The City Council, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Any writings or documents given to a majority of the City Council regarding any matter on this agenda that the City received after issuing the agenda packet are available for public inspection in the City Clerk's office during normal business hours. Such Documents may also be posted on the City's website at www.elsegundo.org and additional copies will be available at the City Council meeting.

Unless otherwise noted in the Agenda, the Public can only comment on City-related business that is within the jurisdiction of the City Council and/or items listed on the Agenda during the Public Communications portions of the Meeting. Additionally, the Public can comment on any Public Hearing item on the Agenda during the Public Hearing portion of such item. The time limit for comments is five (5) minutes per person.

Before speaking to the City Council, please come to the podium and state: Your name and residence and the organization you represent, if desired. Please respect the time limits.

Members of the Public may place items on the Agenda by submitting a Written Request to the City Clerk or City Manager's Office at least six days prior to the City Council Meeting (by 2:00 p.m. the prior Tuesday). The request must include a brief general description of the business to be transacted or discussed at the meeting. Playing of video tapes or use of visual aids may be permitted during meetings if they are submitted to the City Clerk two (2) working days prior to the meeting and they do not exceed five (5) minutes in length.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact City Clerk, 524-2305. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

SPECIAL MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, MARCH 19, 2019 – 7:00 PM
(Will run simultaneously with Regular Open Session)

7:00 P.M. SESSION

CALL TO ORDER

ROLL CALL

PUBLIC COMMUNICATION – (Related to City Business Only – 5 minute limit per person, 30 minute limit total) Individuals who have received value of $50 or more to communicate to the City Council on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the City Council. Failure to do so shall be a misdemeanor and punishable by a fine of $250.
SPECIAL ORDER OF BUSINESS:
(NEW BUSINESS)

1. Consideration and possible action to receive and file a presentation regarding the proposed LA Street Festival to be held in El Segundo on September 21st and 22nd of 2019, and authorize the City Manager to execute a partnership agreement with the Los Angeles Times and NantMedia, in a form approved by the City Attorney, in an amount not to exceed $50,000.00 (Fiscal Impact: $50,000.00)

Recommendation – 1) Receive and file the presentation and authorize the City Manager to execute a sponsorship agreement with the Los Angeles Times and NantMedia, in a form approved by the City Attorney, in an amount not to exceed $50,000.00; 2) Alternatively, discuss and take other action related to this item.

ADJOURNMENT

POSTED:

DATE: 3.18.19

TIME: 4:00pm

NAME: (Gracy Weavers)
AGENDA DESCRIPTION:

Consideration and possible action to receive and file a presentation regarding the proposed LA Street Festival to be held in El Segundo on September 21st and 22nd of 2019, and authorize the City Manager to execute a partnership agreement with the Los Angeles Times and NantMedia, in form approved by the City Attorney, in an amount not to exceed $50,000.

RECOMMENDED COUNCIL ACTION:

1. Receive and file the presentation and authorize the City Manager to execute a sponsorship agreement with the Los Angeles Times and NantMedia, in form approved by the City Attorney, in an amount not to exceed $50,000; and/or,
2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS:

- Exhibit A - Los Angeles Street Festival Presentation
- Exhibit B - Los Angeles Street Festival Site Plan (option 1)
- Exhibit C - Los Angeles Street Festival Site Plan (option 2)
- Exhibit D - Los Angeles Street Festival Partnership Elements for the City of El Segundo

STRATEGIC PLAN:

Goal: Champion Economic Development and Fiscal Sustainability
Objective: Promotes economic growth and vitality for businesses and the community.

FISCAL IMPACT:

Amount Budgeted FY 18-19: None
Additional Appropriation: Not to exceed $50,000
Account Numbers:

PREPARED BY: Barbara Voss, Deputy City Manager
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND & DISCUSSION:

On February 8, 2019, it was announced that NantMedia and the Los Angeles Times ("event organizers") were sponsoring an event in El Segundo called the LA Street Festival. The organizing committee is led by Dr. Patrick Soon-Shiong, Nantworks Chairman and owner of the Los Angeles Times; Rick Fox, Owner of Echo Fox and previous Los Angeles Laker; and Jenny Mann, former official at the International Olympic Committee.

The event is planned for September 21st and 22nd of 2019 and will feature a 3x3 basketball tournament, esports competitions, and a street festival (music, arts and food). This free community event is expected to bring 5,000 visitors to El Segundo per day. The event organizers estimate that
the economic impact of the event will be $2 million, measured by expenditure per person, per day.

The event organizers originally approached the City last fall to discuss the potential for hosting a much larger event in El Segundo, the World Urban Games. Through their planning process, the organizers have decided to pursue a modified, less extensive event, the LA Street Festival focused on the three priority areas.

On February 25th, 2019, the event organizers submitted an preliminary Special Event Permit application to begin the City permit review process. Items missing from the application include: a detailed event description, a detailed site plan, a safety and security plan, and a traffic control/management plan. Staff has communicated with the event organizers that these items will be required before a permit is issued. Attached are two proposed options for the event site plan. In Option 1 the event is contained to the LA Times campus, with the exception of Hornet Way, a city-owned street. Option 2 includes closing a portion of Douglas Street for the event, in addition to utilizing the LA Times campus and Hornet Way.

The event organizers are requesting the City’s support in these areas:
- Closure of Douglas Street (Option 2)
- Closure of Hornet Way
- Emergency services (police, fire, ambulance)
- Traffic control
- Marketing and community engagement
- Local business support
- Permit approvals and fee reductions

In exchange, the event organizers are offering advertising and promotional opportunities to the City (see attached exhibit D). Partnership benefits include: exhibition space (200 square feet on-site), logo on banners, inclusion in $1.5 million multi-faceted promotional campaign, inclusion in email campaign to all LA Times subscribers (3 sends), print advertising in the Los Angeles Times, logo on spadea print announcement to all LA Times subscribers, and an ad in the event program, among other benefits.

Staff recommends that City Council authorize the City Manager to execute a sponsorship agreement with the Los Angeles Times and NantMedia in form approved by the City Attorney in an amount not to exceed $50,000.
LOS ANGELES STREET FESTIVAL
3X3 | ESPORTS | MUSIC | FOOD
THE ULTIMATE URBAN FESTIVAL IN THE HEART OF EL SEGUNDO

SEPTEMBER 20-22, 2019

L.A. Street Festival, a new, annual urban event, will feature a world-class 3X3 basketball tournament, esports competitions, side contests, dunking, music, breaking (dancing), gaming activations and kids play zones to entertain the public both at the event and through digital platforms and broadcast.
THE EXECUTIVE TEAM BEHIND THE VISION

LA Street Festival Organizing Committee is led by:

- Dr. Patrick Soon-Shiong, Nantworks Chairman and Biotech innovator
- Rick Fox: Owner of Echo Fox, Previous Los Angeles Lakers star and 3x NBA Champion
- Jenny Mann: a former Australian track star and who was a high-ranking official at the International Olympic Committee (IOC).
COMING TO LOS ANGELES FOR THE FIRST TIME

The region's first festival combining internationally-renowned 3X3 basketball with one of the largest esports tournaments to-date.
FAST & EXCITING
No breaks after scoring. No halftime. Simple rules for the benefit of everybody.

A 10-MINUTE SPRINT
The #1 urban team sport in the world

3x3 is set to make quite an entrance at the Tokyo 2020 Olympic Games.
THE 3X3 VILLAGE
OFF THE COURT FUN

The 3X3 Village will be a source of exciting and entertaining activities.

**Kids Zone:** A miniature basketball world is a great way for the little ones to imitate the stars on the court or a cheerleader and/or street dance academy where girls and boys can learn some moves.

**Skills & Clinic Zone:** Many people attending the event are already into basketball – and others might want to learn. In the Skills Zone, a variety of equipment allows everyone – whether an experienced basketball player or a beginner – to test their shooting, dribbling and passing skills.

**Graffiti Wall:** Brands can co-sponsor and create a wooden/cardboard wall and invite local professional graffiti artists/crews to work on a 3X3-themed piece.

**Estimated number of attendees:**
5,000 to 10,000 attendees per day
Pre-registered free community event
Ticketed VIP areas
OPEN ESPORTS TOURNAMENT

THE DETAILS
✔ Main Stage of Gaming Zone is a 2-day, 3x3 Tournament
✔ Anyone can enter to compete against amateurs and decorated professionals
✔ Hired endemic casters and hosts will be present
✔ Entry fee contributes to prize pool

All images are for discussion and illustration purposes. The final build will vary.
AN AUTHENTIC ESPORTS CULTURE FEST

THE DETAILS
✓ Will be next to the Main Stage featuring a 3x3 Open Tournament
✓ The zone will be made up of local gaming trucks, esports / arcade bars, brand booths, indie developers
✓ "Challenges", demos, product walls
✓ Cosplayers and gaming character cutouts for photos ops
✓ Battle Lounge

All images are for discussion and illustration purposes. The final build will vary.
THE FESTIVAL

The festival portion will be a series of music, arts, food and cultural activities curated to reflect the style of the L.A. STREET FESTIVAL and to showcase the energy, creativity and talents of Los Angeles.

All images are for discussion and illustration purposes. The final build will vary.
FESTIVAL INTEGRATION IDEAS

1. On-court appearance
2. Unique activations
3. Crowd giveaways
4. Branded food truck
5. Product placement
6. On-court contest
7. In-vehicle activities
8. Activation space
9. Booths
10. Interview backdrop
11. Shooting contest for prizes
12. Customized bar

All images are for discussion and illustration purposes. The final build will vary.
ECONOMIC IMPACT

Economic Impact: The total amount of additional expenditure generated within a defined area, as a direct consequence of staging the event. For most events, spending by visitors in the local area (and in particular on accommodation) is the biggest factor in generating economic impact; however, spending by event organizers is another important consideration.

Comparable events:

➢ US Open of Surfing, Huntington Beach – 500K attendees
  2018 USD $27 Million economic impact

➢ X-Games, Austin – 160K attendees
  2014 & 2016: $70 Million economic Impact
ESTIMATED ECONOMIC IMPACT

L.A. Street Festival 2019: Minimum estimated economic impact of USD $2 Million
Based on minimum estimate of 5,000 attendees per day
2 days event attendance at $200 per day
Plus additional expenditure in the City of El Segundo as a direct consequence of staging the event

Hotel Revenue: Minimum estimated direct revenue of USD $24,000
Based on 1,000 room nights at $200 per night x 12% tax
THE CITY OF EL SEGUNDO

- El Segundo has commemorated 100 years of innovation, leadership, and growth and $1 billion in recent and planned development

- Recognized as the aerospace capital of the world

- El Segundo has become a thriving business center with various Fortune 500 companies

- Home to AT&T, Los Angeles Lakers and Kings, The Los Angeles Times, DaVita Healthcare, and Mattel
CITY COUNCIL REQUEST SUMMARY

Venue: Largely using Los Angeles Times land, preferred Option 1 Site Map

Parking: Parking off Hornet Way, El Segundo (9/21-9/22)

Street closures: Option 2 Site Map, partial road closure of Douglas Street (9/16-9/23)

Special event permit: Amplified sound, vendors, alcohol, utilities, restrooms, garbage removal, temporary venue construction, stage, vehicle access.

Support from The City of El Segundo: Event operations, emergency services (Police/Fire/Ambulance), traffic control, marketing and community engagement, local business support, site approvals.
THANK YOU CITY OF EL SEGUNDO FOR MAKING 2019 LA STREET FESTIVAL A SUCCESS!

Myra Marayag, VP Partnerships
myra.marayag@latimes.com
213.237.2201
PARTNERSHIP ELEMENTS FOR THE CITY OF EL SEGUNDO

TICKETS AND ACCESS
- 6 VIP Passes to 3x3 Street Ball League Launch Party
- The VIP Treatment: You will receive the right to entertain 6 guests in the VIP space. Included are tickets, food, beverages and parking passes.
- 6 VIP Passes to the closing night party
- Early access to tickets (before they are available to the general public)

EXHIBITION AND EVENT PRESENCE
- 200 square feet on-site
- Logo inclusion in on-site welcome banners (with sponsorship level designation)
- One (1) Sponsor recognition of DJ/MC at the event throughout the weekend
- Opportunity to run database-generating activities on-site*

CONTENT
- Opportunity for City of El Segundo to create content around its activities to share on its own channels

MARKETING INCLUSION
- Benefit and inclusion in $1.5mm multi-faceted promotional campaign across all platforms
- Print Ad Support: Your logo will appear on all Spadea print announcement ads
- Email Campaign: Invitation to all registered subscribers (with sponsor level designation) - 3 sends
- Website: Sponsor profile, listing and logo on the website for 12 months with live link to sponsor URL of choice
- License to use logo(s), images and/or trademark(s) for the sponsor’s promotion, advertising, or other leverage activities

ADVERTISING MEDIA
- Ad in event program or ad size or equal value ad in LAT section of choice (2x7 page 4C)
- Travel Pass Email to 88,000 subscribers

POST EVENT
- Logo in the post-event “Thank You” email