



City of Huntington Beach

File #: 18-131

MEETING DATE: 7/2/2018

REQUEST FOR CITY COUNCIL ACTION

SUBMITTED TO: Honorable Mayor and City Council Members

SUBMITTED BY: Fred A. Wilson, City Manager

PREPARED BY: Kellee Fritzal, Deputy Director of Economic Development

Subject:

Approval of In-Kind Donation for 2018 VISSLA ISA (International Surfing Association) World Junior Surfing Championship.

Statement of Issue:

The City of Huntington Beach and Visit Huntington Beach have an opportunity to host the International Surfing Association World Junior Surfing Championships in Huntington Beach. The 2018 VISSLA ISA is the qualifying event for the 2020 International Olympic Teams. To assist the event, the City has been asked to consider an in-kind donation to be used towards permit and parking fees.

Financial Impact:

There are no expenditures with the in-kind donation; however, the City would be providing in-kind permit fees and parking fees foregoing revenue of up to \$10,000. All Public Safety and Public Works related costs will be paid by the ISA.

Recommended Action:

Approve \$10,000 for in-kind donations to the International Surfing Association.

Alternative Action(s):

Do not approve the in-lieu donation and direct staff accordingly.

Analysis:

The International Olympic Committee recognizes the International Surfing Association ("ISA") as the World Governing Authority for Surfing. The ISA membership includes the surfing National Federations of 103 countries. One of the ISA's signature events is the VISSLA World Junior Surfing Championship. These events are held around the world, the 2017 event was held in Hyuga Japan. The event consisted of over 300 surfers from 41 nations and highlights were broadcast in 125+ territories. The VISSLA World Junior Surfing Championships launches the professional careers of top pro surfers.

There are a record number of participating countries, competitors, and spectators expected for the 2018 event and the City has the opportunity to host it here in Huntington Beach. The previous event in the United States was in Oceanside, California, in 2015. Some of the participants may be

representing their countries in the 2020 Summer Olympics in Japan. The 2018 VISSLA ISA World Championships would be on October 27-November 4.

Strategically, it is important for the City of Huntington Beach to work in tandem with the ISA to host events like the VISSLA World Junior Surfing Championship in order to be considered as a potential competition venue for the 2028 Summer Olympic Games.

The in-lieu donation would consist of the following:

Application Fee - \$400

Permit Fee - \$5,400

Stage Fee - \$700

Fire Permit Fees - \$980 (estimate)

Business License - \$250 (estimate/actual based number of vendors/exhibitors/providers)

Approximately \$7,730 in permit fees. The remaining potential fee of \$2,270 would be applied towards parking for the officials from ISA. All other parking will be paid and charged at the full-rate.

Environmental Status:

Not Applicable

Strategic Plan Goal:

Strengthen economic and financial sustainability

Attachment(s):

None