



CITY OF LONG BEACH

C-10

DEPARTMENT OF PARKS, RECREATION & MARINE

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August 21, 2007

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, Inc., to prepare for, produce, and dismantle the 39th Annual International Sail and Power Boat Show in the Rainbow Harbor Marina and the green space between the Marina and Shoreline Drive. (District 2)

DISCUSSION

The Southern California Marine Association, Inc., (SCMA) was founded in 1956 for the sole purpose of promoting, nurturing, and improving recreational boating in Southern California, and is one of the largest and oldest marine trade associations in the country. SCMA would like to continue its Long Beach boat show tradition by holding the 39th Annual International Sail and Power Boat Show (Boat Show), the West Coast's largest in-water and indoor boat show, at the Long Beach Convention and Entertainment Center and Rainbow Harbor Marina. The show will feature hundreds of powerboats, cruisers, sailboats, fishing boats, pontoons, ski boats, and an assortment of name brand companies showcasing marine electronics, hardware, and safety equipment. This event provides the City with widespread publicity and the promotion of local fishing and aquatic opportunities.

The Boat Show is scheduled to run from Thursday, September 20, 2007, through Sunday, September 23, 2007. SCMA will begin setup on September 10, 2007, and dismantling will be completed by October 8, 2007.

The major terms and conditions of the proposed agreement are as follows:

- **Premises:** Boats will be on display at Rainbow Harbor Marina and the green space between the Rainbow Harbor Marina and Shoreline Drive, as shown on the attached (Exhibit A). A portion of the show will be held at the Long Beach Convention and Entertainment Center.
- **Security Deposit:** SCMA shall pay a \$2,000 security deposit per the provisions in the agreement; the deposit shall be delivered to the City upon execution of the agreement.

- Site Use Fee: SCMA shall pay a site use fee of \$40,000.
- Donation: SCMA shall make a \$5,000 donation to the Department of Parks, Recreation and Marine in lieu of sales taxes.
- In-Kind Contribution: SCMA shall make an in-kind contribution of a minimum of \$10,000 to the City's marinas to be used for advertising or other services.
- Reimbursement of City Expenses: SCMA shall reimburse the City for all costs incurred as a result of the Boat Show, including but not limited to, traffic control, police services, security, and repair of damage to City facilities resulting from the event.

This matter was reviewed by Principal Deputy City Attorney Charles Parkin on August 7, 2007, and Budget and Performance Management Bureau Manager David Wodynski on August 7, 2007.

TIMING CONSIDERATIONS

City Council action is requested on August 21, 2007, to enable the execution of the agreement.

FISCAL IMPACT

Site use revenue in the amount of \$40,000 will be deposited in the Tidelands Fund (TF) in the Department of Parks, Recreation and Marine (PR). Donation revenue in the amount of \$5,000 will be deposited in the Special Advertising and Promotion Fund (SR) in the Department of Parks, Recreation and Marine (PR). All reimbursement monies for City expenses will be deposited into the Funds and Departments that incurred the expenses.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

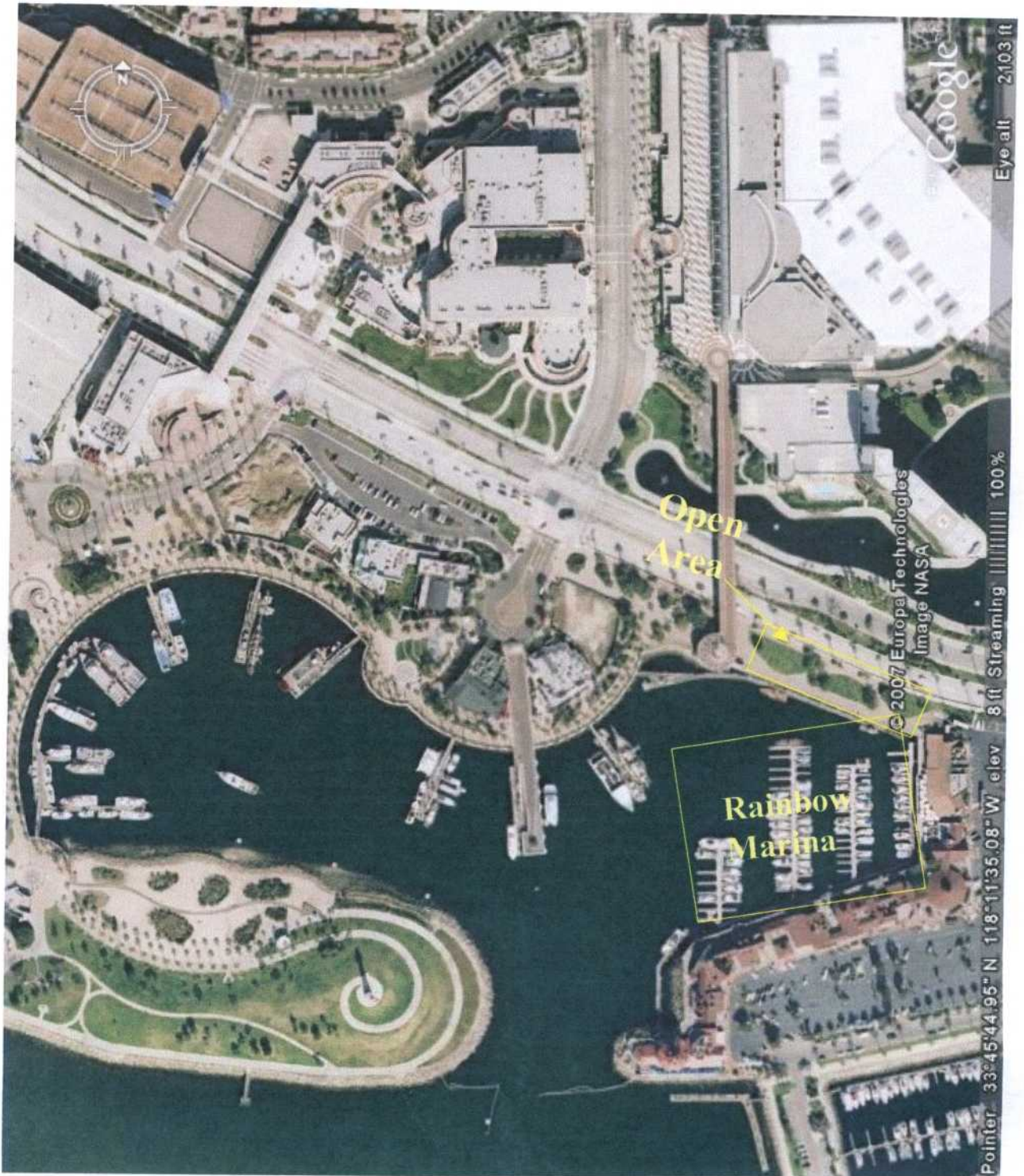
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APPROVED:



ANTHONY W. BATTS
CITY MANAGER

Exhibit A



SCMA Boat Show
Location