher entry fee.

The relocation of the Masters Teams will reduce the event footprint and separate them from the Open division crowd. Traditionally, Master's teams like to bring their families and children to the event and this would provide a much better environment for them to play in.

Reduction in players per team

Staff is also proposing a reduction in the number of participants per team with additional costs added per person over the team limit. Regular Open Division teams' entry fee will be \$1,100 for up to 12 players with an additional \$100 per person thereafter. Locally sponsored Open Division teams entry fee will be \$2,500 for up to 20 players with an additional \$100 per person thereafter.

Masters' teams will be \$500 for up to 20 players.

<b>Proposed price with 20 team reduction</b>	<b>2009 Price</b>	<b>2010 Price</b>	<b># of Teams</b>	<b>Revenue</b>
<b>Sponsored Open Teams</b>	<b>\$1,000</b>	<b>\$2,500</b>	<b>20</b>	<b>\$50,000</b>
<b>Regular Open Teams</b>	<b>\$600</b>	<b>\$1,100</b>	<b>120</b>	<b>\$132,000</b>
<b>Masters Division</b>	<b>\$450</b>	<b>\$500</b>	<b>40</b>	<b>\$20,000</b>
<b>Total</b>				<b>\$202,000</b>

As reported in fiscal impact, the total event cost for the 2010 event is \$203,000.

**CONCLUSION:**

Staff is making its best attempt to control the size of the crowds and significantly reduce the alcohol at this event with the operational and tournament suggestions proposed for City Council consideration. It should be understood that even with the proposed changes, this year's crowd is likely to be at least equal to or slightly less than last year. Staff believes this because it is the nature of spectators to an event like this one to see if there is a significant change to the event. It is likely a large amount of alcohol will be brought to the venue like in year's past, and when people are turned away, they may look for other places to consume their beverages and enjoy the beach. Last year, the overflow crowd went into our neighborhoods. This is likely to occur again this year. The Police Department has already said that they do not have adequate personnel to patrol the surrounding residential streets and "walk-streets" in a proactive manner to keep large parties from forming, while policing the 6-man event itself. However, if we are successful, there may be a few more police officers available to proactively patrol this area. Regardless, it is likely that future crowds will be significantly smaller as the event reverts back into an event that focuses primarily on volleyball.

Another option for City Council to consider would be the cancellation of this event for this year, similar to the approach taken with Sand Dune Park. This option could provide a strong message to players and spectators and set the tone for future years' events.

cc: Police Department