



**R-8**  
**REVISED**

**MAYOR ROBERT GARCIA**  
CITY OF LONG BEACH

July 19, 2016

Members of the City Council  
City of Long Beach  
California

RECOMMENDATION:

Receive and File report from the Convention and Visitors Bureau regarding the Dew Tour, the ASICS World Series of Beach Volleyball, and POW!WOW! Long Beach.

DISCUSSION

The "Dew Tour", named after its major sponsor, Mountain Dew, will make its first stop of 2016 here in Long Beach from July 22-24, at the Convention Center. Dew Tour is "an innovative contest series and content platform that brings together the world's best skateboarders, snowboarders, skiers, artists, brands, and fans in a celebration of creativity and style." The Dew Tour supports "uplifting our community, self-expression, and exploring the world through the culture of sports."

POW!WOW! Long Beach is a "gathering that celebrates culture, music and art," by bringing internationally known street artists together to create murals on walls throughout the city. This year's POW!WOW! took place last week.

The ASICS World Series of Beach Volleyball is also coming to Long Beach, from August 23-28.

Steve Goodling, President and CEO of the Long Beach Area Convention and Visitors Bureau, will offer a brief report to Council about the Dew Tour, POW!WOW!, and the World Series of Beach Volleyball.

FISCAL IMPACT

None

SUGGESTED ACTION

Approve recommendation

Respectfully Submitted,

Robert Garcia,  
Mayor of Long Beach

Dated: July 11, 2016

