



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Chess Tournament Sponsorship Request

- 1) Motion approving a \$12,000 sponsorship for the California State Open Chess Tournament and authorize the City Manager to execute any necessary agreements with the event organizers.
- 2) Resolution of Appropriation to appropriate \$12,000 for a sponsorship for the California State Open Chess Tournament.

COUNCIL ACTION

Item Type: Consent Calendar

Approved for _____ **April 29, 2025** _____ **calendar**

EXECUTIVE SUMMARY

The event organizers have requested a \$12,000 sponsorship for the 2025 California State Open Chess Tournament, taking place in Glendale for the first time in its 30+ year history. Planned for August 29 to September 1, 2025, the tournament is expected to attract 500 to 600 participants, coaches, and spectators from across the country. This event supports Glendale's goals of promoting education, community engagement, and innovation. It also presents a timely opportunity to align with Glendale Tech Week and boost the local economy through tourism and media exposure. Sponsorship will support event logistics, outreach, and enhanced participant experiences.

RECOMMENDATION

That Council approve a \$12,000 sponsorship for the California State Open Chess Tournament and authorize the City Manager to execute any necessary agreements with the event organizers.

ANALYSIS

The 2025 California State Open Chess Tournament will be held in Glendale for the first time in its over 30-year history. This event is expected to draw 500 to 600 participants and spectators from across the country and aligns with Glendale's goals of promoting education, community engagement, and its growing identity as a hub for strategic innovation. The City of Glendale, in partnership with the American Chess Academy, California Chess Federation, and dot818, will host the California State Open Chess Tournament from August 29 to September 1, 2025, at the Embassy Suites. Previously hosted in San Diego and Los Angeles, this is the first time the tournament will be held in Glendale. This builds upon the success of last year's inaugural Glendale chess event, which brought together youth from the American Chess Academy and local first responders in a community match that drew over 150 attendees and strong civic engagement.

The tournament is expected to deliver community and economic benefits:

- Educational & Cultural Enrichment: Chess is a symbol of strategic thinking and is strongly rooted in Glendale's diverse communities.
- Economic Impact: With hundreds of out-of-town participants, the event will generate hotel stays, restaurant visits, and retail spending.
- Positive Media Exposure: This event offers opportunities to showcase Glendale's commitment to education, innovation, and youth development.
- Strategic Timing: The tournament leads directly into Glendale Tech Week, allowing for a coordinated message that positions Glendale as a center for critical thinking and innovation.

Event organizers have requested a \$12,000 sponsorship from the City to support event logistics, participant resources, and promotional efforts. In addition to financial sponsorship, the City may also provide in-kind support such as outreach and event coordination assistance.

STAKEHOLDERS/OUTREACH

None.

FISCAL IMPACT

Sponsorship for the California State Open Chess Tournament will cost \$12,000, which was not included as part of the FY 2024-25 budget. The request for appropriation from General Fund undesignated fund balance is outlined below:

Requesting Appropriation			
Amount	From (Account String)	To (Account String)	Funding Source
\$12,000	25300-1010-000	43112-1010-MSD-6504-P0000	General Fund

CAMPAIGN DISCLOSURE

This item is exempt from campaign disclosure requirements.

ALTERNATIVES TO STAFF RECOMMENDATION

- 1) Council may choose to not sponsor this event.
- 2) Council may consider any other alternative not proposed by staff.

ADMINISTRATIVE ACTION

Submitted by:

Roubik R. Golanian, City Manager

Prepared by:

Elena Bolbolian, Chief Innovation Officer

Approved by:

Roubik R. Golanian, P.E., City Manager

EXHIBITS/ATTACHMENTS

- 1) Sponsorship Request