

# LoveMB Foundation Memorandum of Understanding

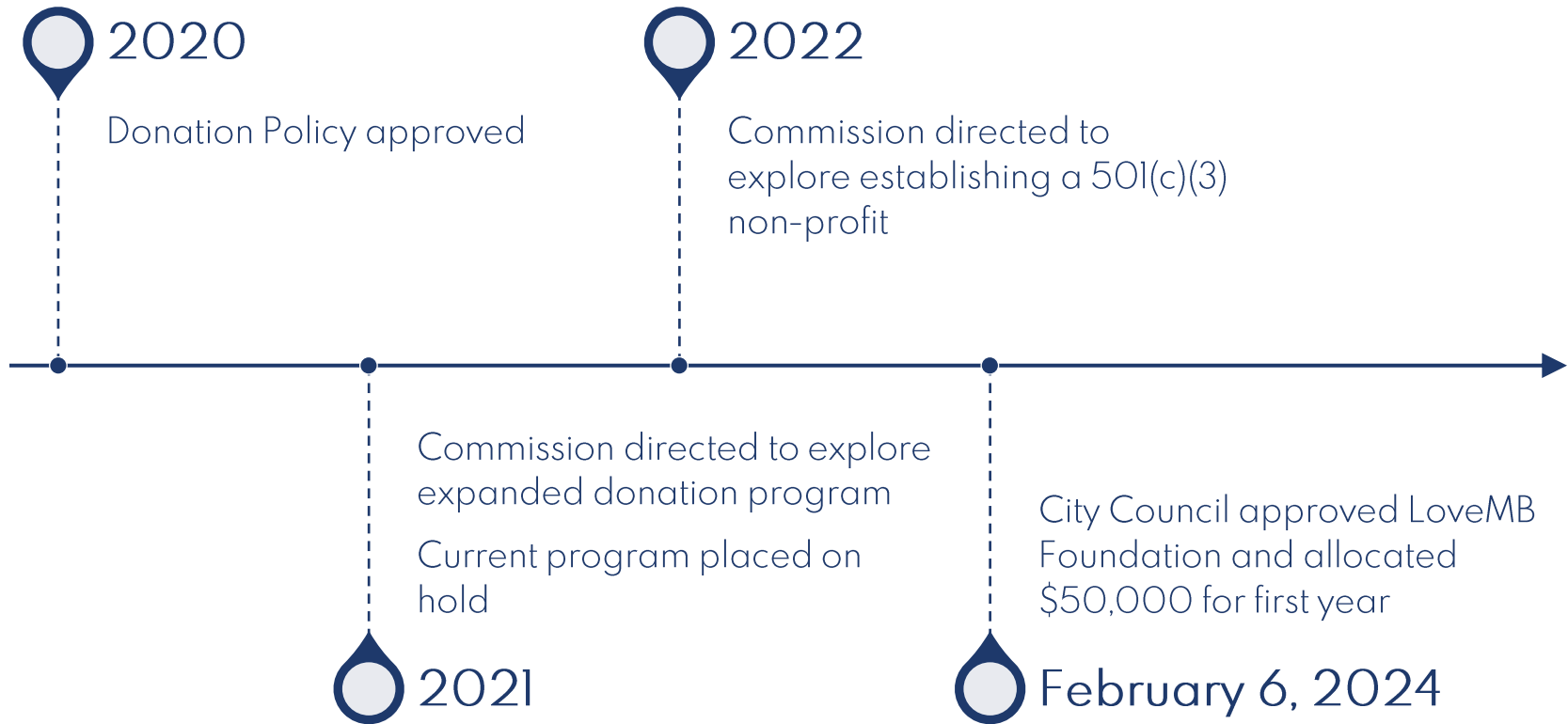
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May 20, 2025



\*Note: This PowerPoint presentation is intended solely as a visual aid to an oral staff presentation of an agenda report topic. In the event of any differences between the presentation and the agenda report, the information in the agenda report prevails.\*

# BACKGROUND





Purpose:

Fundraise to enhance the quality of life of the residents and community in Manhattan Beach

# LoveMB OBJECTIVES



To educate and promote the benefits of programs and open spaces



To collaborate as a public/private partnership with the City



To market awareness of the Foundation



To pursue new sources of funding



Develop partnerships



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Staff liaison to work directly with LoveMB

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Collaborative cross marketing

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City has sole authority for project approval

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City to own and maintain projects

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LoveMB annual reporting of finances

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Three-year MOU initial term

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Objective of MOU is to identify, and collaborate on projects

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Process for approval

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Notify each party of project proposals within 30 days

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LoveMB and City Staff meet for project feasibility

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# PROJECT APPROVAL PROCESS



- Recommendation from Council Representative
- Introduced as future agenda item at regular meeting
- Second vote needed to return
- Third Councilmember needed to agendize
- Staff to present project proposal for consideration
- If approved by LoveMB and City Council, becomes “Approved Project”



# PROJECT IMPLEMENTATION



Collaborative marketing of project

Communication teams established

City responsible for project planning, oversight and completion

LoveMB responsible for fundraising

City maintains accounting of funds



# PROJECTS



Security  
Camera  
Trailer



Dog Bone  
Benches



Pour in  
Place  
Playground  
Surfacing



Veterans  
Parkway  
(Mariposa)  
Fitness  
Station





CITY COUNCIL TO SELECT  
COUNCIL DELEGATE



LOVEMB FOUNDATION  
BOARD

# RECOMMENDATIONS



Approve

Approve the LoveMB Memorandum of Understanding

Approve

Approve exploration of four fundraising projects; and

Designate

Designate a Councilmember for the LoveMB Board Council Delegate

