



# City of Huntington Beach

**File #:** 19-985

**MEETING DATE:** 10/7/2019

## REQUEST FOR CITY COUNCIL ACTION

**SUBMITTED TO:** Honorable Mayor and City Council Members

**SUBMITTED BY:** Oliver Chi, City Manager

**PREPARED BY:** Marie Knight, Director of Community Services

**Subject:**

**Waive Specific Event fees for the 2019 VISSLA International Surfing Association (ISA) World Junior Surfing Championship event, October 26 - November 3, 2019**

**Statement of Issue:**

The 2019 VISSLA International Surfing Association (ISA) World Junior Surfing Championship event is returning to Huntington Beach this fall, October 26 - November 3, 2019. The City has been contacted by the ISA with a request to waive some of the Specific Events fees in the amount of \$10,000 providing financial support for this event on public property.

**Financial Impact:**

ISA has agreed to cover the associated fees required as a condition of the specific event permitting process, as well as direct event staffing costs for Police, Fire, Marine Safety, Public Works and Beach Maintenance, but has formally requested that \$10,000 of these costs be waived and/or reduced.

Preliminary analysis (emphasizing "preliminary" in that costs are finalized after the event, and can fluctuate from estimates depending on the event days' circumstances) indicates that the estimated 2019 fees and direct event staffing costs for this nine-day event will total approximately \$28,762 as follows:

- Police Department - \$2,952
- Marine Safety - \$9,720
- Public Works (street closure) - \$550
- Beach Maintenance (restroom cleaning) - \$850
- Application Fee - \$450
- Day Use Charge - \$9,000
- Set-up/Take-down Charge - \$4,000
- Stage Fee - \$700
- Fire Permit Fees - \$290

- Business License - \$250

**Recommended Action:**

A) Authorize the City Manager to waive related Specific Event fees in the amount of \$10,000 for the 2019 VISSLA ISA World Junior Surfing Championship and authorize use of the City Council Chambers at no cost on October 25, 2019, for a team manager meeting; **OR**

B) Deny the above requests for the 2019 event; **OR**

C) Consider alternative options.

**Analysis:**

Every year, the City receives numerous requests for financial assistance or waiver of fees from local community organizations and associations that are conducting events on public property. Examples of support provided include use of clubhouses, use of city equipment, waiver of event permit fees, and staff time. The number of requests has increased, especially from outside agencies and organizations. Fee waivers are considered to aid non-profit organizations or community-based associations in putting on charitable or public events which directly benefit the citizens of Huntington Beach. Per the approved City of Huntington Beach Master Fee and Charges Schedule, as a non-resident non-profit organization, the ISA receives discounted rates for Day Use charges and Set-up/Take-down charges totaling \$4,550.

The 2019 VISSLA ISA World Junior Surfing Championship event is returning to Huntington Beach this fall, October 26 - November 3, 2019. Last year's international gathering of the world's best 18-and-under surfers attracted 361 young surfers from 44 countries.

Visit Huntington Beach (VHB) believes that a strong relationship with the ISA is a key strategy for Huntington Beach to be a strong contender to host the 2028 Olympic Games surfing venue competition.

The ISA states that from a measurable media perspective, last year's event was a great success with substantial global reach and significant visibility for Huntington Beach as a surfing and tourism destination. Their live webcast had over 1.6 million views with an average viewing duration of over 17 minutes with 3.5 million minutes watched. In addition, their 1-hour TV highlight program was viewed in over 130 countries and territories.

Last year the City waived \$10,000 of the associated Specific Event fees. VHB states that they will be fully supporting this year's event with both dollars and marketing resources. VHB is making a substantial investment in this event, due in large part to ISA's quantifiable marketing metrics and marketing return on investment, but also because they believe in the spirit of the Olympic Games movement and the IOC'S decision for Olympic Surfing to be in the Games, for hopefully many years to come. VHB does note however that surfing in the 2028 Olympic Games is not a confirmed event.

The event organizer, ISA, is asking that the City waive \$10,000 of these fees, and use of the Council Chamber at no cost for a team managers meeting on October 25, 2019.

**Environmental Status:**

Not applicable.

**Strategic Plan Goal:**

Strengthen long-term financial and economic sustainability

**Attachment(s):**

1. Letter from International Surfing Association (ISA)
2. Letter from Visit Huntington Beach (VHB)