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DATE: October 16, 2013

TO: Honorable Mayor and City Councilmembers

FROM: Property Management

SUBJECT: **ADOPTION OF A RESOLUTION TO FORGIVE ONE-FIFTH OF THE \$606,380 FORGIVEABLE LOAN MADE BY THE CITY OF OCEANSIDE TO THE CALIFORNIA SURF MUSEUM TO RENOVATE THE PREMISES AT 312 PIER VIEW WAY**

### **SYNOPSIS**

Staff recommends that the City Council adopt a resolution forgiving one-fifth of the \$606,380 forgivable loan to the California Surf Museum for the renovation of the premises at 312 Pier View Way, reducing the balance by \$121,276, from \$242,552 to \$121,276.

### **BACKGROUND**

In order to expand cultural opportunities in the community, in August 2008, the Community Development Commission ("CDC") entered into a five-year agreement ("Lease") with, and agreed to provide \$575,115 in financial assistance ("Loan") to, the California Surf Museum ("CSM") to renovate the building at 312 Pier View Way for CSM's new facility. Additionally, CSM requested another \$31,265, which the CDC approved in June 2009, bringing the total loan amount to \$606,380. On March 16, 2011 the CDC quitclaimed the property to the City of Oceanside ("City").

As a condition of the Lease and Loan, CSM agreed to provide a variety of exhibitions and events as well as meet other annual performance standards. If the performance standards are met and CSM continues to provide public benefit over the term, the Loan is to be forgiven over a five-year period.

During the first three years of the Lease term CSM satisfied its performance criteria. On December 8, 2010, the CDC approved forgiveness of the first \$121,276, on May 18, 2011, the CDC approved forgiveness of the second \$121,276 of the \$606,380 loan, and on April 18, 2012, the CDC approved forgiveness of the third \$121,276 of the \$606,380 loan leaving a balance of \$242,552 to be forgiven. Forgiveness of the loan pursuant to a pre-existing CDC agreement is not prohibited by AB1X26.

## **ANALYSIS**

The performance standards for the fourth year and CSM's accomplishments since January 2012, as reported by CSM, are included as Exhibit "A". Based on CSM's accomplishments over the past year, staff recommends that the City adopt the attached resolution to document the forgiveness of \$121,276, which is another one-fifth of the total loan amount.

## **FISCAL IMPACT**

CSM is in the fourth year of a five-year lease term, with an automatic five-year extension. During calendar year 2012, CSM through fundraising, grants, entry admissions and gift shop sales had a net income of \$38,000 after annual operating expenses. The \$606,380 loan is carried as a Redevelopment Fund receivable from account 973.1216.0006. As of February 1, 2012, the Redevelopment Fund was eliminated and the remaining balance of the Loan was absorbed by the newly created Redevelopment Successor Agency. Upon adoption of this resolution, the forgiveness for this year, \$121,276, will reduce the deferred revenue to account 973.2075.0043. If applicable, the final \$121,276 increment will be budgeted annually for the following year.

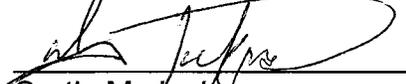
## **CITY ATTORNEY ANALYSIS**

The referenced documents have been reviewed by the City Attorney and approved as to form.

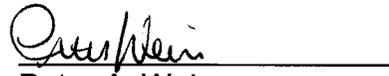
**RECOMMENDATION**

Staff recommends that the City Council adopt a resolution forgiving one-fifth of the \$606,380 forgivable loan to the California Surf Museum for the renovation of the premises at 312 Pier View Way, reducing the balance by \$121,276, from \$242,552 to \$121,276.

PREPARED BY:

  
Curtis M. Jackson  
Property Agent

SUBMITTED BY:

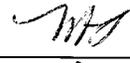
  
Peter A. Weiss  
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

Douglas Eddow, Real Property Manager

Michael Blazenski, Interim Financial Services Director


**ATTACHMENTS/EXHIBITS**

Exhibit "A" – CSM Annual Objectives Report  
Resolution

**EXHIBIT "A"**

**PERFORMANCE STANDARDS**



# California Surf Museum

EST. 1986  
PRESERVING OUR SURFING HERITAGE

312 Pier View Way • Oceanside CA 92054 • (760) 721-6876  
www.surfmuseum.org • csm@surfmuseum.org

February 28, 2013

Curtis Jackson  
Property Agent  
City of Oceanside  
300 N. Coast Highway  
Oceanside CA 92054

Dear Curtis:

Attached please find the California Surf Museum's report for its Year 4 Performance Goal/Standard as included in the Annual Objectives for the Surf Museum in the Property Lease Agreement for 312-314 Pier View Way Building, Oceanside, CA. All goals were met or exceeded.

Our Lease Agreement began on January 30, 2009, when we received Certificate of Occupancy for 312-314 Pier View Way. The performance goals are being timed to approximate a calendar year rather than a July-to-June fiscal year as noted in the lease. We are referring to the current 2011-12 Performance Goal/Standard as "Year 4" (or 2012).

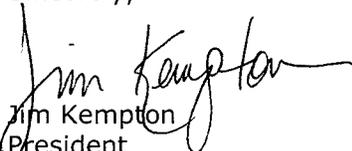
In 2012, CSM was excited to be contacted and filmed by both the Travel Channel's "Mysteries at the Museum" and the Phoenix-based travel show "AAA Presents Highroads with Dan Davis." These unsolicited requests are a testament to the high quality of the exhibits, the hard work of the Board and staff, and the worldwide exposure of CSM. [Late word: "Mysteries at the Museum" will be back at CSM filming a new mystery next week!]

Financially CSM had a successful year, ending the year up about \$38,000 over 2011. Part of this success came from savings in our electric bill. We paid to replace all 106 of our halogen bulbs with LEDs and saw an immediate decrease in our electricity use. SDG&E replaced our fluorescent bulbs with energy-efficient ones, gave us energy-efficient OPEN signs, and put motion-detector on-off switches in the bathrooms.

CSM continues to generate worldwide publicity for the City of Oceanside, and visitor counts were up about 1,000 in 2012 over 2011. A broad variety of events, most held at CSM, were attended by over 2,300 people in 2012.

Please advise of any additional information or details you need in support of the attached.

Sincerely,

  
Jim Kempton  
President  
California Surf Museum

## **Annual Objectives for the Surf Museum: Year 4 Performance Goal/Standard**

### **1. Institute the plan to accelerate fundraising campaign**

GOAL MET. CSM continued to build on the items within the fundraising plan:

- Increasing membership. The Membership Coordinator successfully reached out to many past members and encouraged them to renew their museum memberships. CSM joined the San Diego County Membership Managers Collaborative to help learn about membership and donation programs.
- Museum Online Store. Store sales doubled in 2012 over 2011. This is an important revenue stream, and select merchandise is being added to the Online Store in an organized manner.
- Partnering with other organization(s). CSM again teamed up with the Longboard Collector Club and hosted the second vintage surf swap meet in downtown Oceanside on April 28, 2012, again raising about \$2,000. CSM is working on a partnership agreement with Rubio's, and works with the local hotels, including Wyndham Oceanside Resort.
- Grant application(s). CSM was awarded two San Diego County Community Enhancement Grants totaling \$14,000 for FY 2012-13.
- Facility rental. ASA Entertainment rented CSM for their welcoming party for the Paul Mitchell Supergirl Pro athletes, in advance of their surf contest at the Pier in August. 3E Company, with worldwide corporate headquarters in Carlsbad, rented CSM for a surf-themed party for their sales representatives from around the US. 3E is looking forward to hosting future parties at CSM. Rental fee: \$1,000.
- Annual Gala. The 5th Annual Gala Fundraiser, held Saturday, June 9, 2012, at CSM, was attended by approximately 225 people and raised \$22,000.
- Annual Film Festivals. The 5th Annual California Surf Festival: Surf Movies, Surf Music and Surf Culture was expanded in 2012. The Festival included a series of films on Wednesday nights during the summer months, the October event honoring Hobie Alter, and in November, the 25-year anniversary tribute to the film "North Shore" at the La Paloma Theatre in Encinitas, and two Saturday night cultural events with music and movies at CSM.
- Sponsorship. Craft Brewers Alliance, Inc., continued their sponsorship of CSM again in 2012, donating \$2,000 in cash, and providing \$3,750 worth of Kona Brewing Co. beer for all events.
- Surfboard raffle. CSM continues the popular offering of a surfboard as a raffle prize for a \$1 ticket. In 2012, over \$800 was raised for one surfboard donated to CSM for this purpose. This fundraising effort requires no extra time involvement from staff or volunteers.
- Donate a Car to a Non-Profit. CSM has signed up with CARS, a nationwide online donation program based in San Diego, to enable vehicle donations to CSM.

### **2. Implement a school tour program**

GOAL ON TRACK. With school budgets cut, the number of students able to come to CSM with school-sponsored field trips has greatly decreased. Staff does provide tours to those groups who make advance reservations. Teachers who are able to bring their students in for a tour frequently come in advance and work with staff to develop appropriate teaching guides for their students.

### **3. Hold exhibit opening reception**

GOAL MET AND EXCEEDED. Five new exhibits were opened in 2012. Estimated combined event attendance was over 1,200 and a net of \$44,550 was raised [this includes data for the Gala, which is also noted above].

- On April 1, local surf photographer Aaron Chang gave a slide show and lecture preceding the display of his camera water housings, the first time they have been on display.
- On June 9, the 5th Annual Gala Fundraiser celebrated the opening of CSM's permanent exhibit on the timeline of surfboards, "A Brief History of Surfboards."
- On June 29, Oceanside resident and photographer Aaron Checkwood's "My Oceanside" exhibit opened with an extremely well-attended artist reception and book signing.
- On July 28, the skateboard exhibit, "Need for Speed: Downhill at Signal Hill" had an opening reception, bringing many skateboard legends to CSM for the first time.
- On October 20, the "HOBIE: Shaping A Culture" exhibit opened with a celebration of Hobie Alter's 79th birthday.

### **4. Host annual event honoring surfer**

GOAL MET. While planning major events honoring the legends of our support usually take much planning time and coordination among many, CSM is also able to react quickly to properly pay tribute when the situation arises.

- On October 20, CSM was honored to host Hobie Alter, an icon in the surf industry, entrepreneur, and inventor, and to celebrate his 79th birthday at CSM with a special event to mark the opening of an exhibit featuring many of his inventions and influences.
- On November 10, CSM was able to react in a very short time frame and make plans to host many of the hundreds who had come to Oceanside to pay their respects to local surfboard shaper and surf legend Donald Takayama, who suddenly passed away on October 22.

### **5. Host 4 book signings/artist receptions/concerts**

GOAL MET AND EXCEEDED. CSM is proud to be selected by authors, artists and musicians as a venue. Many of these events are combined with other events to help draw a larger audience.

- Aaron Chang: April 1, artist reception/slide presentation and lecture
- Aaron Checkwood: June 29, "My Oceanside" artist reception, book signing
- Cheri Hamilton, mother of Bethany Hamilton: July 8, "Raising a Soul Surfer" book signing
- Saltwater Cowboys, Denny Aaberg and Sam Adams: Aug 8, musical presentation
- Wes Miller, a sophomore at UCLA enrolled in the prestigious music program with a focus on the Ukulele. He is the first ever to be admitted in the program with this instrument: November 10, musical presentation
- Mickey Muñoz: November 17, "No Bad Waves" book signing
- Kalyn Aolani: November 17, musical presentation of traditional Hawaiian music, singing and playing ukulele

### **6. Hold at least two surf film festivals**

GOAL MET AND EXCEEDED. This year the "California Surf Festival: Surf Movies, Surf Music and Surf Culture" was expanded to include the successful "Big Wednesdays Summer Surf Movie Series" held at CSM, Hobie Alter's 79th Birthday Party and Grand Opening of the "HOBIE: Shaping A Culture" exhibit at CSM, the 25th Anniversary showing of "North Shore" at La Paloma Theatre in Encinitas, and closing with two Saturday film and music presentations at CSM. Not including the Hobie Alter event detailed above, estimated combined event attendance was over 1,000 and a net income of \$3,500 was raised.

#### Big Wednesday Summer Surf Movie Series feature films

- Jun 20: "The BoardRoom" with Markus Davids and Bing Copeland
- Jul 11: "The Californians" with Jamie Budge
- Jul 25: "A Paradigm Shift" with Steve Cleveland
- Aug 8: "Little Wednesday" and "Big Wednesday" with Denny Aaberg; special musical presentation: Saltwater Cowboys
- Aug 22: Korduroy.TV

#### November Surf Movies

- Nov 8, at La Paloma: 25th Anniversary showing of "North Shore" at La Paloma, Encinitas; with Gregory Harrison, John Philbin and Randal Kleiser.
- Nov 10, at CSM: "The Find: Claiming Nelscott Reef," "Teahupoo," "Imaginarium," "The Work Man's Wave," "The Disappearance," "Summer of Darkness - VonZipper," and "Perfect Holiday." Special musical guest: college sophomore Wes Miller on the ukulele.
- Nov 17, at CSM: "European Surf Journal," "Day At The Pool," "Water Warriors," "Abroad," and "Follow The Sun: Tribute to International Day of Surfing." Special grom film presentation by Zane Timpson. Special musical presentation: 13-year-old Kalyn Aolani performs traditional Hawaiian songs.

### **7. CSM will be open seven days per week from 10 am to 4 pm**

GOAL MET. Closed only for major holidays, private/special events and filming for the Travel Channel's "Mysteries at the Museum," CSM had 22,500 visitors from January through December 2012. Group visitors included Road Scholars, Red Hat Ladies, students and retirees. CSM attracts visitors locally, nationally and internationally and in the first six months of 2012, recorded tourists from 30 San Diego County cities, 30 California counties, 42 states, and 24 countries. See more visitor data for both CSM's website and facility beginning on page 7 of this report.

### **8. CSM will be open in conjunction with the Sunset Market**

GOAL MET. CSM is open until 8 pm on Thursdays when the Sunset Market is open. Attendance on Thursday evenings continues to drop. Staff has found the Sunset Market clientele are not interested in the museum. As well, large crowds of younger people congregate in front of CSM and impede visitor access.

### **9. The facility will be available for a minimum of one City function**

GOAL MET. CSM was available, but not used.

### **10. Conduct an annual membership meeting**

GOAL MET. Held Tuesday, February 28, 2012, as required by CSM's by-laws. On Wednesday, February 29, 2012, the 2012 Members' Social celebrated the closing of the "Hansen Surfboards: A 50-Year Retrospective" exhibit with the auctioning of the last Hansen Tribute surfboard; CSM member Carl Herrman, designer of the Aloha Shirt US postage stamp series, was the guest of honor. Attendance: 125. Funds raised: \$2,500.

## **CSM's 2012 Calendar of Notable Things**

### **2012 HIGHLIGHTS**

- Accepted into San Diego Museum Council
- Mounted 1960s-themed exhibit at MiraCosta College Library in conjunction with their "Endless Summer" event
- TV: filmed for episode of the Travel Channel's "Mysteries at the Museum"
- TV: filmed for episode of "AAA Presents Highroads with Dan Davis"
- Filmed by googleartproject; not yet posted online
- Hobie Alter's 79th Birthday Party
- Bethany Hamilton's surfboard and the American Picker's donated Plastic Fantastic surfboard continue to bring visitors

- Jan 30 CSM's lease agreement for 312 Pier View Way begins Year 4
- Feb 13 Korea's XXL Style Magazine, several page article on CSM
- Feb 15-17 Julie Cox attends California Association of Museums conference, Berkeley
- Feb 20 Ch 6: filming SD Surf Ladies for promotion of their surf film festival
- Feb 23 Red Hat Ladies tour: group of 14
- Feb 24 SD Museum Council visit; media visit with Debbie Hardin; media visit with Melanie Waldman
- Feb 28 Annual Business Meeting and Election
- Feb 29 Annual Members' Social; close Hansen 50-year and CSM 25-year exhibits
- Mar 13 Accepted into San Diego Museum Council
- Mar 19 Carla Hockley, Ch. 4, filmed for "Destination California"
- Mar 26-30 Julie Cox attends SD Foundation first of four course offering of "Certificate in Fund Raising Management"
- Mar 26 Hansen's exhibit moved to and mounted at Hansen's, Encinitas
- Mar 31 "An Evening with Aaron Chang"
- Apr 1 Aaron Chang Cameras and Water Housings display opens
- Apr 3 Julie Cox brainstorm joint projects with Birch Aquarium
- Apr 12 "Destination California" filming
- Apr 16 Road Scholar Tour: 41 adults, 2 group leaders
- Apr 19 Liquid Salt online interview <http://www.liquidsaltmag.com/2012/04/california-surf-museum-julie-cox/>
- Apr 21-22 mounted display of Bethany Hamilton surfboard at New Song Church, Oceanside.  
At CSM Sunday: 180 visitors, \$850 in Museum Store sales
- Apr 24 North County News: filming preview of swap meet items
- Apr 26 article in SD Union-Tribune about Longboard Collector Club Swap Meet  
<http://www.utsandiego.com/news/2012/apr/26/tp-surf-culture-on-display-at-swap-meet/>
- Apr 27 Private party: swap meet preview for CSM and Longboard Collector Club members
- Apr 28 Longboard Collector Club Swap Meet
- May 1-2 Julie Cox attends SD Foundation second course offering of "Certificate in Fund Raising Management"
- May 5 group tour
- May 8 North County Arts and Culture [NCAC] meeting
- May 15 group tour: 15 high school students
- May 25 googleartproject filmed CSM
- Jun issue Transworld Surf magazine: comp ½ page ad; value \$2,130.

Jun 2 CSM booth at Seaside Reef event hosted by Spy Optics and SunDiego for local high schools [received donation from Spy Optics]  
 Jun 3 CSM booth at Bud Light Lime Series surf contest at Oceanside Harbor  
 Jun 5 Mike Castelluci/KUSI: "Need for Speed" exhibit and Saturday's 5th Annual Gala  
 Jun 5 group tour  
 Jun 9 5th Annual Gala Fundraiser  
 Jun 13 SDG&E energy audit  
 Jun 20 Big Wednesday Summer Surf Movie Series opening night: The BoardRoom with Markus Davids and Bing Copeland  
 Jun 29 Aaron Checkwood "My Oceanside" photo exhibit opening reception and book signing  
  
 Jul 7 Cheri Hamilton book signing, "Raising a Soul Surfer"  
 Jul 10 tour group: 10 people with special needs  
 Jul 11 Big Wednesday Summer Surf Movie Series: The Californians with Jamie Budge  
 Jul 25 Big Wednesday Summer Surf Movie Series: A Paradigm Shift with Steve Cleveland  
 Jul 28 "Need for Speed" exhibit opening event  
 Jul 30 Korean book "Surfing for Better Life" by Kyu Hung Lee received; Sam Zuegner was interviewed by Kyu in January 2012.  
 Jul 31 group tour: 10-15 students  
  
 Aug 3 surfboard with mosaic celebrating Junior Seau's #55 put on display; short-term loan from the Junior Seau Foundation  
 Aug 7 sewer backed up  
 Aug 8 Big Wednesday Summer Surf Movie Series: Little Wednesday and Big Wednesday with Denny Aaberg; Saltwater Cowboys perform  
 Aug 10 facility rental: ASA Entertainment Paul Mitchell Supergirl Pro Athlete Welcoming Party; 80 of the world's top female surfers  
 Aug 11 tour: 2-4 French students  
 Aug 11-12 CSM booth at Doheny Surf Festival  
 Aug 20 group tour: 10 students, 2 mentors from Fuji; Road Scholar Tour: 30 people  
 Aug 22 Big Wednesday Summer Surf Movie Series closing night: Korduroy.TV  
 Aug 30 Julie Cox resigns as Director to move to San Francisco; Randy Wilkerson resigns from Board of Directors and as Treasurer to move to San Luis Obispo. Board secretary Tara Torburn took on acting treasurer duties.  
 Aug 31 NBC 7/39 films Junior Seau mosaic surfboard  
  
 Sep month-long promotions: free admission with Oceanside Library Card; San Diego New Children's Museum members receive CSM member benefits  
 Sep 11-13 Julie Cox attends SD Foundation third course offering of "Certificate in Fund Raising Management"  
 Sep 12 group tour: 30 people with a church group  
 Sep 14 Quiksilver IT Department visit with Sam Zuegner: 12 employees  
 Sep 14 install CSM display at MiraCosta College Library; also at the San Elijo Campus  
 Sep 20 "Mysteries at the Museum" films at CSM; focus on Bethany Hamilton's shark bitten surfboard  
 Sep 21 "Endless Summer" at MiraCosta College; CSM display in library open for viewing  
 Sep 23 Corvette Club: 20 people [no group tour]  
 Sep 27 group tour: 40 seniors and a group leader from La Costa Glenn Retirement  
 Sep 28 group tour: Stanley Middle School, San Diego; 32 students/adults  
 Sep 29 participant in Smithsonian Magazine's museum free admission day  
  
 Oct month-long promotion: with San Diego Museum Council, "kids are free"  
 Oct 4 replaced 106 halogens with LEDs

- Oct 6-7 CSM booth at "The Boardroom" tradeshow at Del Mar Fairgrounds
- Oct 10-12 Julie Cox attends SD Foundation final course offering of "Certificate in Fund Raising Management"
- Oct 20 Hobie 79th Birthday Party and opening of "HOBIE: Shaping A Culture" exhibit
- Nov 8 California Surf Festival: 25th Anniversary showing of "North Shore" at La Paloma, Encinitas; with Gregory Harrison, John Philbin and Randal Kleiser.
- Nov 10 "Aloha Donald": post tribute reception at CSM for those who came to pay their respects at the Tribute for Donald Takayama at Oceanside Pier
- Nov 10 California Surf Festival: Big Wave Night at CSM with "The Find: Claiming Nelscott Reef," "Teahupoo," "Imaginarium," "The Working Man's Wave," "The Disappearance," "Summer of Darkness - VonZipper," and "Perfect Holiday." Special musical guest: college sophomore Wes Miller on the ukulele.
- Nov 14 facility rental: 3E Company, Carlsbad
- Nov 17 California Surf Festival: Travel and Skate Night at CSM with "European Surf Journal," "Day At The Pool," "Water Warriors," "Abroad," and "Follow The Sun: Tribute to International Day of Surfing." Special grom film presentation by Zane Timpson. Special musical presentation: 13-year-old Kalyn Aolani performs traditional Hawaiian songs.
- Nov 30 "Restore the Shore" fundraiser at CSM: in support of Hurricane Sandy victims in New Jersey
- Dec 1 Filming for "AAA Presents Highroads with Dan Davis"
- Dec 12 Christmas party for staff, board members and volunteers
- Dec 16 "AAA Presents Highroads with Dan Davis" airs in Phoenix, Tucson and Denver; available online <http://www.az.aaa.com/hrtv>
- Jan 7 Brad Willis/Fox5: five segments each about 3 minutes; first three at CSM with Sam Zuegner and Jeff Alter; last two at the beach with surf legend Peter "PT" Townend.
- Jan 24 "Mysteries of the Museum" Season 3, episode premier, "Shepton Mine Disaster, Shark Attack, Erie Collar Bomb" segment trailer: <http://www.travelchannel.com/video/shark-bite-surfboard>

### **CSM's Social Media and Website Data**

1. 5 stars on Yelp
2. currently 8,394 likes on Facebook; CSM previously had over 11,000 fans before Facebook changed their guidelines limiting the reach of businesses
3. we have not been active on Twitter and have 313 followers
4. surfmuseum.org has a relevancy google rank of 6 [Smithsonian has a rank of 8]
5. surfmuseum.org had 43,006 visits from 128 countries, or an average of 108/day, for the period January 1, 2012-February 1, 2013. The top 10 countries visiting our website:
  1. United States (34,823)
  2. Brazil (1,334)
  3. Canada (829)
  4. United Kingdom (817)
  5. Australia (601)
  6. France (560)
  7. Spain (358)
  8. Germany (338)
  9. Italy (311)
  10. Japan (299)

## **CSM's January-June, 2012 Visitor Data**

Summer intern Allison Pflingst compiled the following data for January-June, 2012, gleaned from those who signed the guest book; not all visitors choose to sign.

### **CSM is visited most frequently by people from:**

#### **Countries**

1. USA (976)
2. Canada (40)
3. Australia (13)
4. Brazil, France, UK (10)
5. Spain (9)
6. Germany (8)
7. Argentina, Sweden (4)
8. Japan, New Zealand (3)
9. Italy, Netherlands, Norway (2)
10. Belgium, Chile, Costa Rica, Czech Republic, Hungary, Mexico, Panama, South Africa, Switzerland, Vietnam (1)

#### **U.S. States**

1. California (596)
2. Arizona (40)
3. Washington (28)
4. Colorado (21)
5. Utah (17)
6. Oregon, Michigan, Illinois (16)
7. New York, Nevada, Massachusetts, Florida (15)
8. Texas (14)
9. Pennsylvania (12)
10. New Jersey (11)

#### **California Counties**

1. San Diego (377)
2. Los Angeles, Orange (50)
3. Riverside (40)
4. Ventura (9)
5. San Bernardino (7)
6. Kern (6)
7. El Dorado, Fresno, Humboldt, Stanislaus (4)
8. Nevada, Sacramento (3)
9. Butte, Mono, Placer, San Francisco, Santa Barbara, Santa Clara (2)
10. Alameda, Amador, Colusa, Merced, Monterey, Napa, San Louis Obispo, San Mateo, Santa Cruz, Solano, Sonoma (1)

#### **California Cities**

1. Oceanside (153)
2. San Diego (46)
3. Carlsbad (42)
4. Vista (36)
5. Encinitas (28)
6. San Clemente (12)
7. San Marcos, Temecula (8)
8. Del Mar, Escondido, Fallbrook, Hemet, Mission Viejo (7)
9. La Mesa, Los Angeles, Solana Beach, Ventura (6)
10. Bakersfield, Long Beach, Riverside (5)

#### **San Diego Cities**

1. Oceanside (153)
2. San Diego (46)
3. Carlsbad (42)
4. Vista (36)
5. Encinitas (28)
6. San Marcos (8)
7. Escondido, Fallbrook, Del Mar (7)
8. La Mesa, Solana Beach (6)
9. Camp Pendleton (4)
10. Cardiff, Chula Vista, Leucadia (3)

#### **and:**

#### **Reasons for Coming**

1. Walk-In (99)
2. Internet (68)
3. Recommendation (65)
4. Local (23)
5. Returning Visitor (13)
6. Travel Book (11)
7. Newspaper (9)
8. American Pickers, Brochure, Hotel (8)
9. Street Fair, Magazine (6)
10. Bethany, TV (4)

1 RESOLUTION NO.

2 A RESOLUTION OF THE CITY OF OCEANSIDE APPROVING  
3 AND AUTHORIZING THE FORGIVENESS OF ONE-FIFTH OF  
4 THE \$606,380 FORGIVABLE LOAN MADE BY THE FORMER  
5 REDEVELOPMENT AGENCY OF THE CITY OF OCEANSIDE  
6 TO THE CALIFORNIA SURF MUSEUM TO RENOVATE THE  
7 BUILDING AT 312 PIER VIEW WAY AND PROVIDE  
COMMUNITYACTIVITIES FOR THE BENEFIT OF THE  
CITIZENS OF OCEANSIDE

8 WHEREAS, the former Redevelopment Agency of the City of Oceanside  
9 (“Agency”) was engaged in activities necessary to provide public benefit and cultural  
10 activities to the citizens of Oceanside; and

11 WHEREAS, the Agency entered into a Loan Agreement for a loan in the amount  
12 of \$606,380 on June 17, 2009 with the California Surf Museum (“CSM”) to renovate the  
13 building at 312 Pier View Way and provide a cultural arts venue for the citizens of  
14 Oceanside; and

15 WHEREAS, the Loan Agreement provides that the Agency loan to CSM is to be  
16 forgiven over a five-year period at \$121,276 per year if certain established performance  
17 standards are met and the project provided public benefit; and

18 WHEREAS, on December 8<sup>th</sup>, 2010, the Agency found that CSM had met the  
19 performance standards for Year 1 and approved partial forgiveness of the loan in the  
20 amount of \$121,276, leaving a loan balance of \$485,104; and

21 WHEREAS, on May 18, 2011, the Agency found that CSM had met the  
22 performance standards for Year 2 and approved partial forgiveness of the loan in the  
23 amount of \$121,276, leaving a balance of \$363, 828; and

24 WHEREAS, on April 4, 2012, the Agency found that CSM had met the  
25 performance standards for Year 3 and approved partial forgiveness of the loan in the  
26 amount of \$121,276, leaving a balance of \$242,552; and

27 WHEREAS, on October 16, 2013, CSM submitted an annual report to the City of  
28 Oceanside documenting its achievement of the performance standards set for Year 4;  
and

1 WHEREAS, the City finds that CSM has met the performance standards for year 4  
2 and has provided significant benefit to the public.

4 NOW, THEREFORE, the City of Oceanside does resolve as follows:

5 1. That the forgiveness of one-fifth of the \$606,380 forgivable loan is hereby  
6 approved, leaving an outstanding loan balance of \$121,276.

7 PASSED AND ADOPTED, this \_\_\_\_\_ day of \_\_\_\_\_, 2013, by the  
8 following vote:

10 AYES:

11 NAYS:

12 ABSENT:

13 ABSTAIN:

\_\_\_\_\_  
Mayor of the City of Oceanside

20 ATTEST:  
21  
22  
23 \_\_\_\_\_  
24 City Clerk

APPROVED AS TO FORM:  
  
\_\_\_\_\_  
City Attorney