

Robert E. Shannon
City Attorney of Long Beach
333 West Ocean Boulevard
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1 shall notify CVB of the amount of anticipated transient occupancy taxes to be appropriated
2 by the City Council from the City's Special Fund for convention and tourism sales and
3 development programs for the following fiscal year. No later than June 1 of each fiscal
4 year during the term hereof, CVB shall prepare and submit the marketing plan referred to
5 in Section 2(a) hereof based on the anticipated transient occupancy taxes to be
6 appropriated."

7 2. All references in Section 18 of Agreement No. 28164 to the 2003
8 Tournament of Roses Parade shall hereafter mean and refer to the 2006 Tournament of
9 Roses Parade.

10 3. Except as expressly modified herein, all of the terms and conditions
11 contained in Agreement No. 28164 are ratified and confirmed and shall remain in full force
12 and effect.

13 IN WITNESS WHEREOF, the parties have caused this document to be duly

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1 executed with all formalities required by law as of the date first stated above.

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

4 Sept 20th, 2005

By [Signature]
5 President
6 Steve Goodling
7 (Type or Print Name)

8 Sept 20th, 2005

By [Signature]
9 Secretary
10 Jane J. Nefferton
11 (Type or Print Name)

12 "CVB"

13 CITY OF LONG BEACH, a municipal corporation

14 9/30/, 2005

By [Signature]
15 City Manager

16 "City"

17 This Third Amendment to Agreement No. 28164 is approved as to form
18 on 9/22, 2005.

19 ROBERT E. SHANNON, City Attorney

By [Signature]
20 Senior Deputy

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26 DFG:dfe 09/13/05(AMD-3rdAmendment28164-LBAreaConvention&VisitorsBureau) #05-04205
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