

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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THIRTEENTH AMENDMENT TO AGREEMENT NO. 28164

28164

THIS THIRTEENTH AMENDMENT TO AGREEMENT NO. 28164 is made and entered, in duplicate, as of October 29, 2015 for reference purposes only, pursuant to a minute order adopted by the City Council of the City of Long Beach at its meeting on October 6, 2015, 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 2015-16 from the Special Fund for such promotion; and

WHEREAS, the City will not participate in the 2016 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 \$3,930,366 for each of the fiscal years ending September 30, 2005, September 30, 2006, September 30, 2007, September 30, 2008, and September 30, 2009; \$3,815,366 for the fiscal year ending September 30, 2010; \$3,428,676 for each of the fiscal years ending September 30, 2011, September 30, 2012, and September 30, 2013; \$3,728,676 for the fiscal year ending September 30, 2014; \$3,928,676 for the fiscal year ending September 30, 2015; and \$4,278,676 for the fiscal year ending September 30, 2016. City's liability for CVB's approved convention

1 and tourism sales and development programs shall not exceed those
2 amounts. Those amounts include the sums identified in Sections 17 and 18
3 hereof and are not additional thereto. The amount for the fiscal year ending
4 September 30, 2016 does not include the sum identified in Section 18 of
5 Agreement No. 28164 because the City will not participate in the 2016
6 Tournament of Roses Parade. The amount for Fiscal year ending September
7 30, 2016 includes \$300,000 for the CVB to enhance tourism promotion, and
8 \$50,000 in non-recurring funding for marketing outreach. City reserves the
9 right, at any time during the term hereof, by notice from City's City Manager,
10 to redefine the scope of services within said amounts. By August 1 of each
11 fiscal year during the term hereof, City's City Manager shall notify CVB of the
12 amount of anticipated transient occupancy taxes to be appropriated by the
13 City Council from the City's Special Fund for convention and tourism sales
14 and development programs for the following fiscal year. No later than June 1
15 of each fiscal year during the term hereof, CVB shall prepare and submit the
16 marketing plan referred to in Section 2(a) hereof based on the anticipated
17 transient occupancy taxes to be appropriated."

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

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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

11-10-15, 2015

By [Signature]
Name Stephen Goodwin
Title President/CEO

11/10/15, 2015

By [Signature]
Name Laurence W Jackson
Title Secretary

"CVB"

CITY OF LONG BEACH, a municipal corporation

Nov. 19, 2015

By [Signature] EXECUTED PURSUANT TO SECTION 301 OF THE CITY CHARTER.
City Manager

"City" Assistant City Manager

This Thirteenth Amendment to Agreement No. 28164 is approved as to form on 11-18, 2015.

CHARLES PARKIN, City Attorney

By [Signature]
Deputy