# Legislation Details (With Text)

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| **File #:** | 08-1032 | **Version:** | 1 | **Name:** | PRM - LB as "Aquatics Capital of America" |
| **Type:** | Agenda Item | | | **Status:** | Approved |
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| **Title:** | Recommendation to approve a designation of Long Beach as the "Aquatics Capital of America." (Citywide) | | | | |
| **Sponsors:** | Parks, Recreation and Marine | | | | |
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| **Attachments:** | 1. 100708-R-28sr&att.pdf | | | | |

| Date | Ver. | Action By | Action | Result |
|---|---|---|---|---|
| 10/7/2008 | 1 | City Council | approve recommendation | Pass |

Recommendation to approve a designation of Long Beach as the "Aquatics Capital of America." (Citywide)

The Department of Parks, Recreation and Marine, through its Marine Bureau, has been involved with a committee formed by a number of interested residents, with the goal to encourage the designation of the city as the "Aquatics Capital of America." The philosophy of this group was to celebrate the aquatic facilities, history, programs, and events in the city, with the objective to enhance the city by increasing city pride, attracting business and tourism, and increasing national visibility of the city.

Over the past two years, this committee has accumulated an inventory of city aquatic assets, and developed a list of aquatic programs, events, attractions, and commercial enterprises. Key members of this committee have met with City management, elected officials, and key city stakeholders, such as the Long Beach Convention and Visitors Bureau, to explain the proposal, which has been well received.

The committee has developed a formal proposal (Attachment A). The following excerpts provide additional detail and explanation regarding the proposal:

· Long Beach has an extraordinary number of aquatic assets and activities. The numbers and diversities of people and businesses benefiting from those assets and activities are also extraordinary.

· There is a good possibility that Long Beach's aquatic position is unique, and that Long Beach has become the de facto "Aquatics Capital of America."

· It is 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 directly increase benefits to the city's businesses, its diverse communities, and its water-related organizations.



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. The Aquatic 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 the youth of the Greater Long Beach area, based on water-related employment opportunities;

5. Helping provide expanded audiences and on-scene support for corporate sponsors of aquatic events, and facilitating the integration of technology, s.uch as posting results on-line or streaming audio and video of 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.

. 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 Mother's 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 sail and powerboats.

This matter was reviewed by Deputy City Attorney Gary J. Anderson on August 22, 2008, and Budget Management Officer Victoria Bell on August 22, 2008.

City Council action is requested on October 7, 2008, in order to continue with this process.

There is no financial impact to the City relative to this item.

Approve recommendation.

PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE



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NAME
TITLE

APPROVED:

PATRICK H. WEST
CITY MANAGER