



Mayor Amy Howorth
March 12, 2018
City of Manhattan Beach
1400 Highland Ave.
Manhattan Beach, CA 90266

Dear Mayor Howorth:

On behalf of the Downtown Manhattan Beach Business & Professional Association (DBPA) we would like to ask that you consider approving the LA Food Bowl/Outstanding in the Field Culinary Experience proposed for May 24, 2018. This is an “outstanding” opportunity for the City and we are fortunate that LA Times/LA Food Bowl and Outstanding in the Field have chosen Manhattan Beach for this extraordinary occasion. Of all the beautiful coastal options in Southern California, they chose Manhattan Beach. They chose Manhattan Beach for its beauty, composition, vibrant culinary scene, and for being extraordinary environmental stewards, all are key elements of the evening.

The DBPA has worked closely with both the Executive Producer of the LA Food Bowl, Angus Dillon, and the owner of Outstanding in the Field, Jim Denevan to bring an integrative and educational culinary experience to Manhattan Beach. Three of our local celebrity chefs (David LeFevre, Austin Cobb, Michael Fiorelli) will be paired with the other event celebrity chefs to make this unique to Manhattan Beach and to teach the guests about sustainable seafood and the importance of environmentally sound practices with regards to local culinary production. This is a very natural, organically produced experience celebrating our land. Think simple and naturally gorgeous.

In addition, we will be fortunate enough to reap the artistic benefits of an original sand design by Jim Denevan. Having grown up in Santa Cruz, Mr. Denevan is a native Californian with a passion for the ocean, sand, art, and local cuisine. On May 24th, those elements will be carefully crafted and blended, producing a one-of-a-kind experience that will be talked about for years to come. There is no doubt that this beautiful experience will garner attention and curiosity from near and far. Having produced hundreds of similar events in California, the United States and even international locations, their professional, execution and respect for the local land is unparalleled. Whether at a private farm, State beach, State park, National park and beyond, their reputation is flawless.

This evening will produce phenomenal experiential story-telling content for all to share and enjoy. We appreciate your consideration and attention to this incredible opportunity.

Sincerely,

Kelly Stroman
Executive Director, DBPA

CC: City Council:
Mayor Pro-Tem Steve Napolitano
Nancy Hersman
Richard Montgomery
David Lesser
City Manager Bruce Moe
Director Mark Leyman