

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
333 West Ocean Boulevard, 11th Floor  
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1 RESOLUTION NO. RES-14-0091

2  
3 A RESOLUTION OF THE CITY COUNCIL OF THE  
4 CITY OF LONG BEACH CONFIRMING, FOLLOWING  
5 HEARING, AN ANNUAL REPORT OF THE LONG BEACH  
6 TOURISM BUSINESS IMPROVEMENT AREA, CONTINUING  
7 THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN  
8 SAID REPORT AND SETTING FORTH OTHER RELATED  
9 MATTERS

10  
11 WHEREAS, pursuant to Section 36533 of the California Streets and  
12 Highways Code, the Long Beach Tourism Business Improvement Area Advisory Board  
13 has caused a Report to be prepared for October 1, 2014 through September 30, 2015  
14 relating to the Long Beach Tourism Business Improvement Area ("LBTBIA"); and

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

17 WHEREAS, on October 14, 2014 at 5:00 p.m., the City Council conducted a  
18 public hearing relating to that Report in accordance with its Resolution of Intention No.  
19 RES-14-0081, adopted September 9, 2014, at which public hearing all interested persons  
20 were afforded a full opportunity to appear and be heard on all matters relating to the  
21 Report; and

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

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

27 Section 1. A public hearing having been conducted on October 14, 2014  
28 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be

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1 heard, the City Council hereby confirms the Report of the Long Beach Tourism Business  
2 Improvement Area, previously filed and approved by Resolution No. RES-14-0081,  
3 adopted September 9, 2014, as originally filed, and declares that this resolution shall  
4 constitute the levy of the Assessment referred to in the Report for October 1, 2014  
5 through September 30, 2015 as more specifically set forth in Exhibit "A".

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

8 I hereby certify that the foregoing resolution was adopted by the City  
9 Council of the City of Long Beach at its meeting of October 14, 2014,  
10 by the following vote:

11 Ayes: Councilmembers: Gonzalez, Lowenthal, Price,  
12 Mungo, Uranga, Austin,  
13 Richardson.

14  
15 Noes: Councilmembers: None.

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17 Absent: Councilmembers: O'Donnell, Andrews.

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21 \_\_\_\_\_  
22 City Clerk

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# LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT

October 1, 2014—September 30, 2015

## EXECUTIVE SUMMARY

- Long Beach has experienced continued growth in year to date RevPar (Revenue Per Available Room; occupancy x average room rate) with a 3% increase over prior year. We expect to see continued growth with Conventions up 15% over prior year from August through December of 2014.
- The CVB Sales staff participated in 29 national tradeshows in several markets across the country.
- The CVB Sales staff participated in 4 major Sales Missions in key feeder markets with General Manager's and Directors of Sales from the Long Beach Convention Center and hotel community.
- The CVB Sales staff conducted 5 Client Familiarizations Trips to increase Long Beach exposure to new and existing customers.
- The CVB placed 52 advertisements in the 13 top meeting trade publications with a print circulation of 370,000 professional meeting planners and over 2 million total media impressions.
- The CVB embarked on a "first-ever" joint partnership with our major attractions for a social media marketing campaign to raise awareness of Long Beach as a tourism destination and to boost overnight leisure travel vacations, resulting in more than 7.6 million social media impressions.

### **SALES OVERVIEW:**

LBTBIA funding has also assisted the CVB's Sales Department in their efforts to bring quality meeting and convention groups to Long Beach. During the 2013/2014 fiscal year, the CVB sales team participated in the following events aimed at professional Meeting Planners & Executive Directors:

- **29 Trade Shows**
- **4 Sales Missions (CVB joined by Convention Center & hotel leadership and sales staff)**
- **5 Long Beach Familiarization Trips**

### **Sales Missions:**

- **Washington DC Sales Mission:** CVB Sales staff led a contingent of 12 Long Beach Hospitality Partners which included General Managers and Directors of Sales from the

Convention Center & Hotel's. The mission was 5 days and during that time we conducted 24 individual sales calls, hosted 7 customer events and had over 300 total customer contacts. As a result, we have booked 3 citywide conventions thus far, worth a combined estimate of \$5.3 M and over 15,000 room nights in our hotels for Long Beach.

- **Chicago Sales Mission:** This mission will take place over 3 days in November 2014, where CVB staff will be joined by Convention Center & Hotel Sales Representatives. We have confirmed 12 individual sales calls and will be hosting 5 customer events.

### **Client Familiarization Trips:**

“FAM Trips” are a primary tool in selling meeting planners on the features and benefits of booking their conventions in our city. In 2013/2014, we hosted 5 Client FAM trips for the Toyota Grand Prix, National Red Bull Flugtag, the Asics World Series of Beach Volleyball, the Pacific Ballroom Sky Transformation event, and the Health Professionals Network in September. Of these events, the Grand Prix is our most important client FAM.

- **Grand Prix FAM:** The CVB hosted over 60 clients and guests representing a combined potential of 56,000 room nights and \$52 million overall economic impact. As of June 2014, we have generated 6 specific leads for a total of 42,710 room nights and approximately \$40 million in EEI. Over the past two years, the Grand Prix FAM has helped bring 7 new events to Long Beach, bringing the city approximately \$500,000 in TOT to the city.

### **MARKETING/ADVERTISING OVERVIEW:**

#### **Meeting Trade Advertising**

(Readers are primarily professional meeting planners)

In the Meetings Trade Market the CVB was able to continue its advertising and promotional efforts to include a wide range of publications to improve reader awareness of Long Beach, although with five fewer publications and less ad frequency.

#### **Trade Publication Synopsis:**

- **12 Top Trade Publications**
- **370,000 Total Circulation**
- **52 Advertisements**
- **Over 2,000,000 Total Minimum Impressions**

#### **Trade Publications for 2013/2014:**

**Meeting & Conventions:** Circulation: 50,000

**Successful Meetings:** Circulation: 50,000

**Corporate Incentive Travel:** Circulation: 40,002

**Convene:** Circulation: 35,000

**Black Meetings & Tourism:** Circulation: 28,000

**Association Meetings:** Circulation 20,302  
**Association Convention Facilities:** Circulation 20,000  
**Corporate Meetings & Incentives:** Circulation 32,287  
**Long Beach Business Journal:** Circulation: 35,000  
**USAE:** Circulation: 7,000  
**HSMAI:** Circulation: 7,000  
**BizBash Magazine:** Circulation: 65,000

**Consumer Advertising:**  
(Readers are primarily pleasure and business travelers)

**California Visitors Guide:** Circulation: 500,000

## **DIGITAL MARKETING OVERVIEW**

The CVB coordinated a “first-of-its-kind” social marketing campaign, bringing together dozens of our Long Beach hospitality partners in a combined social media outreach. Titled “Beach With Benefits,” this is the first time all of the major tourism entities in Long Beach have combined their marketing efforts in a collective campaign.

### **Major partners included:**

- LBCVB
- Queen Mary
- Aquarium of the Pacific
- Long Beach Airport
- JetBlue.

Additional partners included our hotels, restaurants, museums and attractions.

Collectively, this marketing partnership had a social media reach of:

- 1 million Facebook users
- 34,550 Twitter followers
- 1.2 million email contacts.

Six major online sweepstakes contests targeted JetBlue’s major cities with direct flights to Long Beach:

- Anchorage
- Seattle/Portland
- San Francisco/Oakland
- Las Vegas
- Salt Lake City
- Austin

A seventh contest was open to anyone, including local residents. Each contest featured a VIP 3-night stay in Long Beach, including round trip airfare for two, first-class accommodations in one of our participating hotels, attraction tickets that included one-of-a-kind behind the scenes opportunities and fine dining in our top restaurants.

Currently at its midway point, the campaign has been resoundingly successful. Phase 1 results:

- 7,651,894 total media impressions
  - 4,600,000 LBCVB social (Facebook & Twitter)
  - 1,690,894 partner social (Facebook, Twitter & Instagram)
  - 1,361,000 Google impressions
  - 6,535 total sweepstakes entries
  - 3,156 new LBCVB fans/followers

Phase two, which uses weekly contests and social media outreach has resulted in:

- 1058 new LBCVB fans/followers
- 5,200 media interactons
- 3,000 unique visitors

Weekly contest results:

- 54,424 people reached
- 6% engagement
- 715 participants
- 1.5 million social media impressions

**NATIONAL AWARDS WON BY THE LONG BEACH CVB**  
2013/2014

- Pinnacle Award  
Successful Meetings Magazine (10 consecutive wins)
- Gold Service Award & Elite Hall of Fame Member  
M & C Magazine (18<sup>th</sup> consecutive win—inducted Elite Hall of Fame 2007)
- Distinctive Achievement Award  
Association Conventions & Facilities Magazine (7<sup>th</sup> consecutive win)
- Award of Excellence  
Corporate and Incentive Travel Magazine (8<sup>th</sup> consecutive win)
- World Class Award  
Insurance & Financial Meetings Magazine (7<sup>th</sup> consecutive win)
- Ops & Tech Award (Pacific Ballroom at the Long Beach Arena)  
Venues Today Magazine (1<sup>st</sup> win)

## **FISCAL YEAR 2014/2015 BUDGET**

For 2014/2015, the Long Beach Convention & Visitors Bureau Sales and Marketing staff will continue our proven successful programs—exploring sales, marketing and advertising opportunities in the meetings and conventions marketplace. We will continue to expand and increase the reach of our social media marketing efforts to increase the online presence of Long Beach

LBTBIA

	2013/2014 Budget	2013/2014 Forecast	2014/2015 Budget
Revenue			
PBIA	3,863,000	4,157,786	4,240,950
<b>Total Revenues</b>	<b>3,863,000</b>	<b>4,157,786</b>	<b>4,240,950</b>
Expenses			
Personnel	2,165,451	2,139,522	2,080,772
Fam Tours	20,000	24,766	25,000
Trade Shows	12,000	9,750	9,750
Media /Advertising	833,000	853,346	778,132
Special Projects	75,000	199,174	512,000
Travel & Entertainment Out of Town	273,549	203,189	260,296
Travel & Entertainment In Town	109,000	96,917	108,000
Support Marketing	375,000	387,000	427,000
Allocated Reserves			40,000
<b>Total Expenses</b>	<b>3,863,000</b>	<b>3,913,664</b>	<b>4,240,950</b>
<b>Net Change to Assets</b>	<b>-</b>	<b>244,122</b>	<b>0</b>