

Legacy Status Proposal

Tour de Pier



What is Tour de Pier?

Tour de Pier is a unique physical philanthropy event that takes indoor cycling to the great outdoors in order to raise money for local charities focused on cancer research and support.



Tour de Pier™
Ride in place. Move charity forward.

How Tour de Pier Got Started

Manhattan Beach resident Jon Hirshberg, who lost his father Ron in 1997, came across the idea of doing a spin bike fundraiser after learning about an event at cycling studios across the country. Jon approached his friend and fellow **Manhattan Beach resident Heath Gregory**, about the idea of putting on a one-day event in their hometown of Manhattan Beach, CA.

Coincidentally, Heath, a cycling enthusiast, had participated in a similar event during the 2009 Tour de France and vividly remembered the spectacle of hundreds of riders moving in unison all for a common cause. His response was, “I’m all in.”

With **Lisa Manheim** and the Hirshberg Foundation on board to help produce the event, planning for the Tour de Pier began.



Co-Founders



Lisa Manheim, Heath Gregory and Jon Hirshberg

First Year was a Success

The event raised over \$320,000 the first year.




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Second Year we are Award-Winning

In March 2014, the City of Manhattan Beach Parks & Recreation Department won a prestigious award for Outstanding Special Event for the Tour de Pier, presented by the State of California Association of Parks and Recreation Commissioners. Competing against other cities throughout California, Tour de Pier was recognized as an event that **significantly contributes to the overall betterment of the community.**



Best in the State



Photo from 2014 from the California Association of Parks & Recreation Commissioners and Board Members (CAPRCBM) recognition event. Featured in the photo are Wayne Powell (MB Mayor Pro Tem and Tour de Pier event facilitator), Kathleen Terry-Manna (President of the MB Rotary Club), Fred Manna (MB Parks & Recreation Commissioner/Chair), Deidre Murray (former Chair of CAPRCBM and former Chair of the MB Parks & Recreation Commission) and Mark Leyman (MB Parks & Recreation Director).

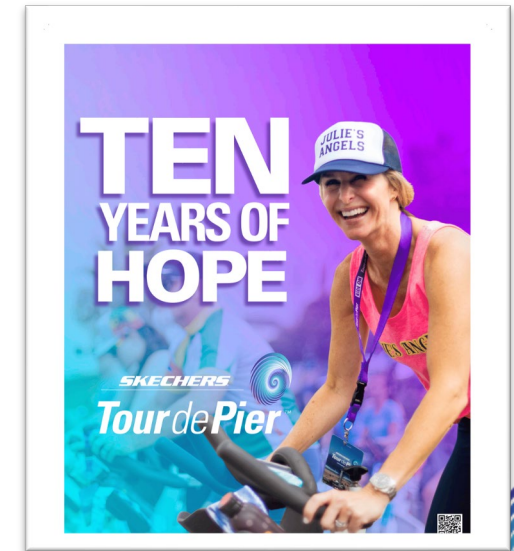
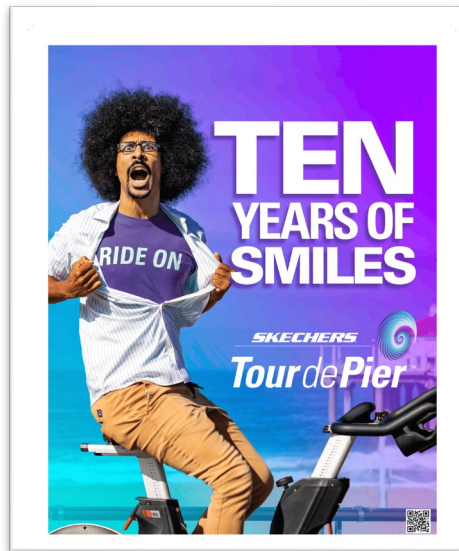
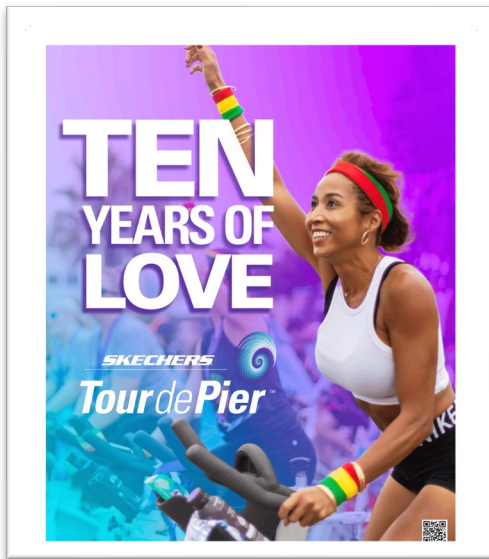


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10 Years Later

Since 2013, Tour de Pier has **raised more than \$10.4 million** in the fight against cancer for three **local charities**.



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Funds Local Research and Support

The majority of the funds have gone to provide free services for anyone needing psycho-social support in the South Bay & to help advance research at leading research institutions in Greater Los Angeles.



Health System

Keck Medicine
of USC



Cedars
Sinai



City of
Hope™

PACIFIC
NEUROSCIENCE INSTITUTE

 PROVIDENCE
Little Company of Mary



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TDP Connects our Entire Community

ALL AGES



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FAMILIES



TDP Connects our Entire Community

LOCAL BUSINESSES*

SKECHERS



Jennifer
caras



kinecta 
banking done different



*Partial list


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ADAPTIVE RIDERS



TDP Connects our Entire Community

STUDENTS



TDP Connects our Entire Community

CIVIC GROUPS



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We hear it all the time!

“Tour de Pier is the Best Day of the Year!”



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Benefits: A Day to Heal

The event gives our community **one special day for everyone to remember** loved ones, to celebrate life, and to share their silent battles with cancer, together.



Benefits: Promotes a Healthy Lifestyle

Our free Health & Fitness Expo offers **exposure for local businesses** and **promotes a healthy lifestyle**.




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Benefits: Local & National Exposure

PR efforts have created local and national exposure for the City. In 2022, participants came from 22 states and 3 countries.

ESPN

SPORTSCENTER



**SPECTRUM
NEWS 1**

**© CBS NEWS
LOS ANGELES**

KTLA 5

**KCAL 9
NEWS**

**GOOD
DAY LA**




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Benefits: City Council Connection

Provides an opportunity for the City Council to **share their like-minded initiatives** and ride along with their constituents



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TDP to Date: A Great Track Record

For 10 Years, TDP has **worked collaboratively** with all the civic and business stakeholders to create a **safe, efficient production** that is confined to the pier area. We value our **good working relationships** with police, fire, lifeguards and parks & rec.



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TDP's Future: More of the Same

- Event size will always be limited because the pier location limits the maximum number of both bikes and exhibitors
- Goal is to return to our pre-Covid number of participants, but not to grow significantly
- Continue to raise money to fight cancer and help fight cancer and support those in our community who need help in navigating their cancer journey



Thank You: MB's Next Legacy Event

