



CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

C-7

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www.lbparks.org

March 17, 2009

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute a Revocable Permit granting the Grand Prix Association of Long Beach permission to occupy and use certain areas for parking and hospitality during the staging of the 2009 Toyota Grand Prix of Long Beach. (District 2)

DISCUSSION

On April 16 through 19, 2009, the 35th Annual Toyota Grand Prix of Long Beach will take place on the streets of Long Beach. The Grand Prix Association of Long Beach (Association) has requested the use of certain areas adjacent to the race circuit for general and recreational vehicle parking (Exhibit A) and hospitality areas (Exhibit B) for approximately 250,000 race fans who will come to watch this year's event. The proposed Revocable Permit grants permission to occupy these areas and it establishes the conditions and fees for their use. This request is consistent with previous requests from the Association, which has conducted this race in Long Beach for 34 years.

This year's Revocable Permit will allow the Association to use the Alamitos Beach parking lot, the northern section of the Shoreline Marina parking lot, and the western end of Shoreline Drive, including center median areas, for general motor vehicle parking and storage. Hospitality areas shall be established at the Rainbow Lagoon and Marina Green areas. These are the same areas granted under the permit last year.

Health and Human Services and Fire Department personnel will be present during all days of the Long Beach Grand Prix and will perform continual inspections of the permitted areas.

This matter was reviewed by Deputy City Attorney Richard Anthony on February 12, 2009, and Budget Management Officer Victoria Bell on February 27, 2009.

TIMING CONSIDERATIONS

City Council action is requested on March 17, 2009, in order to expedite the issuance of the Revocable Permit. Construction for the 2009 Toyota Grand Prix of Long Beach began on February 16, 2009.

FISCAL IMPACT

Parking charges of \$14,390 will be assessed for use of parking areas (Exhibit C) under the Revocable Permit and will be deposited into the Tidelands Operating Fund (TF) in the Department of Parks, Recreation and Marine (PR). The City shall be reimbursed for all City expenses associated with this event.

SUGGESTED ACTION:

Adopt recommendation.

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:DWA:js

Attachments: Exhibits A-C

APPROVED:



PATRICK H. WEST
CITY MANAGER

EXHIBIT A - PARKING PERMIT ACCESS

2009 TOYOTA GRAND PRIX OF LONG BEACH CIRCUIT MAP



LEGEND			
	VISION BOARD BIG-SCREEN TELEVISION VIEWING LOCATIONS (AS CURRENTLY SCHEDULED)		FOOT/WHEELCHAIR CROSSING
	PEDESTRIAN BRIDGES		SUPER PHOTO LOCATIONS
	WHEELCHAIR ACCESSIBLE GRANDSTANDS #7, 18, 28, 34		ATM
	SUNDAY ONLY GRANDSTANDS #6, 16, 24, 25, 28, 30, 31, 38		2 DAY GRANDSTANDS #5, 7, 18, 25, 27, 29, 48
	SMG FOOD COURTS		TECATE CANTINA
			PLAYA TECATE

TOYOTA
Firestone

CERVEZA
TECATE
The Port of
LONG BEACH

MOTHERS
Polishes-Waxes-Cleaners

GEHL

Reaction

SALONPAS
PAIN RELIEVING PRODUCTS

THE ORANGE COUNTY
REGISTER
www.ocregister.com

Press-Telegram

RCME

Hilton

Max

Extreme Racing

QDYSEY
Full Service Event Production
www.qdysey.com

KORBEL

King Face

Cholula
The Flavor of Mexico

Canon
CANON BUSINESS SOLUTIONS

NOS

CSMO

**OFFICIAL HOTEL
LONG BEACH HILTON**
(OCEAN AT GOLDEN SHORE)
(562) 983-3400

Advance Ticket Sales Office
Open March 16 through April 12
Located adjacent to Convention Center Box Office

Event Week
Purchase Tickets/Will Call
April 13-19
Located at 300 E. Seaside Way



EXHIBIT C

2009 Grand Prix Revocable Permit

PARKING CHARGES

Marina Parking	\$ 2,606.00
Access Road Parking	\$ 8,280.00
Alamitos Lot Parking	<u>\$ 3,504.00</u>
TOTAL:	\$14,390.00