

May 13, 2002

Honorable Mayor and Members of
The Hermosa Beach City Council

Regular Meeting of
May 28, 2002

MERVYN'S BEACH BASH COMMUNITY GRANTS

Recommendation

The Parks, Recreation, and Community Resources Commission and staff recommend that Council accept the \$40,000 donation from the Mervyn's Beach Bash event to fund the following programs:

- | | |
|---------------------------------------|----------|
| 1. Skate Park staffing | \$10,000 |
| 2. Hermosa Beach Education Foundation | \$10,000 |
| 3. Teen Center (climbing wall) | \$10,000 |
| 4. Hermosa Beach Community Picnic | \$10,000 |

Background

City Council approved the Beach Bash event for June 7-9, 2002. In addition to the required City fees (estimated at \$46,000), IMG, Mervyn's and co-sponsors have agreed to donate \$40,000 for specific Hermosa Beach programs.

Analysis

In addition to being important programs to Hermosa Beach, it is crucial that the programs supported by Mervyn's and co-sponsors are relevant both to their grant program objectives (primarily youth related) and to the event itself (e.g., skate park, teen center, special event for Hermosa residents).

The above submissions have been approved by IMG and Mervyn's for grant submittal and (since the allocations are similar to last year's) should be met with their approval. In addition, they each address issues of: (a) providing a direct local benefit as an answer to local impacts of the event, and (b) supporting programs that align strongly with Mervyn's corporate objectives.

On the parks tour, the Commission noted that South Park lacked play equipment for older children. With the opening of the Teen Center and the residence of School District after school care, the Commissioners thought that a climbing wall may be a favorable addition to the park. The \$10,000 grant would pay for the majority of the cost of this equipment. If the City decided not to buy a climbing wall, the funds would be used for an alternate item at South Park.

FISCAL IMPACT: \$30,000 donation to the General Fund. \$10,000 to the Hermosa Beach Education Foundation.

Respectfully Submitted,

Concur:

Mary C. Rooney
Community Resources Director

Stephen R. Burrell
City Manager

Noted for Fiscal Impact:

Viki Copeland
Director of Finance