

CITY OF LONG BEACH

Department of Parks, Recreation and Marine

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C-12

September 14, 2004

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

SUBJECT: Agreement With the Southern California Marine Association for the
September 2004 Annual International Sail and Power Boat Show
(District 2)

DISCUSSION

The Southern California Marine Association (SCMA) has held boat shows in Long Beach for many years. The fall Annual International Sail and Power Boat Show has been held for 35 years. The benefit of the boat show to the City is recognized through the promotion of fishing and aquatic recreation and widespread favorable publicity of our many facilities. The SCMA wishes to return to Long Beach in September 2004.

The boat show will run from Thursday, September 23, 2004, through Sunday, September 26, 2004. The show times are 11 a.m. to 8 p.m. on Thursday; 11 a.m. to 9 p.m. on Friday; 10 a.m. to 9 p.m. on Saturday; and 10 a.m. to 6 p.m. on Sunday. The show will take place in both the Long Beach Shoreline Marina and the Long Beach Convention and Entertainment Center. The terms and conditions for a proposed agreement for this year's show are as follows:

- Premises: Gangways DD and EE at the Long Beach Shoreline Marina, and up to 200 parking spaces in the boat owner parking area adjacent to gangways DD through EE.
- Rent: \$24 per slip per day, up to 152 slips for eight days at gangways DD and EE. Although one parking space is part of the cost to rent each slip, the fee for additional spaces is \$6 per day. The SCMA anticipates renting up to 48 additional spaces within the boat owner parking area.
- Donation: The SCMA has agreed to donate \$5,000 to the Department of Parks, Recreation and Marine. In addition to the cash donation, they will make an in-kind donation with a minimum value of \$20,000 of advertising for the City's marinas. The SCMA is making this donation in lieu of sales taxes. Boats are sold at this event, but because exhibitors often have sales offices outside Long Beach, the City is not always able to capture the sales tax.

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- 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, and 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 inconvenience to boat owners in the Long Beach Shoreline Marina. In consideration of the Long Beach Shoreline Marina residents, SCMA will give advance notice to boat owners, advising them of the dates and locations of the events. Advance notice will include identification of the agreed upon boat owner parking spaces that will be used.

This letter was reviewed by Deputy City Attorney Charles Parkin on September 7, 2004, and Budget Management Officer David Wodynski on September 7, 2004.

TIMING CONSIDERATIONS

City Council action is requested on September 14, 2004, in order to execute the agreement by September 22, 2004.

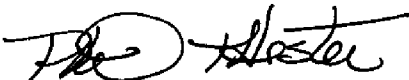
FISCAL IMPACT

Rental fees from the boat show are estimated to total \$31,488, depending upon the number of slips and parking spaces required, and the SCMA donation to the City of \$5,000 will be deposited into the Tidelands Operating Fund (TF) in the Department of Parks, Recreation and Marine (PR). In addition, SCMA will contribute \$20,000 worth of in-kind services.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Authorize the City Manager to execute an agreement with the Southern California Marina Association to hold the Annual International Sail and Power Boat Show from September 23 through September 26, at gangways DD and EE at the Shoreline Marina and utilize the boat owner parking area adjacent to gangways DD through EE.

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

APPROVED:



GERALD R. MILLER
CITY MANAGER