



MAYOR ROBERT GARCIA
CITY OF LONG BEACH

July 19, 2016

Members of the City Council
City of Long Beach
California

RECOMMENDATION:

Receive and File a report from the Convention and Visitors Bureau regarding the Dew Tour, including the role of the Action Sports Kids (ASK) Foundation.

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."

The ASK Foundation, a nonprofit in Long Beach dedicated to "providing youth an alternative to the streets and gangs thorough sports, education, and community involvement," is serving as an "ambassador" for the Dew Tour.

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 and the role of the ASK Foundation.

FISCAL IMPACT

None

SUGGESTED ACTION

Approve recommendation

Respectfully Submitted,

Robert Garcia,
Mayor of Long Beach

Dated: July 11, 2016