City of Carson
Report to Mayor and City Council

August 5, 2014
New Business Consent

SUBJECT: CONSIDER PRESENTING A CHAMPIONSHIP-LEVEL BILLIARD TOURNAMENT IN THE CITY OF CARSON, "THE BATTLE OF WORLD BILLIARD CHAMPIONS 2015, CITY OF CARSON"

Submitted by Nelson Hernandez
City Manager

Approved by Nelson Hernandez
City Manager

I. SUMMARY

This item is placed on the agenda at the request of Mayor *Pro Tem* Santarina.

Mayor *Pro Tem* Santarina seeks to promote the City of Carson and further its recognition, both nationally and internationally, by presenting a world-class championship billiard tournament in the City. The proposed tournament dates are February 5-8, 2015. The tournament would be held at the Congresswoman Juanita Millender-McDonald Community Center at Carson and would feature sixteen of the world's top billiards players.

The project has the potential of providing extensive and positive publicity for the City of Carson. If agreements with key event partners are properly structured and executed, public financial benefits may be realized. For these reasons, the project appears worthy of further exploration.

There are a host of issues that will require negotiation in order to produce an event of this magnitude. Tonight, Councilmembers are being asked to authorize the City Manager, in consultation with the City Attorney, to move forward in obtaining complete information regarding what is required to stage this event, its expenses and contractual requirements. Detailed reports and proposed agreements will be presented at a future Council meeting. Nothing is final regarding this project until it is brought back to the Council for its review and consideration.

II. RECOMMENDATION

TAKE the following actions:

1. AUTHORIZE the City Manager to explore the feasibility of producing/presenting a billiard tournament in the City of Carson.

2. AUTHORIZE the City Manager to negotiate with Jay Helfert of Championship Billiards to produce the event; with GMA International to be the exclusive media partner; and with Choura Events to be an event partner.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

Mayor *Pro Tem* Santarina was approached by Mr. Jay Helfert (biography attached), an experienced, long-time promoter of billiard tournaments, regarding presenting a billiard tournament in the City of Carson. Mr. Helfert has produced and directed over 200 major pool tournaments both in the United States and in the Philippines. Mayor *Pro Tem* Santarina views this as a possible opportunity to further introduce, present and spotlight the City of Carson to locations across the nation and around the world.

The proposed invitational billiard tournament would be held at the Congresswoman Juanita Millender-McDonald Community Center at Carson from February 5-8, 2015 and would feature sixteen of the world's top billiard players, possibly including the very popular Efren "Bata" Reyes, a member of the Billiards Hall of Fame with twelve world titles and over one hundred major tournament victories. Eight of the players would likely be from the Philippines, four would be from Europe, and four would be American players. GMA Network is a major commercial radio and television company in the Philippines. GMA International is GMA Network's international group on television and radio and could possibly have an interest in serving as the exclusive media partner in this venture.

Mr. Jay Helfert may be contracted to co-produce the event. The authenticity of his biography will be verified by City staff.

The billiard tournament may result in public financial benefits which could allow the City to support some of its targeted focus areas and causes. All possible benefits that can be realized from producing this event, as well as risks and accountabilities, will be clearly explained in detail in a future Staff Report.

V. FISCAL IMPACT

The cost to present this event is currently unknown. Upon authorization by the City Council to allow the City Manager to move forward to explore the feasibility of holding this event, clear, detailed cost information will be obtained and presented to Councilmembers for their consideration at a future Council meeting.

VI. EXHIBITS

1. Jay Helfert's biography. (pg. 4)

City of Carson

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Prepared by: Charlotte Arrick, Senior Council Field Representative

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Reviewed by:

City Clerk	City Treasurer
Administrative Services	Public Works
Community Development	Community Services

Action taken by City Council

Date_____ Action_____

_____

Jay Helfert

Jay Helfeft has produced or directed over 200 major pool tournaments including the Los Angeles Open 9-Ball Championships, the Los Angeles Billiard Expo, the Bicycle Club Invitational, the Hard Times Billiard Classic, the Mosconi Open and the Western Open at Crystal Park Casino. All of these have been in the Los Angeles area. He has produced and directed the U. S. Bar Table Championships and directed the U. S. Open 9-Ball and several world championships. He has been the voice of professional pool on ESPN, FoxSports, SkySports and many other television networks. Helfert is also a featured columnist for Billiards Digest magazine and the author of Pool Wars, an acclaimed billiards book.

EXHIBIT NO. 01

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