

RESOLUTION NO. RES-19-0165

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CONFIRMING, FOLLOWING HEARING, AN ANNUAL REPORT OF THE LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA, CONTINUING THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT AND SETTING FORTH OTHER RELATED MATTERS

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Long Beach Convention and Visitors Bureau has caused a Report to be prepared for October 1, 2019 through September 30, 2020 relating to the Long Beach Tourism Business Improvement Area ("LBTBIA"); and

WHEREAS, said Report contains, among other things, all matters required to be included by the above cited Section 36533; and

WHEREAS, on October 22, 2019 at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with Resolution No. RES-19-0148, adopted October 8, 2019, at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report; and

WHEREAS, a majority protest not having been received, it is the City Council's desire to confirm the Report as originally filed and impose and continue the levy of the Annual Assessment as described in the Report;

NOW, THEREFORE, the City Council of the City of Long Beach resolves as follows:

Section 1. A public hearing having been conducted on October 22, 2019 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be heard, the City Council hereby confirms the Report of the Long Beach Tourism Business

OFFICE OF THE CITY ATTORNEY
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1 Improvement Area, previously filed and approved by Resolution No. RES-19-0148,
2 adopted October 8, 2019, as originally filed, and declares that this resolution shall
3 constitute the levy of the Assessment referred to in the Report for October 1, 2019
4 through September 30, 2020 as more specifically set forth in Exhibit "A".

5 Section 2. This resolution shall take effect immediately upon its adoption
6 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

7 I hereby certify that the foregoing resolution was adopted by the City
8 Council of the City of Long Beach at its meeting of October 22, 2019,
9 by the following vote:

10
11 Ayes: Councilmembers: Pearce, Price, Supernaw, Mungo,
12 Andrews, Uranga, Austin,
13 Richardson.

14
15 Noes: Councilmembers: None.

16
17 Absent: Councilmembers: None.

18
19
20 
21 City Clerk

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Exhibit A



2019-2020 Long Beach Tourism Business Improvement Area Annual Report

SUBMITTED BY THE LONG BEACH CONVENTION & VISITOR'S
BUREAU

SEPTEMBER 9, 2019

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DISTRICT OVERVIEW

District Background

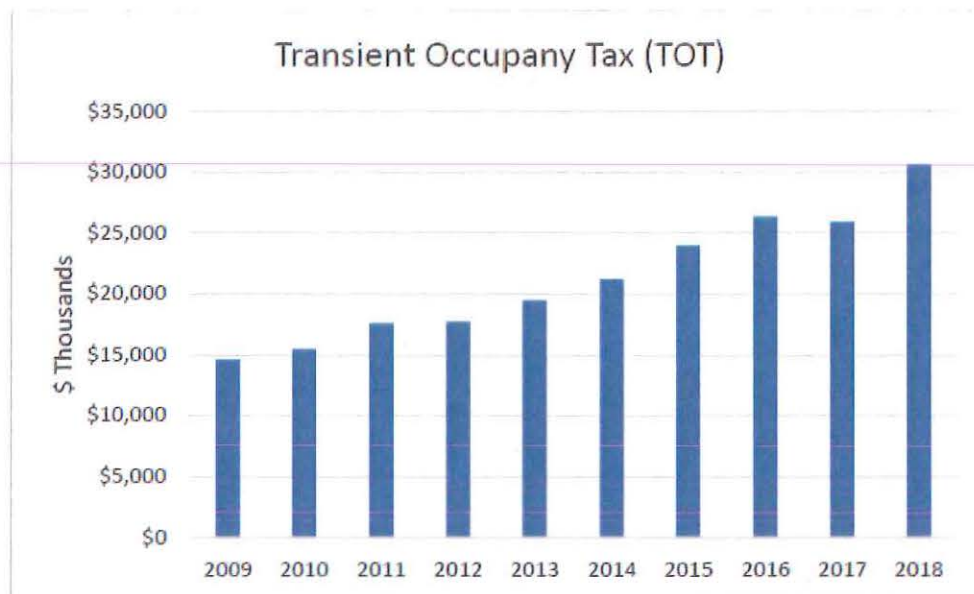
Long Beach Convention and Visitor Bureau

The Long Beach Convention & Visitors Bureau (LBCVB) is the official tourism organization contracted by the City of Long Beach. The mission of the LBCVB is to contribute to the economic development of the City by selling, marketing and promoting Long Beach as a destination for conventions, meetings, tradeshows, and tourism.

The Long Beach Area Convention & Visitors Council, Inc. was incorporated on August 2, 1982, as a tax-exempt nonprofit organization. The Council commenced operations on October 1, 1982. Effective March 21, 1995, the Council changed its name to the Long Beach Convention & Visitors Bureau. The mission of the Bureau is accomplished through direct sales to meeting planners, publicity through meeting trades and travel publications and through marketing and promotional cooperative campaigns with the Bureau's membership, city and industry partners.

The tourism industry is one of the largest generators of revenue for the City. Recent studies indicate that overnight visitors in Long Beach generate more than \$1.17 billion in economic impact from direct spending on transportation, accommodations, dining, shopping, attractions and city taxes. *

Data was extracted on transient occupancy taxes from the City of Long Beach to determine the total amount of spending at hotels and motels in the City of Long Beach. Transient occupancy tax revenue in the City of Long Beach totaled \$30.6 million in fiscal year 2018. Using the City's 12% transient occupancy tax rate we determined total spending at hotels and motels to be roughly \$255 million in fiscal-year 2018.*



Source: City of Long Beach

*Beacon Economics/City of Long Beach

Tourism has been a significant factor in the City's economy and remains subject to the fluctuations in the local, state, and national economies. The LBCVB promotes several notable neighborhoods/districts and attractions including the Aquarium of the Pacific, the Queen Mary, Long Beach Performing Arts Center, Museum of Latin American Art, Long Beach Museum of Art, Rainbow Harbor, and Carnival Cruises, and our two historic Ranchos. Both Ranchos Los Alamitos and Ranchos Los Cerritos are listed in the National Register of Historic Places and reveal our rich history and the early ranching and farming era.

Multiple aquatic offerings are also promoted including harbor cruises, whale watching, sport fishing, boating facilities, and our beaches and marinas. Our Long Beach Parks and Recreation facilities with over 170 parks and 26 community centers and one of the busiest municipal golf systems in the country with five courses is another highlight of the city.

The Long Beach Public Transit System includes a Metro Link, the Long Beach Transit buses, our free downtown area Passport Shuttle, and our water taxis - The Aquabus and The Aqualink. Long Beach is fast becoming one of the most bicycle friendly cities in America. We welcome cyclist to explore our city with more than 100 miles of bike routes and 5.5 miles of scenic beachfront. All of these facilities and services assist in us attracting millions of visitors to the city each year.

LBCVB marketing and public relations efforts also attract visitors to Long Beach to attend an array of high-profile annual events including the Acura Grand Prix, Long Beach Pride, Long Beach Marathon, POW! WOW! in addition to dozens of cultural, ethnic, and sports festivals.

The Long Beach Convention & Visitors Bureau enjoys a strong partnership with our city. Through their support, we have been able to reposition the Long Beach Convention Center which has played host to various city events, including graduations, inaugurations and other events. We have had the privilege of coordinating the swearing in ceremonies of the Mayor and other city officials, which took place at the Long Beach Convention Center on the Terrace Plaza.





This year the city hosted POW! WOW! (an international mural festival) for the 5th consecutive year. We are proud to support this organization that beautifies our city and cultivates community pride. Through this partnership, we now have nearly 100 murals landscaping our city.

Our holiday season kicks off with our annual Christmas Tree Lighting which is also organized by the LBCVB. This magical event is hosted in early December and includes an evening of festivities for the entire family. This event has grown from 400 people in our inaugural year to 5000 people last year.

Long Beach Convention & Entertainment Center

The City has fostered convention business by expanding convention facilities and encouraging private sector participation. Trade shows, conventions, concerts, athletic competitions, and other events are held regularly at the Long Beach Convention & Entertainment Center (The Center), which was enlarged in 1994 to accommodate 318,000 square feet of exhibit space.

Over the past several years, the Convention Center has received monies to renovate and reposition the facility. This has helped to put Long Beach at the forefront of innovation with a new modern campus using the prestigious TED conference as a design model. This new styling, using furniture and lighting, has created an environment that encourages conventioners to network and collaborate, which is what conventions and associations are trying to achieve today with their meetings. The Center has been hailed by the meetings media as “The Convention Center of the Future.”

Long Beach was recently recognized in Convene magazine, the official magazine of PCMA (the largest professional association of meeting planners), for being ahead of the trends in meetings and events. They recently published a year-long study on the “5 Future Trends of Meetings” and wrote a 13-page “white paper” (see attached) which shined a spotlight on The Center for embracing and providing facilities that fulfill the trends they “uncovered” in this study.

The concept of “turnkey” spaces has resulted in a surge of new business for The Center, including groups that could not use Long Beach before the addition of the larger spaces including the Pacific Ballroom, Terrace Plaza, and the Cove. The repositioning is helping Long Beach to become more competitive as it contends with similarly sized convention centers in cities such as Portland, San Jose, Denver, and Phoenix. Long Beach has also been successful in pulling groups from much larger centers such as Los Angeles, Anaheim, and San Diego.

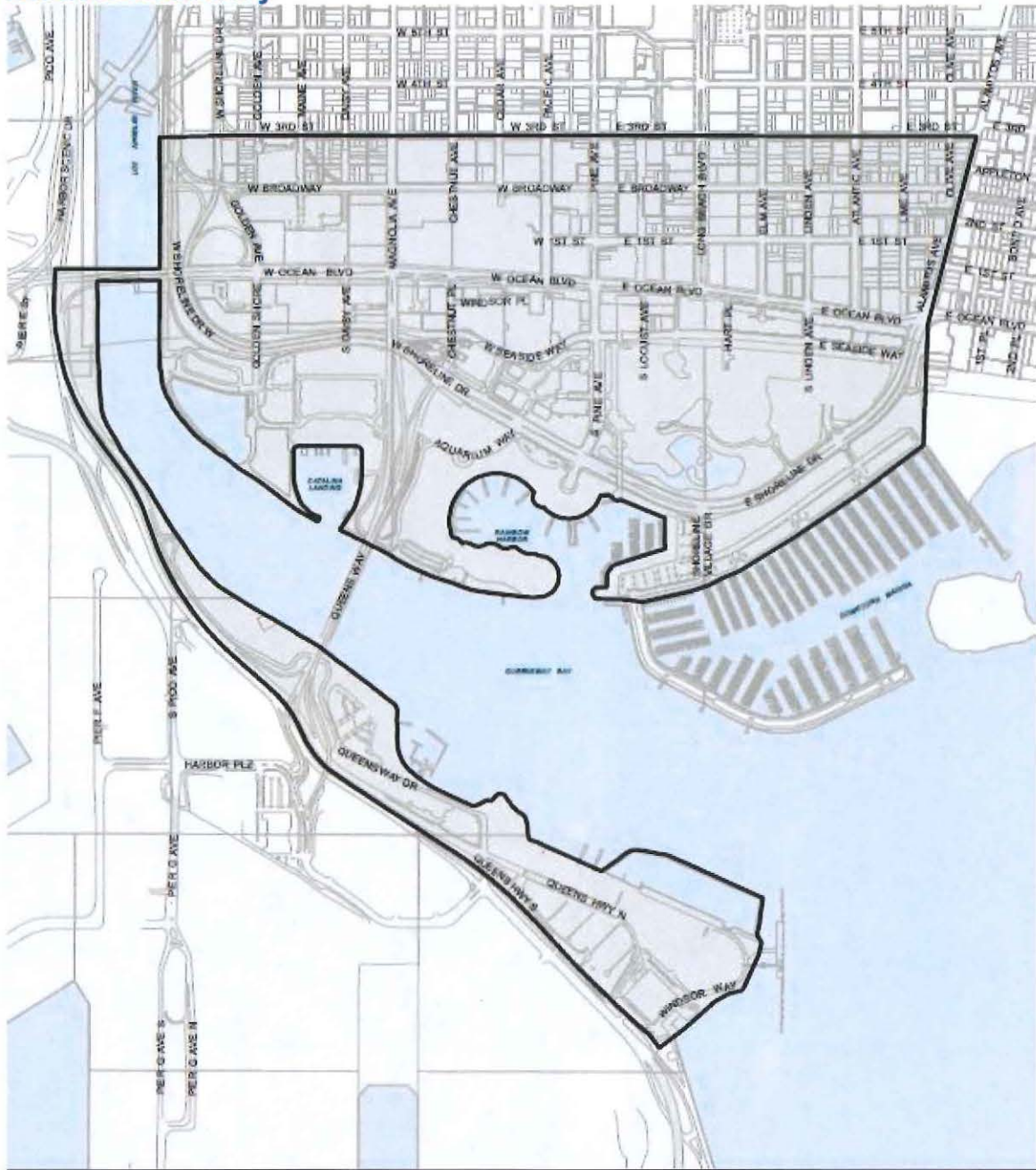
Keeping with that trend, the pictures on the following pages feature our newest space being activated at the Convention Center adjacent to Bogart & Company. We commissioned POW! WOW! painter, Esau, to complete a mural for us in what used to be a non-descript corridor leading to the Exhibit Halls. We now have two POW! WOW! paintings that can be viewed from the Beverly O’Neill Theater which adds to the theater ambiance as well as the transit spaces.

Both the Long Beach Convention Center and Long Beach Convention & Visitors Bureau won the Stella Award for the third consecutive year. The Center won the “gold” award and the LBCVB won the “silver” award, both for the “Best in the West” title. Long Beach beat out San Diego, Los Angeles, Anaheim, and San Francisco, etc. This award is presented by Successful Meetings and Meetings and Conventions magazines, two of the top industry trade publications. The winners were nominated and voted on by professional meeting planners. These awards will be made public in November via these publications.

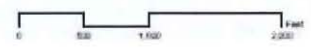




District Boundary



City of Long Beach
Long Beach Tourism - Downtown
Parking & Business Improvement Areas (PBIA)
 As of March 2016



City of Long Beach Department of Technology & Innovation 300 400 Districts Tourism Downtown.mxd 3/2016

District Advisory Board

Imran Ahmed – Chairman and Executive Committee Member - General Manager – Marriott Long Beach
Larry Black – Vice Chair & Executive Committee Member – Owner, Varden Hotel
Bill Collier – Executive Committee Member – Golden Shore RV Park
Larry Jackson – Executive Committee Member - Secretary
John Jenkins – Executive Committee Member – COO, Eagle Hospitality, REIT Urban Commons LLC
Mooyon Kim – Executive Committee Member - General Manager – Holiday Inn LB Airport
Jane Netherton – Executive Committee Member - Chief Financial Officer
Bill Rouse – Executive Committee Member – General Manager – Long Beach Yellow Cab

Renato Alesiani – General Manager – Breakers Hotel
Terry Antonelli – CEO – Del L’Opera Restaurant Group
Jon Benson – General Manager – Hyatt Regency & Hyatt Centric
Greg Bombard – CEO/President – Catalina Express
Swietlana Cahill – General Manager – Hilton Long Beach
Marcelle Epley – President & CEO – Long Beach Community Foundation
Greg Guthrie – General Manager – Hotel Maya a Double Tree by Hilton
Todd Lemmis – Founding Partner – Pacific6 Enterprises
Mac McCann – General Manager – Residence Inn by Marriott
Silvano Merlo – General Manager – Courtyard LB Downtown
Jim Michaelian – President & CEO – Grand Prix Association of Long Beach
Wilkin Mes – Director, Cruise Terminal/Commercial Operations Carnival
John Morris – General Manager – Boathouse on the Bay
Ron Nelson – Executive Director – Long Beach Museum of Art
Dennis Patel – Owner – Travelodge Convention Center
Hitu Patel – Owner – Roadway Inn & Best Western
Courtney Russell – General Manager – Long Beach Residence Inn
Pam Ryan – General Manager – Renaissance Long Beach
Dr. Jerry Schubel – President & CEO – Aquarium of the Pacific
John Thomas – Audit Committee Member – Art Deco Dimensions
John Thompson – General Manager – Westin Long Beach

District Personnel

Steve Goodling – President & CEO
Joseph Jenci – Senior VP Sales/Services
Kenya Stamps – Associate Vice President Sales
Barbi Ajemian, CMP – Vice President, Convention Services
Jeff Forney – VP of Marketing/Membership & Special Projects
Loren Simpson – Director of Digital Communications
Bob Maguglin – Director of Public Relations
Cindy Robbins – Controller

ASSESSMENT

Methodology

2019 – 2020 The Long Beach Tourism assessment shall be levied on all hotel businesses, existing and future, with greater than thirty (30) rooms, within the area based upon three percent (3%) of the gross short term room rental revenue. The assessment will be collected monthly, based on three percent (3%) of the gross short term room rental revenues for the previous month. New hotel businesses within the boundaries will not be exempt from the levy assessment pursuant to Section 36531 (of the California Streets and Highways Code).

Proposed Changes

There are no proposed changes to the method and basis of levying the assessment.

CPI Adjustments

A Consumer Price Index Adjustment is not being requested at this time.

BUDGET

Projected Budget

PBIA

Long Beach Area Convention & Visitors Bureau
Budget 19/20 vs Forecast June 18/19

Revenue

PBIA funds are budgeted \$75,000 over prior year due to the opening of the StayBridge Suites at Holiday Inn.

Expenses

Personnel is budgeted \$60,000 over current year. This represents a 3% salary increase for staff.

Fam Tours are budget \$13,000 under prior as we budgeted an additional fam this year that didn't materialize.

Trade & Consumer Advertising is budgeted \$226,000 over prior year as monies were reallocated from TOT.

Travel and Entertainment is budgeted \$22,000 over current budget as more monies have been allocated next year for site visits and a Northern California Mission.

Support Marketing is budgeted \$80,000 over current year. The amounts needed in the current year for Convention Center promo funds did not materialize but based on the current booking schedule we do expect the promo fund needs will increase slightly

	<i>PBIA</i>			Variance
		2019/2020	2018/2019	to prior
Revenue		Budget	June Forecast	Budget
PBIA		5,925,679	5,850,679	75,000
Total Revenues		5,925,679	5,850,679	75,000
Expenses				
Personnel		2,165,946	2,105,142	60,804
Fam Tours		85,000	98,358	(13,358)
Trade Shows		12,000	12,000	-
Conv/Meeting & Leisure Travel				
Advertising & Public Relations		2,170,427	1,944,517	225,910
Gifts		0		-
Special Projects		165,000	175,000	(10,000)
Travel & Entertainment Out of Town		459,506	448,597	10,909
Travel & Entertainment In Town		164,100	152,948	11,152
Support Marketing		703,700	623,700	80,000
Total Expenses		5,925,679	5,560,262	365,417
Net Change to Assets		0	290,417	-290,417

Surplus or Deficit Carryover

No business improvement area assessment revenues will be carried over from the previous fiscal year.

Contributions from Other Sources

Long Beach Area Convention & Visitors Bureau
Budget 19/20 vs Forecast June 18/19
TOTAL

Revenue

The contract with the City will be increased by \$100,000.

PBIA funds are budgeted \$75,000 over prior year due to the opening of the StayBridge Suites at Holiday Inn.

Expenses

Personnel is budgeted \$190,000 over current year. This represents a 3% salary increase for staff of approximately \$110,000. In addition, we added an extra sales position.

Fam Tours are budget \$12,000 under prior as we budgeted an additional fam this year that didn't materialize.

Trade Shows are budgeted \$32,000 under prior year as we were able to take advantage of some early bird specials for next year.

Trade & Consumer Advertising is budgeted \$152,000 over prior year due to increased leisure travel spending in Los Angeles Magazine and content on the website.

Travel and Entertainment is budgeted \$25,000 over current year as we have deployed more salespeople to remote markets and have planned more for a Northern California Mission.

Support Marketing is budgeted \$51,000 over current year. The amounts needed in the current year for Convention Center promo funds did not materialize but based on the current booking schedule we do expect the promo fund needs will increase slightly

	TOTAL		Variance
	2019/2020	2018/2019	to prior
Revenue	Budget	June Forecast	Forecast
City Funds	5,058,676	4,958,676	100,000
Memberships	300,000	299,466	534
Airport Marketing	130,000	127,000	3,000
Digital Adv Boards	65,000	55,875	9,125
PBIA	5,925,679	5,850,679	75,000
Interest Income	0	7	(7)
Concierge Desk/Visitor Centers	7,000	7,000	-
Total Revenues	11,486,355	11,298,703	187,652
Expenses			
Personnel	5,142,610	4,952,367	190,243
		0	
Fam Tours	254,000	266,521	(12,521)
Trade Shows	299,980	332,266	(32,286)
Conv/Meeting & Leisure Travel			
Advertising & Public Relations	2,436,446	2,283,753	152,693
Gifts	100,000	98,645	1,355
Special Projects	352,000	352,000	-
Travel & Entertainment Out of Town	592,006	576,851	15,155
Travel & Entertainment In Town	445,700	436,134	9,566
		0	
Support Marketing	874,800	823,546	51,254
		0	
Visitor Centers	55,000	56,892	(1,892)
		0	
Administrative Expenses	933,813	940,528	(6,715)
Allocated Reserve	0	179,200	(179,200)
Total Expenses	11,486,355	11,298,703	187,652
Net Change to Assets	0	-	-

Long Beach Area Convention & Visitors Bureau
Budget 19/20 vs Forecast June 18/19
TOT

Revenue

The contract with the City will be increased by \$100,000.

Expenses

Personnel is budgeted \$129,000 over current year. This represents a 3% salary increase for staff of approximately \$50,000. In addition, we added an extra sales position.

Trade Shows are budgeted \$32,000 under prior year as we were able to take advantage of some early bird specials for next year.

Trade & Consumer Advertising is budgeted \$73,000 under prior year as monies were reallocated to the PBIA line items.

Support Marketing is budgeted \$28,000 under current year due to the reduced need for additional research that was conducted this year.

TOT

	2019/2020 Budget	2018/2019 June Forecast	Variance to prior Budget
Revenue			
City Funds	5,058,676	4,958,676	100,000
Memberships	300,000	299,466	534
Airport Marketing	130,000	127,000	3,000
Digital Adv Boards	65,000	55,875	9,125
Interest Income	0	7	(7)
Concierge Desk/Visitor Centers	7,000	7,000	-
Total Revenues	5,560,676	5,448,024	112,652
Expenses			
Personnel	2,976,664	2,847,225	129,439
Fam Tours	169,000	168,163	837
Trade Shows	287,980	320,266	(32,286)
Conv/Meeting & Leisure Travel			
Advertising & Public Relations	266,019	339,236	(73,217)
Gifts	100,000	98,645	1,355
Special Projects	187,000	177,000	10,000
Travel & Entertainment Out of Town	132,500	128,254	4,246
Travel & Entertainment In Town	281,600	283,186	(1,586)
Support Marketing	171,100	199,846	(28,746)
Visitor Centers	55,000	56,892	(1,892)
Administrative Expenses	933,813	940,528	(6,715)
Allocated Reserve		179,200	
Total Expenses	5,560,676	5,738,441	(177,765)
Net Change to Assets	0	-290,417	290,417

Long Beach Tourism Business Improvement Area Program

2019 – 2020 Program

Program Area 1 - Sales

Trade Shows

For fiscal 2019/2020, the sales department is scheduled to participate in 26 targeted trade shows and industry events in both the local and national markets. For fiscal 2018/2019, we will have attended 24 shows and events by year end. This coming year we will continue our larger presence at IMEX due to the size and scope of the show. We have also added Cvent Connect, E-Sports, Destination Showcase and Destination Celebration based on attendance of planners at these newer shows. We have evaluated the ROI and popularity with planners and made the decision to eliminate Springtime in the Park, Connect and a couple other smaller shows. All of the major trade shows in the 2019/2020 fiscal year will take place on the West Coast and the majority in Las Vegas. This will help with the expenses due to the cost of airfare and hotel accommodations.

Partnerships

We will continue our preferred partnership agreements with Helms Briscoe, Conference Direct, and Maritz/Experient, allowing us to attend their annual conferences and additional industry events. With clients continued use of third parties for sourcing, we will ensure the city is represented in this important sector.

Sales Missions

Given the success of our sales missions and the importance of bringing the community to our clients, we have budgeted for four sales missions to include: Washington DC, Chicago, Colorado and San Francisco this year, along with the Southern CA client luncheon event in Orange County. We will continue to have Amy Blackman as a guest speaker at the Orange County Luncheon and the San Francisco, Colorado and Chicago Missions. This will complete the future trends presentation to our top three feeder markets and one emerging market.

Hosted Fams

For 2020, we will once again host clients for the Acura Grand Prix of Long Beach Fam. The ability to bring almost 100 planners and their guests to the city and demonstrate its ability to conduct large events such as this is tremendous exposure. We will continue to develop events locally in Long Beach for the Southern California planners and open them up to a national audience when appropriate.

Sales Deployment

For 2019/2020 we have re-deployed our Southern California market segment to include two in-house sellers responsible for uncovering new single hotel business/bookings. Additionally, there will be increased sales coverage in the DC metro area covering our number two feeder market. Lastly, we have deployed a Senior Sales Director against the Colorado market which is a preferred location in the West for Third Parties, Associations and Corporate Headquarters.

Long Beach Convention & Visitors Bureau Trade Show and Sales Mission Calendar Fiscal 2019/2020				
Event	DATES	LOCATION	CVB Stakeholder(s)	HOTEL PARTICIPATION
	October 2019			
Denver Trade Mission Luncheon	TBD	Cherry Creek, CO	Jenn, Kenya	Non-Participation Event
OC Trade Mission Luncheon	October 10, 2019	Costa Mesa	Susan, Heather, Megan, Kenya	Non-Participation Event
CVB Reps	TBD	TBD	Anne	Non-Participation Event
	November 2019			
Northern CA Sales Mission	Nov TBD	San Francisco, CA	Marykay, Joseph	Participating Event
Chicago Sales Mission	Nov 11-15	Chicago, IL	Tammy, Joseph	Participating Event
	December 2019			
IAEE	Dec 3-5	Las Vegas, NV	Kenya (with Kandy)	Non-Participation Event
CVB Rep	TBD	TBD	Anne	Non-Participation Event
CVB Rep	TBD	Washington DC	Art, James, Troy, Larry	Non-Participation Event
CalSAE Seasonal Spectacular	Dec 16-17	Sacramento, CA	Marykay (with John)	Participating Event
Connect DC	Dec 16-17	Washington DC	Art, Troy	Non-Participation Event
Holiday Showcase	Dec 19	Chicago, IL	Tammy	Participating Event
	January 2020			
PCMA	Jan 5-8	San Francisco, CA	Joseph, Larry, James, Marykay	Non-Participation Event
IPEC (included in ad buy)	Jan 26-29	St Pete Beach, FL		Non-Participation Event
Southwest Showcase	Jan 29	Austin, TX	Mary Jane	Non-Participation Event
	February 2020			

Destination Showcase	Feb 5	Washington DC	Larry, Art, James, Troy, Joseph	Non-Participation Event
	March 2020			
CVB Rep	TBD	TBD	Anne	Non-Participation Event
Experient Envision		Los Angeles, CA	James, Tammy	Non-Participation Event
MPI NCC	March 24	San Francisco, CA	Marykay	Participating Event
	April 2020			
Destination California	TBD	TBD	Susan	Non-Participation Event
Destination Celebration	TBD	Minneapolis	Jenn	Non-Participation Event
CalSAE - Elevate	Apr 27-29	Santa Rosa, CA	MaryKay	Non-Participation Event
	May 2020			
Conference Direct Annual Partner Meeting	May 3-7	Las Vegas, NV	Joseph, Anne	Non-Participation Event
HelmsBriscoe Annual Business Conference	May 19-21	Las Vegas, NV	Susan, Kenya	Non-Participation Event
Destinations West	May 19-21	Colorado Springs, CO	Jenn	Non-Participation Event
	June 2020			
CVB Rep	TBD	TBD	Anne	Non-Participation Event
Cvent Connect	June 15-18	Las Vegas, NV	Mary Jane, Anne	Non-Participation Event
E-Sports	June 26	Arlington, TX	Heather	Non-Participation Event
DC Sales Mission	TBD	Washington, DC, Virginia	Art, Troy, James, Larry, Joseph	Participating Event
	July 2020			
Destinations International (DMAI)	TBD	TBD	Steve, Joseph, Kenya	Non-Participation Event
	August 2020			
ASAE	Aug 8-11	Las Vegas, NV	Tammy, James, Troy, Art	Non-Participation Event
	September 2020			
IMEX	Sept 14-17	Las Vegas, NV	James, MaryJane, Joseph, Marykay	Non-Participation Event

Program Area 2 – PR/Marketing Plan Overview

As for Marketing, Long Beach will be in eight key convention & meeting publications with over 2.1 million impressions. Also, Long Beach will be in five key consumer publications with over 16 million impressions

In addition, Social Media has grown solidly year-over-year. For Facebook, Twitter and Instagram, we've seen an increase of over 70% across our leisure handle (@visitLB) and our convention center handle (@LBconventionctr). More investment and time are being made for these channels. In terms of our website, organic traffic is up 85%, organic search 61% and over all site visits are up 57% over last year. Sessions to blogs, curated for the leisure traveler are up 406% over last year.

Furthermore, our retained Public Relations firm, DCI, has produced well for Long Beach this year with great placements both digitally and in print, including a recent placement in the New York Times. Overall, they helped secure 382 placements, resulting in over 5 million impressions for a circulation of over 44.1 million.