

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
411 West Ocean Boulevard, 9th Floor  
Long Beach, CA 90802-4664

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EIGHTEENTH AMENDMENT TO AGREEMENT NO. 28164

**28164**

THIS EIGHTEENTH AMENDMENT TO AGREEMENT NO. 28164 is made and entered, in duplicate, as of July 8, 2020 for reference purposes only, pursuant to a minute order adopted by the City Council of the City of Long Beach at its meeting on July 14, 2020, 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 COVID-19 pandemic has had a significant impact on the tourism industry due to travel restrictions as well as a slump in demand among travelers; and

WHEREAS, a reallocation of \$300,000 of Special Advertising and Promotions Fund Group one-time funds are being proposed to support a one-time investment in local advertiting to promote travel and tourism in Long Beach and to help generate increased revenue for the City;

NOW, THEREFORE, in consideration of the mutual terms, conditions and covenants 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

1 30, 2011, September 30, 2012, and September 30, 2013; \$3,728,676 for the  
2 fiscal year ending September 30, 2014; \$3,928,676 for the fiscal year ending  
3 September 30, 2015; \$4,278,676 for the fiscal year ending September 30,  
4 2016; \$4,608,676 for the fiscal year ending September 30, 2017; \$4,708,676  
5 for the fiscal year ending September 30, 2018; \$4,958,676 for the fiscal year  
6 ending September 30, 2019; and, \$5,358,676 for the fiscal year ending  
7 September 30, 2020. City's liability for CVB's approved convention and tourism  
8 sales and development programs shall not exceed those amounts. Those  
9 amounts include the sums identified in Sections 17 and 18 hereof and are not  
10 additional thereto. The amount for the fiscal year ending September 30, 2020  
11 does not include the sum identified in Section 18 of Agreement No. 28164  
12 because the City will not participate in the 2020 Tournament of Roses Parade.  
13 The \$400,000 increase from fiscal year 2019 will enhance the CVB's ability to  
14 promote tourism and conventions in Long Beach. City reserves the right, at  
15 any time during the term hereof, by notice from City's City Manager, to redefine  
16 the scope of services within said amounts. By August 1 of each fiscal year  
17 during the term hereof, City's City Manager shall notify CVB of the amount of  
18 anticipated transient occupancy taxes to be appropriated by the City Council  
19 from the City's Special Fund for convention and tourism sales and development  
20 programs for the following fiscal year. No later than June 1 of each fiscal year  
21 during the term hereof, CVB shall prepare and submit the marketing plan  
22 referred to in Section 2(a) hereof based on the anticipated transient occupancy  
23 taxes to be appropriated."

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

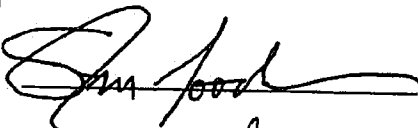
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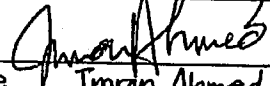
IN WITNESS WHEREOF, the Parties have caused this document to be duly executed with all formalities required by law as of the date first stated above.

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

 2020

By   
Name STEVE GOODLING  
Title PRESIDENT & CEO

 01/01/2020

By   
Name Imran Ahmed  
Title Chairman of the Board

"CVB"

CITY OF LONG BEACH, a municipal corporation

August 12, 2020

By Sandra J. Iatun  
City Manager

EXECUTED PURSUANT TO SECTION 301 OF THE CITY CHARTER

"City"

This Eighteenth Amendment to Agreement No. 28164 is approved as to form

on \_\_\_\_\_, 2020.

CHARLES PARKIN, City Attorney

By   
Deputy

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