

1 FOURTEENTH AMENDMENT TO AGREEMENT NO. 28164

2 **28164**

3 THIS FOURTEENTH AMENDMENT TO AGREEMENT NO. 28164 is made
4 and entered, in duplicate, as of November 2, 2016 for reference purposes only, pursuant
5 to a minute order adopted by the City Council of the City of Long Beach at its meeting on
6 November 1, 2016, by and between the LONG BEACH AREA CONVENTION AND
7 VISITORS BUREAU, INC., a California nonprofit corporation ("CVB"), and the CITY OF
8 LONG BEACH, a municipal corporation ("City").

9 WHEREAS, the parties entered Agreement No. 28164 whereby CVB agreed
10 to promote tourism and conventions in the City; and

11 WHEREAS, the parties desire to amend said Agreement to reflect the
12 amount appropriated by the City Council in Fiscal Year 2016-17 from the Special Fund for
13 such promotion; and

14 WHEREAS, the City will not participate in the 2017 Rose Parade;

15 NOW, THEREFORE, in consideration of the mutual terms and conditions
16 contained in Agreement No. 28164 and herein, the parties agree as follows:

17 1. Section 5 of Agreement No. 28164 is hereby amended in its entirety
18 to read as follows:

19 "5. City's Convention and Tourism Budget. City's City Council has
20 appropriated and allocated from its Special Fund for City convention and
21 tourism sales and development \$3,930,366 for each of the fiscal years ending
22 September 30, 2005, September 30, 2006, September 30, 2007, September
23 30, 2008, and September 30, 2009; \$3,815,366 for the fiscal year ending
24 September 30, 2010; \$3,428,676 for each of the fiscal years ending September
25 30, 2011, September 30, 2012, and September 30, 2013; \$3,728,676 for the
26 fiscal year ending September 30, 2014; \$3,928,676 for the fiscal year ending
27 September 30, 2015; \$4,278,676 for the fiscal year ending September 30,
28 2016; and \$4,608,676 for the fiscal year ending September 30, 2017. City's

liability for CVB's approved convention and tourism sales and development programs shall not exceed those amounts. Those amounts include the sums identified in Sections 17 and 18 hereof and are not additional thereto. The amount for the fiscal year ending September 30, 2017 does not include the sum identified in Section 18 of Agreement No. 28164 because the City will not participate in the 2017 Tournament of Roses Parade. The \$380,000 increase from fiscal year 2016 will enhance the CVB's ability to promote tourism and conventions in Long Beach. City reserves the right, at any time during the term hereof, by notice from City's City Manager, to redefine the scope of services within said amounts. By August 1 of each fiscal year during the term hereof, City's City Manager shall notify CVB of the amount of anticipated transient occupancy taxes to be appropriated by the City Council from the City's Special Fund for convention and tourism sales and development programs for the following fiscal year. No later than June 1 of each fiscal year during the term hereof, CVB shall prepare and submit the marketing plan referred to in Section 2(a) hereof based on the anticipated transient occupancy taxes to be appropriated."

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

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OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

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

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

6 11/9/16, 2016

By [Signature]
Name Stephen Goodling
Title President & CEO

7 11/17/16, 2016

By [Signature]
Name Laurence W. Jackson
Title Secretary BOD

10 "CVB"

11 CITY OF LONG BEACH, a municipal
12 corporation

13 Nov. 29, 2016

By [Signature]
City Manager
Assistant City Manager

15 "City"

EXECUTED PURSUANT
TO SECTION 301 OF
THE CITY CHARTER.

16 This Fourteenth Amendment to Agreement No. 28164 is approved as to form
17 on 11/18, 2016.

18 CHARLES PARKIN, City Attorney

19 By [Signature]
20 Deputy
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