



Legislation Text

File #: 05-2571, **Version:** 1

Recommendation to authorize City Manager to negotiate and execute a five-year agreement with the Sea Festival Association of Long Beach to program and manage activities for the International Sea Festival in Long Beach, with the goal of creating a family friendly series of activities to attract residents and visitors to our shorelines between Independence Day and Labor Day each year.
(Citywide)

The International Sea Festival has been a part of Long Beach for over 50 years. It was originally developed to be a program that utilized the City's greatest assets, our beaches and water areas. Featured activities included swimming, sailing, sand castle building, and more. The activities were planned for alt areas of the city where the water met the shore, like in Marine Stadium, the inner bays, and the beach. Boat races, major sailing events, and an "over the water" air show were the signature events of this program. The Blue Angels were the featured performers at the international air show held off the pier. Over the past decade, the organization and financial support for the Sea Festival has waned. The majority of the scheduled events that were once defined as part of the International Sea Festival are now individually produced events and programs, with only a few actually produced by the Department of Parks, Recreation and Marine (Department). The Department desires to find a way to reenergize this program, to promote family and community events and expand activities that can introduce our beaches to all our residents.

Many coastal cities have similar summer programs to attract families to their shores. For example, Virginia Beach, Virginia, is host to the Annual Neptune Festival held in the month of September. The following excerpt from the City's website describes the events - "September belongs to the Neptune Festival. Highlights during the month include: the Earthshaker's Ball, Neptune's Grand Ball, Wine Tasting, and the Sandman Triathlon. The Festival culminates with the excitement of the Boardwalk Weekend featuring The North American Sand Sculpting Championship, the Arts and Crafts Show, the Grand Parade, sporting events, music, fireworks and, of course, food!"

[Timing Considerations]

[Fiscal Impact]

Approve recommendation.

[Enter Body Here]

[Respectfully Submitted,]