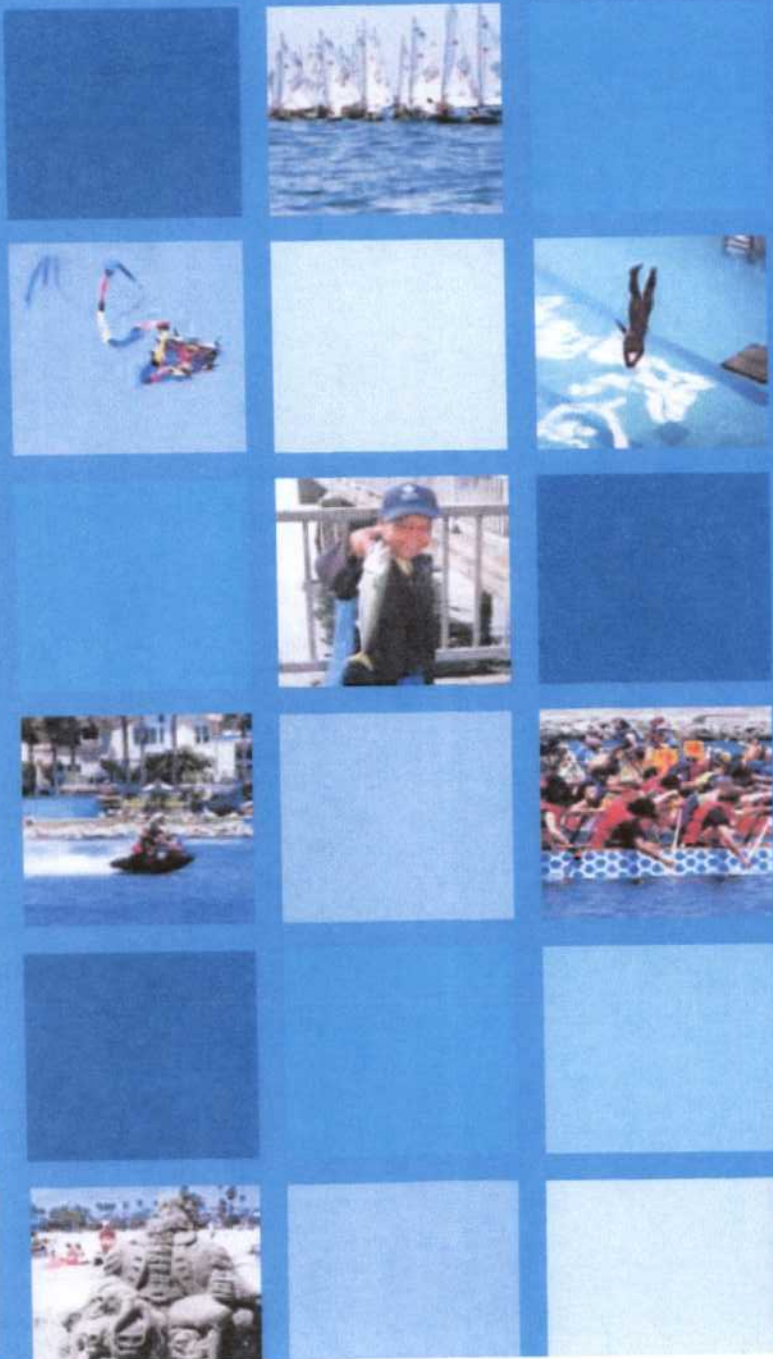


#25

CHARTER COMMUNICATIONS PRESENTS



2007 REPORT



Sea Festival Board of Governors



Watching the Dragon Boats Races



Drew Satariano - President
Dennis Lord - Vice President
David Murray - CFO
Valerie De Martino Esq. - CLO
Tom Shadden - Director
Chris Kozaites - Director
Greg Whalen - Director
Richard Miller - Director
Matt Kinley Esq. – Director
Chris Pook - Executive Director
Alex Cherin, Esq. – Ex-Officio
Reggie Harrison - Ex-Officio
Phil Hester - Ex-Officio
David Ashman - Ex-Officio

Board of Governors

Executive Action Committee

Recommends policies to the Board of Governors
Chair Drew Satariano – President

Community Outreach Committee

Ensures interaction with community stakeholders
Chair Dennis Lord - Vice President

Event Operations Committee

Develop and oversee consistent operating policies
Chair Dick Miller

Marketing & Promotions Committee

Develop and oversee effective marketing strategies
Chair Chris Kozaites



Children on the Beach

Introduction and Goals



Good Times at the Fishing Rodeo

- Over Fifty Years of Tradition
- The Long Beach Brand
- Destination Long Beach
- Successful Public/Private Partnership

Partnership Benefits

2005

- 30 Events

2006

- 47 Events
- 90 Days of Programs
- 190,000 people
- \$950,000 local impact
 - Not Including 1,400 Room Nights



Bixby Bluff Band Concert

Partnership Benefits

2006 Print Coverage:

- ❖ Two “pull out” sections
- ❖ 96 separate articles
- ❖ 22,300,000 “print impressions”

2006 Television Coverage:

- ❖ Eight television news broadcasts
- ❖ Total estimated airtime, 14 minutes.
- ❖ Dish Television Network

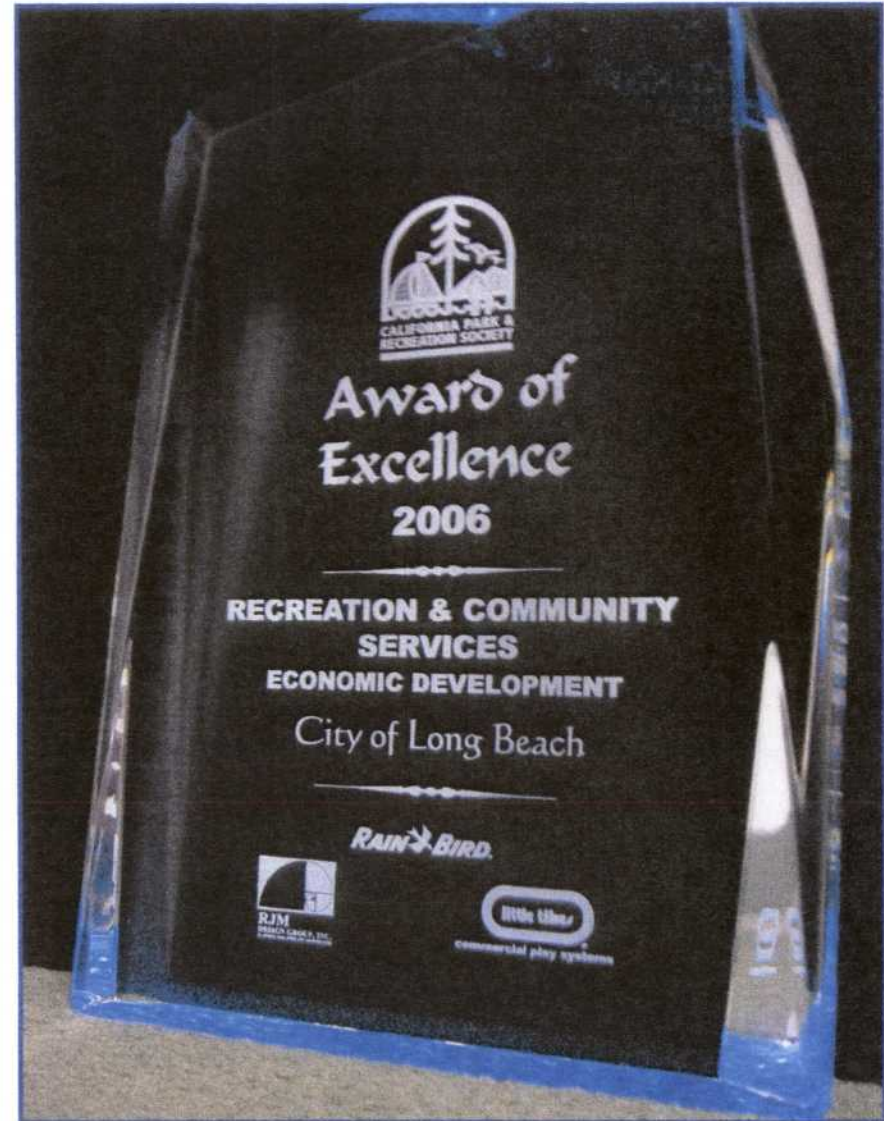


Dragon Boat Race

Sea Festival Honors

2006 California Parks &
Recreation Society

- Award of Excellence
- Award of Merit



2007 Sea Festival Plan

- 112 Event Days
- Joint Marketing Initiative
 - Joint Promotions
 - Coordinated by the Sea Festival
- Joint Media Program
 - Coordinated Print and Electronic Media relations



Sponsorships



- Sea Festival Support
- Program Sponsors
- Event Sponsors
- Looking Ahead

**Learning to Sail on the American Pride
in Long Beach**

Sea Festival Sponsors FY 07

- Charter Communications
- Coca Cola
- Colonial Boat Works
- Catholic Hospitals West
- Downtown Long Beach Association
- Gladstone's
- Grand Prix Association of Long Beach LLC.
- Hyatt Regency
- International City Racing LLC.
- Kites Etc.
- Long Beach Convention & Visitors Bureau
- Long Beach Yacht Club
- Murray & Marek LLC.
- Parks, Recreation and Marine
- Partners of Parks
- Port of Long Beach
- Powerboat Magazine
- Press Telegram
- Professional Business Services
- St. Mary Medical Center
- Shoreline Yacht Club
- Shoremaster, Inc.
- Supervisor Don Knabe
- TranSystems, Inc.
- TetraTech, Inc.



The total amount of public/private sponsorship is in excess of \$250,000. (combination of cash and in-kind contributions)



City Of Long Beach Sponsors

- CLB Airport, \$19,750
- CLB Parks, Recreation & Marine, \$25,000
- CLB Public Works/Recycling, \$15,000

- Port of Long Beach, \$50,000

- In Kind Services
 - City Manager's Office - Media Coordination
 - PRM Special Events & Filming - Event Planning & Permit Fees (\$19,000)
 - PRM Marine Bureau - Facilities Scheduling & Event Coordination
 - Association of Volleyball Professionals Tour Sand

- In the FY 07 Budget, City Council approved \$120,000 to provide fireworks and public safety staffing for the 4th of July.



Event Operator Sponsors

- Air Tahiti Nui
- Aquafina
- Auntie Sylvie's Retreat
- California Ultimate Design
- Chuck's Coffee Shop
- Colonial Shipyard
- Dippin Dots Ice Cream
- Fisherman's Hardware
- First Team Real Estate
- Gondola Getaway
- Grunion Gazette
- Hinanao Beer
- Joe Jost's
- Kite's Etc.
- Kite Connection
- KNBC – Television
- Limerick's Pub
- Long Beach Police Department
- Nestle's
- Murray & Marek
- Nonosina Dance Troupe
- Orlando Design
- Re-Max Reality
- Riley's Pub
- Richard Miller
- Segway
- Shell Vacation Club
- Shoreline Yacht Club
- Smart & Final
- Speedo
- Starbucks
- Southern California Tuna Club
- United Parcel Service
- Venture West Funding
- Von's Markets
- Victoria's Hair Salon
- Yankee Doodles
- 2nd Street Optical

This is not a complete list as event operators are still finalizing plans



Planning for the Future

- More Youth Programs
- More Outreach to the Community
- Greater Emphasize Family Programming
- Build Good Neighbor Policies
- Add New High Profile Media Events
- Increase Private sector sponsors
- Capture Econ Imp Data



Outriggers leave Rainbow Harbor

CHARTER
COMMUNICATIONS
PRESENTS



2007 REPORT

