



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

C-8



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March 1, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute an agreement with Fred Hall Associates/American Sportfishing Association, LLC, to utilize dock space in Rainbow Marina for in-water vessel displays, as part of the 65th Annual Fred Hall Show. (District 2)

DISCUSSION

The Fred Hall Show is an annual event, which draws tens of thousands of sports enthusiasts to the downtown area. The show is promoted by Fred Hall Associates/American Sportfishing Association, LLC (Promoter). The show was founded in 1946 for the sole purpose of promoting, nurturing, and improving recreational fishing and boating in Southern California, and is one of the largest and oldest associations promoting these activities in the country. The Long Beach Convention and Entertainment Center will be utilized as the primary show venue, and the Promoter is seeking to utilize Rainbow Marina for in-water vessel displays. This event provides the City of Long Beach (City) with widespread publicity and the promotion of local fishing and boating opportunities.

The Fred Hall Show is scheduled to run from Wednesday, March 9, 2011, through Sunday, March 13, 2011. Setup for the in-water vessel displays will begin on March 4, 2011, and dismantling will be completed by March 21, 2011.

The proposed agreement contains the following major terms and conditions:

- Premises: Boats will be on display in Rainbow Marina, in the area outlined on the attached map (Attachment). The majority of the show will be held at the Long Beach Convention and Entertainment Center.
- Security Deposit: The Promoter shall pay a refundable \$2,000 security deposit, per the provisions in the agreement. The security deposit shall be delivered to the City upon execution of the agreement.

- Site Use Fee: The Promoter shall pay a site use fee of \$10,000.
- Reimbursement of City Expenses: The Promoter shall reimburse the City for all costs incurred as a result of the Fred Hall Show, including, but not limited to, costs associated with relocating vessels for the purposes of the show, maintenance services, security, and repair of damage to City facilities resulting from the event.

This matter was reviewed by Deputy City Attorney Gary J. Anderson on February 3, 2011, and Budget Management Officer Victoria Bell on February 7, 2011.

TIMING CONSIDERATIONS

City Council action is requested on March 1, 2011, in order to enable the execution of the agreement prior to the Fred Hall Show.

FISCAL IMPACT

Site use revenue in the amount of \$10,000 will be deposited in the Rainbow Harbor Fund (TF 411) in the Department of Parks, Recreation and Marine (PR). The recommended action will result in a positive impact on jobs. A total of three jobs will be created to assist with this portion of the Fred Hall Show.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



GEORGE CHAPJIAN
DIRECTOR OF PARKS, RECREATION AND MARINE

GC:MAS:eh

Attachment

APPROVED:



PATRICK H. WEST
CITY MANAGER

Imagery Date: Nov 15, 2009

33°45'41.95" N 118°11'32.81" W elev. 9 ft

Eye alt 1708 ft

Google

65TH ANNUAL FRED HALL SHOW

