

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

1 FIFTEENTH AMENDMENT TO AGREEMENT NO. 28164

2 **28164**

3 THIS FIFTEENTH AMENDMENT TO AGREEMENT NO. 28164 is made and
4 entered, in duplicate, as of November 27, 2017 for reference purposes only, pursuant to a
5 minute order adopted by the City Council of the City of Long Beach at its meeting on
6 October 24, 2017, by and between the LONG BEACH AREA CONVENTION AND
7 VISITORS BUREAU, INC., a California nonprofit corporation ("CVB"), and the CITY OF
8 LONG BEACH, a municipal corporation ("City").

9 WHEREAS, City and CVB (the "Parties") entered into Agreement No. 28164
10 (the "Agreement") whereby CVB agreed to promote tourism and conventions in the City of
11 Long Beach; and

12 WHEREAS, the Parties desire to amend the Agreement to reflect the amount
13 appropriated by the City Council for Fiscal Year 2018 from the Special Fund for such
14 promotion; and

15 WHEREAS, the City will not participate in the 2018 Rose Parade;

16 NOW, THEREFORE, in consideration of the mutual terms and conditions
17 contained in Agreement No. 28164 and herein, the Parties agree as follows:

18 1. Section 5 of the Agreement is hereby amended in its entirety to read
19 as follows:

20 "5. City's Convention and Tourism Budget. City's City Council has
21 appropriated and allocated from its Special Fund for City convention and
22 tourism sales and development \$3,930,366 for each of the fiscal years ending
23 September 30, 2005, September 30, 2006, September 30, 2007, September
24 30, 2008, and September 30, 2009; \$3,815,366 for the fiscal year ending
25 September 30, 2010; \$3,428,676 for each of the fiscal years ending September
26 30, 2011, September 30, 2012, and September 30, 2013; \$3,728,676 for the
27 fiscal year ending September 30, 2014; \$3,928,676 for the fiscal year ending
28 September 30, 2015; \$4,278,676 for the fiscal year ending September 30,

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

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

November 30, 2017

By [Signature]
Name Steve Goodling
Title President + CEO

_____, 2017

By _____
Name _____
Title _____

"CVB"

CITY OF LONG BEACH, a municipal corporation

Dec. 11, 2017

By [Signature]
City Manager
Tom Modica
Assistant City Manager
"City"

EXECUTED PURSUANT TO SECTION 301 OF THE CITY CHARTER.

This Fifteenth Amendment to Agreement No. 28164 is approved as to form on 11/30, 2017.

CHARLES PARKIN, City Attorney

By [Signature]
Deputy