

1 EIGHTH AMENDMENT TO AGREEMENT NO. 28164

2 **28164**

3 THIS EIGHTH AMENDMENT TO AGREEMENT NO. 28164 is made and
4 entered, in duplicate, as of October 7, 2010 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 5, 2010, 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, the parties entered Agreement No. 28164 whereby CVB
10 agreed to promote tourism and conventions in the City; and

11 WHEREAS, the parties desire to amend said Agreement to reflect the
12 amount appropriated by the City Council in Fiscal Year 2010-11 from the Special Fund
13 for such promotion; and

14 WHEREAS, the City will not participate in the 2011 Rose Parade;

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

17 1. Section 5 of Agreement No. 28164 is hereby amended in its entirety
18 to read as follows:

19 "5. City's Convention and Tourism Budget. City's City Council has
20 appropriated and allocated from its Special Fund for City convention and
21 tourism sales and development \$3,729,000 for the fiscal year ending
22 September 30, 2004; \$3,930,366 for the fiscal year ending September 30,
23 2005; \$3,930,366 for the fiscal year ending September 30, 2006; \$3,930,366
24 for the fiscal year ending September 30, 2007; \$3,930,366 for the fiscal year
25 ending September 30, 2008; \$3,930,366 for the fiscal year ending September
26 30, 2009; \$3,815,366 for the fiscal year ending September 30, 2010; and
27 \$3,428,676 for the fiscal year ending September 30, 2011. City's liability for
28 CVB's approved convention and tourism sales and development programs

1 shall not exceed those amounts. Those amounts include the sums identified
2 in Sections 17 and 18 hereof and are not additional thereto. However, the
3 amount for the fiscal year ending September 30, 2011 does not include the
4 sum identified in Section 18 of Agreement No. 28164 because the City will not
5 participate in the 2011 Tournament of Roses Parade. City reserves the right,
6 at any time during the term hereof, by notice from City's City Manager, to
7 redefine the scope of services within said amounts. By August 1 of each
8 fiscal year during the term hereof, City's City Manager shall notify CVB of the
9 amount of anticipated transient occupancy taxes to be appropriated by the
10 City Council from the City's Special Fund for convention and tourism sales
11 and development programs for the following fiscal year. No later than June 1
12 of each fiscal year during the term hereof, CVB shall prepare and submit the
13 marketing plan referred to in Section 2(a) hereof based on the anticipated
14 transient occupancy taxes to be appropriated."

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

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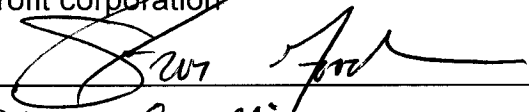
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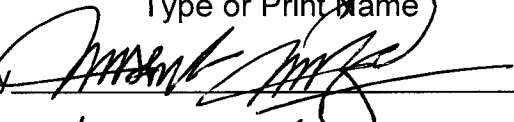
1 IN WITNESS WHEREOF, the parties have caused this document to be duly
2 executed with all formalities required by law as of the date first stated above.

3 LONG BEACH AREA CONVENTION AND
4 VISITORS BUREAU, INC., a California
nonprofit corporation

5 Oct 12, 2010

By 
6 Steve Goodling
7 Type or Print Name

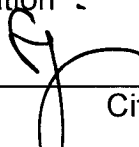
8 Oct 12, 2010

By 
9 NUSRAT MIRZA
10 Type or Print Name

11 "CVB"

12 CITY OF LONG BEACH, a municipal
13 corporation - Assistant City Manager

14 10.14, 2010

By 
15 EXECUTED PURSUANT
16 CITY MANAGER SECTION 301 OF
17 THE CITY CHARTER.

18 "City"

19 This Eighth Amendment to Agreement No. 28164 is approved as to form on

20 10/13, 2010.

21 ROBERT E. SHANNON, City Attorney

22 By 
23 Deputy

24 OFFICE OF THE CITY ATTORNEY
25 ROBERT E. SHANNON, City Attorney
26 333 West Ocean Boulevard, 11th Floor
27 Long Beach, CA 90802-4664
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