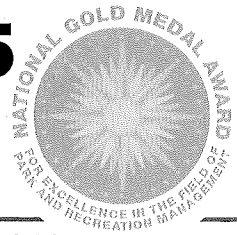


# CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

**C-5**



July 5, 2011

2760 N. Studebaker Road, Long Beach, CA 90815-1697  
(562) 570-3100 • FAX (562) 570-3109  
[www.LBParks.org](http://www.LBParks.org)

selected  
**best in the nation**

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager to execute an agreement with Southern California Marine Association to prepare for, produce, and dismantle the 43<sup>rd</sup> Annual International Sail and Power Boat Show in the water and on the adjoining land area of Rainbow Harbor. (District 2)

## DISCUSSION

The Southern California Marine Association (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 43<sup>rd</sup> Annual International Sail and Power Boat Show (Boat Show), the West Coast's largest boat show, in the water and on the adjoining land area of Rainbow Harbor. 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 of Long Beach (City) with widespread publicity and the promotion of local fishing and aquatic opportunities.

The Boat Show is scheduled to run from Thursday, October 20, 2011 through Sunday, October 23, 2011. SCMA will begin setup on Saturday, October 8, 2011, and dismantling will be completed by Friday, November 4, 2011.

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

- Premises: Boats will be on display at Rainbow Harbor, specific location to be determined at a later date; and small boats and boating accessories will be displayed in the amphitheatre area adjacent to Rainbow Harbor (Attachment).
- Security Deposit: SCMA shall pay a refundable \$2,000 security deposit, per the provisions in the agreement. The security deposit shall be delivered to the City upon execution of the agreement.
- Site Use Fee: SCMA shall pay a site use fee of \$10,000.

HONORABLE MAYOR AND CITY COUNCIL

July 5, 2011

Page 2

- Permits: SCMA shall submit applications and acquire a facility use permit from the Department of Parks, Recreation and Marine for all of the activities on the water, docks, or gangways of Rainbow Harbor. SCMA shall submit an application and obtain a permit from the Office of Special Events and Filming for all land-based activities.
- 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, costs associated with relocating vessels for the purpose of the show, maintenance services, security, repair of damage to City facilities resulting from the event, City permits, and City services required to support the event permits.

This matter was reviewed by Deputy City Attorney Gary J. Anderson on June 10, 2011, and Budget Management Officer Victoria Bell on April 19, 2011.

TIMING CONSIDERATIONS

City Council action is requested on July 5, 2011, in order to enable the execution of the agreement.

FISCAL IMPACT

Site use revenue in the amount of \$10,000 will accrue to the Rainbow Harbor Fund (TF 411) in the Department of Parks, Recreation and Marine (PR). Reimbursement for City expenses will be deposited into the Funds and Departments that incurred the expenses. The recommended action will result in a positive impact on jobs. The proposed project would include the creation of several temporary boat show jobs, although the exact number is unknown at this time.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



GEORGE CHAPJIAN

DIRECTOR OF PARKS, RECREATION AND MARINE

GC:MS:RL:era  
Attachment

APPROVED:



PATRICK H. WEST  
CITY MANAGER



## **SOUTHERN CALIFORNIA MARINE ASSOCIATION**

**LONG BEACH YACHT AND BOAT SHOW**  
**October 20, 2011 through October 23, 2011**