

Charter
Communications
LONG BEACH
SEA
FESTIVAL
celebrating summer at
"the Beach"

2009
Summer
Review



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LONG BEACH
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celebrating summer at
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HOME

EVENTS

NEWS

SPONSORS

VISIT LONG BEACH

ABOUT SEA FESTIVAL



Sea Festival is a celebration of the Southern California summer experience highlighted in a series of around 100 beach, ocean and summer-fun events from June to September that showcase Long Beach as a spectacular place to live or visit

Sea Festival

Sea Festival Governance

- In 2005/2006 Sea Festival was established as a public - private partnership
 - City of Long Beach
 - Department of Parks, Recreation & Marine
 - Sea Festival Association Inc.
 - 501C3 Organization with volunteer Board of Governors



Sea Festival Objectives:

- Market Long Beach as a Southern California summer-fun destination
- Attract and empower family-friendly activities and events
- Generate Summer economic impact
- Reinforce the importance of downtown water & beach activities
- Provide a “Bridge” between City Center, West and North Side Residents to the beach
 - Bring kids from all areas of the City – especially underprivileged communities – down to the beach



Objectives

Family Events



Municipal Band Concerts



Movies on the Beach

July 4th Activities



Sprint National Races at Marine Stadium



Other Events

Sporting Events



NOAH KALAMA OUTRIGGER
REGATTA



Volleyball Tournaments



5K, 1 Mile & ½ Mile Swim Event



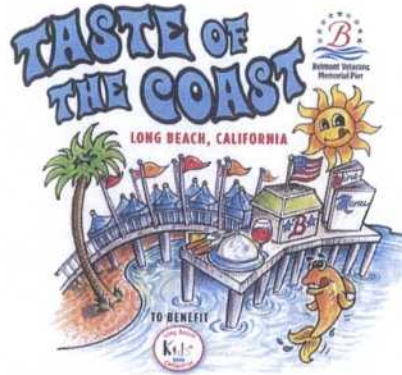
KAHAKAI SPRINTS
Races

Beach Water Polo



Sporting Events

Festivals



Festivals

Youth Programs



Kids Programs

Significant Summer Media Coverage:

- Sea Festival received positive media exposure valued at more than \$250,000
 - Media Partnerships with Gazette and Press Telegram
 - KTLA – Live remotes at Transpac in Rainbow Harbor
 - Telemundo – Kids Capture the Wind Beach Day
 - ABC – Kids Capture the Wind Festival
 - NBC – Long Beach to Catalina Water Ski Race and Kids Special Needs Day
 - ABC – Kids Fishing Rodeo
 - NBC – Dragon Boat Festival
 - Print coverage in LA Times, OC Register, Press Telegram and Grunion Gazette



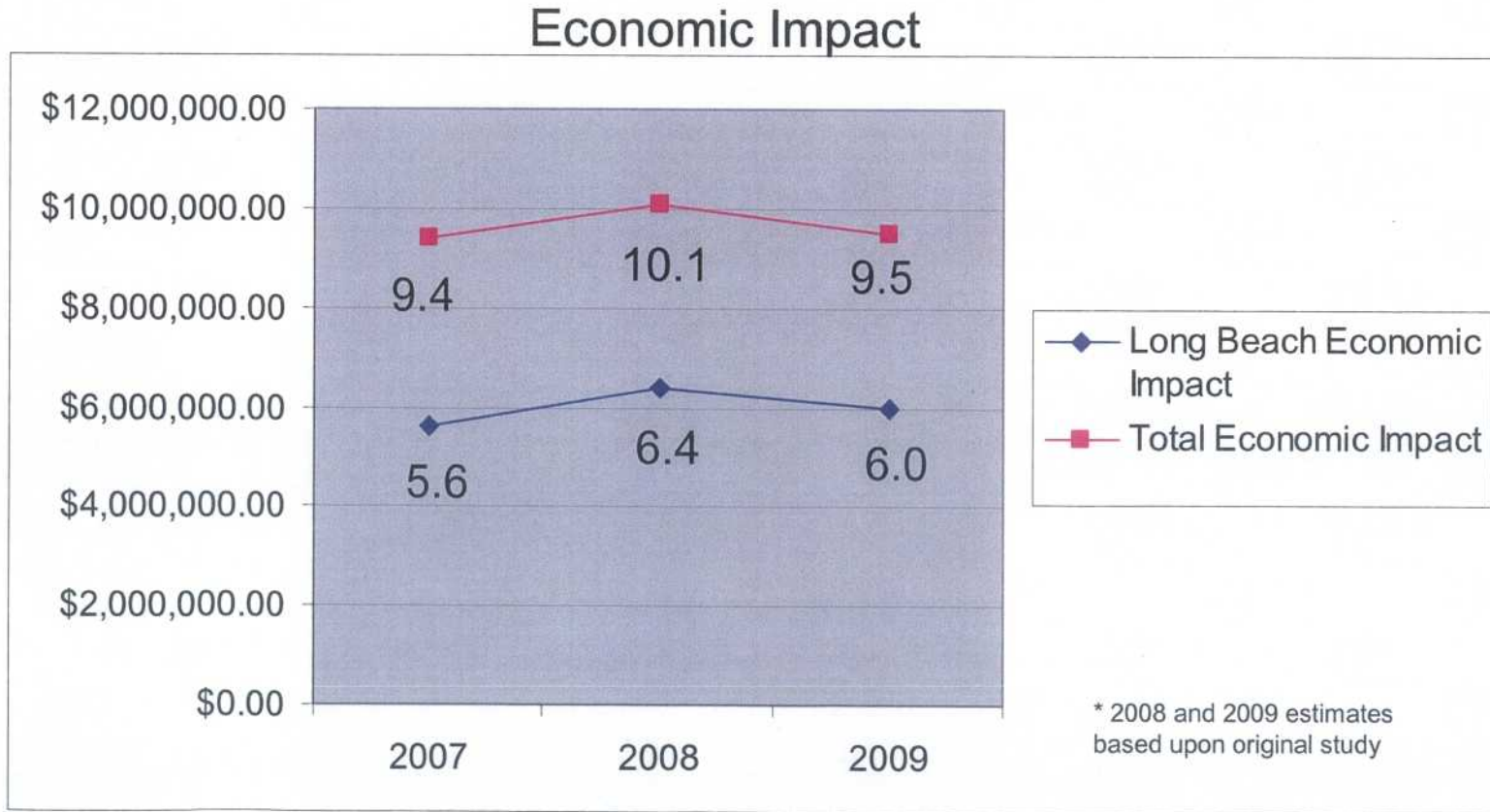
Media Coverage

Gayle Anderson KTLA Live Remote at Transpac

Economic Impact

Official Study Economic Impact Study conducted in 2007 by Joseph P. Magaddino, Ph.D. substantiated major benefits

Economic Impact



Outreach to Youth

- Support from sponsors helps bring around 6,000 youth to Beach/Ocean activities over the summer
 - Many have never been to the beach
- Partnership with Aquarium of the Pacific provides access to their resources and facility
- Supervisor Don Knabe supports Transportation and outreach to youth from (his West Side Area)



Supervisor
Don Knabe
County of Los Angeles • Fourth District

Sea Festival Relationships

A celebration of the **Southern California** experience highlighted by a series of around 100 beach, ocean and **summer-fun events** from June to Sept. **Join the fun!**



celebrating summer at
"the Beach"

www.longbeachseafestival.com

Thank you to our sponsors!

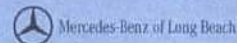
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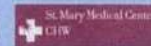
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—GOLD—

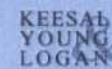


—SILVER—



Supervisor
Don Knabe

—BRONZE—



—MARKETING PARTNERS—



Relationships

2009 Summary

- Around 100 events from June to September
 - Record attendance at many events – especially those that were Free
- The Sea Festival “Brand” has become recognized and respected
 - Engenders civic pride and sense of community
- Provides Significant Economic
- Received valuable coverage by Southern California Media
 - Free positive media campaign for the city
- Provides major link to underprivileged communities
 - Support from sponsors helped bring thousands of kids to enjoy the benefit of the ocean and beach
- Established Long Beach as Summer Event Destination

Going Forward

- Met 2009 contractual obligations to the City
- Request extension of public-private partnership
 - New 5-year term
 - Revised agreement
 - Contract ambiguities clarified per audit recommendations
 - Annual fee set at a minimum of \$40K or the cost of waived special event permits; whichever is greater
- Continue to build upon the positive results for the City and its residents by:
 - Develop Strategic Plan for Beach Sports Activities
 - Increase community and media friendly events
 - Reinforcing the Long Beach Summer Destination to all of California



Going Forward