

OFFICE OF THE CITY ATTORNEY  
ROBERT E. SHANNON, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

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SEVENTH AMENDMENT TO AGREEMENT NO. 28164

**28164**

THIS SEVENTH AMENDMENT TO AGREEMENT NO. 28164 is made and entered, in duplicate, as of September 28, 2009 for reference purposes only, pursuant to a minute order adopted by the City Council of the City of Long Beach at its meeting on September 22, 2009, by and between the LONG BEACH AREA CONVENTION AND VISITORS BUREAU, INC., a California nonprofit corporation ("CVB"), and the CITY OF LONG BEACH, a municipal corporation ("City").

WHEREAS, the parties entered Agreement No. 28164 whereby CVB agreed to promote tourism and conventions in the City; and

WHEREAS, the parties desire to amend said Agreement to reflect the amount appropriated by the City Council in Fiscal Year 2009-10 from the Special Fund for such promotion; and

WHEREAS, the City will not participate in the 2010 Rose Parade;

NOW, THEREFORE, in consideration of the mutual terms and conditions contained in Agreement No. 28164 and herein, the parties agree as follows:

1. Section 5 of Agreement No. 28164 is hereby amended in its entirety to read as follows:

“5. City’s Convention and Tourism Budget. City’s City Council has appropriated and allocated from its Special Fund for City convention and tourism sales and development \$3,729,000 for the fiscal year ending September 30, 2004; \$3,930,366 for the fiscal year ending September 30, 2005; \$3,930,366 for the fiscal year ending September 30, 2006; \$3,930,366 for the fiscal year ending September 30, 2007; \$3,930,366 for the fiscal year ending September 30, 2008; \$3,930,366 for the fiscal year ending September 30, 2009; and \$3,815,366 for the fiscal year ending September 30, 2010. City’s liability for CVB’s approved convention and tourism sales and development programs shall not exceed those amounts. Those amounts



1 IN WITNESS WHEREOF, the parties have caused this document to be duly  
2 executed with all formalities required by law as of the date first stated above.

3 LONG BEACH AREA CONVENTION AND  
4 VISITORS BUREAU, INC., a California  
5 nonprofit corporation

6 Oct 2, 2009

7 By [Signature]  
8 Steve Goodling  
9 Type or Print Name

10 OCT 5 2009

11 By [Signature]  
12 ED PAOLEZZA  
13 Type or Print Name

14 "CVB"

15 CITY OF LONG BEACH, a municipal  
16 corporation

17 10.5 2009

18 By [Signature] Assistant City Manager  
19 City Manager

20 "City"

21 EXECUTED PURSUANT  
22 TO SECTION 301 OF  
23 THE CITY CHARTER.

24 This Seventh Amendment to Agreement No. 28164 is approved as to form  
25 on 10/5 2009.

26 ROBERT E. SHANNON, City Attorney

27 By [Signature]  
28 Deputy

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