



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

December 7, 2004

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

SUBJECT: Sublease With the Long Beach Area Convention and Visitors Bureau for Office Space at One World Trade Center for the Office of Special Events and Filming (District 2)

DISCUSSION

On August 21, 2001, the Long Beach City Council approved Sublease No. 27431 with the Long Beach Area Convention and Visitors Bureau (CVB) (see attached Council Letter) for sublease of office space for the Department of Parks, Recreation & Marine, Office of Special Events and Filming (Special Events Office). The sublease has expired and a new sublease is required. Terms and conditions of the new sublease will be identical to the expired agreement except for the changes in the sublease area, the term of tenancy and monthly rental amount. The Special Events Office is instrumental in the issuance of Special Events Permits ranging in size from small block parties to the Toyota Grand Prix of Long Beach. In addition, this Office serves as the liaison between the City and event location scouts to promote the City of Long Beach and to facilitate filming locations for motion pictures, commercials and television productions. The strategic downtown location of this office has provided more opportunities for City staff to better coordinate promotional activities.

The terms and conditions of the proposed sublease will be as follows:

- **Address:** One World Trade Center, Suite 300.
- **Sublease Premises:** The Premises are a portion of Suite 300 and consist of approximately 1,556 square feet of office space. This is an increase of approximately 1,056 square feet from the original sublease.
- **Lease Term:** The sublease term will be month-to-month commencing retroactively from September 16, 2004.
- **Use:** The use of the Premises will continue to be for the City's Special Events Office.

- Monthly Rent: Rent will be \$1,800 per month plus \$210 for five parking spaces per month. While the cost of parking will remain the same, the monthly rent will increase from \$575 due to increased square footage and adjusted rates for commercial office space.
- Miscellaneous: The City will reimburse costs for use of parking validation, copy machines, telephone systems and other office amenities.

This letter was reviewed by Senior Deputy City Attorney Donna F. Gwin on November 19, 2004 and Budget Management Officer David Wodynski on November 22, 2004.

TIMING CONSIDERATIONS

City Council action is requested on December 7, 2004 to proceed with this sublease in a timely manner.

FISCAL IMPACT

The sublease, including parking and miscellaneous expenses, is estimated to cost the City \$31,200 per year or \$2,600 per month. Sufficient funding to support this activity has been included in the Fiscal Year 2005 budget in the Special Advertising and Promotion Fund (SR 133) in the Department of Parks, Recreation and Marine (PR).

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Authorize the City Manager to execute a sublease with the Long Beach Area Convention and Visitors Bureau for office space at One World Trade Center, for the Special Events Office, on a month-to-month basis at a monthly rent of \$1,800, plus \$210 for parking.

Respectfully submitted,



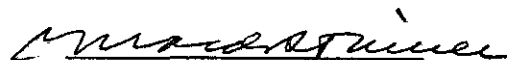
MSF MELANIE S. FALLON
DIRECTOR OF
COMMUNITY DEVELOPMENT

MSF:PTH:MPC:VA:lel
Attachment: Council Letter Dated August 21, 2001
12.7.04 CC Ltr CVB for Special Evnt



PHIL T. HESTER
DIRECTOR OF PARKS
RECREATION AND MARINE

APPROVED:



GERALD R. MILLER
CITY MANAGER