



AGENDA
CITY OF EL SEGUNDO
MAJOR EVENTS AD HOC COMMITTEE
CITY HALL – EXECUTIVE CONFERENCE ROOM
350 MAIN STREET
EL SEGUNDO, CA 90245
AUGUST 27, 2025
6:00 PM

MEMBERS OF MAJOR EVENTS AD HOC COMMITTEE

City Council Member: Michelle Keldorf
City Manager's Office:
Darrell George, City Manager / Michael Allen, Community Development Director
Planning Commissioner: Melissa McCaverty
Recreation and Parks Commissioner: Kelly Watson
Arts and Culture Advisory Committee Member: Michael Schepps
Chamber of Commerce: Marsha Hansen
Community Member: Tesse Rasmussen

The Major Events Ad Hoc Committee, 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 Major Events Ad Hoc Committee, regarding any matter on this agenda, that the City received after issuing the agenda packet are available for public inspection in the City Hall during normal business hours.

Unless otherwise noted in the agenda, the public can only comment on city-related business that is within the jurisdiction of the Major Events Ad Hoc Committee and/or items listed on the agenda during the Public Communications portion of the Meeting. Members of the public may also provide comments electronically by sending an email to the following address before 3:00 P.M. on the day of the meeting: Gatewaytothegames@elsegundo.org. Please include the meeting date and item number in the subject line. The time limit for comments is five (5) minutes per person. Before speaking to the Major Events Ad Hoc Committee, please state: your name, residence, and organization/group you represent, if desired. Please respect the time limits.

REASONABLE ACCOMMODATIONS: In compliance with the Americans with Disabilities Act and Government Code Section 54953(g), the City Council has adopted a reasonable accommodation policy to swiftly resolve accommodation requests. The policy can also be found on the City's website at <https://www.elsegundo.org/government/departments/city-clerk>. Please contact the City Clerk's Office at (310) 524-2308 to make an accommodation request or to obtain a copy of the policy.

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 **Major Events Ad Hoc Committee** on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the **Major Events Ad Hoc Committee**. Failure to do so shall be a misdemeanor and punishable by a fine of \$250. While all comments are welcome, the Brown Act does not allow action on any item not on the agenda.*

A. NEW BUSINESS

1. **Review Vision and Goals:** Review the draft vision statement and the overarching goals for participating in major upcoming events.
2. **Review Research Findings & Progress Update:** Committee members present findings and progress on the initial research assignment as related to each focus area. Staff to provide update related to ongoing planning efforts.
3. **Review Off-Site Temporary Signage Proposal:** Discuss current proposal and concept for an off-site temporary signage proposal.
4. **Develop Objectives & Action Items by Event:** Outline the specific objectives, strategies, and necessary preparations for the upcoming events.
5. **Assign follow-up Items:** Delegate responsibilities for further research, preparatory work, or any action as needed related to the discussion during the meeting.

B. REPORTS – MAJOR EVENTS AD HOC COMMITTEE

A general report from individual committee members

ADJOURNMENT:

Vision Statement: El Segundo Major Events Ad Hoc Committee

El Segundo is a premier destination for family-friendly entertainment and cultural experiences, where small-town charm meets the global stage. As the **Gateway to the Games**, we are leveraging major events to create a safe, welcoming and vibrant environment; fostering community engagement, generating educational opportunities and creating lasting memories. With a rich legacy of innovation, a walkable historic downtown, and an unparalleled professional sports presence, El Segundo is uniquely positioned to activate, inspire and engage. Through strategic planning in infrastructure & transportation, public safety, event programming and activations, and the use of training facilities, we maximize economic opportunities for local businesses, elevate the city's visibility on a global scale and create a lasting legacy, enriching the lives of our residents, businesses and visitors alike.

Goals:

Strategic Partnerships & Global Outreach: To proactively cultivate and strengthen strategic partnerships with external stakeholders, including businesses, tourism organizations, and regional entities, and to initiate robust media relations, maximizing economic opportunities, enhancing the city's exposure on a global scale, and putting El Segundo 'on the map'.

Operational Excellence & Safety: To serve as a centralized and trusted conduit for accurate, timely information for all impacted stakeholders, ensuring clear communication before, during and after major events, while actively managing internal relationships with residents and city employees, ensuring seamless coordination across infrastructure and transportation, public safety, and city facility use to create a comfortable and safe environment for all, and to ensure efficient event execution and long-term infrastructure improvements.

Economic Empowerment & Sustainable Growth: To strategically attract and retain diverse economic opportunities within El Segundo, leveraging the global exposure and increased visitation generated by major events to empower local businesses (in part by raising awareness of procurement, training and bid opportunities led by partner organizations), foster job creation, and drive sustainable revenue growth, reinforcing the city's identity as a place to "start (and 'stay') here," and contributing to a lasting economic legacy.

Community & Educational Enrichment: To develop and implement diverse initiatives that foster broad community engagement, provide enriching educational opportunities for all ages (including youth employment and volunteer programs), and ensure major events deliver family-friendly entertainment and cultural experiences that create lasting memories.

Permanent Legacy & Sustainable Impact: To ensure that all major events leave a permanent legacy of positive impact on the city, including tangible infrastructure improvements, and contribute to the long-term enrichment of the lives of El Segundo's residents and visitors.

<u>Focus Area</u>	<u>Task</u>	<u>Responsible Party</u>
Infrastructure & Transportation	<ul style="list-style-type: none"> • Review existing city infrastructure plans. • Research "28 by '28" initiative and Olympic transit planning. • Identify potential bus routes, shuttle options, pedestrian/bike infrastructure improvements. • Explore potential partnerships with private parking garages and transport solutions. 	Tesse
Public Safety & Emergency Readiness	<ul style="list-style-type: none"> • Initiate preliminary discussions with Public Safety departments regarding large-scale event preparedness. 	
City Facility Use	<ul style="list-style-type: none"> • Gather detailed information on inquiries received regarding facility use. • Begin preliminary discussions on potential fee structures and closure implications. 	Michelle
Economic Opportunities	<ul style="list-style-type: none"> • Research best practices from other cities that have hosted or benefited from major events (e.g., Paris 2024 hospitality houses). • Identify key local businesses (hospitality, retail, tourism) that could benefit. • Begin preliminary outreach with the Chamber of Commerce and local businesses. 	Marsha
Community Engagement & Events	<ul style="list-style-type: none"> • Research LA28's Cultural Olympiad. • Identify potential city facilities for hosting events (e.g., El Segundo Aquatic Center). • Brainstorm community-driven events, sports clinics, and cultural activations. 	Michael Kelly
Policy Planning	<ul style="list-style-type: none"> • Research existing short-term rental policies and potential impacts of major events. • Identify other relevant policies that may need review or adjustment. 	Melissa

OUTFRONT Media x Wasserman Live

EL SEGUNDO SPECIAL EVENT MEDIA OPPORTUNITY



INTRODUCTION

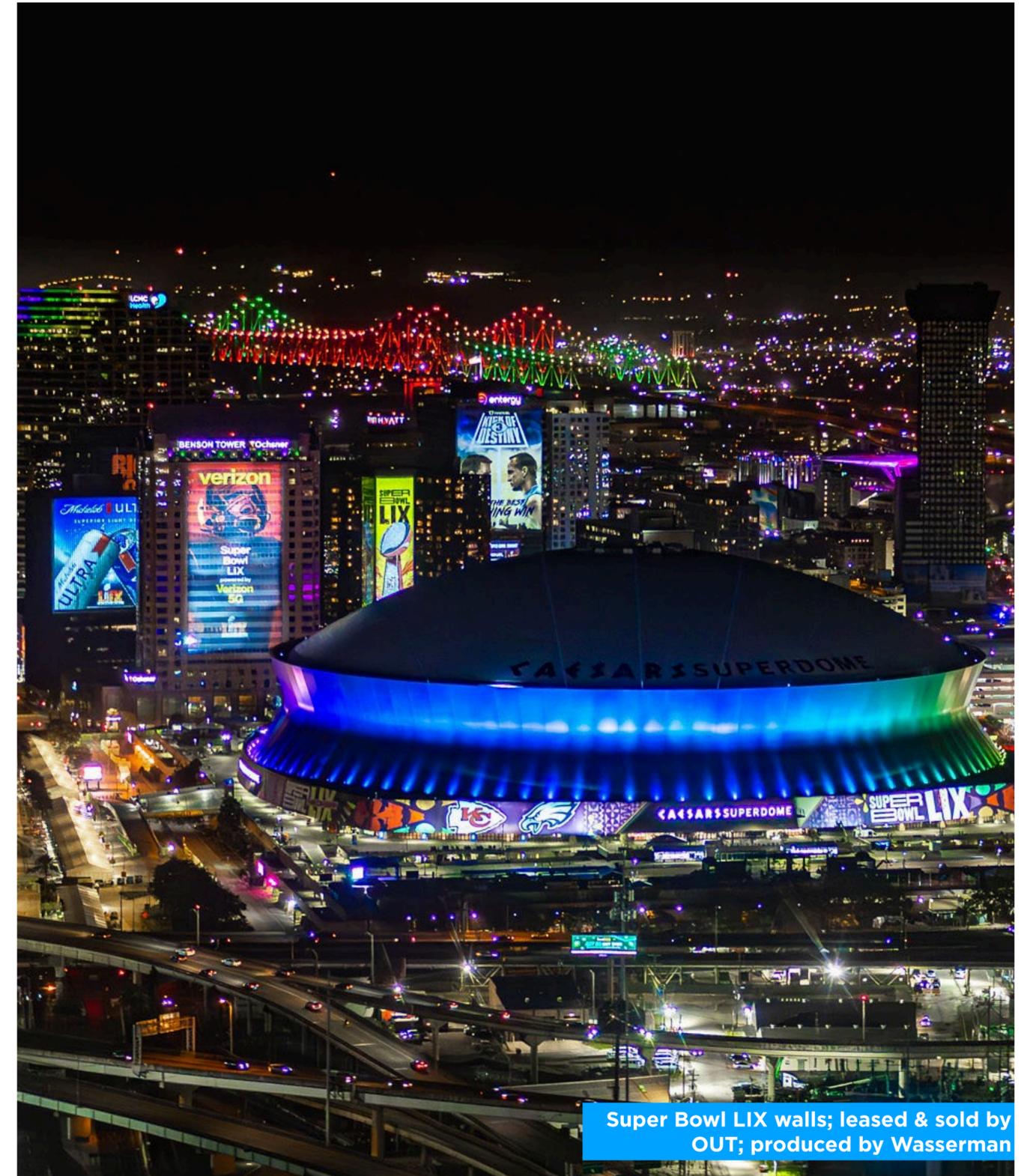
Los Angeles is hosting three (3) global Special Events in the coming years: the FIFA World Cup ('26), Super Bowl LXI ('27) and Summer Olympics ('28). The OUTFRONT Media x Wasserman Live partnership has identified your property as commercially attractive for large-format branding opportunities.

We are eager to include your property into our discussions with the LA Host Committee (and the Special Event Sponsors) in order to procure the necessary permits required to generate significant income for you.

Our approach to your building is based on three (3) primary pillars:

- **Partnership with the Industry Leaders in Event-based Sponsorship Media**
- **Maximize Revenue from the World's Leading Brands**
- **Deliver Best-in-class Operations**

We possess the best combination of vision, experience, and focus necessary to ensure the optimal success of your Special Event signage



COMPANY PROFILES

OUTFRONT



WASSERMAN
LIVE



An OUTFRONT display in LA for Super Bowl LVI

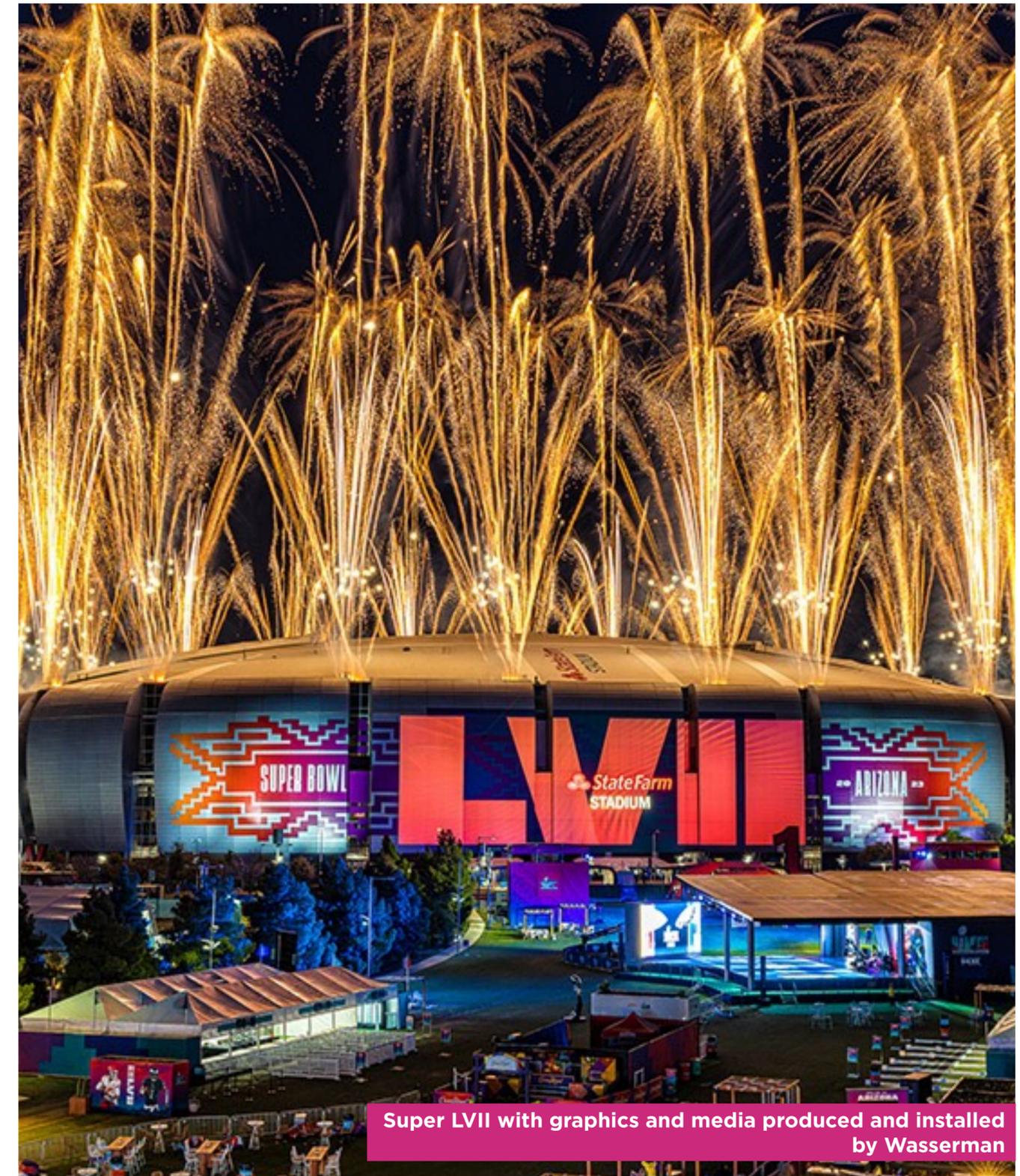
ABOUT OUTFRONT

- Publicly traded on NYSE: OUT
- Headquartered in New York City; Local LA office in Hollywood
- Financial wherewithal to fully support all aspects of this project
- Real estate partner to LACMTA, the City of West Hollywood, Chicago Transit Authority (CTA), Massachusetts Bay Transportation Authority (MBTA), Port Authority of New York & New Jersey (JFK, LGA, EWR), New York MTA, and many others
- Largest OOH firm and salesforce in North America
 - 2,200+ employees
 - 700+ salesforce
- 67,000+ large-format displays, 500,000+ total
- Met every contractual obligation throughout its 84-year history
- Award-winning in-house creative department; OUTFRONT STUDIOS
 - 50+ creatives dedicated solely to OOH creative best practices
- One of “America’s Greatest Workplaces” in 2025 per Newsweek



ABOUT Wasserman Live

- Formerly known as bluemedialive; acquired by Wasserman in March 2025
- Nation's premier company in print, build, and experiential services for businesses, organizations, venues, and live events
- Headquartered in Tempe, AZ; technical support and field services nationwide
- Over 25-years of experience throughout the country
- Media partner for the last 11 Super Bowls, Las Vegas Grand Prix (F1), Miami Grand Prix (F1), NFL Draft, Pro Bowl, and NFL Honors, MLS, MLB, and many others
- Wasserman Live's comprehensive service offerings allow it to deliver innovative, end-to-end event solutions that align with an event's vision and elevates the success of its program



Super LVII with graphics and media produced and installed by Wasserman

CURRENT WORLD CUP, SUPER BOWL, & OLYMPICS SPONSORS*



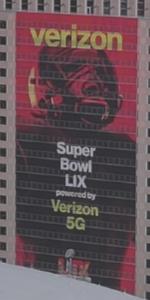
SONY



“OUTFRONT WAS THE CLEAR CHOICE DUE TO THEIR STRONG WORKING RELATIONSHIP WITH THE SUPER BOWL HOST COMMITTEE. THEIR PARTNERSHIP COUPLED WITH THEIR ESTABLISHED NATIONAL SALES TEAM GAVE US COMPLETE CONFIDENCE THAT OUR BUILDINGS WOULD BE WELL-REPRESENTED, MAXIMIZING OUR RETURN WHILE ENSURING THE SPACE WAS SECURED BY A CREDIBLE AND REPUTABLE SPONSOR.”

**-CHRIS ROBERTSON
OWNER, SRSA COMMERCIAL REAL ESTATE, INC.**





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