

1 convention and tourism sales and development programs shall not exceed
2 those amounts. Those amounts include the sums identified in Sections 17
3 and 18 hereof and are not additional thereto. The amount for the fiscal year
4 ending September 30, 2012 does not include the sum identified in Section 18
5 of Agreement No. 28164 because the City will not participate in the 2012
6 Tournament of Roses Parade. City reserves the right, at any time during the
7 term hereof, by notice from City's City Manager, to redefine the scope of
8 services within said amounts. By August 1 of each fiscal year during the term
9 hereof, City's City Manager shall notify CVB of the amount of anticipated
10 transient occupancy taxes to be appropriated by the City Council from the
11 City's Special Fund for convention and tourism sales and development
12 programs for the following fiscal year. No later than June 1 of each fiscal year
13 during the term hereof, CVB shall prepare and submit the marketing plan
14 referred to in Section 2(a) hereof based on the anticipated transient
15 occupancy taxes to be appropriated."

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

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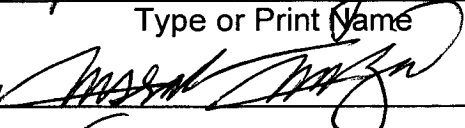
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1 IN WITNESS WHEREOF, the parties have caused this document to be duly
2 executed with all formalities required by law as of the date first stated above.

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

6 _____, 2011 By 

7 Stephen M. Goodling
8 Type or Print Name

9 _____, 2011 By 

10 NUSRAT MIRZA
11 Type or Print Name

12 "CVB"

13 CITY OF LONG BEACH, a municipal
14 corporation

15 10.28, 2011 By  **Assistant City Manager**
16 City Manager

17 "City"

18 EXECUTED PURSUANT
19 TO SECTION 301 OF
20 THE CITY CHARTER.

21 This Ninth Amendment to Agreement No. 28164 is approved as to form on

22 10/27, 2011.

23 ROBERT E. SHANNON, City Attorney

24 By 
25 Deputy

26 OFFICE OF THE CITY ATTORNEY
27 ROBERT E. SHANNON, City Attorney
28 333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664