

October 15, 2002

Chairperson and Members of the  
Parks, Recreation and Community  
Resources Advisory Commission

Regular Meeting of  
November 5, 2002

<b>Pigskins on the Beach Flag Football Competition</b>
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### **Recommendation**

Staff recommends that the Parks, Recreation and Community Resources Commission approve the event as listed below and the contract as provided in Attachment B.

EVENT	DATE	FEES (estimated)
Pigskins on the Beach, Inc. Semi-Pro Flag Football Tournament	April 11-13, 2003	\$11,208.00

### **Background**

Staff received a written request and event application from Pigskins on the Beach Inc. July 29, 2002. The event consists of a three-day tournament featuring semi-professional flag football competition, a youth flag football championship game, a celebrity game, passing contests, and a 'beachwear' fashion show.

### **Analysis**

Event organizers, Lester B. Jackson, James Washington, and Michael Challengren have combined their efforts to produce this inaugural event. Lester B. Jackson is the founder of the annual 'Hoops by the Beach' outdoor basketball tournament in Venice Beach. Sponsored by NIKE, the commercial event has a ten-year history. James Washington, a retired Dallas Cowboy player is the Director of the benefiting organization of this event, Goals for Life. Michael Challengren is a local South Bay attorney. See Attachment C for Hoops by the Beach overview, and resumes of James Washington and Michael Challengren.

The proposed event will monetarily assist the Retired National Football League Players Association by contributing a percentage of event proceeds to its Goals for Life Foundation, a goal-orientated program structured for at-risk youth (see Attachment D).

The event will occupy the beach area on the north side of the Pier as indicated on the attached site map. Over the course of three days, eight teams will compete for the

Championship title in a round robin format. See Attachment B for site map and event schedule.

<b>Fiscal Impact:</b>	<b>\$11,208.00 to the General Fund</b> <b>\$4,308.00 of the \$11,208.00 to pay for direct City costs.</b>
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**Attachments:**

- A. Commercial Event Grid
- B. Pigskins on the Beach Inc.: Event application, event schedule, site map, and contract
- C. Background information pertinent to event organizers
- D. Goals for Life Foundation description

Respectfully submitted,

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Lisa Lynn  
Recreation Supervisor