

**Quality and Productivity Commission**  
**29<sup>th</sup> Annual Productivity and Quality Awards Program**  
*Champions of Change: Together We Make a Difference*

**2015 APPLICATION**

Title of Project (Limited to 50 characters, including spaces, using Arial 12 point font):

**NAME OF PROJECT: MARINA DEL REY'S 50<sup>TH</sup> BIRTHDAY CELEBRATION**

**DATE OF IMPLEMENTATION/ADOPTION:** DECEMBER 2013  
 (Must have been implemented at least one year - on or before July 1, 2014)

**PROJECT STATUS:** \_\_\_\_\_ Ongoing       One-time only

**HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT?** \_\_\_\_\_ Yes       No

**EXECUTIVE SUMMARY:** Describe the project in 15 lines or less using Arial 12 point font. State clearly and concisely what difference the project has made.


1 2015 marks the 50<sup>th</sup> anniversary of the official dedication of Marina del Rey (Marina),  
 2 owned by the County of Los Angeles (County) and managed by the Department of  
 3 Beaches and Harbors (DBH). Through collaboration with community organizations and  
 4 stakeholders, DBH led the effort to produce and promote the highly successful "Marina  
 5 del Rey's 50<sup>th</sup> Birthday Bash and LA's MarinaFest Boat Show," held April 10-12, 2015.  
 6 This distinct semi-centennial occasion was leveraged to reintroduce, brand and promote  
 7 the Marina as "LA's Marina," a welcoming destination offering an array of on- and off-  
 8 water recreational opportunities to residents of Southern California and visitors from all  
 9 over the world. Successful outcomes of the three-day event included expansive media  
 10 coverage, over 20,000 visitors to the Marina and a deepened sense of community  
 11 engagement and pride. The effort also served as a catalyst for increased cooperation  
 12 and collaboration between DBH and Marina stakeholders, which will lead to enhanced  
 13 cross-promotional efforts to further build a cohesive sense of community as the Marina  
 14 redevelops and its popularity grows.  
 15


(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$	\$	\$	\$	<input checked="" type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

<b>SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS</b> County of Los Angeles Department of Beaches and Harbors 13837 Fiji Way Marina del Rey, CA 90292	<b>TELEPHONE NUMBER</b> (310) 305-9523
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<b>PROGRAM MANAGER'S NAME</b> Carol Baker	<b>TELEPHONE NUMBER</b> (310) 305-9562  <b>EMAIL</b> CBaker@bh.lacounty.gov
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<b>PRODUCTIVITY MANAGER'S NAME AND SIGNATURE</b> <small>(PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)</small> Nicolette Taylor 	<b>DATE</b> 7/15/15	<b>TELEPHONE NUMBER</b> (310) 577-5736  <b>EMAIL</b> NTaylor@bh.lacounty.gov
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<b>DEPARTMENT HEAD'S NAME AND SIGNATURE</b> Gary Jones 	<b>DATE</b> 7/15/15	<b>TELEPHONE NUMBER</b> (310) 305-9522
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**1<sup>st</sup> FACT SHEET – LIMITED TO 3 PAGES ONLY:** Describe the **Challenge, Solution, and Benefits** of the project. State clearly and concisely what difference the project has made. Use Arial 12 point font

**CHALLENGE**

Owned by the County and managed by DBH, Marina del Rey was officially dedicated on April 10, 1965. Once only marshland and abandoned oil fields, it has since transformed to a thriving coastal community that is home to the largest man-made recreational boating harbor in North America, attracting over a million annual visitors from all over the world. Today, the Marina is known for its modern hotels, new luxury apartments, exciting water sports, popular outdoor concerts, beachside food trucks and a popular farmers' market. Ongoing redevelopment, new amenities and recreational programming continue to enhance and broaden its appeal.

In addition to being home to nearly 9,000 residents, the Marina community is also comprised of a diverse array of stakeholders, such as boaters and yacht club members, weekend kayakers, bird watchers, biking enthusiasts and paddleboarders. However, while the Marina was developed as a recreational harbor for use by all County residents, the community remains largely unknown and underutilized by those who reside further inland, away from the coast. For the Marina's 50<sup>th</sup> birthday in 2015, DBH was tasked with the multi-faceted challenge of collaborating with the community's residents and a wide range of stakeholders to strategically plan and execute a celebratory event that would formally recognize and honor the Marina's history and reputation as the County's "Crown Jewel," as well as offer festivities and programming exciting enough to attract residents from throughout the greater Southern California region – all while staying within the funding allotted by the DBH's budget.

**SOLUTION**

DBH engaged a vast array of Marina del Rey stakeholders, including the Marina del Rey Convention & Visitors Bureau (CVB), Marina property lessees, LAX Coastal Chamber of Commerce (Chamber), Marina del Rey Historical Society (MHS), yacht clubs and other boating organizations and local community businesses to assist with planning festivities for the community's 50<sup>th</sup> birthday. The planning group, called the Marina del Rey 50<sup>th</sup> Steering Committee (Steering Committee), began meeting in December 2013. Because the April 10<sup>th</sup> anniversary date of the Marina's dedication would fall on Friday in 2015, the Steering Committee agreed that this would be the perfect date to host an official commemorative ceremony.

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Supervisor Knabe served as MC of the commemorative ceremony, which included influential speakers and dignitaries, such as a pioneering lessee and U.S. Army Corps of Engineers employees who had originally designed the Marina channel and subsequent breakwater. A nautical-themed birthday cake, as cut with visiting pirates' swords, was shared by all, followed by a free concert featuring the 1960's era pop band Three Dog Night and a thrilling concluding fireworks show.

Looking to expand the celebration throughout the weekend, a "community fair theme" centered on the Marina's 50<sup>th</sup> birthday was incorporated in the varied offerings for residents and guests of all ages. Planned and coordinated by a group of devoted community stakeholders, Marina del Rey's MarinaFest is an annual day-long event normally held in May at Burton Chace Park. DBH approached the MarinaFest planning committee about the idea of holding the event in April this year to combine it with festivities scheduled for the Marina's 50<sup>th</sup> birthday. The MarinaFest planning committee unanimously voted to change the date of the event and partner with the County by adding MarinaFest to the 50<sup>th</sup>'s event roster for April 11<sup>th</sup> and 12<sup>th</sup>. With most of the offerings normally provided at the event being planned, coordinated and funded by the MarinaFest planning committee, DBH took on the role of expanding MarinaFest by adding traditional tall ships, a privateer (pirate) acting group, historical harbor boat tours, water taxi service to and from Burton Chace Park and Fisherman's Village, and a DJ playing hits from 1965, as well as children's attractions. With a plan for a three-day, fun-filled celebration in place, the Steering Committee coined the event the "Marina del Rey's 50<sup>th</sup> Birthday Bash & LA's MarinaFest Boat Show."

A key solution to the challenge of marketing the Marina's 50<sup>th</sup> birthday to the local community as well as to the County at large was the development of the 50<sup>th</sup> birthday brand logo with the tagline "LA's Marina," which emphasized the message that the Marina exists for all residents of the County to enjoy. These branding tools served to unite other existing community programs and special events, leveraging them under one banner as part of a plan for an entire year of celebration that would appeal to both residents and new visitors alike.

**BENEFITS**

At the outset of the Marina's 50<sup>th</sup> birthday planning process, the four key goals identified for the celebration were: (1) create a sense of celebration; (2) build broad-based community engagement and pride; (3) highlight Marina del Rey at local, regional and national levels; and (4) educate the public at large about Marina del Rey. There's no question all were achieved beyond our hopes and expectations.

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**LINKAGE TO THE COUNTY STRATEGIC PLAN (DETAIL IS REQUIRED FOR COUNTY DEPARTMENTS):** Use Arial 12 point font

This project is consistent with the County's Strategic Plan Goal of Operational Effectiveness/Fiscal Sustainability (Goal 1); by planning and executing "Marina del Rey's 50<sup>th</sup> Birthday Bash & LA's MarinaFest Boat Show," DBH was able to attract more than 20,000 residents to the three-day event from throughout the greater Southern California region through significant TV, radio, print and web media coverage, while staying within the funding allotted by DBH's budget. The County Strategic Plan Goal of Community Support and Responsiveness (Goal 2) was also advanced, by demonstration of successful collaboration with key community stakeholders in the planning and execution of a significant celebratory event through engagement with diverse community members who could offer varied skills, ideas and resources to accomplish the task of hosting a weekend-long event in commemoration of the Marina's 50<sup>th</sup> birthday.

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**COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFIT):** If you are claiming cost benefits, include a calculation on this page. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation. Use Arial 12 point font

**Cost Avoidance:** Costs that are eliminated or not incurred as a result of program outcomes.

**Cost Savings:** A reduction or lessening of expenditures as a result of program outcomes.

**Revenue:** Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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