



CITY OF LONG BEACH

OFFICE OF THE CITY MANAGER

C-7

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-6711 FAX (562) 570-7650

February 15, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute a Revocable Permit granting the Grand Prix Association of Long Beach permission to occupy and use certain areas for parking and hospitality during the staging of the 2011 Toyota Grand Prix of Long Beach. (District 2)

DISCUSSION

On April 15 through 17, 2011, the 37th Annual Toyota Grand Prix of Long Beach will take place on the streets of Long Beach. The Grand Prix Association of Long Beach (Association) has requested the use of certain areas adjacent to the race circuit for general and recreational vehicle parking (Exhibit A) and hospitality areas (Exhibit B) for approximately 250,000 race fans who will come to watch this year's event. The proposed Revocable Permit grants permission to occupy these areas and it establishes the conditions and fees for their use. This request is consistent with previous requests from the Association, which has conducted the race in Long Beach for 36 years.

This year's Revocable Permit will allow the Association to use the Alamitos Beach parking lot, the northern section of the Shoreline Marina parking lot, and the western end of Shoreline Drive, including center median areas for general motor vehicle parking and storage. Hospitality areas will be established at the Rainbow Lagoon and Marina Green area. These are the same areas granted under the permit last year.

Health and Human Services and Fire Department personnel will be present during all days of the Long Beach Grand Prix and will perform continual inspections of the permitted areas.

This matter was reviewed by Deputy City Attorney Richard Anthony on January 19, 2011, and Budget Management Officer Victoria Bell on January 24, 2011.

HONORABLE MAYOR AND CITY COUNCIL

February 15, 2011

Page 2 of 2

TIMING CONSIDERATIONS

City Council action is requested on February 15, 2011, in order to expedite the issuance of the Revocable Permit. Construction for the 2011 Toyota Grand Prix of Long Beach begins on February 14, 2011.

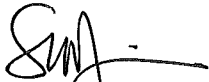
FISCAL IMPACT

Parking charges of \$15,074 will be assessed for use of parking areas (Exhibit C) under the Revocable Permit and will be deposited into the Tidelands Operating Fund (TF) in the Department of Parks, Recreation and Marine (PR). The City shall be reimbursed for all City expenses associated with this event. There is no local job impact associated with the recommended action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



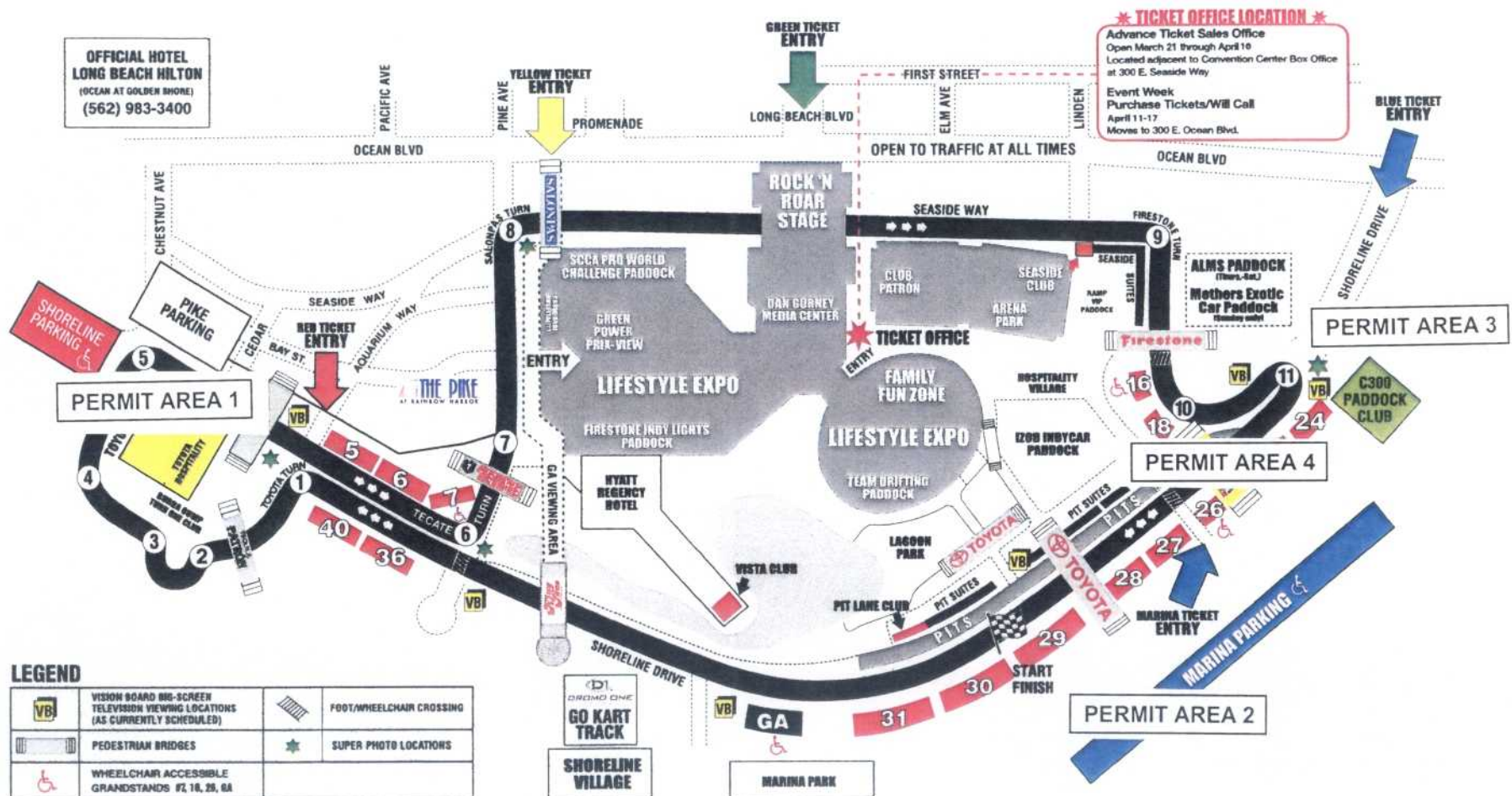
PATRICK H. WEST
CITY MANAGER

DWA:js

Attachments: Exhibits A-C

EXHIBIT A - PARKING PERMIT ACCESS

2011 TOYOTA GRAND PRIX OF LONG BEACH CIRCUIT MAP



TOYOTA

Firestone

MOTHERS
Polishes • Waxes • Cleaners

CERVEZA
TECATE

The Port of
LONG BEACH

GEHL

King
Jaco

TEQUILA
PATRÓN

SALONPAS
OFFICIAL PARTNER/SPONSOR

NOS

CHOLULA
SAUCE

Hilton

ODYSSEY
THE OFFICIAL RACEWAY

VICTORINOX
SWISS ARMY

McMANIS
FAMILY FURNITURE

Coca-Cola

BRONCO

REACTION
AUDIO VISUAL

IKON
Document Efficiency
At Work™

Maui

SAVOR...
LONG BEACH

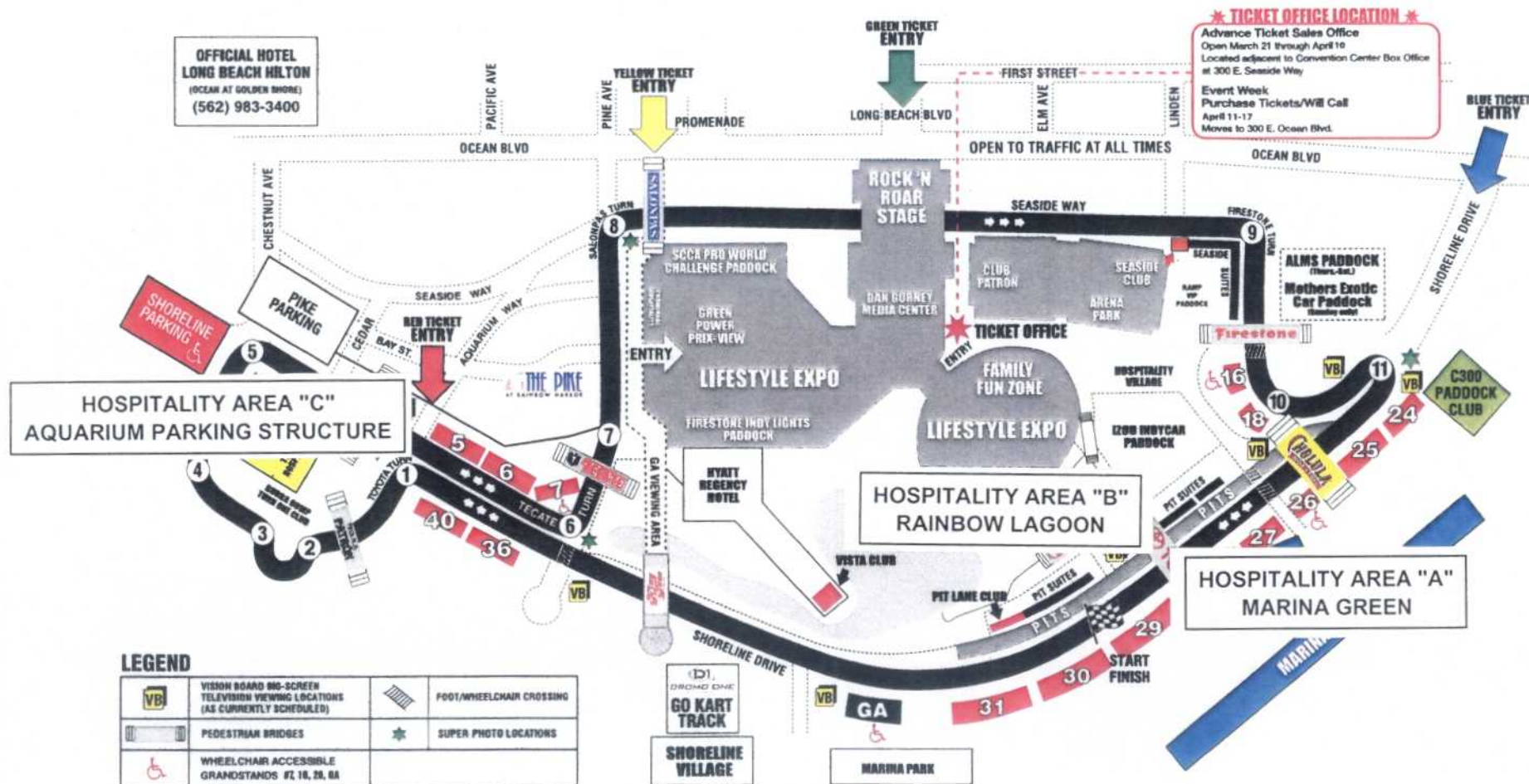
SA
Recycling

TAMIYA

LOS ANGELES NEWSPAPER GROUP
lannews.com

EXHIBIT B - HOSPITALITY AREAS

2011 TOYOTA GRAND PRIX OF LONG BEACH CIRCUIT MAP



TOYOTA

Firestone

MOTHERS®
Polishes•Waxes•Cleaners

CERVEZA
TECATE

The Port of
LONG BEACH

GEHL

SALONPAS
OIL CHANGE & TIRE SERVICE

King
FACED

TEQUILA
PATRÓN

NOS

CHOLULA
SAUCE

Hilton

ODYSSEY
THE ENTERTAINMENT CENTER

VICTORINOX
SWISS ARMY

McMANIS
FAMILY RESTAURANT

Coca-Cola

RENO RACING

REACTION®
AUDIO VISUAL

IKON Document Efficiency
At Work™

Maui Tai

SAVOR...
LONG BEACH

SA
Recycling

TAMIYA

LOS ANGELES NEWSPAPER GROUP
longnews.com

EXHIBIT C

2011 Grand Prix Revocable Permit

PARKING CHARGES

Beach Parking	\$ 4,500.00
Alamitos Lot Parking	\$ 2,628.00
Access Road Parking	\$ 5,994.00
Boat Owner Parking	<u>\$ 1,952.00</u>
TOTAL:	\$15,074.00 *

* Per Grand Prix Association of Long Beach, LLC Amended and Restated Agreement Friday-Sunday Expense Cap (Exhibit B).