



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE



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(562) 570-3100 • FAX (562) 570-3109
www.LBParks.org

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March 2, 2010

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute a Revocable Permit granting the Grand Prix Association of Long Beach permission to occupy and use certain areas for parking and hospitality during the staging of the 2010 Toyota Grand Prix of Long Beach. (District 2)

DISCUSSION

On April 16 through 18, 2010, the 36th Annual Toyota Grand Prix of Long Beach will take place on the streets of Long Beach. The Grand Prix Association of Long Beach (Association) has requested the use of certain areas adjacent to the race circuit for general and recreational vehicle parking (Exhibit A) and hospitality areas (Exhibit B) for approximately 250,000 race fans who will come to watch this year's event. The proposed Revocable Permit grants permission to occupy these areas and it establishes the conditions and fees for their use. This request is consistent with previous requests from the Association, which has conducted this race in Long Beach for 35 years.

This year's Revocable Permit will allow the Association to use the Alamitos Beach parking lot, the northern section of the Shoreline Marina parking lot, and the western end of Shoreline Drive, including center median areas, for general motor vehicle parking and storage. Hospitality areas will be established at the Rainbow Lagoon and Marina Green areas. These are the same areas granted under the permit last year.

Health and Human Services and Fire Department personnel will be present during all days of the Long Beach Grand Prix and will perform continual inspections of the permitted areas.

This matter was reviewed by Deputy City Attorney Richard Anthony on January 27, 2010, and Budget and Performance Management Bureau Manager David Wodynski on February 5, 2010.

TIMING CONSIDERATIONS

City Council action is requested on March 2, 2010, in order to expedite the issuance of the Revocable Permit. Construction for the 2010 Toyota Grand Prix of Long Beach began on February 15, 2010.

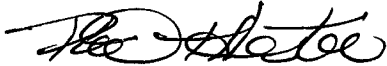
FISCAL IMPACT

Parking charges of \$15,074 will be assessed for use of parking areas (Exhibit C) under the Revocable Permit and will be deposited into the Tidelands Operating Fund (TF) in the Department of Parks, Recreation and Marine (PR). The City shall be reimbursed for all City expenses associated with this event.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:DWA:js

Attachments: Exhibits A-C

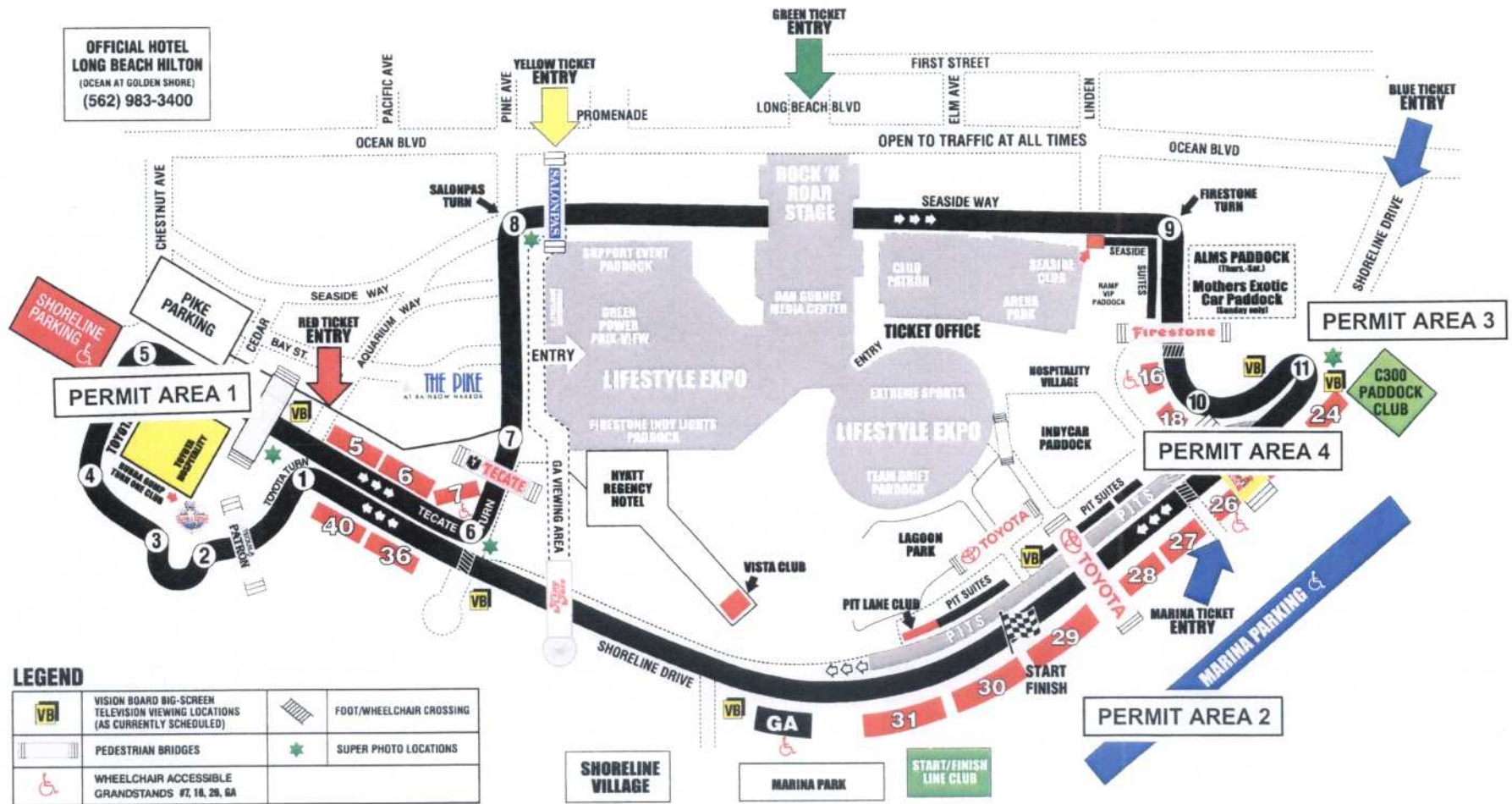
APPROVED:



PATRICK H. WEST
CITY MANAGER

EXHIBIT A - PARKING PERMIT ACCESS

2010 TOYOTA GRAND PRIX OF LONG BEACH CIRCUIT MAP



TOYOTA

CERVEZA
TECATE

King
Jaco

LYON
Lyon Apartment Companies
Recreation • Development • Management

ODYSSEY
www.odysseyenergy.com

NOS
ENERGY OILS

Coca-Cola

BUENA VISTA

SAVOR...
LONG BEACH

Firestone

The Port of
LONG BEACH

TEQUILA
PATRÓN

KORBEL
CALIFORNIA CHAMPAGNE

CHOLULA
REFRESHING

SOBIESKI
WÓDKA POLSKA

McMANIS
EST. 1924

REACTION

Hilton

MOTHERS
Polishes-Waxes-Cleaners

GEHL

MaTai

RCME
RACING COMMUNITY MEDIA ENTERTAINMENT

Canon
CANON BUSINESS SOLUTIONS

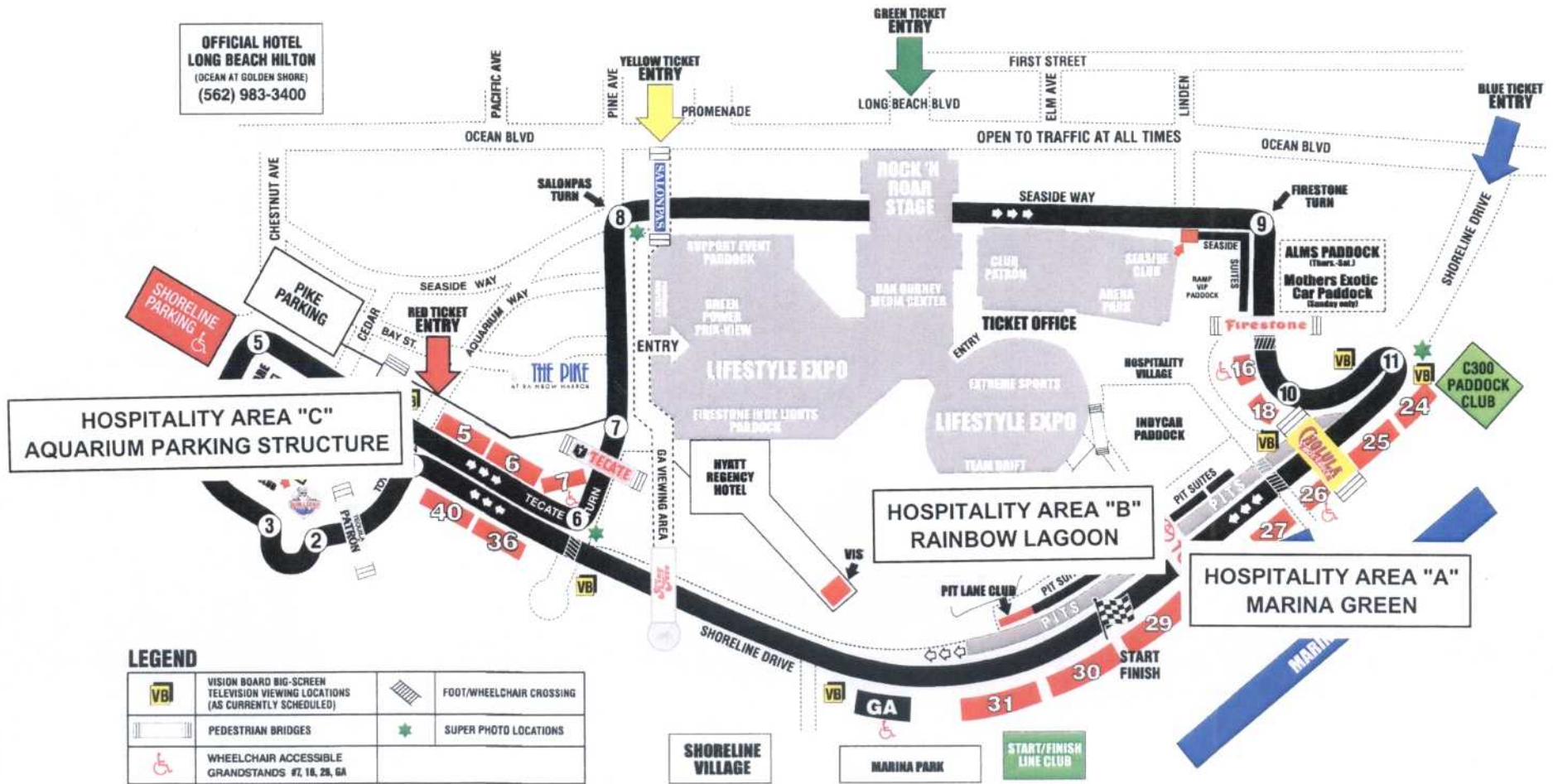
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EXHIBIT B - HOSPITALITY AREAS

2010 TOYOTA GRAND PRIX OF LONG BEACH CIRCUIT MAP



TOYOTA

CERVEZA **TECATE**

King
Jaco

LYON
Lyon Apartment Companies

ODYSSEY

NO5

Coca-Cola

TRIPLE CROWN

SAVOR...
LONG BEACH

Firestone

The Port of
LONG BEACH

TEQUILA
PATRÓN

KORBEL
CHAMPAGNE

CHOLULA
TEQUILA

SOBIESKI
WÓDKA POLSKA

McMANIS

Aaction

Hilton

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Polishes-Waxes-Cleaners

GEHL

MaTai

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EXHIBIT C

2010 Grand Prix Revocable Permit

PARKING CHARGES

Beach Parking	\$ 4,500.00
Alamitos Lot Parking	\$ 2,628.00
Access Road Parking	\$ 5,994.00
Boat Owner Parking	<u>\$ 1,952.00*</u>
TOTAL:	\$15,074.00*

*Per Grand Prix Association of Long Beach, LLC, Exhibit B of the Amended and Restated Agreement Friday-Sunday Expense Cap.