

Sponsored By



Brings your home to life.



Supervisor
DON KNABE
County of Los Angeles
Fourth District



LONG BEACH
PROFESSIONAL BUSINESS SERVICES



Long Beach Yacht Club



Shoreline Yacht Club

**GRUNION
GAZETTE**

Powerboat
The Official Boat Show of the Long Beach Sea Festival

Press-Telegram
www.presstelegram.com

PBS
Professional Business Services



2008
June-August

Sea Festival is a celebration of the Southern California summer experience highlighted in a series of beach, ocean and summer-fun events that showcase Long Beach as a spectacular place to live or visit.

The 77th Annual



celebrating summer at
"the Beach"



competition

family



entertainment



summer fun

www.longbeachseafestival.com

You don't have to travel far or spend a lot of money to have fun this summer. The Charter Communications Long Beach Sea Festival celebrates summer at our beaches, aquatic venues & parks.

Visit www.longbeachseafestival.com for details.

Beach Fun

- Aug 9 (Sat): Great Beach Sand Castle Contest – Granada Beach
Aug 15 (Fri): Capture the Wind Festival – Granada Beach

Sailing Events

- June 16-22: Long Beach to Tahiti Sailing Race – Rainbow Harbor
July 9-12: Mayor's Cup Womens Match Sailing Race – Belmont Veterans Memorial Pier
July 24 (Thu): Jessica Uniack Memorial Regatta – Alamitos Bay
Aug 14 (Thu): Sabot Regatta – Leeway Sailing Center
Aug 15-17: Ficker Cup Regatta – Belmont Veterans Memorial Pier

Outrigger/Rowing Events

- July 12 (Sat): Kahakai Sprints – Marine Stadium
July 19 (Sat): Noah Kalama Outrigger Regatta – Belmont Veterans Memorial Pier
July 25-27: 2008 View Sonic Long Beach Dragon Boat Festival – Marine Stadium
Aug 14-17: Masters Rowing Nationals – Marine Stadium

4th of July

- July 4 (Fri): Pier Daze – "America's Birthday Party" – Belmont Veterans Memorial Pier
July 4 (Fri): Fourth of July Carnival – Marina Green
July 4 (Fri): Fireworks Spectacular – Oceanfront – dusk
July 4 (Fri): Aquarium of the Pacific 4th of July Picnic

Spectator Events

- June 28-July 2: USTA National Open 14s Championships – BJK/El Dorado Tennis Centers
July 16 (Wed): Shakespeare by the Sea – "Antony & Cleopatra" – Bixby/Bluff Park
July 17-20: Offshore Power Boat Trade Show – Marina Green
July 19 (Sat): 60th Annual LB - Catalina Island – LB Ski Race – Long Beach Harbor
July 20 (Sun): LB – Catalina Island – LB Jet Ski Race – Long Beach Harbor
July 20 (Sun): LB – Catalina Island – LB Powerboat Race – Belmont Pier
Aug 1-3: Classic Boat, Yacht & Car Festival – Rainbow Harbor & Pine Avenue Piers
Aug 2-3: Long Beach Sprint Nationals (Circle Boats) – Marine Stadium
Aug 8: Clyde W. Ellerman Memorial Model Sail Boat Regatta – Colorado Lagoon
Aug 16-17: Kiteboarding Challenge
Aug 18-21: 2008 LB Junior Open Tennis Tournament – El Dorado Tennis Centers

Swimming, Diving & Water Polo

- June 29 (Sun): Pacific Open Water Challenge – Belmont Veterans Memorial Pier
Aug 9 (Sat): Richard R. Miller Novice Swim Meet – Belmont Plaza Pool
Aug 9-10: Alamitos Bay Beach Water Polo – Alamitos Bay & Bayshore
Aug 10 (Sun): Novice Dive Meet – M.L.K. Jr. Park Pool

Volleyball

- June 21 (Sat): Sinjin Smith Collegiate Open – Belmont Beach Courts
June 28 (Sat): Sinjin Smith Gav Doubles Tournament – Alamitos Beach
July 5 (Sat): Sinjin Smith Hope Fours Volleyball Tournament – Alamitos Beach
July 19 (Sat): Sinjin Smith Collegiate Volleyball Championships – Alamitos Beach
July 24 (Thu): Charter YMCA AVP Youth Volleyball Clinic – Marina Green
July 24-27: AVP Pro Beach Volleyball Tournament – Marina Green
July 26 (Sat): Sinjin Smith Slam Doubles Volleyball Tournament – Belmont Shore Beach
Aug 16 (Sat): Sinjin Smith Corporate Cinema Ave. Volleyball Challenge – Belmont Shore Beach
Aug 23 (Sat): Sinjin Smith Doubles Volleyball Championships – Alamitos Beach
Aug 30 (Sat): Sinjin Smith Collegiate End of Summer Volleyball Tournament – Alamitos Beach

Concerts & Movies

Twilight Concert in the Park: 6:00-8:00 p.m.

- June 19 (Thu): Susie Hansen Latin Band – Chavez Park
June 26 (Thu): Upstream – Admiral Kidd Park
July 3 (Thu): Chyle – Drake Park
July 10 (Thu): Fantastic Diamond – Whaley Park
July 17 (Thu): Durrell Coleman Band – Silverado Park
July 20 (Sun): Elm Street Band – Whaley Park (*4:00 p.m.)
July 24 (Thu): Bobby D and the Mix – Ramona Park
July 31 (Thu): Emperor – Somerset Park
Aug 7 (Thu): Emperor – Stearns Champions Park
Aug 14 (Thu): LA Bluescasters – Coolidge Park
Aug 21 (Thu): Scoop DeVille – Houghton Park
Aug 28 (Thu): Lucky Lloyd Blues Band – Silverado Park

Long Beach Municipal Band: Concerts start at 6:30 p.m.

- June 26 (Thu): Marine Stadium
July 3 (Thu): Marine Stadium
July 10 (Thu): Marine Stadium
July 13 (Sun): Aquarium of the Pacific
July 15 (Tue): Bixby/Bluff Park
July 17 (Thu): Marine Stadium
July 22 (Tue): Bixby/Bluff Park
July 24 (Thu): Marine Stadium
July 29 (Tue): Bixby/Bluff Park
July 31 (Thu): Marine Stadium
Aug 5 (Tue): Bixby/Bluff Park
Aug 7 (Thu): Marine Stadium
Aug 12 (Tue): Bixby/Bluff Park
Aug 14 (Thu): Marine Stadium

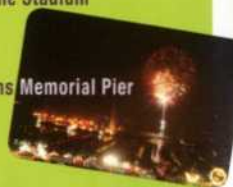
Moonlight Movies on the Beach

- July 8 (Tue): E.T. The Extra Terrestrial – Granada Beach
July 9 (Wed): E.T. The Extra Terrestrial – Cherry or Alamitos Beach
July 15 (Tue): The Nutty Professor – Granada Beach
July 16 (Wed): Boomerang Big Bash – Cherry or Alamitos Beach
July 22 (Tue): The Perfect Man – Granada Beach
July 23 (Thu): Casablanca – Cherry or Alamitos Beach
July 29 (Tue): Back to the Future – Granada Beach
July 30 (Wed): North By Northwest – Cherry or Alamitos Beach
Aug 5 (Tue): The Sting – Granada Beach
Aug 6 (Wed): Singing in the Rain – Cherry or Alamitos Beach
Aug 12 (Tue): The Breakfast Club – Granada Beach
Aug 13 (Wed): Toon Takeover – Cherry or Alamitos Beach
Aug 19 (Tue): Jurassic Park – Granada Beach
Aug 20 (Wed): West Side Story – Cherry or Alamitos Beach
Aug 26 (Tue): Bourne Identity – Granada Beach
Aug 27 (Wed): Wizard of Oz – Cherry or Alamitos Beach

Festivals

- June 28 & 29: Pier Daze Pirate Invasion, Faire & Festival – Belmont Veterans Memorial Pier
Aug 1-3: Crawfish Festival – Rainbow Lagoon
Aug 3 (Sun): Pier Daze – A Taste of the Coast – Belmont Veterans Memorial Pier
Aug 23-24: Tiki Beach Festival (Polynesian Spectacular) – Granada Beach
Sept 5-7: Lobster Festival – Marina Green

Dates and times of events are subject to change.





2008

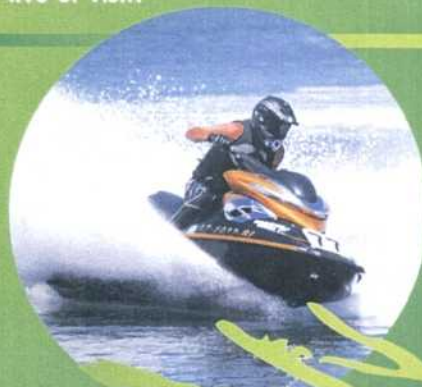
June-August

Sea Festival is a celebration of the Southern California summer experience highlighted in a series of beach, ocean and summer-fun events that showcase Long Beach as a spectacular place to live or visit.

The 77th Annual



celebrating summer at
"the Beach"



competition

family



entertainment



summer fun

www.longbeachseafestival.com

THE SEA FESTIVAL ASSOCIATION OF LONG BEACH

2008 Report to the City Manager:

1) **Original Objectives:**

- a) Assemble the individual Sea Festival events into a cohesive package of “branded” Long Beach events, emphasizing the recreational and lifestyle values that Long Beach has to offer to its citizens, as well as visitors.
- b) Market Long Beach as a summer destination to the greater Southern California market.
- c) Build a “Pride Factor” within the community around the beach and ocean assets.
- d) Develop and promote programs within the City to encourage Long Beach citizens who live in the West, Central and North Districts of Long Beach to participate in beach and ocean activities.
- e) As a result of operating new high profile events, create new positive economic impacts for Long Beach.
- f) Encourage private sector Long Beach businesses to “get involved” with Sea Festival and Sea Festival events.
- g) By 2011, make Sea Festival a “stand along financial business model.”

2) **2008 Results:**

One of the major objectives for 2008, was to increase the awareness and attendance of the “Community Events,” and to build those events into the “Public/Private Partnership” inventory of Sea Festival events. With the assistance of Supervisor Don Knabe, Charter Communications, and the Department of Parks, Recreation and Marine, more than 6,000 disadvantaged Long Beach youth enjoyed these events for the first time. Examples of such events in 2008 were:

1) **Aquarium and Beach Days:**

A special “price” was negotiated with the Aquarium of the Pacific whereby four groups, 200 each, of “inner city” youngsters enjoyed a morning visit to the Aquarium of the Pacific, followed by a harbor cruise.

2) Kids Fishing Rodeo:

One of the oldest events on the annual Sea Festival calendar, this event was for the first time integrated into the Parks, Recreation and Marine Department summer program. And, for the first time, the Fred Hall Fishing Show joined the event as Title Sponsor, providing over 250 free rods and reels, caps and T-shirts to the youngsters. The 2008 event, which was managed by the Southern California Tuna Club, attracted an additional 350 youngsters, thus making the attendance for the event at the 600 mark.

3) The Great Sand Sculpture Beach Day:

Thanks to the Port of Long Beach and the Long Beach Junior Chamber of Commerce, the Great Sand Sculpture Championship was expanded to include a Friday event, whereby almost 1,000 youngsters enjoyed a day at the beach building sand sculptures, playing beach games, and participating in a variety of beach activities. The event continued on to Saturday, and enjoyed its highest participation and entry level in years. As with the addition of the Fred Hall Fishing Show to the Kids Fishing Rodeo, the Long Beach Junior Chamber of Commerce took this event to a "new level."

4) Capture The Wind Festival:

As with the Great Sand Sculpture Beach Day, so was the Capture the Wind Festival increased to include a Friday event. With the assistance of the Airport Department, Supervisor Don Knabe, Charter Communications, and the Port of Long Beach, more than 950 youth enjoyed a day at the beach each flying their very own "donated" kite. They also enjoyed beach games and participated in a variety of beach activities.

5) Beach Volleyball:

In concert with the AVP, Charter Communications and the YMCA, over 150 youth from the inner city were introduced to beach volleyball on the Wednesday evening prior to the AVP tournament. This event was a forerunner to a much larger program planned for 2009, and involving "Dig for Kids," a nationally recognized beach volleyball program for underprivileged youth, which will be moving to Long Beach.

6) Tennis and Golf Clinics, Sailing on the American Pride, Novice Swim Meet:

With the assistance from American Golf and First Serve, Inc., almost 200 youngsters from the summer programs were introduced to golf and tennis for the first time. Likewise, over 725 young people enjoyed an outing on the tall ship, American Pride.

At the City pools, over 100 youth enjoyed learning swimming and competing in the Annual Novice Swim Meet.

It should be noted that in 2009, one of the Sea Festival goals will be to bring increased corporate support to these type of events, in order to increase their size and the opportunity to the less privileged of the Long Beach community.

The following is a summary of additional activities achieved in 2008:

- a) A total of 94 events were sanctioned by the Sea Festival Association of Long Beach, Inc., in 2008; the operation of those events break down as follows:
 - i. 55 Events were promoted and operated by independent event operators.
 - ii. 39 events were operated in concert with the Department of Parks Recreation and Marine, of which:
 - 12 were Thursday night Concerts in the Park
 - 14 were Municipal Band Concerts, and
 - 13 were events such as sailing on the American Pride.
- b) Long Beach, having established itself as THE new Southern California venue for beach volleyball in 2007, continued to see growth in that area with increased events from the Sinjin Smith Group and 2009 planning conversations with USA Volleyball.
- c) While the biennial Transpac Yacht Race did not operate in 2008, the California-Tahiti race was re-instated by the Transpac Yacht Club, and that together with the annual Mayor's Cup, the Ficker Cup and the numerous sabot events, continued to position and reconfirm Long Beach as the premier international sailing venue on the West Coast.
- d) Media coverage of the Sea Festival and Sea Festival events continued to grow, and almost doubled the results of 2007. Without exception, there was electronic coverage of Sea Festival events every weekend from the end of June through the first weekend of September. No longer do Sea Festival media staff have to explain to assignment editors "what is the Long Beach Sea Festival." Special sections and weekly full-page promotions were implemented by both the Press Telegram and the Grunion Gazette, together with Sea Festival logo'ed event coverage. Progress continues to be made with the Los Angeles Times and the Orange County Register, albeit sporadic.

- e) Once again, thanks to the assistance of Supervisor Don Knabe, the Department of Parks, Recreation and Marine, the Port of Long Beach and Charter Communications, over 6,000 youth from every City Council District in the city, participated in Sea Festival sanctioned events in 2008.
- f) Sea Festival continued to generate even greater numbers of hotel room nights at Long Beach hotels in 2008, surpassing the 4,344 room nights of 2007.
- g) Charter Communications, in their second year of their role as Presenting Title Sponsor of Sea Festival, increased their "activation" considerably by actively participating in numerous Sea Festival events. In particular Movies at the Beach was expanded to two locations in 2008, and the attendance numbers were double of those in 2007, averaging over 1,500 residents per night per venue.
- h) Sea Festival continued to work with Coca Cola to provide for on-site remote radio broadcasts from Long Beach events, a relationship which is expected to increase in 2009.
- i) Sea Festival, having signed the nation's largest powerboat magazine to a three year Presenting Sponsorship contract for the launch of the West Coast's first and only exclusive Offshore Powerboat Trade Show, continued to maximize that relationship and increase attendance and media coverage for the events of that weekend, the Catalina Ski Race, the Catalina Jet Ski Race, and the Long Beach to Catalina Offshore Challenge.
- j) In 2007, in concert with O Entertainment, Sea Festival sponsored the inaugural Crawfish Festival at Rainbow Lagoon. While 2007 was very successful, 2008 surpassed all expectations. Based upon the 2007 success, O Entertainment moved their annual Lobster Festival from Redondo Beach to Rainbow Lagoon, and yet again had another highly successful event.
- k) As part of the 2008 Sea Festival relationship with the Department of Environmental Services, a unique branding program was introduced at many Sea Festival events, "Recycle Long Beach" and "Litter Free Long Beach." In concert with the Long Beach Conservation Corps, the recycling program was implemented. It is planned to expand the program in 2009.
- l) Of importance to note was the successful operation by the Long Rowing Association, of the National Masters Championship at Marine Stadium; there is a tremendous potential that the Marine Stadium venue offers for other major rowing competitions that could greatly benefit the overall marketing position of the City of Long Beach to that particular sport.

- 1) 2008 was the first year of a "Strategic Operating Agreement" between the Sea Festival Association of Long Beach, Inc., and International City Racing, (ICR), operators of the successful Long Beach Marathon. Under the terms of the Agreement, ICR have assumed the responsibility for the day-to-day operation of Sea Festival, including event management, event public relations, sponsor fulfillment, and website management. Overall governance of the Sea Festival Association of Long Beach, Inc., remains with the company through the Board of Governors of the Sea Festival Association.

SUMMARY:

Spectators and Participants:

As a result of the event survey forms which were completed by the event operators, the following data has been ascertained:

- **12,627** individuals "participated" in Sea Festival events.
- It is estimated that **258,300** individuals were "spectators" at Sea Festival events.

COMBINED TOTAL – 270,927

Of the "Combined Total," almost **46,000** individuals were declared to be from outside of Long Beach.

Economic Impact:

While no actual Economic Impact Study was conducted in 2008, event operators reported that they spent in excess of **\$1 Million** on equipment, staffing, and promotion.

Event operators report that an estimated **4,844 room nights** were spent in Long Beach hotels and motels by their participants/participant families and sponsors.

The above results would indicate a 7% increase in economic impact over 2007, as a result of Sea Festival activities in 2008.

Estimated Economic Impact of the 2008 Long Beach Sea Festival:-

To The City of Long Beach - \$5,976 Million

To the Region - \$10,045 Million

3. The Future:

- a) The Sea Festival Association of Long Beach is in the process of confirming 2009 event operators and their respective event dates. As of November 10, 2008, it would appear that all event operators are returning, and there are currently three additional requests for new events.
- b) There continues to be the need for a greater community outreach program. The availability of economical transportation for residents of west, central and north Long Beach continues to be a challenge. The single greatest limitation on getting increased numbers of youth to the beach and Sea Festival beach activities is transportation. Without the financial help from Supervisor Don Knabe's office to cover most of the cost of bus transportation, the 2007 program would have been 30% of what it actually was.
- c) More private sector sponsorship is needed in order to secure the financial viability of the annual Sea Festival.
- d) Event operators need to fully understand the value of their events being located in Long Beach, and the promotional value that Sea Festival delivers to them.
- e) Sea Festival needs to take on added responsibility of ensuring that event operators are complying with their Event Operating Permits and their Sea Festival sanction agreements.
- f) The value of the "Private/Public" partnership between the City of Long Beach and the Sea Festival Association needs to be enhanced in the media.
- g) Sea Festival needs to renegotiate their "Strategic Relationship" partnerships with the Press Telegram and Gazette newspapers, in order to provide value to Sea Festival as a result of the advertising expenditures made by Sea Festival sponsors.
- h) Sea Festival needs to enter into additional "community partnerships," similar to those of the Long Beach Junior Chamber of Commerce and Fred Hall Fishing Shows, in order to further grow the community events operated in concert with the Department of Parks Recreation and Marine.
- i) Sea Festival needs to "broaden" the make-up of its Board of Governors, in order to better understand and represent the needs of the various sectors of the total Long Beach community.

CHARTER COMMUNICATION'S SEA FESTIVAL

2008 MEDIA COVERAGE SUMMARY

Television:

National Television – NBC AVP Pro Beach Volleyball 3 hours.

Local Television:

Channel 2/9	8 Events
Channel 4	7 Events
Channel 5	6 Events
Channel 7	5 Events
Channel 11	7 Events
CNN	1 Special Event – 30 Minutes.

Film: Morning Light – Transpac 2007 – 2 hour Documentary distributed by Disney Group.
1 Hour Special on ESPN 2.

Summary: Charter Communications Sea Festival events originating in Long Beach were covered on 33 different occasions by Southern California television news stations providing an estimated airtime of almost 1 hour and 3 minutes.

Newsprint:

Los Angeles Times	7 Events
O.C. Register	4 Events
Daily Breeze	8 Events
Inland Valley Times	2 Event
Press Telegram	46 Events
Press Telegram	1 Special Sections
Press Telegram	4 “Thursday Sea Festival Pages”

Grunion Gazette: 3 – 4 page special sections.
2 – Single page “Sea Festival Pages”

Gazette Newspapers	47 Events
L.B.Business Journal	2 Articles
National Magazines	9 Featured Articles/photos.

NOTE: The foregoing does not include numerous articles in a variety of local monthly magazines about the Charter Communication's Long Beach Sea Festival.

7/28/08

2008 SEA FESTIVAL EVENT CALENDAR & CONTACTS

DATE	EVENT	LOCATION	EVENT CONTACT	PUBLIC INFO #	ADDRESS/EMAIL
	SEA FESTIVAL OFFICE	3000 PACIFIC AVENUE LONG BEACH, CA 90806		562 426-7670	www.longbeachseafestival.com
6/16-6/22	THE 13 TH TAHITI RACE	LONG BEACH HARBOR	TOM GARRETT RICH ROBERTS, PRESS OFF. 310-835-2526		tgarrett@gh-llp.com www.transpacificcyc.org/ www.tahitirace.org
6/19	THURSDAY NIGHT TWILIGHT CONCERTS IN THE PARK*	CESAR CHAVEZ PARK – SUSIE HANSEN LATIN BAND	MICHELLE GINGRAS 570-3117		Michelle_gingras@longbeach.gov
6/21	SINJIN SMITH COLLEGIATE OPEN	BELMONT BEACH COURTS	DENNIS MARLOW 310-913-0108		sinjinvolleyball@yahoo.com www.sinjinvolleyball.com
6/26	THURSDAY NIGHT TWILIGHT CONCERTS IN THE PARK*	ADMIRAL KIDD PARK (6-8 PM) UPSTREAM	MICHELLE GINGRAS 570-3117		Michelle_gingras@longbeach.gov
6/26	LONG BEACH MUNICIPAL BAND	MARINE STADIUM	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
6/28	SINJIN SMITH GAV – DOUBLES TOURNAMENT	ALAMITOS BEACH	DENNIS MARLOW 310-913-0108		sinjinvolleyball@yahoo.com www.sinjinvolleyball.com
6/28-29	PIER DAZE, PIRATE INVASION, FAIRE, FESTIVAL	BELMONT VETERANS MEMORIAL PIER	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
6/28-7/2	Boy's & Girl's 14 NATIONAL OPEN (TENNIS)	BILLIE JEAN KING & EL DORADO PARK TENNIS CENTER	CATHY JACOBSON GUZY 562-896-0555 C.		First.serve@verizon.net Longbeachtennis.com
6/29	PACIFIC OPEN WATER CHALLENGE	BELMONT VETERANS MEMORIAL PIER	JOHN PARKS/STACY EMBRETSON	562-427-4606	Jparks@runicr.com Sembretson@runicr.com
7/3	THURSDAY NIGHT TWILIGHT CONCERTS IN THE PARK*	DRAKE PARK (6-8 PM) CHYLE	MICHELLE GINGRAS 570-3117		Michelle_gingras@longbeach.gov
7/3	LONG BEACH MUNICIPAL BAND	MARINE STADIUM	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
7/4	PIERDAZE – AMERICA'S BIRTHDAY PARTY	BELMONT VETERANS MEMORIAL PIER	FRED KHAMMAR 562-434-1542		beachclub2001@charter.net www.alfredosbeachclub.com
7/4	JULY 4 TH CARNIVAL	MARINA GREEN	ROY HASSETT 562-495-5959		O Entertainment Roy@oentertainment.org
7/4	JULY 4 TH FIREWORKS	VIEWING ALONG LONG BEACH BEACHFRONT	562-570-5333		
7/4	JULY 4 TH BBQ & FIREWORKS VIEWING AT AQUARIUM	AQUARIUM OF THE PACIFIC			www.aquariumofpacific.org
7/5	SINJIN SMITH GAV – HOPE FOURS TOURNAMENT	ALAMITOS BEACH	DENNIS MARLOW 310-913-0108		sinjinvolleyball@yahoo.com www.sinjinvolleyball.com
7/8	MOONLIGHT MOVIES ON THE BEACH	GRANADA BEACH	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net

DATE	EVENT	LOCATION	EVENT CONTACT	PUBLIC INFO #	ADDRESS/EMAIL
7/8, 9, 10	SEA FESTIVAL YOUTH TENNIS CLINICS	EL DORADO TENNIS CENTER	CHRISS MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
7/9	MOONLIGHT MOVIES ON THE BEACH	CHERRY OR MARINA GREEN (EAST)	FRED KHAMMAR 562-434-1542		beachclub2001@charter.net www.alfredosbeachclub.com
7/9-12	MAYOR'S CUP	VIEWING OFF BELMONT VETERANS MEMORIAL PIER	CAMILLE DANIELS 213-400-5593	562-598-9401	camilledaniels@verizon.net www.mayorscuplongbeach.com
7/10	THURSDAY NIGHT TWILIGHT CONCERTS IN THE PARK*	WHALEY PARK (6-8 PM) TBA	MICHELLE GINGRAS 570-3117		Michelle_gingras@longbeach.gov
7/10	LONG BEACH MUNICIPAL BAND	MARINE STADIUM	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
7/12	KAHAKAI SPRINTS	MARINE STADIUM	JERRY JENSEN 310-809-0653		jjensen51196@att.net www.kahakai.org
7/13	LONG BEACH MUNICIPAL BAND	LONG BEACH AQUARIUM	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
7/15	MOONLIGHT MOVIES ON THE BEACH	GRANADA BEACH	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
7/15	YOUTH AQUARIUM & HARBOR CRUISE*	LONG BEACH AQUARIUM & HARBOR	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
7/15	BIXBY BLUFF MUNICIPAL BAND CONCERTS	BIXBY BLUFF PARK	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
7/16	SHAKESPEARE BY THE SEA* (ANTONY & CLEOPATRA)	BIXBY BLUFF PARK	LISA COFFI 310-217-7596		lisa@shakespearebythesea.org www.shakespearebythesea.org
7/16	MOONLIGHT MOVIES ON THE BEACH	CHERRY OR MARINA GREEN (EAST)	FRED KHAMMAR 562-434-1542		beachclub2001@charter.net www.alfredosbeachclub.com
7/17	THURSDAY NIGHT TWILIGHT CONCERTS IN THE PARK*	SILVERADO PARK (6-8 PM) THE DURELL COLEMAN BAND	MICHELLE GINGRAS 570-3117		Michelle_gingras@longbeach.gov
7/17	LONG BEACH MUNICIPAL BAND	MARINE STADIUM	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
7/17-20	OFFSHORE POWERFEST TRADESHOW	MARINA GREEN (WEST)	Marcus Mask 562-427-4606 X6		mmask@runicr.com
7/18	CATALINA SKI CLUB "SPECIAL NEEDS CHILDREN'S DAY"	MARINE STADIUM	SKIP LARSON 805-377-4653	562-943-5268	scnskip@verizon.net
7/19	60 TH ANNUAL LB/CATALINA ISLAND/LB SKI RACE	LONG BEACH BEACHFRONT	RANDY JARRELL 909-463-3069/ KEN VAUGHN 714-614-0834		ah2oskinut@aol.com www.catalinaskirace.net
7/19	SINJIN SMITH COLLEGIATE CHAMPIONSHIPS	ALAMITOS BEACH	DENNIS MARLOW 310-913-0108		sinjinvolleyball@yahoo.com www.sinjinvolleyball.com
7/19	NOAH KALAMA OUTRIGGER REGATTA	OCEAN OFF BELMONT PIER	BILLY WHITFORD 949-646-7725 949-400-5250 C		Newport Aquatic Center billy@newportaquaticcenter.com

DATE	EVENT	LOCATION	EVENT CONTACT	PUBLIC INFO #	ADDRESS/EMAIL
7/20	LONG BEACH/CATALINA / LONG BEACH JET SKI RACE	LONG BEACH HARBOR	ROSS WALLACH 310-318-4012		Rosssdbos26@yahoo.com www.apbaracing.com
7/20	97 th OFFSHORE POWER BOAT RACE – LB/ CATALINA /LB	VIEWING FROM BELMONT VETERANS MEMORIAL PIER	KEVIN COOPER 951-273-9690		kcooper530@yahoo.com
7/20	THURSDAY NIGHT TWILIGHT CONCERTS IN THE PARK*	SUNDAY – WHALEY PARK (4:00 P.M.) ELM STREET BAND	MICHELLE GINGRAS 570-3117		Michelle_gingras@longbeach.gov
7/20	SHART WEEK ADVANCE SCREENING (free)	LONG BEACH AQUARIUM'S FRONT LAWN		562-590-3100	www.aquariumofpacific.org
7/27 thru 8/3	SHARK WEEK AT THE AQUARIUM	LONG BEACH AQUARIUM		562-590-3100	www.aquariumofpacific.org
7/21-24	YOUTH SAILING ON OFFICIAL LONG BEACH TALL SHIP "AMERICAN PRIDE"	RAINBOW HARBOR	HELEN CLINTON 714-970-8800		Americprd@aol.com
7/22	MOONLIGHT MOVIES ON THE BEACH	GRANADA BEACH	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
7/22	BIXBY BLUFF MUNICIPAL BAND CONCERTS	BIXBY BLUFF	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
7/22	YOUTH AQUARIUM & HARBOR CRUISE*	BEACH & AQUARIUM	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
7/23	MOONLIGHT MOVIES ON THE BEACH	CHERRY OR MARINA GREEN (EAST)	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
7/23	CHARTER YMCA AVP YOUTH VOLLEYBALL CLINIC	ALAMITOS BEACH	CHRISTINE CARUGATTI 951-343-5138		Christine.carugatti@chartercom.com
7/24	JESSICA UNIACK MEMORIAL REGATTA	LONG BEACH YACHT CLUB & ALAMITOS BAY	Rick Roberts – LBYC 562-493-5173 Cell 310-367-9079	562-598-9401 x115	raceoffice@lbyc.org
7/24	THURSDAY NIGHT TWILIGHT CONCERTS IN THE PARK*	HOUGHTON PARK (6-8 PM) TBA	MICHELLE GINGRAS 570-3117		Michelle_gingras@longbeach.gov
7/24	LONG BEACH MUNICIPAL BAND	MARINE STADIUM	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
7/24-27	AVP PRO BEACH VOLLEYBALL	MARINA GREEN	DAVE WILLIAMS 310-426-7123	310-426-8000	Dwilliams@avp.com
7/25-27	VIEW SONIC LONG BEACH DRAGON BOAT FESTIVAL	MARINE STADIUM	MIKE BAKER 562-434-2366 Dr. Chen 626-288-2888	www.lbdragonboat.com	H3owave@aol.com Drchen@lbdragonboat.com
7/26	SINJIN SMITH GAV – SLAM DOUBLES TOURNAMENT	BELMONT BEACH COURTS	DENNIS MARLOW 310-913-0108		sinjinvolleyball@yahoo.com www.sinjinvolleyball.com
7/29	MOONLIGHT MOVIES ON THE BEACH	GRANADA BEACH	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net

DATE	EVENT	LOCATION	EVENT CONTACT	PUBLIC INFO #	ADDRESS/EMAIL
7/29	BIXBY BLUFF MUNICIPAL BAND CONCERTS	BIXBY BLUFF	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
7/30	MOONLIGHT MOVIES ON THE BEACH	CHERRY OR MARINA GREEN (EAST)	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
7/31	THURSDAY NIGHT TWILIGHT CONCERTS IN THE PARK*	SOMERSET PARK (6-8 PM) TBA	MICHELLE GINGRAS 570-3117		Michelle_gingras@longbeach.gov
7/31	LONG BEACH MUNICIPAL BAND	MARINE STADIUM	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
8/1-3	CLASSIC BOAT, YACHT & CAR FESTIVAL	RAINBOW HARBOR & PINE AVENUE PIER	WARREN WOLFE 714-894-8687 ERIC PETERSON 562-435-4093		Wbwsyccruz@aol.com Thepetersons_crib@msn.com www.shorelineyachtclub.com
8/1	KIDS FISHING RODEO	BELMONT VETERANS MEMORIAL PIER	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
8/1-3	CRAWFISH FESTIVAL	RAINBOW LAGOON	ROY HASSETT 562-495-5959		O Entertainment roy@oentertainment.org
8/2-3	LB SPRINT NATIONALS (CIRCLE BOATS)	MARINE STADIUM	ROSS WALLACH 310-704-3243 C	310-318-4012	Rossdbos26@yahoo.com
8/3	PIERDAZE – A TASTE OF THE COAST	BELMONT VETERANS MEMORIAL PIER	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
8/5-8	14 th ANNUAL LAND MEETS SEA SPORTS CAMP	MARINE STADIUM, US SAILING CENTER, MOTHER'S BEACH, BELMONT POOL	Jennifer Bartel 909-596-7733 X2281 Anne Johnson X2216	800-926-5462 X2200	Jbartel@casaolina.org Ajohnson@casacolina.org www.casacolina.org
8/5	MOONLIGHT MOVIES ON THE BEACH	GRANADA BEACH	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
8/5	BIXBY BLUFF MUNICIPAL BAND CONCERTS	BIXBY BLUFF	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
8/5	YOUTH AQUARIUM & HARBOR CRUISE*	LONG BEACH AQUARIUM & HARBOR	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
8/6	MOONLIGHT MOVIES ON THE BEACH	CHERRY OR MARINA GREEN (EAST)	FRED KHAMMAR 562-434-1542		Alfredos Beach Club beachclub2001@charter.net
8/7	THURSDAY NIGHT TWILIGHT CONCERTS IN THE PARK*	STEARNS PARK (6-8 PM) EMPEROR	MICHELLE GINGRAS 570-3117		Michelle_gingras@longbeach.gov
8/7	LONG BEACH MUNICIPAL BAND	MARINE STADIUM	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
8/8	CLYDE W. ELLERMAN MEM. MODEL SAIL BOAT REGATTA*	COLORADO LAGOON	LORI JARMACZ 562-570-1809	562-570-1720 Model Boat Shop	lori_jarmacz@longbeach.gov
8/8	YOUTH BEACH DAY – BEACH ACTIV. & SAND CASTLE BLDG*	GRANADA BEACH	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov

DATE	EVENT	LOCATION	EVENT CONTACT	PUBLIC INFO #	ADDRESS/EMAIL
8/9	THE GREAT BEACH SAND CASTLE CONTEST	GRANADA BEACH	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
8/9	RICHARD MILLER NOVICE SWIM MEET*	BELMONT PLAZA POOL	LORI JARMACZ 562-570-1809	562-570-1806	lori_jarmacz@longbeach.gov
8/9-10	ALAMITOS BAY BEACH WATER POLO	ALAMITOS BAY – OCEAN BLVD. & BAYSHORE	ROB WEBB 562-786-1872		' rmwebbconsulting@hotmail.com ' www.shoreaquatics.com
8/10	NOVICE DIVE MEET*	MLK, JR. PARK POOL	LORI JARMACZ 562-570-1809	562-570-1718	lori_jarmacz@longbeach.gov
8/14-17	U.S. ROWING MASTER NATIONALS	MARINE STADIUM	Jim Litzinger 310-466-5814		jim@intercat.com www.longbeachrowing.org
8/12	MOONLIGHT MOVIES ON THE BEACH	GRANADA BEACH	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
8/12	BIXBY BLUFF MUNICIPAL BAND CONCERTS	BIXBY BLUFF	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
8/12	YOUTH AQUARIUM & HARBOR CRUISE*	LONG BEACH AQUARIUM & HARBOR	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
8/13	MOONLIGHT MOVIES ON THE BEACH	CHERRY OR MARINA GREEN (EAST)	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
8/14	LEEWAY SAILING CENTER SABOT REGATTA*	LEEWAY SAILING CENTER – ALAMITOS BAY	TODD LELAND 570-1719	562-570-1719	Todd_leland@longbeach.gov
8/14	THURSDAY NIGHT TWILIGHT CONCERTS IN THE PARK*	COOLIDGE PARK (6-8 PM) TBA	MICHELLE GINGRAS 570-3117		Michelle_gingras@longbeach.gov
8/14	LONG BEACH MUNICIPAL BAND	MARINE STADIUM	CHRISSY MARSHALL 562-570-3156		Chrissy_marshall@longbeach.gov
8/15	CAPTURE THE WIND YOUTH BEACH DAY	BELMONT SHORE BEACH AT GRANADA	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
8/15-17	FICKER CUP REGATTA	SPECTATORS VIEW BELMONT VETERANS MEMORIAL POOL	MUSTAFA ALTUNER		info@mayatrade.net
8/16	SINJIN SMITH GAV – CORP/CINEM AVE. CHALLENGE	BELMONT BEACH COURTS	DENNIS MARLOW 310-913-0108		sinjinvolleyball@yahoo.com www.sinjinvolleyball.com
8/16-17	SEAFEST KITEBOARDING CHALLENGE	BELMONT SHORE – GRANADA LAUNCH RAMP	STEVE KENT 562-480-8862	562-592-5483	sales@kiteset.com
8/18-21	LONG BEACH JR. OPEN	EL DORADO PARK TENNIS CENTERS	CATHY JACOBSON GUZY 562-896-0555 C.	562-425-0553	first.serve@verizon.net longbeachtennis.com
8/18-22	SEA FEST JUNIOR GOLF CLINICS*	CITY PARKS	CHRISSY MARSHALL 562-570-3156		Chriss_marshall@longbeach.gov
8/19	MOONLIGHT MOVIES ON THE BEACH	GRANADA BEACH	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net

DATE	EVENT	LOCATION	EVENT CONTACT	PUBLIC INFO #	ADDRESS/EMAIL
8/20	MOONLIGHT MOVIES ON THE BEACH	CHERRY OR MARINA GREEN (EAST)	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
8/21	THURSDAY NIGHT TWILIGHT CONCERTS IN THE PARK*	RAMONA PARK (6-8 PM) TBA	MICHELLE GINGRAS 570-3117		Michelle_gingras@longbeach.gov
8/23	SINJIN SMITH GAV CHAMPIONSHIP DOUBLES	ALAMITOS BEACH	DENNIS MARLOW 310-913-0108		sinjinvolleyball@yahoo.com www.sinjinvolleyball.com
8/23-24	TIKI BEACH FESTIVAL (POLYNESIAN SPECTACULAR)	GRANADA BEACH	FRED KHAMMAR 562-434-1542		Alfredos Beach Club beachclub2001@charter.net
8/26	MOONLIGHT MOVIES ON THE BEACH	GRANADA BEACH	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
8/27	MOONLIGHT MOVIES ON THE BEACH	CHERRY OR MARINA GREEN (EAST)	FRED KHAMMAR 562-434-1542		www.alfredosbeachclub.com beachclub2001@charter.net
8/28	THURSDAY NIGHT TWILIGHT CONCERTS IN THE PARK*	SILVERADO PARK (6-8 PM) LUCKY LLOYD BLUES BAND	MICHELLE GINGRAS 570-3117		Michelle_gingras@longbeach.gov
8/30	SINJIN SMITH COLLEGIATE – END OF SUMMER	ALAMITOS BEACH	DENNIS MARLOW 310-913-0108		sinjinvolleyball@yahoo.com www.sinjinvolleyball.com
9/5-7	LOBSTER FESTIVAL	RAINBOW LAGOON & MARINA GREEN	ROY HASSETT 562-495-5959		O Entertainment Roy@oentertainment.org

* = City Operated Events