

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
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Lona Beach, CA 90802-4664

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SIXTEENTH AMENDMENT TO AGREEMENT NO. 28164

28164

THIS SIXTEENTH AMENDMENT TO AGREEMENT NO. 28164 is made and entered, in duplicate, as of October 15, 2018 for reference purposes only, pursuant to a minute order adopted by the City Council of the City of Long Beach at its meeting on October 2, 2018, by and between the LONG BEACH AREA CONVENTION AND VISITORS BUREAU, INC., a California nonprofit corporation ("CVB"), and the CITY OF LONG BEACH, a municipal corporation ("City").

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

WHEREAS, the Parties desire to amend the Agreement to reflect the amount appropriated by the City Council for Fiscal Year 2019 from the Special Fund for such promotion; and

WHEREAS, the City will not participate in the 2019 Rose Parade:

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

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

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

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1 2016; \$4,608,676 for the fiscal year ending September 30, 2017; \$4,708,676
2 for the fiscal year ending September 30, 2018; and \$4,958,676 for the fiscal
3 year ending September 30, 2019. City's liability for CVB's approved convention
4 and tourism sales and development programs shall not exceed those amounts.
5 Those amounts include the sums identified in Sections 17 and 18 hereof and
6 are not additional thereto. The amount for the fiscal year ending September
7 30, 2019 does not include the sum identified in Section 18 of Agreement No.
8 28164 because the City will not participate in the 2019 Tournament of Roses
9 Parade. The \$250,000 increase from fiscal year 2018 will enhance the CVB's
10 ability to promote tourism and conventions in Long Beach. City reserves the
11 right, at any time during the term hereof, by notice from City's City Manager, to
12 redefine the scope of services within said amounts. By August 1 of each fiscal
13 year during the term hereof, City's City Manager shall notify CVB of the amount
14 of anticipated transient occupancy taxes to be appropriated by the City Council
15 from the City's Special Fund for convention and tourism sales and development
16 programs for the following fiscal year. No later than June 1 of each fiscal year
17 during the term hereof, CVB shall prepare and submit the marketing plan
18 referred to in Section 2(a) hereof based on the anticipated transient occupancy
19 taxes to be appropriated."

20 2. Except as expressly modified herein, all of the terms and conditions
21 contained in Agreement No. 28164 are ratified and confirmed and shall remain in full force
22 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

10/18, 2018

By [Signature]
Name STEVE GOODLING
Title _____

10/24, 2018

Tom Modica
Assistant City Manager

By [Signature]
Name IMRAN AHMED
Title CHAIRMAN

EXECUTED PURSUANT TO SECTION 301 OF THE CITY CHARTER

"CVB"
CITY OF LONG BEACH, a municipal corporation

Oct 26, 2018

By [Signature]
City Manager

"City"

This Sixteenth Amendment to Agreement No. 28164 is approved as to form on 10/24, 2018.

CHARLES PARKIN, City Attorney

By [Signature]
Deputy

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