

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

1 RESOLUTION NO. RES-17-0098

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH APPROVING AN ANNUAL REPORT
5 FOR OCTOBER 1, 2017 TO SEPTEMBER 30, 2018 FOR THE
6 LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA
7 ("LBTBIA") AND DECLARING ITS INTENTION TO LEVY THE
8 ANNUAL ASSESSMENT FOR THAT FISCAL YEAR
9

10 WHEREAS, pursuant to Section 36533 of the California Streets and
11 Highways Code, the Board of Directors of the Long Beach Area Convention and Visitors
12 Bureau has caused a Report to be prepared for October 1, 2017 to September 30, 2018
13 relating to the Long Beach Tourism Business Improvement Area ("LBTBIA") which is
14 located generally in the Airport District and the Downtown District, which is specifically
15 described in the Report; and

16 WHEREAS, said Report contains, among other things, with respect to
17 October 1, 2017 to September 30, 2018 all matters required to be included by the above
18 cited Section 36533; and

19 WHEREAS, having approved such Report, the City Council hereby
20 declares its intention to:

21 A. Confirm levy of and direct collecting within the Area, assessments for
22 the LBTBIA for October 1, 2017 to September 30, 2018. Said assessments are proposed
23 to be levied on such classifications and at such rates as are set forth in Exhibit "A"
24 attached hereto and incorporated herein;

25 B. Provide that each business shall pay the assessment monthly, at the
26 same time the transient occupancy tax is due; and

27 WHEREAS, to this end, the proposed activities and improvements
28 undertaken by the Area include those generally specified in the establishing Ordinance

1 No. ORD-05-0018, as adopted by the City Council on July 5, 2005; and

2 WHEREAS, a copy of the Report is on file with the City Clerk and includes
3 a full description of the activities and improvements to be provided from October 1, 2017
4 to September 30, 2018, the boundaries of the area, and the proposed assessments to be
5 levied on the businesses that fiscal year and all other information required by law; and

6 WHEREAS, it is the desire of this City Council to fix a time and place for a
7 public hearing to be held in the City Council Chamber of the City of Long Beach on
8 October 24, 2017 at 5:00 p.m., regarding the Report, the levy and the proposed program
9 for October 1, 2017 to September 30, 2018;

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

12 Section 1. That certain Report entitled "Long Beach Tourism Business
13 Improvement Area Annual Report" for October 1, 2017 to September 30, 2018, as filed
14 with the City Clerk is hereby approved.

15 Section 2. On October 24, 2017 at 5:00 p.m., in City Council Chamber,
16 City Hall, 333 West Ocean Boulevard, Long Beach, California 90802, the City Council of
17 the City of Long Beach will conduct a public hearing on the levy of proposed
18 assessments for October 1, 2017 to September 30, 2018 for the LBTBIA. All concerned
19 persons are invited to attend and be heard, and oral or written protests may be made, in
20 accordance with the following procedures:

21 A. At the public hearing, the City Council shall hear and consider all
22 protests. A protest may be made orally or in writing by any interested person. Any
23 protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and
24 shall clearly set forth the irregularity or defect to which the objection is made.

25 B. Every written protest shall be filed with the City Clerk at or before the
26 time fixed for the public hearing. The City Council may waive any irregularity in the form
27 or content of any written protest and at the public hearing may correct minor defects in the
28 proceedings. A written protest may be withdrawn in writing at any time before the

1 conclusion of the public hearing.

2 C. Each written protest shall contain a description of the business in
3 which the person subscribing the protest is interested sufficient to identify the business
4 and, if a person subscribing is not shown on the official records of the City as the owner of
5 the business, the protest shall contain or be accompanied by written evidence that the
6 person subscribing is the owner of the business. A written protest which does not comply
7 with this section shall not be counted in determining a majority protest.

8 D. Testimony is also invited relating to any perceived irregularities in or
9 protests to previous years' proceedings/assessments.

10 Section 3. The City Clerk shall give notice of the public hearing called for
11 in Section 2 by causing this Resolution of Intention to be published once in a newspaper
12 of general circulation in the City not less than seven days before the public hearing.

13 Section 4. This resolution shall take effect immediately upon its adoption
14 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

15 ///

16 ///

17 ///

18 ///

19 ///

20 ///

21 ///

22 ///

23 ///

24 ///

25 ///

26 ///

27 ///

28 ///

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of September 19, 2017, by the following vote:

Ayes: Councilmembers: Gonzalez, Pearce, Price,
Supernaw, Mungo, Andrews,
Uranga, Austin, Richardson.

Noes: Councilmembers: None.

Absent: Councilmembers: None.

M. DeGallera
City Clerk

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Lona Beach, CA 90802-4664

LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT

October 1, 2017—September 30, 2018

EXECUTIVE SUMMARY

- Long Beach has experienced continued growth in RevPar (Revenue per Available Room; occupancy x average room rate) over the previous year, with an 7.4% increase from January to June 2017.
- The CVB Sales staff participated in 23 national tradeshows in several markets across the country.
- The CVB Sales staff participated in 3 major Sales Missions in key feeder markets with General Managers and Directors of Sales from Long Beach hotels and the Long Beach Convention Center.
- The CVB Sales staff conducted 3 major Client Familiarizations Trips to increase Long Beach exposure to new and existing customers.
- The CVB placed 58 advertisements in the 8 top meeting trade publications with a print circulation of 314,000 professional meeting planners and over 1.5 million total media impressions.
- The CVB placed 54 digital advertisements with 8 major trade publications. Total minimum impressions of 159,000 (based on open rates)
- The CVB also partnered with the Aquarium and the Queen Mary on a two page spread in three of the most popular consumer publications in the region. The ads ran in the California Visitors Guide, Sunset Magazine, Westways Magazine and Highroads Magazine. Advertising was also done in the Gazette Newspaper. Total combined circulation was 5,700,000 with over 20 million in impressions.
- The CVB continued to expand on the 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 a potential 51.2 million social media reach.
- The CVB also continued it's meeting planner focused social media efforts that continue to be expanded with digital advertising support on Twitter, Facebook & LinkedIn. To date our meetings and convention center channels have grown greatly at a growth percentage of 101.74%.
- Social media combines with PR efforts have resulted in securing 153 placements: 186,321,030 in circulation/impressions, which garnered an advertising equivalency of \$1,011,203.

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 2016/2017 fiscal year, the CVB sales team participated in the following events aimed at professional Meeting Planners & Executive Directors:

- 23 Trade Shows
- 3 Sales Missions (CVB joined by Convention Center & hotel leadership and sales staff)
- 3 Major Long Beach Familiarization Trips

Sales Missions:

- **Washington DC Sales Mission:** CVB Sales staff led a large contingent of Long Beach Hospitality Partners which included General Managers and Directors of Sales from the Convention Center & Long Beach hotels. The mission was 5 days and during that time we conducted 18 individual sales calls, hosted 7 customer events with over 312 total clients and guests. This sales mission generated 15 new RFPs representing 72,369 room nights, an estimated economic impact of \$19,840,000 and \$2,196,441 TOT revenue. Additionally 28,875 room nights were tracked that the DC Mission assisted in moving closer to a definite booking with \$10,935,250 in EEI and \$836,541 in TOT revenue.
- **Chicago Sales Mission:** This mission took place over 3 days where CVB staff was joined by Convention Center & hotel Sales Representatives, to host sales calls and customer events for Chicago area meeting planners. The CVB and partners met with nearly 120 clients with a potential of 21,000 room nights, estimated economic impact of \$15 million and estimated TOT of \$600,000.
- **San Francisco Sales Mission:** CVB Sales staff will be conducting a 2-day sales mission in San Francisco September 11-12. While statistics will be available post-event, we are planning both sales calls and hosted client events during this time for key clients in the San Francisco area.

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 2016/2017, we hosted client FAM Trips for the Toyota Grand Prix, and the Asics World Series of Beach Volleyball along with “The Cove” launch event. Of these events, the Grand Prix is our most important client FAM.

- **Grand Prix FAM:** The CVB hosted 85 clients and guests representing a combined potential of 97,000 room nights, \$86 million estimated economic impact, and \$2.4 million in TOT revenue. The Grand Prix continues to be a major showcase opportunity for the City, and is a critical Sales and Marketing tool for future convention business.
- **ASICS World Series of Beach Volleyball FAM:** This FAM occurred July 15-16 and hosted nearly 40 clients and guests mostly from the local market. The combined potential economic impact for these clients is \$6.5 million and \$283,000 in estimated TOT with estimated room nights of 11,000.
- **“The Cove” Launch Event-** The sales team hosted over 80 clients for “The Cove” launch event. This was a key event as it reinforced our key messaging of offering unique “turnkey” spaces that can be within the budgets of our clients.

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. We also expanded our presence in digital media.

Trade Publication Synopsis:

- 9 Top Trade Publications
- 314,000 Total Circulation
- 54 Advertisements
- Over 1.5 million Total Minimum Impressions

Trade Publications for 2016/2017:

- Meeting & Conventions: Circulation: 60,000
- Successful Meetings: Circulation: 55,000
- PCMA DC Newsletter: 700 circulation to high potential DC planners
- Convene: Circulation: 26,000
- Black Meetings & Tourism: Circulation: 28,000
- Long Beach Business Journal: Circulation: 28,000
- USAE: Circulation: 7,000
- BizBash Magazine: Circulation: 65,000
- Smart Meetings: Circulation: 44,000

Trade Digital Advertising

- 8 Top Trade Publications
- 159,000 Total Minimum Impressions (based on open rates)
- 54 advertisements

Digital Publications:

- Meeting News Group (Meeting News, Successful Meetings & M&C)
- USAE
- PCMA News Junkie
- PCMA DC Chapter News Letter
- BizBash
- Smart Meetings

Consumer Advertising:

(Readers are primarily pleasure and business travelers)

Consumer Publication Synopsis:

- 5 Top Consumer Publications
- Over 5,700,000 Total Circulation
- 17 Advertisements
- Over 20 million Total Minimum Impressions

Consumer Publications for 2016/2017:

- California Visitors Guide: Circulation: 500,000
- Westways Magazine: Circulation: 4,000,000
- Highroads Magazine: Circulation: 495,000
- Gazettes Newspaper: circulation: 67,000
- Sunset Magazine (SoCal): circulation: 325,000

DIGITAL MARKETING OVERVIEW

Along with continuing with its' "Beach with Benefits" social marketing campaign, bringing together dozens of our Long Beach hospitality partners in a combined social media outreach (including the use of UGC – user generated content- and a blog); the LBCVB uses social media platforms for a "three strike" program to market Long Beach to meetings and conventions attendees. 1. Working the event's meeting planner, CVB team uses the group's website and social media connections to sell Long Beach to potential attendees, helping to boost attendance at the conference. 2. CVB digital team uses social channels while the group is meeting in Long Beach, posting stories from the convention and promoting local sites and attractions. 3. After the meeting, CVB social posts photos and stories from the convention, showing non-attendees what they missed. Outside of meetings travelers, the Visit Long Beach handles are now

- Beach with Benefits
 - Our year-round Beach with Benefits program has also achieved successes in mentions, engagement surrounding travel to Long Beach through various campaigns targeted to the Leisure and Meetings/ Trade visitor.
 - Social Media events and campaigns feature seasonal themes
 - Special contests throughout the year maintain a high level of online social interest in Long Beach
- Latina Bloggers Media Fam
 - 1.3 Billion Total Potential Reach
 - 548 Hashtag Mentions of #ThisisLB #BeachwithBenefits
 - 10.1K Social Media Engagements
- Grand Prix Social Media Campaign
 - 1.2 Billion Total Potential Reach
 - 430 Hashtag Mentions of #TGPLB #ThisisLB #BeachwithBenefits
 - 28K Social Media Engagements
- Grand Prix Sales Fam Social Media Campaign
 - 962K Total Potential Reach
 - 261 Hashtag Mentions of #MeetinLBGP
 - 10.8K Social Media Engagements
- MPINCCACE Sales Fam Social Campaign
 - 373.3K Total Potential Reach
 - 128 Hashtag Mentions of #MeetinLB
 - 140 Social Media Engagements
- Re-purposing Use Generated Content (UGC)

- Creating new ways to showcase great content shared by our followers through video and cinematography.
- **CVB Blog**
 - This is Long Beach, features city events, attractions, nightlife and fun.
 - Last year, the website introduced nearly 540,000 potential travelers to Long Beach. Things to do and places to stay in the community, including local activities, businesses, and events received nearly 1.5 million impressions, and we sent more than 100,000 people from our website to other local businesses and organizations who partner with the CVB.
 - Year to date, the website has introduced more than 177,000 potential travelers to Long Beach. Things to do and places to stay in the community, including local activities, businesses, and events have gotten more than 450,000 impressions, and we've sent more than 30,000 people from our website to other local businesses and organizations who partner with the CVB.

NATIONAL AWARDS WON BY THE LONG BEACH CVB 2016/2017

- **Pinnacle Award**
Successful Meetings Magazine
(13 consecutive wins)
- **Gold Service Award & Elite Hall of Fame**
Meetings & Conventions Magazine
(20 consecutive wins/inducted into Elite Hall of Fame 2007)
- **Distinctive Achievement Award**
Association Conventions & Facilities Magazine
(9 consecutive wins)
- **Award of Excellence**
Corporate & Incentive Travel Magazine
(10 consecutive wins)
- **World Class Award**
Insurance & Financial Meetings Magazine
(10 consecutive wins)
- **Platinum Choice Award**
Smart Meetings Magazine
(2 wins—new award started this year)
- **Visit California Poppy Awards**
Visit California
2016 "Top 3 Finalist" Best Digital Campaign - Long Beach Convention & Visitors Bureau
- **BizBash Event Style Awards**
BizBash
2016 Finalist - Best New Venue for Meetings and Events - Terrace Theater Plaza

- **Special Events Gala Awards**
Special Events Magazine
(2017 Finalist - Best Use of Lighting)

All the above awards are presented for superior customer service and are voted on by professional meeting planners through blind selection, meaning they do not have a list of names from which to choose.

FISCAL YEAR 2017/2018 BUDGET

For 2017/2018, 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 in both the meetings and leisure travel markets.

LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA (LBTBIA) ASSESSMENT FORMULA 2017 – 2018

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).

8/15/2017

Long Beach Area Convention & Visitors Bureau
Budget 2017/2018
TOTAL

	2017/2018 Budget	16/17 Forecast May	Variance to Prior Year
Revenue			
City Funds	4,708,676	4,608,676	100,000
Memberships	300,000	300,000	0
Airport Marketing	132,000	132,000	0
Digital Adv Boards	65,000	60,875	4,125
PBIA	5,376,200	5,355,893	20,307
Interest Income	0	7	-7
Concierge Desk/Visitor Centers	7,000	7,000	0
Total Revenues	10,588,876	10,464,451	124,425
Expenses			
Personnel	4,719,013	4,661,315	57,698
Fam Tours	245,000	245,000	0
Trade Shows	261,900	250,906	10,994
Trade & Consumer Print Advertising	1,851,579	1,863,569	-11,990
Trade & Consumer Digital Advertising	664,200	664,172	28
Gifts	96,000	96,000	0
Special Projects	255,000	208,259	46,741
Travel & Entertainment Out of Town	531,360	519,841	11,519
Travel & Entertainment In Town	377,600	360,183	17,417
Support Marketing	630,260	571,291	58,969
Visitor Centers	48,000	48,000	0
Administrative Expenses	908,964	875,915	33,049
Allocated Reserve	0	100,000	-100,000
Total Expenses	10,588,876	10,464,451	124,425
Net Change to Assets	0	-	-