



Legislation Text

File #: 17-0251, **Version:** 1

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Mark Danaj, City Manager

FROM:

Mark Leyman, Parks and Recreation Director
Eve R. Irvine, Chief of Police
Derrick Abell, Police Captain
Andy Harrod, Police Lieutenant
Jessica Vincent, Recreation Manager

SUBJECT:

Report on the 2017 International Surf Festival's Charlie Saikley Six-Man Beach Volleyball Tournament and Options to Hold the 2017 Tournaments on Thursday, August 3 and Friday, August 4 or Friday, August 4 and Saturday, August 5, 2017 (Parks and Recreation Director Leyman).

DISCUSS AND PROVIDE DIRECTION

RECOMMENDATION:

City Council consider options and provide direction for the 2017 International Surf Festival's Charlie Saikley Six-Man Beach Volleyball Tournament to either hold the event on:

- a) Thursday, August 3, 2017 and Friday, August 4, 2017; or
- b) Friday, August 4, 2017 and Saturday, August 5, 2017

FISCAL IMPLICATIONS:

The fiscal impact for the 2016 International Surf Festival's Charlie Saikley Six-Man event was a net loss of \$47,716 for the City (Attachment 1).

The fiscal implication for the 2017 event if held on Thursday, August 3 and Friday, August 4 is a net loss of \$40,005 with an estimated \$19,000 in revenue and \$59,005 in operational costs.

The fiscal implication for the 2017 event if held on Friday, August 4 and Saturday, August 5 may be as high as \$75,000 with an estimated \$46,000 in revenue and \$120,005 in operational costs. The estimated not-to-exceed increase in the net loss (\$35,000) maybe covered through existing budgetary resources within the General Fund.

BACKGROUND:

In 2012, City Council approved changes to the event to address quality of life problems that occurred in previous years (large crowds, public intoxication, and destruction of private property). These changes included holding the tournament mid-week (Tuesday/Wednesday, Wednesday/Thursday in

2013, and Thursday/Friday in 2014 through 2016) and enacting a Short-Term Vacation Rental Ordinance (No. 2160) during the week of the tournament. The changes, coupled with strict enforcement of no alcohol at the beach and a ban on amplified sound permits, were successful in achieving a safe, community-oriented, and family-friendly event in 2012 through 2016.

The 2016 Six-Man Beach Volleyball Tournament was similar in size and scope to the previous year's event, with no large parties or intoxicated crowds. Attendance this year for both spectators and players was similar to past years when the event was held mid-week. The Police Department estimated the spectator crowd at 1,500-2,500 combined for both days of competition (less than the estimated beach crowd on a typical summer weekend). There were no reports of property damage, trespassing, public intoxication, or public urination related to the event. Staff attributes the success in curtailing the problems to visible police and security presence, the shift in teams to competitive only, along with the teams' attitudes and pressure amongst each other to abide by the policies, and the ban of short term rentals. Additionally, the California Beach Volleyball Association has been a great partner in helping to make the event a success through their contributions, both financial and through recruiting teams. In 2016, CBVA recruited 21 teams; therefore, without their continued support the tournament may have been cancelled.

Team entries have continued to decrease over the years, from 66 in 2012 to 50 teams in 2013 to 47 teams in 2016. In 2016, staff hoped to increase participation by reducing the registration fees from what was once \$1,000 mid-week to \$400 for non-sponsored teams. In the end, players still struggled to take two days off of work and pay the \$400 entry fee. Teams also continue to merge players from multiple teams, down to one with 10-12 players.

Staff (Police Department, Contemporary Services Corporation private security, Fire Department, and Parks and Recreation) monitored the beach area and the downtown area throughout the event and into the evening. Police personnel had a presence in the downtown and beach areas, with several officers walking the downtown area and contacting the businesses, checking in, and addressing issues or problems.

Arrests attributed to the Charlie Saikley Six-Man were down from 39 in 2011 and four (4) in 2012 to two (2) in 2013 (both of which were related to public intoxication) to zero (0) in 2014, zero (0) in 2015 and (0) in 2016.

DISCUSSION:

Upon completion of the event, staff evaluated the tournament and gathered feedback from various stakeholders, including the Downtown Manhattan Beach Business & Professional Association (DMBBPA), residents, and the volleyball community regarding the event.

In 2015 and 2016, staff conducted meetings with key stakeholders. Feedback from residents living in the Downtown area has been positive. Residents are happy with the reduction in crowds, lack of public intoxication and decrease in house parties; however, are concerned with the lack of teams participating in the event. Residents are hesitant with changing the days of the week to Friday/Saturday, fearing the event will eventually be held on Saturday/Sunday; therefore, they continue to encourage police presence to ensure a safe, fun and balanced event.

Players from the volleyball community enjoy the history and legacy of the event, the format, which is double elimination, side-out scoring, and big court played with original balls. The teams have

combined and consolidated to where only the best teams are playing and competition is high. On a yearly basis, there is very few new teams and several teams (21 in 2016) are entered into the tournament through winning California Beach Volleyball Association (CBVA) tournaments throughout the summer. Players have significant concerns over the weekday tournament dates and the ability to continue the event with enough teams/players. Players recommend a Friday/Saturday event, only having to take one day off of work.

Staff attended the DMBBPA monthly board meeting on January 12, 2017 to gather their input. Feedback from the downtown businesses was both positive and negative. The positive feedback included: no reported incidents, stores did not have to close down early, and the focus was on the volleyball event, not on a drunken party. The negative feedback included: disappointment regarding the number of teams participating in the event and the possibility the event may be canceled due to the decrease in interest from teams. The board recommended a Friday/Saturday event.

Below are two options for consideration based on the feedback from the various stakeholders.

Option #1: Continue the Thursday/Friday Event Dates

Continue to hold the event on Thursday, August 3 and Friday, August 4 with Jr 6 Man on Sunday, August 6, as the 2016 event was successful in eliminating the problems of past years and maintaining quality of life for residents. If the event is held on Thursday/Friday:

- Staff anticipates a decrease in teams from 47 to 35, with only 15 sponsored teams entered through CBVA.
- In an effort to increase team registrations, staff will reduce the cost \$200 per team and develop a marketing plan through web-ads, social media and will work closely with CBVA, AVP, USA Volleyball, and local clubs to promote the event.
- With fewer spectators and players, public safety costs will decrease \$7,143 from the 2016 costs.
- Security will continue checking players and spectators belongings prior to entering the site.

Option #2: Change the Days of the Event to Friday/Saturday

Changing the dates to Friday, August 4 and Saturday, August 5 for the 2017 tournament with the Jr 6 Man on Sunday, August 6. If the event is held on Friday/Saturday:

- Staff anticipates an increase in spectator attendance due to the near-weekend dates; therefore, public safety costs may be as high as an additional \$42,857 above the 2016 costs. The potential increase in costs is due to potential overtime costs for additional police during the event and throughout the weekend, and an additional committed rescue team scheduled Friday and Saturday nights.
- The number of team entries might increase up to 13 teams above the 2016 event, from 47 to 60 with up to 30 sponsored teams entered through CBVA. Staff anticipates a slow increase on an annual basis and is prepared to cap the tournament draws to ensure the tournament does not outgrow itself.
- Only half the teams will continue on to play the second day in an effort to mitigate the crowds and end the tournament by 5pm on Saturday.
- To ensure the event focus is on volleyball with a family friendly environment, staff will develop a marketing plan utilizing social media and will work with CBVA, AVP (Association of Volleyball

Professionals), USA Volleyball, and local clubs to promote the event.

- Security will continue checking players and spectators belongings prior to entering the event site.

LEGAL REVIEW

The City Attorney has reviewed this report and determined that no additional legal analysis is necessary.

Attachment:

1. 2017 6-Man Financial Analysis 2008-2017