

1 2016; \$4,608,676 for the fiscal year ending September 30, 2017; \$4,708,676
2 for the fiscal year ending September 30, 2018; \$4,958,676 for the fiscal year
3 ending September 30, 2019; and, \$5,058,676 for the fiscal year ending
4 September 30, 2020. City's liability for CVB's approved convention and tourism
5 sales and development programs shall not exceed those amounts. Those
6 amounts include the sums identified in Sections 17 and 18 hereof and are not
7 additional thereto. The amount for the fiscal year ending September 30, 2020
8 does not include the sum identified in Section 18 of Agreement No. 28164
9 because the City will not participate in the 2020 Tournament of Roses Parade.
10 The \$100,000 increase from fiscal year 2019 will enhance the CVB's ability to
11 promote tourism and conventions in Long Beach. City reserves the right, at
12 any time during the term hereof, by notice from City's City Manager, to redefine
13 the scope of services within said amounts. By August 1 of each fiscal year
14 during the term hereof, City's City Manager shall notify CVB of the amount of
15 anticipated transient occupancy taxes to be appropriated by the City Council
16 from the City's Special Fund for convention and tourism sales and development
17 programs for the following fiscal year. No later than June 1 of each fiscal year
18 during the term hereof, CVB shall prepare and submit the marketing plan
19 referred to in Section 2(a) hereof based on the anticipated transient occupancy
20 taxes to be appropriated."

21 2. Except as expressly modified herein, all of the terms and conditions
22 contained in Agreement No. 28164 are ratified and confirmed and shall remain in full force
23 and effect.

24 ///

25 ///

26 ///

27 ///

28 ///

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

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

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

Nov 20, 2019

By [Signature]
Name Steve Goodling
Title President & CEO

Nov 21, 2019

By [Signature]
Name IMRAN AHMED
Title CHAIRMAN

"CVB"

CITY OF LONG BEACH, a municipal corporation

Nov. 21, 2019

By [Signature]
City Manager

"City"

This Seventeenth Amendment to Agreement No. 28164 is approved as to form on 11-21, 2019.

CHARLES PARKIN, City Attorney

By [Signature]
Deputy

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802-4664