

**CITY OF DANA POINT  
AGENDA REPORT**

Reviewed By:	
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**DATE: AUGUST 21, 2007**

**TO: THE HONORABLE MAYOR AND CITY COUNCIL**

**FROM: DOUG CHOTKEVYS, CITY MANAGER**

**SUBJECT: SURFING HERITAGE MUSEUM**

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**RECOMMENDED ACTION:**

That the City Council authorize the City Manager and staff to work with representatives of the Surfing Heritage Foundation to identify a feasible alternative for a permanent location for a Surfing Heritage Museum in Dana Point.

**DISCUSSION:**

On August 3, 2007, the City of Dana Point received a letter from the Surfing Heritage Foundation requesting the City enter into formal discussions to explore opportunities to locate a world class surfing museum and cultural heritage facility in Dana Point. The Surfing Heritage Foundation is a 501(c)(3) nonprofit organization.

The Surfing Heritage Foundation's objective is "to preserve and showcase surfing's heritage for future generations with the ultimate goal of creating a significant, freestanding museum/visitor attraction in a prime location, along with maintaining preservation and outreach programs that will benefit, in perpetuity, a sport that has given a lifetime of pleasure." The Vision Statement is "to be recognized as the definitive source of historical information and the most significant archive of material objects associated with the sport of surfing. To cause the creation of a facility that would become the symbolic cultural center, dedicated to the understanding and appreciation of surfing as a sport, lifestyle, cultural and philosophical pursuit."

The Surfing Heritage Foundation has acquired historical surfboard collections, surfing accessories, photography, cinematography and video, books, posters, and artwork for preservation, presentation, promotion and education of the surf community and culture.

**CONCLUSION:**

This is an important opportunity for the City of Dana Point to embrace another element of its past and the role it has played in surfing culture in America.

Staff will return with periodic updates to the Council on this matter with the hope that we will be able to provide a final recommendation for City Council consideration. As part of our study efforts, staff contemplates working with community groups as well as representatives of the Surfing Heritage Foundation to identify a possible site for a world class facility on a Dana Point scale. It is also hoped that as part of the study effort, we can work to develop a location and facility that will provide a much needed cultural center to serve the community of Dana Point.

**FISCAL IMPACT:**

As part of the recommendation staff is also requesting that \$25,000 be made available from the Reserve for Service Enhancement for related studies in exploration of a Surfing Heritage Museum in Dana Point.

**SUPPORTING DOCUMENTS:**

**Page No.**

- 1. [Letter from Surfing Heritage Foundation dated August 3, 2007](#) ..... 3

SUPPORTING DOCUMENT 1

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CITY OF DANA POINT

August 3, 2007

Mr. Douglas Chotkevys  
City Manager  
City of Dana Point  
33282 Golden Lantern  
Dana Point, CA 92629

Dear Doug,

The Surfing Heritage Foundation, a non-profit organization dedicated to preserving, presenting and promoting surfing's heritage for the appreciation and education of current and future generations, is seeking a suitable location to house its highly significant and possibly world's largest and most important, permanent collection of surf craft and surfing memorabilia.

At its most recent meeting, the Foundation's Board of Directors voted in favor of asking the City of Dana Point for its cooperation and to enter into formal discussions, exploring all opportunities to locate a world class surfing museum and cultural heritage facility within the city limits.

The Foundation and its staff stand ready to cooperate and look forward to your reply.

Sincerely Yours,  
Surfing Heritage Foundation



Tom Pezman  
Executive Director