

1 hereof, by notice from City's City Manager, to redefine the scope of services
2 within said amounts. By August 1 of each fiscal year during the term hereof,
3 City's City Manager shall notify CVB of the amount of anticipated transient
4 occupancy taxes to be appropriated by the City Council from the City's
5 Special Fund for convention and tourism sales and development programs for
6 the following fiscal year. No later than June 1 of each fiscal year during the
7 term hereof, CVB shall prepare and submit the marketing plan referred to in
8 Section 2(a) hereof based on the anticipated transient occupancy taxes to be
9 appropriated."

10 2. All references in Section 18 of Agreement No. 28164 to the 2003
11 Tournament of Roses Parade shall hereafter mean and refer to the 2009 Tournament of
12 Roses Parade.

13 3. Except as expressly modified herein, all of the terms and conditions
14 contained in Agreement No. 28164 are ratified and confirmed and shall remain in full
15 force and effect.

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IN WITNESS WHEREOF, the parties have caused this document to be duly executed with all formalities required by law as of the date first stated above.

LONG BEACH AREA CONVENTION AND VISITORS BUREAU, INC., a California nonprofit corporation

October 7, 2008

By [Signature]
JANE J. NETHERTON
Type or Print Name

Oct 7, 2008

By [Signature]
Stephen M. Goodling
Type or Print Name

"CVB"

CITY OF LONG BEACH, a municipal corporation

October 8, 2008

By [Signature] Assistant City Manager
City Manager

"City"

EXEMPTED PURSUANT TO SECTION 301 OF THE CITY CHARTER.

This Sixth Amendment to Agreement No. 28164 is approved as to form on

October 8, 2008.

ROBERT E. SHANNON, City Attorney

By [Signature]
Deputy

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664