



# CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

**R-9**

April 7, 2009

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager to execute any and all documents necessary for the Agreement with the Wyland Foundation for refurbishing the marine life mural, "Planet Ocean," on the exterior wall of the Arena at the Long Beach Convention and Entertainment Center located at 300 East Ocean Boulevard. (District 2)

## DISCUSSION

On December 10, 1991, the City Council approved Agreement No. 22220 with environmentalist artist, Robert Wyland, to paint a marine life mural (Planet Ocean) on the exterior wall of the Arena at the Long Beach Convention and Entertainment Center (Center). During the past 18 years, the mural has brought international attention to the City, as well as an opportunity to publicize the Center and to promote environmental awareness.

Recently, the Wyland Foundation (Foundation) extended an offer to restore and repair the mural, which has deteriorated over time. The Foundation proposes to organize and underwrite the restoration project. The project shall begin in mid-April and be completed prior to Earth Day, April 22. The mural will be a work in progress during the Long Beach Grand Prix and, therefore, will afford significant cross-promotional opportunities.

The basis of the agreement is that the Foundation will furnish Robert Wyland's professional services and eight staff painters at no cost to the City. The Foundation will also provide volunteers to assist with the painting project.

In a collaborative effort, Home Depot will donate paint for the mural project; the Center will assist by pressure washing the wall in advance of the work, providing boom lifts and other equipment, and coordinating press events; and the Long Beach Convention and Visitors Bureau will procure hotel accommodations and meals for the Foundation's staff.

In summary, this agreement represents an opportunity to provide the City with international publicity, to promote community involvement and environmental awareness. Additionally, it provides an occasion to refurbish the exterior of the Arena at no cost to the City.

HONORABLE MAYOR AND CITY COUNCIL

April 7, 2009

Page 2

This letter was reviewed by Principal Deputy City Attorney Charles Parkin on March 30, 2009, and Budget and Performance Management Bureau Manager David Wodynski on March 30, 2009.

TIMING CONSIDERATIONS

City Council action is requested on April 7, 2009, in order to allow the Wyland Foundation to complete the mural restoration project immediately.

FISCAL IMPACT

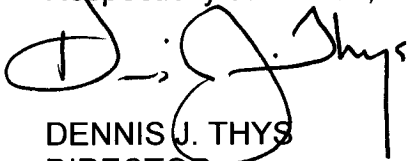
In a collaborative effort, the Wyland Foundation, Home Depot, the Long Beach Convention and Visitors Bureau, and the Long Beach Convention and Entertainment Center shall fund all project-related costs for repairing and repainting the "Planet Ocean" mural.

There shall be no impact to the General Fund or the Tidelands Fund.

SUGGESTED ACTION:

Approve recommendation.

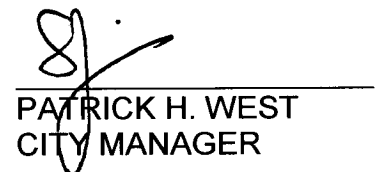
Respectfully submitted,



DENNIS J. THYS  
DIRECTOR  
DEPARTMENT OF COMMUNITY DEVELOPMENT

DJT:MDL:mdl  
4-7-09 Wyland Foundation Agreement v4.doc

APPROVED:



PATRICK H. WEST  
CITY MANAGER