



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Montgomery and Members of the City Council

THROUGH: David N. Carmany, City Manager

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

DATE: May 17, 2011

SUBJECT: Accept a Donation of \$9,488.22 from Private Donors for the Marine Park Commemorative Wall Project and Approve an Allocation from the Public Arts Trust Fund of \$10,925.28.

RECOMMENDATION:

Staff recommends that the City Council accept a donation of \$9,488.22 from private donors for the Marine Park Commemorative Wall Project and approve allocation from the Public Arts Trust Fund of \$10,925.28.

FISCAL IMPLICATION:

The total project cost is \$30,413.50. As directed by City Council at the February 1, 2011 meeting, there will be a cost savings of \$10,000 by providing the site preparation improvements by Public Works staff. The project will be partly funded through private donations totaling \$9,488.22. With City Council approval, the remaining balance of \$10,925.28 will be paid through the Public Art Trust Fund (current fund balance is \$269,500.00).

BACKGROUND:

At the February 1, 2011 City Council Meeting, City Council approved the installation of a commemorative wall within Marine Park. The Wall will commemorate the tragic accident that occurred on April 9, 2009 when Henry Pearson, Courtney Steward and Nick Adenhardt were killed by a drunk driver, and Jon Wilhite miraculously survived and recovered. The Commemorative Wall will also recognize future youth and adults that have contributed to youth sports in Manhattan Beach.

City Council also directed Public Works to perform the site preparation and infrastructure to support the commemorative wall. The cost savings by providing the site preparation in-house is approximately \$10,000, reducing the total project cost from approximately \$30,000 to approximately \$20,000.

City Council asked the Marine Subcommittee to take three months to fundraise for the project because it was expressed at the City Council meeting that private donors were interested in contributing towards the project. City Council stated that if the project subcommittee is unable to raise the \$20,000

for the Commemorative Wall that the City Council would allocate funds from the Public Art Trust Fund to pay the balance of the project, \$10,925.28.

DISCUSSION:

The Marine Park Fundraising Subcommittee met several times during the past three months to solicit funds for the Marine Park Commemorative Wall. The Committee began by establishing a Pearson-Wilhite Commemorative Fund to collect donations. The Subcommittee then began to get the word out the community through personal contacts, community based youth sports groups and special events. Information about the commemorative wall and fundraising campaign was posted on the Manhattan Beach Little League website and e-mail blasts were sent to thousands of individuals registered through Manhattan Beach Little League, AYSO, Mira Costa Pony Baseball and Manhattan Beach Youth Basketball.

The marketing and fundraising efforts received extensive coverage through the local newspapers including the Beach Reporter, Easy Reader and Daily Breeze, and local television (Kcal Channel 9) coverage at the Pearson Classic Double Header game between Mira Costa and El Segundo.

Two special events were held to highlight the fundraising efforts: the Henry Pearson Classic and a Dinner/Silent Auction at the Automobile Driving Museum. The Henry Pearson Classic was held on March 28th, hosting a baseball double header between Mira Costa and El Segundo to bring awareness to the fundraising. The Dinner/Silent Auction at the Automobile Driving Museum was held April 23rd and ten percent of all proceeds were donated to the commemorative wall project.

The total proceeds collected by the Marine Fundraising Subcommittee is \$9,488.22. Therefore, the remaining balance to be allocated through the Public Art Trust Fund is \$10,925.28.

CONCLUSION:

Staff recommends that the City Council accept a donation of \$9,488.22 from private donations for the Marine Park Commemorative Wall Project and allocate the balance of \$10,925.28 from the Public Arts Trust Fund.