



CITY COUNCIL AGENDA REPORT

MEETING DATE: November 18, 2014

ITEM NUMBER: NB-1

SUBJECT: HOST TOWN PARTICIPATION FOR 2015 SPECIAL OLYMPICS WORLD GAMES

DATE: October 29, 2014

FROM: CHIEF EXECUTIVE OFFICE

PRESENTATION BY: DANIEL K. BAKER, MANAGEMENT ANALYST

FOR FURTHER INFORMATION CONTACT: Dan Baker @ (714) 754-5328

RECOMMENDATION:

It is recommended that the City Council provide direction to City staff regarding the City's participation as a Host Town for the 2015 Special Olympics World Games.

BACKGROUND:

On September 14, 2011, the Special Olympics International Board of Directors announced that the 2015 Special Olympics World Games would be held in Los Angeles from July 25-August 2, 2015.

Special Olympics is an international organization that changes lives through the power of sport by encouraging and empowering people with intellectual disabilities, promoting acceptance for all, and fostering communities of understanding and respect worldwide. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown from a few hundred athletes to more than 3.7 million athletes in over 170 communities in all regions of the world, providing year-round sports training, athletic competition and other related programs. Special Olympics provides people with intellectual disabilities continuing opportunities to realize their potential, develop physical fitness, demonstrate courage, and experience joy and friendship.

Alternating between Summer and Winter Games every two years, thousands of Special Olympics athletes worldwide come together to showcase their athletic skills and celebrate the spirit of Special Olympics. The Special Olympics World Summer Games were last held in the United States in 1999 in Raleigh, North Carolina. The most recent World Summer Games (2011) were held in Athens, Greece.

The 2015 Special Olympics World Summer Games are expected to bring more than a half- million people to the greater Los Angeles area and will be held in the summer of

2015, with more than 7,000 Special Olympics athletes from 177 nations to compete in 25 Olympic-type sports.

ANALYSIS:

Staff received a number of inquiries from the Special Olympic organizing staff regarding the City's interest in participation with the Special Olympics "Host Towns" program. The program seeks local communities willing to provide accommodations, training facilities, and cultural/sport activities for the 7,000 international athletes and their coaches from July 21-July 24, 2015.

This period is intended to provide the athletes and coaches some time to become acclimated to the time difference and weather of Southern California, as well as give them opportunities to learn about local communities while still being a short distance from the Olympic venue.

City representatives spoke with Ms. Dawn O'leary, Director-Host Town, 2015 Special Olympics World Games. Ms. O'leary provided an overview of the upcoming World Games and what the various responsibilities would be as a Host Town. Each community that agrees to be a Host Town will have approximately 100 delegates, consisting of athletes and coaches. A summary of the responsibilities are as follows:

1. Accommodations: 50 double-occupancy rooms for the athletes and coaches in or near Costa Mesa. This can include hotel rooms or college dormitories.
2. Training Facilities: Location for the athletes to practice their skills prior to the games. Facilities to include track, soccer field, and gymnasium. This can include local high schools, colleges, or City facilities.
3. Transportation: Host Town to provide transportation during the four days the athletes and coaches are in Costa Mesa. Special Olympics will coordinate transportation to and from Los Angeles.
4. Food: Host Town to coordinate breakfast, lunch, and dinner for athletes and coaches during their visit to Costa Mesa.
5. Activities: Communities are asked to provide 2 two-hour events to introduce the athletes to the community, promote the Special Olympics, and provide cultural exchange opportunities. This can include a trip to the OC Fair, a visit to the South Costa Repertoire, or a BBQ hosted by the City or other community group, etc.

Attached is literature provided by the Special Olympics on being a Host Town (Attachment No.1).

Should Costa Mesa become a Host Town, staff will begin creating a committee and seeking involvement from the various clubs and organizations within the community.

Additionally, staff will set up a small press event in December where staff will invite members and athletes from the Special Olympics as well as community members to announce Costa Mesa's participation.

FISCAL REVIEW:

The financial impact for the City to lend its support to Costa Mesa Host Town in conjunction with the 2015 Special Olympics World Games in Los Angeles is expected to primarily be indirect costs, including staff time and other in-kind support, and possible displacement of facility rental revenue. The City could also incur additional direct costs related to marketing and hosting events. Overall, direct costs to support Costa Mesa Host Town are anticipated to be less than \$20,000.

If the City Council approves Costa Mesa's official support of Costa Mesa Host Town, these costs will be considered in the development of the 2015-16 proposed budget and presented to the City Council in June 2015.

If Costa Mesa chooses to become a Host Town, staff will begin working with community groups to fundraise for this event and allocate appropriate funding in the Fiscal Year 2015-16 budget. In fact, the City has had informal communications with Vanguard University with regard to the use of their facilities (attachment 2).

LEGAL REVIEW:

No legal review is required for this item.

CONCLUSION:

If the City Council decides to move forward with becoming a host town, City staff will begin preparations to ensure a successful event.

DANIEL K. BAKER
Management Analyst

ATTACHMENTS: Attachment 1 [Host Town Fact Sheet](#)
Attachment 2 [Letter from Vanguard](#)