

AMENDMENT NO. 2 TO PROMOTIONAL AGREEMENT BETWEEN
THE CITY OF HUNTINGTON BEACH AND
SOUTHERN CALIFORNIA TOYOTA
DEALERS ADVERTISING ASSOCIATION

THIS AMENDMENT is made and entered into by and between the CITY OF HUNTINGTON BEACH, a municipal corporation, hereinafter referred to as "City," TOYOTA MOTOR SALES, U.S.A., INC., whose principal place of business is 2 Banting, Irvine, California 92618 and SOUTHERN CALIFORNIA TOYOTA DEALERS ADVERTISING ASSOCIATION, whose principal place of business is 2629 Townsgate Road, Suite 235, Westlake Village, California 91361, hereinafter referred to as "Sponsor."

WHEREAS, City and Sponsor are parties to that certain agreement, dated February 21, 2023, entitled "Promotional Agreement Between the City of Huntington Beach and Southern California Toyota Dealers Advertising Association"; and

City and Sponsor wish to amend the Original Agreement to extend the term and amend Section 2 Grant of Sponsorship Rights by adding new subsection "Q."

NOW, THEREFORE, it is agreed by City and Sponsor as follows:

1. TERM

The term of the Agreement is extended for two additional years until February 20, 2027.

2. GRANT OF SPONSORSHIP RIGHTS

Q. Exclusive Automotive Sponsorship Rights: The City will not approve advertisements from any other automotive brands on our lifeguard towers or fixed structures in the beach area. However, promotions conducted through approved special events are excluded from this restriction within the beach area.

3. REAFFIRMATION

Except as specifically modified herein, all other terms and conditions for the Original Agreement shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by and through their authorized officers on _____, 2025.

SOUTHERN CALIFORNIA TOYOTA
DEALERS ADVERTISING ASSOCIATION

CITY OF HUNTINGTON BEACH,
a municipal corporation of the State of California

By: _____

print name

ITS: (circle one) Chairman/President/Vice President

AND

By: _____

print name

ITS: (circle one) Secretary/Chief Financial Officer/Asst.
Secretary – Treasurer

DAVIS ELEN ADVERTISING AS AN
AGENT OF THE SOUTHERN
CALIFORNIA TOYOTA DEALERS
ADVERTISING ASSOCIATION

By: _____

print name

ITS: (circle one) Chairman/President/Vice President

AND

By: _____


print name

ITS: (circle one) Secretary/Chief Financial Officer/Asst.
Secretary - Treasurer

Mayor

City Clerk

INITIATED AND APPROVED:



Fire Chief

REVIEWED AND APPROVED:

City Manager

APPROVED AS TO FORM:



City Attorney

3. REAFFIRMATION

Except as specifically modified herein, all other terms and conditions for the Original Agreement shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by and through their authorized officers on _____, 2025.

SOUTHERN CALIFORNIA TOYOTA
DEALERS ADVERTISING ASSOCIATION

CITY OF HUNTINGTON BEACH,
a municipal corporation of the State of California

Holly Aken

By: *Holly Aken*
print name

ITS: (circle one) Chairman/President/Vice President
Executive Director
AND

By: _____
print name

ITS: (circle one) Secretary/Chief Financial Officer/Asst.
Secretary - Treasurer

DAVIS ELEN ADVERTISING AS AN
AGENT OF THE SOUTHERN
CALIFORNIA TOYOTA DEALERS
ADVERTISING ASSOCIATION

By: *JL*
JENNIFER LIN
print name

ITS: (circle one) Chairman/President/Vice President

AND
By: *Terry Sullivan*
print name

ITS: (circle one) Secretary/Chief Financial Officer/Asst.
Secretary - Treasurer

Mayor

City Clerk

INITIATED AND APPROVED:

Fire Chief

REVIEWED AND APPROVED:

City Manager

APPROVED AS TO FORM:

Patricia
City Attorney