



STAFF REPORT

Meeting Date: January 6, 2015
To: Honorable Mayor & City Council
From: Steven Zoet, Director of Community Services
Subject: Request by the Special Olympics World Games for Beverly Hills
to be a Host Town Sponsor
Attachments: Informational and Support Documentation

INTRODUCTION

A request has been made by the Special Olympics World Games for Beverly Hills to be a Host Town sponsor for the 2015 World Games which will be held in Los Angeles. The Games will officially commence on July 25th at the Los Angeles Memorial Coliseum but will be preceded by the participating athletes being hosted in approximately 100 Southern California communities where they will be welcomed, housed and exposed to local cultural activities and provided opportunities to prepare themselves for competition. The concept of Beverly Hills being a Host Town sponsor was reviewed and supported by the Special Event liaison (Mayor Bosse and Councilmember Krasne). Unless directed otherwise by City Council, staff will coordinate with the Special Olympics Committee and proceed with Beverly Hills becoming a Host Town sponsor.

DISCUSSION

Los Angeles will be hosting the 2015 World Special Olympics which commence on July 25th and conclude on August 2nd. An anticipated 7,000 athletes and 3,000 coaches representing 177 Countries are scheduled to participate. Upon commencement of the games, all of the athletes and coaches will convene on the campuses of UCLA and USC as their dormitory facilities will serve as Athletic Villages. Twenty five (25) sporting events will be hosted at 27 venues on the campuses of these two universities and throughout the greater Los Angeles area.

Dawn O'Leary, Director of the Host Town Program, coordinated a committee of local leaders to assess possibilities associated with Beverly Hills becoming an official Host Town and the abilities to fundraise to offset anticipated costs associated with Host Town responsibilities. The committee's members are identified in an attachment along with other informational resources that are provided to help City Council understand what the Host Town obligations and World Games are.

Primary Host Town responsibilities include providing accommodations for 100 delegates and coaches. Accommodations are typically dorm or hotel rooms with double-occupancy, two-bed configurations. As the delegations need to stay together, no individual home accommodations are allowed. The dates of accommodation are July

Meeting Date: January 6, 2015

21st through the 24th. The local organizing committee has made arrangements with the Beverly Hilton Hotel which has set aside the 50 double-occupancy rooms that are required and has generously discounted the costs associated with their use. The hotel is further showing their support by also providing a daily breakfast for the hosted athletes and their coaches within the discounted rates.

Additional Host Town responsibilities include providing access to training facilities for the athletes to practice their skills prior to participation in the games. The committee has been advised that access to the high school's track and football field, or a park such as Roxbury or LaCienega, would sufficiently satisfy this obligation. Transportation within the community during the athletes' stay, as well as food and participation in or access to various activities, are also obligations. Typically, costs associated with the latter obligation can be controlled by the host community by coordinating attendance at a free community concert, arranging tours of local historical or cultural assets and related examples. Additionally, fee reductions or waivers are sought along with in-kind donations where the city has no direct control or influence. An attached sheet shows a sample calendar of events that would serve as a guideline as to how staff and the committee would assist in scheduling the athletes' time while they are being hosted.

Based on known and anticipated costs associated with the aforementioned, the committee anticipates all obligations to have a cost of approximately \$65,000. The committee did not feel that it would be appropriate to formally fundraise for the estimated costs until such time that City Council takes official action on endorsing the concept of being a Host Town. However, approximately \$17,000 has already been privately pledged towards the financial obligations should City Council commit to the Host Town program. Additional funds and in-kind donations are anticipated to substantially cover these financial obligations. Some communities that have committed to becoming a Host Town have financially contributed to help offset costs associated with their hosting but it is not an obligation. A list of communities that have contributed toward their local Host Town obligations is attached for your review. Staff anticipates that the committee will be asking City Council for its consideration to provide financial assistance at a later date.

Members of staff and the local organizing committee met with City Council Special Events committee members, Mayor Bosse and Councilmember Krasne, on December 17th to provide them with an overview of the Host Town program and assess their support for Beverly Hills becoming a Host Town. The liaisons supported the concept. Unanimous support was also given by the Recreation and Parks Commission at its December meeting.

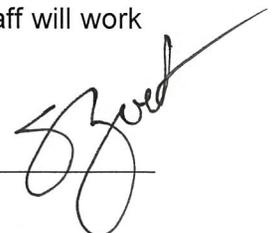
FISCAL IMPACT

There is no financial obligation for the city to become a Host Town. Should City Council commit the city to this effort, members of the local organizing committee will formally commence a fundraising campaign. Any requests for financial support from the city will be brought back to City Council for action at a later date. If funds are asked of the city, staff and the committee understand and recommend that any pledged funds would be used exclusively for costs incurred within the city.

RECOMMENDATION

This report is for City Council information only. Unless otherwise directed, staff will work with Ms. O'Leary and commit the city to the Host Town program.

Steven Zoet
Approved By



Attachment 1



Special Olympics
**WORLD
GAMES**
LOS ANGELES 2015

REACH UP LA

JULY 25 – AUGUST 2, 2015

7,000 ATHLETES | 177 COUNTRIES | 25 SPORTS



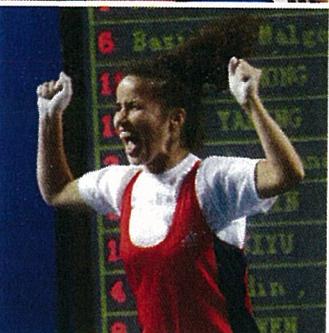
Make the Special Olympics World Games truly memorable. Get involved today!

The ultimate goal of the Special Olympics World Games is to create a world that fully accepts and includes all people with intellectual disabilities – and ultimately *all* people with differences. Special Olympics Founder Eunice Kennedy Shriver recognized this Movement would transform the world, one community at a time.



BE A VOLUNTEER

It will take 30,000 caring and committed volunteers to make sure that the Special Olympics athletes get the experience of a lifetime. Whether you can speak a foreign language, assist a team, or become an official **Fan in the Stands** to cheer on the athletes, visit LA2015.org/volunteer to sign up. If you'd like to get even more involved by hosting international athletes prior to the games by organizing a Host Town, visit LA2015.org/host-town.



SUPPORT AN ATHLETE

It takes \$2,500 to fund one athlete's participation in the World Games 2015. Join the **Support An Athlete** campaign and raise \$2,500 with your family and friends. You'll be paired with an athlete competing at the World Games and can follow your athlete's progress during the competition. Visit support.LA2015.org to see how much has been raised and to get started with your page.



MAKE A DONATION

Every contribution helps. Give a gift at LA2015.com/donate and know that you're helping to expand the acceptance and inclusion of people with intellectual disabilities in communities around the world.



BECOME A SPONSOR

Join some of the most respected companies in the world and become an official sponsor of the Special Olympics World Games. To find out how, please contact Brian Erickson, Senior Vice President of Sales, at sponsor@LA2015.org.

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Like us on **Facebook** at <http://www.fb.com/LA2015>



Subscribe to the World Games newsletter at LA2015.org

Los Angeles is a city full of movie stars and all-stars. But in 2015, thousands of Special Olympics athletes will be the true stars.

Arriving from all corners of the world, 7,000 athletes will take the global stage in Los Angeles and show the world incredible courage, unwavering determination, and sheer joy. By living out their dreams in front of the world, they will open hearts and minds, and expand our collective sense of acceptance and inclusion.



FACTS AND FIGURES

Athletes: **7,000**

Coaches: **3,000**

Countries Represented: **177**

Duration: **9 Days**

Number of Events: **25**

Number of Volunteers: **30,000**

Honored Guests: **5,000**

Spectators: **500,000**

Media Representatives: **2,000**

Number of Venues: **27**



The 2015 World Games will be the largest event hosted by Los Angeles since the 1984 Olympic Games. The venues will be world-class, including Special Olympics Athlete Villages at USC and UCLA, and **a star-studded Opening Ceremony on July 25, 2015 at the Los Angeles Memorial Coliseum**, site of the 1932 and 1984 Olympic Games.

25 SPORTING EVENTS

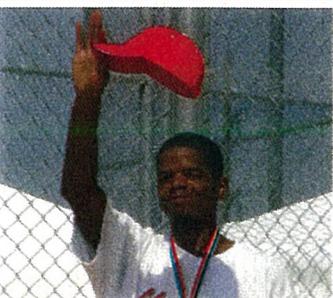
Aquatics, Athletics, Badminton, Basketball, Beach Volleyball, Bocce, Bowling, Cycling, Equestrian, Football (Soccer), Golf, Gymnastics, Half Marathon, Handball, Judo, Kayaking, Open Water Swimming, Powerlifting, Roller Skating, Sailing, Softball, Table Tennis, Tennis, Triathlon and Volleyball.



SPECIAL PROGRAMS

HOST TOWN: For the three days preceding the Opening Ceremony, as many as 100 towns and cities across Southern California will host delegations from around the world. Athletes will get the welcome of a lifetime and, along with members of their Host Town, will take part in a fun schedule of cultural and sports activities.

HEALTHY ATHLETES: Volunteer healthcare professionals will provide athletes with free exams and services in seven clinical areas. Athletes will receive referrals for follow-up care, prescription eyewear, hearing aids and other life-changing care. Medical volunteers return to their schools and medical practices with the experience and desire to better treat people with intellectual disabilities.





Special Olympics
**WORLD
 GAMES**
 LOS ANGELES 2015

**HONORARY
 CO-CHAIRS**

**President of the
 United States**
 Barack Obama

**First Lady of the
 United States**
 Michelle Obama

HONORARY HOSTS

**Governor of
 California**
 Jerry Brown

**Mayor of
 Los Angeles**
 Eric Garcetti

**BOARD OF
 DIRECTORS**

Chair

Rob Friedman
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 Donna de Varona
 Dr. Edward Ellison
 Todd Goldstein
 Rafer Johnson
 Michelle Kerrick
 Andrew Knox
 Sherry Lansing
 Cindy McCain
 William O'Brien
 David O'Connor
 Maidie Oliveau
 Dustin Plunkett
 Donna Pulini
 Susan Saint James
 Barry Sanders
 David Simon
 Bryan Stockton
 Dick Van Kirk

Special Olympics World Games Los Angeles 2015 truly is an international event. Without the participation of the many local programs around the world, the Special Olympics movement wouldn't continue let alone the World Games. The most recent count of participating delegations registered 177 countries – all are listed below.

- | | | |
|----------------------|------------------------------|---------------------------------|
| Algeria | Croatia | Kazakhstan |
| Andorra | Cuba | Kenya |
| Afghanistan | Curacao | Korea |
| Albania | Cyprus | Kosovo (under UNSCR
1244/99) |
| Argentina | Czech Republic | Kyrgyz Republic |
| Armenia | Democratic Republic
Congo | Kuwait |
| American Samoa | Denmark | Laos |
| Aruba | Djibouti | Latvia |
| Australia | Dominica | Lebanon |
| Austria | Dominican Republic | Libya |
| Azerbaijan | Ecuador | Lithuania |
| Bahamas | Egypt | Luxembourg |
| Baharain | El Salvador | Macau |
| Barbados | Estonia | FYR Macedonia |
| Bangladesh | Faroe Island | Malawi |
| Belarus | Fiji | Mali |
| Belgium | Finland | Malaysia |
| Belize | France | Malta |
| Bermuda | Georgia Republic | Maldives |
| Bharat / India | Germany | Mauritania |
| Benin | Ghana | Mauritus |
| Bhutan | Gibraltar | Mexico |
| Bolivia | Great Britain | Moldova |
| Bonaire | Greece | Monaco |
| Bosnia & Herzegovina | Guadeloupe | Mongolia |
| Botswana | Guatemala | Montenegro |
| Brazil | Guyana | Morocco |
| Brunei | Haiti | Montserrat |
| Bulgaria | Honduras | Myanmar |
| Burkina Faso | Hong Kong | Namibia |
| Cayman Islands | Hungary | Netherlands |
| Cambodia | Iceland | New Zealand |
| Camerun | Indonesia | Nepal |
| Canada | Iran | Nicaragua |
| Chad | Iraq | Niger |
| Chile | Ireland | Nigeria |
| China | Isle of Man | Norway |
| Chinese Taipei | Israel | Oman |
| Colombia | Italy | Pakistan |
| Congo | Jamaica | Palestine |
| Comoros | Japan / Nippon | Paraguay |
| Costa Rica | Jordan | Panama |
| Cote d'Ivoire | | |

Papua New Guinea
Philippines
Poland
Portugal
Puerto Rico
Qatar
Romania
Russia
Rwanda
San Marino
Samoa
Saudi Arabia
Senegal
Serbia & Montenegro
Seychelles
Singapore
Slovakia
Slovenia

Somalia
South Africa
Spain
Serendib (Sri Lanka)
St. Kitts & Nevis
St. Lucia
St. Martin
St. Vincent
Sudan
Suriname
Swaziland
Sweden
Switzerland
Syria
Tajikistan
Tanzania
Togo
Tongan

Thailand
Timore Leste
Trinidad & Tobago
Tunisia
Team USA
Turkey
Turkmenistan
Uganda
United Arab Emirates
Uruguay
Uzbekistan
Ukraine
Venezuela
Vietnam
Virgin Islands
Yemen
Zambia
Zimbabwe

IT'S EASY TO GET STARTED!

USE THE RESOURCES OF YOUR COMMUNITY TO SET UP YOUR HOST TOWN



ACCOMMODATIONS – You will need to identify approximately 50 double-occupancy rooms for the athletes in or near your community.

Talk to local colleges and universities about a donation of dormitory space. Or, speak to hotel chains in your area—many will want to be part of the Special Olympics experience either by donating space or providing rooms at a discount. Make sure you have plenty of volunteers on hand to welcome the athletes, show them to their rooms and assist with baggage.



TRAINING FACILITIES – You should make sure that the athletes have a way to practice their skills prior to the Games or just have an opportunity to work out.

Check with local schools to find out what facilities might be available, including a gym with training facilities, a soccer-style field and a track.



FOOD – You will want to supply nutritious food and plenty of water. As with any athlete, it is important that they be given healthy breakfasts, lunches and dinners.

Make arrangements with local restaurants, civic clubs, and colleges to provide meals for athletes. Involve community members in a giant Pot Luck. Ask local markets for food donations.



TRANSPORTATION – You should determine your transportation needs. The World Games 2015 will be responsible for bringing the Special Olympics athletes to and from your community. You will need to arrange transportation to bring them to local events during their visit.

Speak to local bus companies, car dealers or car rental agencies to see whether they can contribute their services or provide a discounted rate.



ACTIVITIES – You should plan some great activities to introduce the athletes to your community and spread the word about the World Games. Arrange for 2 two-hour events to be held on July 22 and July 23, and a possible activity on July 21 if the delegation arrives earlier in the day.

Be sure to highlight what is unique about your community, such as a historic site. Bring in local artists, writers, and performers to create special events. Look for interesting places to hold cultural events.



SECURITY – You will need to supply basic oversight of your events to make sure your three days go smoothly.

Recruit local volunteers to be on site.

WHAT IS THE HOST TOWN PROGRAM?

The Host Town Program is a very special 3-day program that takes place prior to the Opening Ceremony of the Special Olympics World Games 2015. At their Host Towns, athletic delegations from around the world will be welcomed and celebrated. Their Host Town's schedule of events will include getting to know community members, taking part in cultural activities unique to your area, and--of course--practicing and resting for the games. The Special Olympics athletes will feel truly celebrated and Host Town members will make friends for life.

WHEN ARE THE HOST TOWNS?

Delegations arrive on July 21 and delegations depart on July 24, 2015.

WHAT COMMUNITIES CAN BE HOST TOWNS?

Host Towns can be the largest cities or the smallest towns in Southern California—and, in some cases, they can also be civic groups and clubs. Communities located from San Luis Obispo to San Diego are eligible. Altogether, there will be approximately 100 Host Towns.



HOW MANY ATHLETES WOULD SPEND TIME AT A HOST TOWN?

Host Towns will have the opportunity to roll out the red carpet for approximately 100 athletes--typically one or two delegations.

WHAT DOES A HOST TOWN HAVE TO DO?

The Host Town will be responsible for 100% of the costs of hosting their delegations, which includes expenses such as lodging and food. The World Games 2015 has experience advising Host Towns and can provide suggestions for securing in-kind donations and holding fundraisers.

WHY SHOULD MY COMMUNITY BECOME A HOST TOWN?

You and your neighbors will be taking part in the largest humanitarian and athletic event Los Angeles has seen since the 1984 Olympics. Over 7,000 athletes will show courage, determination and joy as they spend three days in your community and then go on to compete in 25 different events during the World Games. Your community will serve a very special role, welcoming Special Olympic athletes to SoCal and getting to know them. After these three never-to-be-forgotten days, the athletes will be changed for the better...and so will you.

For more information contact:

Dawn O'Leary, Director, Host Town dawn.oleary@LA2015.org 310-245-8984

SPECIAL OLYMPICS WORLD GAMES 2015 HOST TOWN – SAMPLE CALENDAR OF EVENTS

	8 am – 9 am	9 am – 12 pm	12 pm – 1 pm	1 pm – 4 pm	4 pm – 6 pm	6 pm – 9 pm Curfew	9 pm – 8 am
July 21	Welcome delegates Dinner or Snacks (Depending on Arrival Time)						OVERNIGHT
July 22	BREAKFAST	TRAINING*	LUNCH	CULTURAL/ COMMUNITY EVENT	REST TIME	DINNER & EVENING ACTIVITY	OVERNIGHT
July 23	BREAKFAST	TRAINING*	LUNCH	CULTURAL/ COMMUNITY EVENT	REST TIME	DINNER & EVENING ACTIVITY	OVERNIGHT
July 24	BREAKFAST	Farewell Ceremony Delegates depart for athlete village					

* Training occurs during this time period, but will not take up the entire three-hour period.



HOST TOWN LIST As of 12/30/2014

ANNOUNCED	ANNOUNCED	ON BOARD	PENDING	CONTACTED	CONTACTED
Alhambra-Monterey Park	Palm Springs	Anaheim	Artesia	Barstow	Reseda
Arcadia	Palmdale	Bakersfield	Bell	Buellton	Riverside
Azusa/Duarte/Glendora	Pasadena	Camarillo	Beverly Hills	Cathedral City	San Bernardino
Bel Air	Poway	Chatsworth	Canoga Park	City of Industry	San Clemente
Big Bear Lake	Rancho Cucamonga	Costa Mesa	Carlsbad	El Segundo	San Dimas
Burbank	Redlands	Duarte	Cerritos	Fairfax	Silver Lake
Calabasas	San Diego - East County	La Jolla	Dana Point	Fontana	Sylmar
Carson	San Diego - North County	La Verne	Goleta	Huntington Park	Temecula
Chino Valley	San Diego - South County	Pomona	Hawthorne	Idyllwild	Toluca Lake
Corona	San Luis Obispo County	San Diego - Downtown	Hollywood	Indian Wells	Van Nuys
Downey	San Pedro	Winnetka	Laguna Hills-Lake Forest	Lake Balboa	Yucca Valley
Fountain Valley	Santa Barbara	Woodland Hills/Tarzana/Reseda	Lakewood	Loma Linda	
Fullerton	Santa Clarita		Rancho Santa Fe	Maywood	
Glendale	Santa Maria		San Bernadino	Mission Hills	
Hermosa Beach	Santa Monica		San Juan Capistrano	Moorpark	
Huntington Beach	Simi Valley		Sierra Madre	Moreno Valley	
Inglewood	Solvang			Murrieta	
Irvine	South Pasadena			North Hills East	
La Habra	Studio City			North Hills West	
La Mirada	Thousand Oaks			North Hollywood	
Lake Arrowhead Mountain Communities	West Covina			Northridge East	
Lincoln Heights	West Los Angeles			Northridge South	
Long Beach	Whittier			Northridge West	
Manhattan Beach				Norwalk	
Mission Viejo				Ojai	
Newport Beach				Perris	
Ontario				Playa Vista	

HOST TOWN LIST As of 12/30/2014

DECLINED	DECLINED
Bellflower	Vista
Caliente	West Hollywood
Catalina	Westminster
Culver City	
Eagle Rock	
Escondido	
Fillmore	
Garden Grove	
Granada Hills	
Hemet	
La Cañada Flintridge	
La Quinta	
Los Alamitos	
Menifee	
Miramar Marine Base	
Nipomo	
North Valley	
Oceanside	
San Marcos	
Santa Ana	
Santa Fe Springs	
Seal Beach	
Sunland/Tujunga	
Tehachapi	
Temple City	
Tustin	
Ventura	

12/30/2014
 HOST TOWN LIST



**Host Town
Beverly Hills**

COMMITTEE ROSTER

FIRST NAME	LAST NAME	AFFILIATION	ROLE	PHONE	EMAIL
Allan	Alexander	The Johnny Carson Foundation		310-273-8400 (work) 310-801-9655 (mobile)	aalexander@aalexander.net
Cindy	Braun	Paley Center	Cultural Events	310-786-1030 (work) (818) 415-4139 (cell)	cbraun@paleycenter.org
Tania	Camargo	Wallis Annenberg Center for the Performing Arts	Cultural Events	310-246-3800 (work)	tania@thewallis.org
Eloise	Crawford	Regional Director, SOSC	Special Olympics Southern Calif.	562-502-1120 (work) 818-294-1066 (mobile)	ecrawford@sosc.org
Claire	Delacruz Zoe	Beverly Hills Conference & Visitors Bureau	Communications/ Goodie Bags	310-248-1015 x204 (work) 310-962-8467 (mobile)	soe@lovebeverlyhills.com
Dawn	O'Leary	Special Olympics World Games	Host Town Support	(310) 245-8984 (mobile) 310-553-7099 a (home)	dawn.oleary@la2015.org
Alissa Arnold	Roston Seidel	Beverly Hills Rotary	Cultural Events Fundraising	310-339-6048 (mobile) 310-360-7553 (work)	aroston1@gmail.com seidel350@aol.com
Alex	Stettinski	Beverly Hills Chamber		310-248-1000 x102 (work) 310-295-9581 (work)	Stettinski@beverlyhillschamber.com
Susan	Weiner Berk	Community Resource Partners	Cultural Events	310-713-4700 (mobile)	susanwberk@me.com
Steven	Zoet	City of Beverly Hills, Community Services		310-285-2536 (work)	szoet@beverlyhills.org

**HOST TOWN PROGRAM
CITY FINANCIAL SUPPORT**

Host Town City	Amount Allocated to Host Town
Carson	\$12,500
Costa Mesa	\$20,000
Downey	\$7,000
Irvine	\$2,500
Mission Viejo	\$50,000
Newport Beach	\$10,000
Poway	\$25,000
Solvang	\$5,000