

May 3, 2022

NB-26

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager, or designee, to grant permission to ASM Global to operate a professional boxing contest at the Long Beach Convention Center on May 21, 2022. (District 1)

DISCUSSION

Pursuant to Long Beach Municipal Code, Section 5.24, City Council approval is required to grant permission to ASM Global (operator of the Long Beach Convention Center) to operate a professional boxing contest within the City of Long Beach. MarvNation Promotions has submitted an application to the Long Beach Convention Center for the use of their Ballroom for a professional boxing contest on May 21, 2022. They are projecting approximately 2500 attendees, with ticket pricing starting at \$50 for general admission, and floor tickets ranging from \$100-\$250 per seat.

This Event will include headliner, Ashton Sylve, a Long Beach native and high school senior at Long Beach Polytechnic high school. Ashton is a 12-time Boxing National Champion with a Professional Boxing record of 6-0, who trains out of Jackrabbit Boxing Gym, and is a top prospect amongst the boxing community.

The Office of Special Events, and Health and Human Services, Police, and Fire Departments staff will be present during the Event hours and shall perform continual inspection of the permitted area.

This matter was reviewed by Principal Deputy City Attorney Richard F. Anthony on April 25, 2022 and by Budget Manager Grace H. Yoon on April 22, 2022.

TIMING CONSIDERATIONS

City Council approval is requested on May 3, 2022, to expedite the permitting process and approval of this event.

FISCAL IMPACT

The event does not require any City special events permits or fees as the event location is at the Convention Center, which is controlled and permitted through ASM Global. The

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City shall be reimbursed for all City services associated with the Event. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'T.B. Modica', is written over the typed name.

THOMAS B. MODICA
CITY MANAGER

ATTACHMENT



To Whom it may Concern:

I am Marvin Rodriguez, CEO and owner of Marvnation Promotions. We are a professional Boxing company with shows in Southern California, Mexico and Costa Rica with the expectation of Expanding worldwide. Our cards have included names such as Marco Antonio Barrera, Former World Champion, the Current WBC Silver Super fly Champion Adelaida "La Cobra" Ruiz and current IBF World female Champion Yokasta Valle to name a few.

This coming May 2022, we are looking to host a show in the beautiful City of Long Beach, CA. Our Headliner, Ashton Sylve, (IG: Ashtonsylveh2O) a native of Long beach is looking to have his Homecoming, and what better than to put a show for his people, his community of Long Beach. Whom are more than anxious to support his career. Ashton is a 12-time Boxing National Champion with a Professional Boxing record of 6-0 with his 6 wins being by way of Knockouts. He is currently a high school student at Long Beach Polytech, graduating this year. Trains out of Jack rabbit Boxing Gym in Long Beach. With a bright future and career, his talents have made him a top prospect and has caught the attention of various known brands in the boxing community. He was recently signed to Most Valuable Promotions (MVP) by YouTube star/ Social Media Influencer Jake Paul. Paul is one the most influential millennials with a following of over 70mil on YouTube and 19mil on Instagram.

Sylve, and the team would like to bring this show and media attention to his hometown of Long Beach, which would be great and positive publicity for the city. We are projecting about 2500 attendees, ticket pricing starts at \$50 for general Admission, and floor tickets ranging from \$100-\$250 per seat.

With this in mind, we would like City Council to review this information for the determination of using the Long Beach Convention Center " Ballroom" as the venue to host this event. If Further Information and Details are required, please do not hesitate to contact me directly. My cell number (213) 798-1007.

Regards,

Marvin Rodriguez

CEO

REQUEST TO ADD AGENDA ITEM

Date: April 27, 2022

To: Monique De La Garza, City Clerk

From: Thomas B. Modica, City Manager 

Subject: Request to Add Agenda Item to Council Agenda of May 3, 2022

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

Authorize the City Manager, or designee, to grant permission to ASM Global to operate a professional boxing contest at the Long Beach Convention Center on May 21, 2022. (District 1)

Council District	Authorizing Councilmember	Signed by
5	Stacy Mungo	(Digital – attached email)
2	Cindy Allen	(Digital – attached email)
8	Al Austin	(Digital – attached email)

Attachment: Staff Report dated May 3, 2022