

# CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

**C-12**

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September 20, 2005

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 hold the Annual International Sail and Power Boat Show from October 6, 2005, through October 9, 2005, in the Long Beach Rainbow Marina and the open area between the marina and Shoreline Drive. (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 36 years. The benefit of the boat show to the City is realized 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 October 2005.

The boat show will run from Thursday, October 6, 2005, through Sunday, October 9, 2005. 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 Rainbow Marina and the Long Beach Convention and Entertainment Center. The major terms and conditions of the proposed agreement for this year's show are as follows:

- Premises: Long Beach Rainbow Marina and open area between the Marina and Shoreline Drive.
- Rent: \$25,000 for the use of the site.
- 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 donate a minimum of \$10,000 worth of advertising and other services for the City's marinas. The SCMA is making this donation in lieu of sales taxes otherwise unrealized to the City of Long Beach. Boat 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, 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 Rainbow Marina, and will pay for one-half of the monthly slip fee for every marina customer displaced for the boat show.

This letter was reviewed by Deputy City Attorney Charles Parkin on September 8, 2005, and Budget Management Officer David Wodynski on September 9, 2005.

#### TIMING CONSIDERATIONS

City Council action is requested on September 20, 2005, in order to execute the agreement by September 29, 2005.

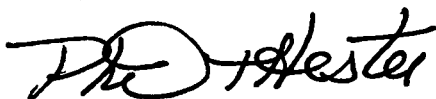
#### FISCAL IMPACT

Rental fee for the site totaling \$25,000, and the SCMA donation 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 \$10,000 worth of advertising and other in-kind services.

#### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PHIL T. HESTER  
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:MS:vc

APPROVED:



GERALD R. MILLER  
CITY MANAGER