



# CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

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[www.lbparks.org](http://www.lbparks.org)

September 5, 2006

## HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach  
California

### RECOMMENDATION:

Authorize the City Manager to execute an agreement with the Southern California Marine Association to prepare for, hold, and dismantle the 38<sup>th</sup> Annual International Sail and Power Boat Show from September 18, 2006, through October 17, 2006, in the Long Beach Rainbow Marina and the green space between the Marina and Shoreline Drive. (District 2)

### DISCUSSION

The Southern California Marine Association (SCMA) has held boat shows in the City of Long Beach (City) for many years and would like to return to Long Beach for the 38<sup>th</sup> Annual International Sail and Power Boat Show (Boat Show) in October 2006. Through this event, the City realizes benefits through the promotion of fishing and aquatic recreation and widespread favorable publicity of our many facilities.

The SCMA will begin the event set-up on September 18, 2006, and the tear down will be completed by October 17, 2006. The Boat Show runs from Thursday, October 5, 2006, through Sunday, October 8, 2006.

The major terms and conditions of the proposed agreement for this year's show are as follows:

- **Premises:** Boats will be on display at the Marina and the green space between the Marina and Shoreline Drive. The Boat Show will also have an indoor location at the Long Beach Convention and Entertainment Center.
- **Rent:** \$25,000 for the use of the sites.
- **Donation:** The SCMA has agreed to donate \$5,000 to the Department of Parks, Recreation and Marine (PRM). Boat exhibitors often have sales offices outside of Long Beach, so the City is not always able to capture the sales tax. Therefore, the SCMA is making this donation in lieu of sales taxes unrealized by the City. In addition to the cash donation, they will donate a minimum of \$10,000 worth of advertising and other services for the City's marinas.

- Reimbursement of City Expenses: The SCMA must reimburse the City for actual costs to provide services for the Boat Show, including, but not limited to, traffic control, police, security officers, and the cost to repair any damage associated with the event.
- Security Deposit: \$2,000.

The SCMA will make every effort to minimize inconveniences to boat owners in the Long Beach Rainbow Marina, and will pay for one-half of the monthly slip fee for every marina customer displaced for the Boat Show. Any boat owners that may have to be displaced will be relocated to the Long Beach Rainbow Marina or the Alamitos Bay Marina. There will be no additional slip fees incurred at the alternate location.

This matter was reviewed by Deputy City Attorney Charles Parkin on August 21, 2006, and Budget Management Officer David Wodynski on August 24, 2006.

TIMING CONSIDERATIONS

City Council action is requested on September 5, 2006, to enable the SCMA to conduct the Boat Show.

FISCAL IMPACT

The SCMA's rental fee of \$25,000 will be deposited into the Tidelands Operating Fund (TF) in the Department of Parks, Recreation and Marine. The \$5,000 donation will be deposited into the Department's Special Advertising and Promotion Fund (SR133). In addition, the SCMA will contribute \$10,000 worth of advertising and other in-kind services to the benefit of the City. All reimbursements for City expenses will be deposited into the funds and Departments that supported the activities.

SUGGESTED ACTION:

Approve recommendation.

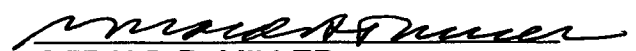
Respectfully submitted,



PHIL T. HESTER  
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:MS:RG:rg

APPROVED:



GERALD R. MILLER  
CITY MANAGER