



Agenda Item #: _____



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Montgomery and Members of the City Council

THROUGH: *DC* David N. Carmany, City Manager

FROM: Richard Gill, Director of Parks and Recreation *RJ*
Mark Leyman, Recreation Services Manager *ML*

DATE: February 15, 2011

SUBJECT: Consideration of USA Volleyball (USAV) and the International Management Group (IMG) to Co-Sponsor the 2011 Manhattan Beach Open (MBO) to be Held in August of 2011.

RECOMMENDATION:

The City Council Subcommittee recommends that the City Council approve co-sponsoring the 2011 Manhattan Beach Open (MBO) with USA Volleyball (USAV) and the International Management Group (IMG) to be held in August of 2011. If approved, Staff will return to City Council with the Agreement and Coastal Development Permit for the 2011 Manhattan Beach Open.

FISCAL IMPLICATION:

There are no fiscal implications associated with this request. If this event is approved, USAV and IMG agree to reimburse the City for all direct costs associated with the Manhattan Beach Open.

BACKGROUND:

At the December 21, 2010 City Council Meeting, Staff proposed that the City approve a request presented by USAV and IMG to co-sponsor the 2011 MBO. During the meeting, additional groups addressed the City Council and expressed interest in co-sponsoring the 2011 MBO. The groups in attendance were: The Elevation Group, ION Sports, and the Professional Beach Volleyball Players Association (PVBA). Each group asked City Council for an opportunity to meet with the City Council Subcommittee before endorsing a specific group to co-sponsor the 2011 MBO. City Council agreed to suspend their recommendation until after meeting with each group and reviewing their proposals.

DISCUSSION:

On January 27, 2011, the City Council Subcommittee (Mayor Montgomery and Mayor Pro-Tem Tell) met with The Elevation Group, ION Sports, the PVBA and USAV/IMG. Each group submitted their proposal for co-sponsoring the MBO including prize money, operations, revenue sharing, branding, etc.

After meeting with representatives from each group the City Council Subcommittee selected

USAV and IMG. Their proposal included \$200,000 in player's prize money, reimbursement for the City's direct costs, a comprehensive marketing/branding proposal, and an August event date.

USAV is the National Governing Body for the sport of beach volleyball and is recognized as the sanctioning body for the Olympic Beach Volleyball movement in the United States. IMG is the world's largest sports marketing firm with expertise in sports and entertainment properties with vast experience in beach volleyball and producing events in Southern California.

CONCLUSION:

If approved, Staff will return to City Council with the Agreement which will cover all aspects of the tournament and Coastal Development Permit for the 2011 Manhattan Beach Open.

The City Council Subcommittee recommends that the City Council approve co-sponsoring the 2011 Manhattan Beach Open with USA Volleyball and IMG.