



City of Long Beach
Working Together to Serve

Memorandum

R-25

Date: July 24, 2007

To: Honorable Mayor Foster and Members of the City Council

From: Gary DeLong, Councilmember, 3rd District
Suja Lowenthal, Councilmember, 2nd District
Val Lerch, Councilmember, 9th District

Subject: AGENDA ITEM: Aquatic Capital of America

Attached is a concept proposal to establish Long Beach as the Aquatic Capital of America. The concept is based on the City's numerous and exceptional aquatic assets.

An Aquatic Council under the city's guidance would be formed to decide on specific goals, and the most prudent way to achieve those goals. Members of the Council should be drawn from the major stakeholder groups outlined by the concept proposal. The main goal is to grow the City's aquatic assets and activities and expand their benefits to the entire city.

Recommended Action:

Request City Manager to study and prepare a report for the Council to consider establishing Long Beach as the Aquatic Capital of America.

Concept Proposal:

LONG BEACH - THE AQUATIC CAPITAL OF AMERICA

EXECUTIVE SUMMARY

Long Beach has an extraordinary number of aquatic assets. In turn, the numbers and diversities of individuals, businesses and organizations taking advantage of those assets are extraordinary as well. The scope and vitality of City's aquatic situation may well be unique in all of America.

It's time to establish Long Beach as the Aquatic Capital of America.

An Aquatic Council should be formed under the City's leadership to establish, demonstrate and publicize the fact that Long Beach is the indisputable Aquatic Capital of America. The Council should be responsible for encouraging and facilitating linkages between key aquatic programs, activities and events with the specific goal of growing and extending their benefits to the entire City.

The entire Aquatic Capital concept should visibly and publicly be aimed at:

1. Enhancing the City's reputation as a tourist destination;
2. Providing increased and stable employment opportunities for the hospitality and support businesses that are essential for aquatic events;
3. Expanding water-related educational and recreational opportunities for young people and members of the City's diverse communities;
4. Integrating educational and training programs for young people in the inland areas based on water-related employment opportunities;
5. Helping provide expanded audiences and on-scene support for corporate sponsors of aquatic events;
6. Enhancing the significance and visibility of aquatic training programs and events in support of young people aspiring to amateur or professional sport prominence; and
7. Emphasizing the need for good air and clean water essential for successful use of aquatic assets and events.

This paper highlights the City's aquatic assets, recommends action steps for establishing Long Beach as the indisputable Aquatic Capital of America, and expanding those aquatic assets' benefits to the entire City.

AQUATIC COMMITTEE

Members: Tom Shadden, Drew Satariano, John Callos, Jordan Bradley, Dick Miller, Dave Robertson, Harry Ivey, Chas Merrill, Bud Scott, Chris Pook, Mark Sandoval, Steve Conley

Subject: Long Beach, The Aquatic Capital of America

Mission: To Develop, Market and Promote Long Beach as the Aquatic Capital of America

A. Areas of Research

LB Parks and Recreation – Mark Sandoval, Drew Satariano

Rowing Center- John Callos, John Nunn

Sailing – Tom Shadden, Chas Merrill, Drew Satariano

Life Guards - Dick Miller

Boating – Power and Sail – Bud Scott, Dave Robertson

Sea Festival – Drew Satariano, Chris Pook

Queen Mary – Tom Shadden

Aquarium – Steve Conley

Port of Long Beach – John Hancock

Fishing – Diving – Harry Ivey

Swimming/Water Polo – Rich Foster

Long Beach Water Department - Steve Conley

Los Cerritos Wetlands Stewards – Lenny Arkinstall

B. Preparation of White Paper

Bud Scott, Jordan Bradley, Mark Sandoval

C. Video Documentary

Ray Burton, Linda Nussbaum

D. Establish the Aquatic Council

ESTABLISHING LONG BEACH AS THE AQUATIC CAPITAL OF AMERICA

It's time to recognize and understand those aquatic assets and activities, to quantify their scope and the benefits they provide, and to support linkages between them that intentionally increase benefits to the City's businesses, its diverse communities and its water-related organizations. It's time to integrate those aquatic

assets and activities in such a way that Long Beach can be recognized as the indisputable Aquatic Capital of America.

This paper highlights some of the assets and activities, and suggests ways of building upon them to strengthen and expand their benefits.

AN ABUNDANCE OF AQUATIC ASSETS AND ACTIVITIES

Long Beach has an abundance of aquatic assets and related activities. From Alamitos Bay to the Port of Long Beach there are miles of sheltered waterways filled with boats from Sabots, to fishing boats, to rowing shells, to pleasure boats capable of worldwide cruising, to ocean liners and cargo vessels. Shoreline activities range from kite boarding, to beach games on the sand, to kiddie activities on Mothers' Beach, to model sailboat racing in El Dorado Park, to educational and recreational programs at the Aquarium of the Pacific. Inland there are swimming and water polo programs at schools and community swimming pools. And with Long Beach facing the San Pedro Channel and Catalina Island, there are multitudes of offshore activities for fishing, diving and - of course - highly competitive racing of sailboats and powerboats.

Long Beach's aquatic assets and activities are many and diverse; a partial list:

Aquarium of the Pacific

Aquarium of the Pacific has become recognized as a center for scientific discovery having hosted numerous national convocations on Ocean Literacy and other such topics. This Summer Aquarium of the Pacific will be sponsoring a project title "Catch a Wave" which is designed to focus on southern California Surfing Culture while explaining the science behind waves.

The Aquarium of the Pacific attracting some 1.4 million attendees per year, and reaching out to nearly 200,000 K-12 children via 30 classroom and theater programs, to an additional 46,000 children through an "Aquarium on Wheels," and providing continuing education programs to teachers at every grade level on water and energy conservation;

Queen Mary

Attracts some 1.5 million attendees per year for entertainment and education;

Beaches

Approximately eleven miles of beaches and accessible waterways providing recreation and sporting venues for nearly one million people per year ranging from simple fun on the beach, to competitive games, to Lifeguard competitions attracting over 5,000 participants and spectators;

Swimming

Three City pools (Belmont*, Martin Luther King, Jr. and Silverado) serving over 200,000 individuals with swim lessons, aquatic classes, and recreational and competitive swimming under programs of the City's Department of Parks, Recreation and Marine, as well as school and neighborhood pools with active water polo competitions;

* has hosted international, national and PAC-10 swimming and water polo championships over the years.

Marinas

Dockage for 3,800 boats in City marinas, and dockage for 3,000 boats in private slips, serving the interests of more than 12,000 people and their guests;

Launch Ramps

Six public launch ramps for trailer boats handling over 45,000 launches per year;

Yacht Clubs

Five yacht clubs with clubhouses, and several without clubhouses, serving more than 2,500 members plus their families and guests, providing active youth programs and well over 100 regattas per year including the renowned Race Week and the international Congressional Cup;

Rowing

The Long Beach Rowing Association serving some 200 adults for recreational and competitive rowing, approximately 120 rowers from 14 middle and high schools (300 in summer camp rowing), approximately 100 competitive rowers from CSULB, and an Adaptive Rowing Program helping approximately 40 mentally and physically handicapped individuals;

Boating Education and Training

The United States Sailing Center providing small-boat sail training, coaching and competition for over a dozen high schools, beginning and advanced classes for keelboat sailing, training for Olympic sailing hopefuls, sailing experiences for disabled individuals from 9 medical and treatment organizations, and Youth-at-Risk sailing for individuals from 12 organizations, shelters and schools;

The Leeway Sailing and Aquatics Center serving over 3,000 children annually in beginning and advanced small-boat sailing, board sailing, kayaking and canoeing;

The Long Beach Power Squadron providing seamanship, piloting and navigational education to some 100 boaters per year;

Sea Festival

The Sea Festival of Long Beach organizing, coordinating and/or supporting some 112 events in 2007 including the Catalina Power Boat Ski Race, the Transpacific Yacht Race, the Mayor's Cup sailing regatta, the Dragon Boat Races, the AVP Pro Beach Volleyball, Beach Sandcastle Building Competition, and the Long Beach Spring Nationals - Circle Boat Races;

Fishing

In addition to countless individuals using private boats for fishing, there are three commercial charter boats providing fishing opportunities to over 80,000 customers per year;

SCUBA Diving

The Southern California SCUBA Show is held each March at the Convention Center. Seven dive charter boats serving SCUBA and free-style diving clubs and individuals;

Commercial Boating Opportunities

Twelve commercial organizations providing boating opportunities to well over 20,000 individuals annually ranging from gondola rides, to dinner cruises, to tall-ship expeditions, to electric boat rentals, to bed and breakfast, to whale watching;

Cruise Lines

Carnival Cruises operates two ships with over 300,000 passengers traveling annually to Mexico on three, four and seven day cruises.

Boat Shows

The Southern California Marine Association providing information and boarding opportunities to some 35,000-40,000 people annually at their boat show in Rainbow Marina;

Shipping and Transportation

The Port of Long Beach handling nearly \$100 billion in goods and agricultural products each year, providing nearly 30,000 jobs in Long Beach with \$14.3 billion in regional wages and salaries, and resulting in nearly 1.4 million jobs nationwide.

A complete list of aquatic assets and activities would be much longer - and might even be impossible to complete because new ones seem to appear regularly as people find new ways to take advantage of Long Beach's location and access to the water.

Regardless of the exact number, the significant issue now is to develop ways of linking and coordinating these aquatic assets and activities in a way that will nurture their growth and expand their benefits to the entire City.

Desalination

Advanced Research: The Long Beach Water Department is developing a practical and environmentally responsible approach to ocean desalination. It is the only such research and development program in the United States being funded by the Federal Government.

Wetlands

The Los Cerritos Wetlands Stewards is a non-profit organization that specializes in restoring, maintaining, enhancing, managing and researching an assortment of urban wetland, marine and upland habitats.

IMPLEMENTATION THROUGH AN AQUATIC COUNCIL

The first step should be to form an Aquatic Council under the City's guidance to decide on specific goals, and the most prudent way to achieve those goals. Members of the Council should be drawn from the major stakeholder groups including the City, the Convention and Visitors Bureau, Aquarium of the Pacific, the hospitality business, the education community, the Department of Parks, Recreation and Marine, community groups, marine businesses, public safety and the marine recreation community including the yacht clubs.

Recommended goals for the Council include:

- Enhancing the City's reputation as a tourist destination;
- Providing increased and stable employment opportunities for the hospitality and support businesses that are essential for aquatic events;
- Expanding water-related educational and recreational opportunities for young people and members of the City's diverse communities;
- Integrating educational and training programs for young people in the inland areas based on water-related

employment opportunities;

- Helping provide expanded audiences and on-scene support for corporate sponsors of aquatic events;
- Enhancing the significance and visibility of aquatic training programs and events in support of young people aspiring to amateur or professional sport prominence;
- Highlighting the need for good air and clean water essential for successful use of aquatic assets and events; and
- Ensuring that the program to achieve these goals has the human and financial resources, and durability, to succeed and grow for the foreseeable future.
- Providing research and programs dealing ocean awareness and the importance of protecting our oceans for future generations to enjoy.

Throughout, the entire Aquatic Capital concept should be aimed visibly and publicly at growing the City's aquatic assets and activities and expanding their benefits to the entire City.

ESSENTIAL ELEMENTS FOR SUCCESS

Once the Aquatic Council has agreed on its composition and goals, the second step should be to focus on the structure of the program to achieve those goals. Key elements of the structure should include:

Leadership

Strong leadership is critical. Maximum effort must focus on robust financial and human resources (including multigenerational leadership) so the efforts do not degenerate into "just another flash-in-the-pan attempt to attract publicity." Any failure of the program to link and rationalize assets would be worse than no program at all.

Ownership

Leaders of the many aquatic events and activities in Long Beach must be shown the potential benefits of joining the program, and encouraged to assume an ownership role. The strength and credibility of the program will depend upon minimal dilution by nonparticipating organizations and events.

Communication

Participants and supporters of aquatic events must be exposed to ongoing information about the program, and kept aware of opportunities for benefits whether through employment, education, recreation or sponsorship. The long-term viability of the program will be questionable without widespread awareness and support from participants as well as the overall community.

Publicity

Publicity must be ongoing, beginning within the City and spreading outward as the program develops and strengthens. Just as with local communications, outward-reaching publicity must be frequent, highly credible and interesting - the public should look forward to reading, hearing or seeing the material. The risk of denigration of the program and title of Aquatic Capital of America by other cities and organizations will be high, and all publicity must aim at building admiration, credibility and justification.

Linkage and Logo

There must be highly visible linkage between events and activities so they are continually perceived as being essential parts of the Aquatic Capital. An understandable and attractive logo should become an integral part of each event and related communication and publicity. Nonrelated events will dilute and weaken the program.

Signature Events

Each linked group of aquatic activities and events should strive for at least one or two signature events each year as a way of building and retaining interest. Despite the constraints of seasons and weather, and the inevitable conflicts between schedules, a conscious effort should be made to schedule the array of signature events throughout the year for maximum interest and publicity.

Durability

Efforts to establish Long Beach as the Aquatic Capital of America must be undertaken with the clear intent to maintain and defend that title for the foreseeable future. The goals and benefits of the efforts must be widely accepted, human and financial resources must be assured, and each step in the organizational process must be structured to minimize risks of failure. Top priority must be given to ensuring multigenerational viability and durability of the program and the title.

IMMEDIATE ACTION STEPS

Step 1

Leaders of the potential stakeholder groups should be polled to determine the extent of interest and will to proceed, and to assess the extent and quality of potential financial and human resources and leadership. The Aquatic Capital concept should either be terminated or revised if there is uncertainty about viability and long-term success.

Step 2

The Aquatic Council should be formed promptly if results of Step 1 are favorable. Each of the above Essential Elements for Success must be assessed for potential weaknesses. The Council should proceed with the Aquatic Capital concept only if there is sufficient strength in each of the Essential Elements.

Following successful completion of Steps 1 and 2, the Aquatic Capital concept should be launched with full intent to establish, demonstrate and publicize the fact that Long Beach is the indisputable Aquatic Capital of America.