

MOTION BY SUPERVISOR HOLLY J. MITCHELL

August 5, 2025

8th Annual “Swim the Avenues” Event Fee Waiver

“Swim the Avenues” started in 2018, driven by the vision and leadership of former Redondo Beach Mayor Bill Brand. Now entering its eighth year, this event features a swim course designed to showcase the Santa Monica Bay and promote the South Bay as a destination for the sport of open water swimming. This event is expected to draw almost 600 participants. A portion of this year’s proceeds will continue to support the South Bay Park Land Conservancy, also founded by Mayor Brand. Swim the Avenues will also continue its partnership with One with Ocean and their impactful Play in the Waves program, which has been essential in increasing ocean access for underserved youth. This year’s event will be held on Sunday, September 7, 2025, in Redondo Beach.

I THEREFORE MOVE THAT THE BOARD OF SUPERVISORS:

Instruct the Director of the Department of Beaches and Harbors to (a) waive the gross receipts fee in the amount of \$4,500; and (b) waive the permit fee of \$250, excluding the cost of liability insurance, for the “Swim the Avenues” event to be held on Sunday, September 7, 2025, in Redondo Beach.

Contact:
Rick Crump
Event Director
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MOTION

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MITCHELL	_____
HORVATH	_____
HAHN	_____
BARGER	_____