

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802-4664

1 tourism sales and development \$3,930,366 for each of the fiscal years ending
2 September 30, 2005, September 30, 2006 September 30, 2007, September
3 30, 2008, and September 30, 2009; \$3,815,366 for the fiscal year ending
4 September 30, 2010; \$3,428,676 for each of the fiscal years ending September
5 30, 2011, September 30, 2012, and September 30, 2013; \$3,728,676 for the
6 fiscal year ending September 30, 2014; \$3,928,676 for the fiscal year ending
7 September 30, 2015; \$4,278,676 for the fiscal year ending September 30,
8 2016; \$4,608,676 for the fiscal year ending September 30, 2017; \$4,708,676
9 for the fiscal year ending September 30, 2018; \$4,958,676 for the fiscal year
10 ending September 30, 2019; \$5,358,676 for the fiscal year ending September
11 30, 2020; \$4,608,676 for fiscal year ending September 30, 2021; and
12 \$5,508,676 for fiscal year ending September 30, 2022. City's liability for CVB's
13 approved convention and tourism sales and development programs shall not
14 exceed those amounts. Those amounts include the sums identified in Sections
15 17 and 18 hereof and are not additional thereto. The amount for the fiscal year
16 ending September 30, 2020 does not include the sum identified in Section 18
17 of Agreement No. 28164 because the City will not participate in the 2020
18 Tournament of Roses Parade. City reserves the right, at any time during the
19 term hereof, by notice from City's City Manager, to redefine the scope of
20 services within said amounts. By August 1 of each fiscal year during the term
21 hereof, City's City Manager shall notify CVB of the amount of anticipated
22 transient occupancy taxes to be appropriated by the City Council from the City's
23 Special Fund for convention and tourism sales and development programs for
24 the following fiscal year. No later than June 1 of each fiscal year during the
25 term hereof, CVB shall prepare and submit the marketing plan referred to in
26 Section 2(a) hereof based on the anticipated transient occupancy taxes to be
27 appropriated."

28 3. Except as expressly modified herein, all of the terms and conditions

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contained in Agreement No. 28164 are ratified and confirmed and shall remain in full force and effect.

IN WITNESS WHEREOF, the Parties have caused this document to be duly executed with all formalities required by law as of the date first stated above.

LONG BEACH AREA CONVENTION AND VISITORS BUREAU, INC., a California nonprofit corporation

9-19-22, 2022

By [Signature]
Name Steve Goodling
Title Pres/CEO

_____, 2022

By _____
Name _____
Title _____

"CVB"

CITY OF LONG BEACH, a municipal corporation

September 20, 2022

By [Signature]
City Manager

"City" EXECUTED PURSUANT TO SECTION 301 OF THE CITY CHARTER.

This Twenty-First Amendment to Agreement No. 28164 is approved as to form on September 19, 2022.

CHARLES PARKIN, City Attorney

By [Signature]
Marsha M. Yasuda, Deputy

2021-2022 Group & Pleasure Travel Advertising

Executive Summary

New budget includes expanded and/or additional activities funded by the Long Beach Recovery act totaling \$900,000.00 (see highlighted items on attached budget documents)

Our 2022 group and pleasure travel advertising budgets are fairly balanced in dollar allocation. However, because of our partnership with VisitCA, pleasure travel is receiving a very strong push due to the multiplier of the VisitCA COOP.

The message for pleasure travel will focus on the local "vibe" and all the unique Long Beach experiences that the city has to offer.

Group advertising will focus on promoting Long Beach as the best West Coast destination for your next meeting/convention location. Our turnkey spaces (two of which are outdoors), award winning service, Long Beach Live Hybrid event technology, 7 Change Actions w PCMA and Amy Blackman as well as our waterfront location will be part of the messaging.

I. Pleasure Travel Marketing

Building on the success of the summer campaign in 2021, we will again collaborate with VisitCA in their "What If" California Campaign for 2022. VisitCA has committed to a dollar for dollar cash match as well as added value and a match from their partner channels, close to tripling our buy.

The partnering channels that our ads will run on are TripAdvisor, YouTube, Adara and Facebook/Instagram.

A partner channel of interest is Adara. Adara is an ad network that focuses on the travel industry. By using data from hundreds of their partners, they identify travelers that are actively searching to book trips into the area. Once identified, they place our ad on the travelers search page as an option for their next vacation.

The focus will be on the hyper local and drive-in market, including Arizona and Nevada during the spring and summer months. We will be reaching an audience of people intending to travel to Southern California that include families, millennials and active adventurers.

The ad creative will have a focus on some of the following: Long Beach experiences, the 5 miles of white sandy beaches, on-the-water and next-to-the-water activities, all of the open spaces and attractions including the Aquarium of the Pacific, Queen Mary and whale watching to name a few. Our videos and social channels will focus on the local "vibe" and Long Beach experiences so that the end user gets a feel of what Long Beach has to offer from a local's point of view.

II. Group Marketing

With the continued increase in audiences receiving their data online, we are migrating more of our advertising to digital. However, PCMA's Convene and Northstar Media (M&C Magazine and Successful Meetings) publications are well respected and well read. We will continue to run print ads with them. We will be allocating 32% of our group marketing budget to print and the remainder will be spent on digital.

This year's emphasis will be on turnkey spaces, two of which are outside (The Cove and Terrace Plaza), as well as the many options available on the campus for meetings and conventions. We will focus on our Long Beach Live Hybrid/Blended opportunity, highlighting Innovation Specialist Amy

2021-2022 Group & Pleasure Travel Advertising

Blackmans 7 Change Actions study that was sponsored by PCMA as well as the continued promotion of the 5 future trends of meetings that Amy and PCMA created and used Long Beach as the model for.

Digitally, we will be doing direct outreach through third party planner sites such as CVENT and Conference Direct. We will be running banner ads as well as custom eblasts with Convene, USAE, Northstar and locally in the Long Beach Business Journal. We will also be running highly targeted ads on LinkedIn focusing on meeting planners in our feeder markets.

Currently, VisitCA is working on a nationwide COOP plan to market the state to meeting planners. This first of its kind COOP, will use the buying power that VisitCA has with its partners to increase visibility for Long Beach in top feeder markets. It will include client events in each city as well as advertising and editorial content distributed through PCMA and Northstar Media Group as well as through VisitCA's media partners. VisitCA is planning on spending \$4.5 million on the campaign.

We have had good success in the wedding market as of late and will continue running digital ads promoting all of our members to help fill the funnel for short-term business.

III. **Advocacy Marketing**

In order to keep residents, city staff and elected officials informed as to how important tourism is to the city, we will be placing print and digital ads with the Long Beach Post and the Gazette Newspapers. The messaging will focus on jobs created, the amount of funds generated and total investment in the city as a whole.

IV. **Custom Video Content**

We will be finished with over 100 member restaurant videos by the end of the year and will then focus on retail establishments as well as any new member restaurants that join the CVB. These videos provide the viewer a sense of what the establishment is about. The videos are posted on our YouTube channel, the members landing page on our website and shared through our social media channels. We will also provide the file to the member for their marketing use.

8/31/22

2021-2022 Pleasure Travel Marketing and Advocacy marketing

EXHIBIT C

Consumer DESCRIPTION	Dec-21	Nov-21	Oct-21	Sept-21	Aug-21	July-21	June-21	May-21	Apr-21	Mar-21	Feb-21	Jan-21	Dec-20	Nov-20	Oct-20	Sept-20	Aug-20	July-20	June-20	May-20	Apr-20	Mar-20	Feb-20	Jan-20	Dec-19	Nov-19	Oct-19	Sept-19	Aug-19	July-19	June-19	May-19	Apr-19	Mar-19	Feb-19	Jan-19	Dec-18	Nov-18	Oct-18	Sept-18	Aug-18	July-18	June-18	May-18	Apr-18	Mar-18	Feb-18	Jan-18	Dec-17	Nov-17	Oct-17	Sept-17	Aug-17	July-17	June-17	May-17	Apr-17	Mar-17	Feb-17	Jan-17	Dec-16	Nov-16	Oct-16	Sept-16	Aug-16	July-16	June-16	May-16	Apr-16	Mar-16	Feb-16	Jan-16	Dec-15	Nov-15	Oct-15	Sept-15	Aug-15	July-15	June-15	May-15	Apr-15	Mar-15	Feb-15	Jan-15	Dec-14	Nov-14	Oct-14	Sept-14	Aug-14	July-14	June-14	May-14	Apr-14	Mar-14	Feb-14	Jan-14	Dec-13	Nov-13	Oct-13	Sept-13	Aug-13	July-13	June-13	May-13	Apr-13	Mar-13	Feb-13	Jan-13	Dec-12	Nov-12	Oct-12	Sept-12	Aug-12	July-12	June-12	May-12	Apr-12	Mar-12	Feb-12	Jan-12	Dec-11	Nov-11	Oct-11	Sept-11	Aug-11	July-11	June-11	May-11	Apr-11	Mar-11	Feb-11	Jan-11	Dec-10	Nov-10	Oct-10	Sept-10	Aug-10	July-10	June-10	May-10	Apr-10	Mar-10	Feb-10	Jan-10	Dec-09	Nov-09	Oct-09	Sept-09	Aug-09	July-09	June-09	May-09	Apr-09	Mar-09	Feb-09	Jan-09	Dec-08	Nov-08	Oct-08	Sept-08	Aug-08	July-08	June-08	May-08	Apr-08	Mar-08	Feb-08	Jan-08	Dec-07	Nov-07	Oct-07	Sept-07	Aug-07	July-07	June-07	May-07	Apr-07	Mar-07	Feb-07	Jan-07	Dec-06	Nov-06	Oct-06	Sept-06	Aug-06	July-06	June-06	May-06	Apr-06	Mar-06	Feb-06	Jan-06	Dec-05	Nov-05	Oct-05	Sept-05	Aug-05	July-05	June-05	May-05	Apr-05	Mar-05	Feb-05	Jan-05	Dec-04	Nov-04	Oct-04	Sept-04	Aug-04	July-04	June-04	May-04	Apr-04	Mar-04	Feb-04	Jan-04	Dec-03	Nov-03	Oct-03	Sept-03	Aug-03	July-03	June-03	May-03	Apr-03	Mar-03	Feb-03	Jan-03	Dec-02	Nov-02	Oct-02	Sept-02	Aug-02	July-02	June-02	May-02	Apr-02	Mar-02	Feb-02	Jan-02	Dec-01	Nov-01	Oct-01	Sept-01	Aug-01	July-01	June-01	May-01	Apr-01	Mar-01	Feb-01	Jan-01	Dec-00	Nov-00	Oct-00	Sept-00	Aug-00	July-00	June-00	May-00	Apr-00	Mar-00	Feb-00	Jan-00	Dec-99	Nov-99	Oct-99	Sept-99	Aug-99	July-99	June-99	May-99	Apr-99	Mar-99	Feb-99	Jan-99	Dec-98	Nov-98	Oct-98	Sept-98	Aug-98	July-98	June-98	May-98	Apr-98	Mar-98	Feb-98	Jan-98	Dec-97	Nov-97	Oct-97	Sept-97	Aug-97	July-97	June-97	May-97	Apr-97	Mar-97	Feb-97	Jan-97	Dec-96	Nov-96	Oct-96	Sept-96	Aug-96	July-96	June-96	May-96	Apr-96	Mar-96	Feb-96	Jan-96	Dec-95	Nov-95	Oct-95	Sept-95	Aug-95	July-95	June-95	May-95	Apr-95	Mar-95	Feb-95	Jan-95	Dec-94	Nov-94	Oct-94	Sept-94	Aug-94	July-94	June-94	May-94	Apr-94	Mar-94	Feb-94	Jan-94	Dec-93	Nov-93	Oct-93	Sept-93	Aug-93	July-93	June-93	May-93	Apr-93	Mar-93	Feb-93	Jan-93	Dec-92	Nov-92	Oct-92	Sept-92	Aug-92	July-92	June-92	May-92	Apr-92	Mar-92	Feb-92	Jan-92	Dec-91	Nov-91	Oct-91	Sept-91	Aug-91	July-91	June-91	May-91	Apr-91	Mar-91	Feb-91	Jan-91	Dec-90	Nov-90	Oct-90	Sept-90	Aug-90	July-90	June-90	May-90	Apr-90	Mar-90	Feb-90	Jan-90	Dec-89	Nov-89	Oct-89	Sept-89	Aug-89	July-89	June-89	May-89	Apr-89	Mar-89	Feb-89	Jan-89	Dec-88	Nov-88	Oct-88	Sept-88	Aug-88	July-88	June-88	May-88	Apr-88	Mar-88	Feb-88	Jan-88	Dec-87	Nov-87	Oct-87	Sept-87	Aug-87	July-87	June-87	May-87	Apr-87	Mar-87	Feb-87	Jan-87	Dec-86	Nov-86	Oct-86	Sept-86	Aug-86	July-86	June-86	May-86	Apr-86	Mar-86	Feb-86	Jan-86	Dec-85	Nov-85	Oct-85	Sept-85	Aug-85	July-85	June-85	May-85	Apr-85	Mar-85	Feb-85	Jan-85	Dec-84	Nov-84	Oct-84	Sept-84	Aug-84	July-84	June-84	May-84	Apr-84	Mar-84	Feb-84	Jan-84	Dec-83	Nov-83	Oct-83	Sept-83	Aug-83	July-83	June-83	May-83	Apr-83	Mar-83	Feb-83	Jan-83	Dec-82	Nov-82	Oct-82	Sept-82	Aug-82	July-82	June-82	May-82	Apr-82	Mar-82	Feb-82	Jan-82	Dec-81	Nov-81	Oct-81	Sept-81	Aug-81	July-81	June-81	May-81	Apr-81	Mar-81	Feb-81	Jan-81	Dec-80	Nov-80	Oct-80	Sept-80	Aug-80	July-80	June-80	May-80	Apr-80	Mar-80	Feb-80	Jan-80	Dec-79	Nov-79	Oct-79	Sept-79	Aug-79	July-79	June-79	May-79	Apr-79	Mar-79	Feb-79	Jan-79	Dec-78	Nov-78	Oct-78	Sept-78	Aug-78	July-78	June-78	May-78	Apr-78	Mar-78	Feb-78	Jan-78	Dec-77	Nov-77	Oct-77	Sept-77	Aug-77	July-77	June-77	May-77	Apr-77	Mar-77	Feb-77	Jan-77	Dec-76	Nov-76	Oct-76	Sept-76	Aug-76	July-76	June-76	May-76	Apr-76	Mar-76	Feb-76	Jan-76	Dec-75	Nov-75	Oct-75	Sept-75	Aug-75	July-75	June-75	May-75	Apr-75	Mar-75	Feb-75	Jan-75	Dec-74	Nov-74	Oct-74	Sept-74	Aug-74	July-74	June-74	May-74	Apr-74	Mar-74	Feb-74	Jan-74	Dec-73	Nov-73	Oct-73	Sept-73	Aug-73	July-73	June-73	May-73	Apr-73	Mar-73	Feb-73	Jan-73	Dec-72	Nov-72	Oct-72	Sept-72	Aug-72	July-72	June-72	May-72	Apr-72	Mar-72	Feb-72	Jan-72	Dec-71	Nov-71	Oct-71	Sept-71	Aug-71	July-71	June-71	May-71	Apr-71	Mar-71	Feb-71	Jan-71	Dec-70	Nov-70	Oct-70	Sept-70	Aug-70	July-70	June-70	May-70	Apr-70	Mar-70	Feb-70	Jan-70	Dec-69	Nov-69	Oct-69	Sept-69	Aug-69	July-69	June-69	May-69	Apr-69	Mar-69	Feb-69	Jan-69	Dec-68	Nov-68	Oct-68	Sept-68	Aug-68	July-68	June-68	May-68	Apr-68	Mar-68	Feb-68	Jan-68	Dec-67	Nov-67	Oct-67	Sept-67	Aug-67	July-67	June-67	May-67	Apr-67	Mar-67	Feb-67	Jan-67	Dec-66	Nov-66	Oct-66	Sept-66	Aug-66	July-66	June-66	May-66	Apr-66	Mar-66	Feb-66	Jan-66	Dec-65	Nov-65	Oct-65	Sept-65	Aug-65	July-65	June-65	May-65	Apr-65	Mar-65	Feb-65	Jan-65	Dec-64	Nov-64	Oct-64	Sept-64	Aug-64	July-64	June-64	May-64	Apr-64	Mar-64	Feb-64	Jan-64	Dec-63	Nov-63	Oct-63	Sept-63	Aug-63	July-63	June-63	May-63	Apr-63	Mar-63	Feb-63	Jan-63	Dec-62	Nov-62	Oct-62	Sept-62	Aug-62	July-62	June-62	May-62	Apr-62	Mar-62	Feb-62	Jan-62	Dec-61	Nov-61	Oct-61	Sept-61	Aug-61	July-61	June-61	May-61	Apr-61	Mar-61	Feb-61	Jan-61	Dec-60	Nov-60	Oct-60	Sept-60	Aug-60	July-60	June-60	May-60	Apr-60	Mar-60	Feb-60	Jan-60	Dec-59	Nov-59	Oct-59	Sept-59	Aug-59	July-59	June-59	May-59	Apr-59	Mar-59	Feb-59	Jan-59	Dec-58	Nov-58	Oct-58	Sept-58	Aug-58	July-58	June-58	May-58	Apr-58	Mar-58	Feb-58	Jan-58	Dec-57	Nov-57	Oct-57	Sept-57	Aug-57	July-57	June-57	May-57	Apr-57	Mar-57	Feb-57	Jan-57	Dec-56	Nov-56	Oct-56	Sept-56	Aug-56	July-56	June-56	May-56	Apr-56	Mar-56	Feb-56	Jan-56	Dec-55	Nov-55	Oct-55	Sept-55	Aug-55	July-55	June-55	May-55	Apr-55	Mar-55	Feb-55	Jan-55	Dec-54	Nov-54	Oct-54	Sept-54	Aug-54	July-54	June-54	May-54	Apr-54	Mar-54	Feb-54	Jan-54	Dec-53	Nov-53	Oct-53	Sept-53	Aug-53	July-53	June-53	May-53	Apr-53	Mar-53	Feb-53	Jan-53	Dec-52	Nov-52	Oct-52	Sept-52	Aug-52	July-52	June-52	May-52	Apr-52	Mar-52	Feb-52	Jan-52	Dec-51	Nov-51	Oct-51	Sept-51	Aug-51	July-51	June-51	May-51	Apr-51	Mar-51	Feb-51	Jan-51	Dec-50	Nov-50	Oct-50	Sept-50	Aug-50	July-50	June-50	May-50	Apr-50	Mar-50	Feb-50	Jan-50	Dec-49	Nov-49	Oct-49	Sept-49	Aug-49	July-49	June-49	May-49	Apr-49	Mar-49	Feb-49	Jan-49	Dec-48	Nov-48	Oct-48	Sept-48	Aug-48	July-48	June-48	May-48	Apr-48	Mar-48	Feb-48	Jan-48	Dec-47	Nov-47	Oct-47	Sept-47	Aug-47	July-47	June-47	May-47	Apr-47	Mar-47	Feb-47	Jan-47	Dec-46	Nov-46	Oct-46	Sept-46	Aug-46	July-46	June-46	May-46	Apr-46	Mar-46	Feb-46	Jan-46	Dec-45	Nov-45	Oct-45	Sept-45	Aug-45	July-45	June-45	May-45	Apr-45	Mar-45	Feb-45	Jan-45	Dec-44	Nov-44	Oct-44	Sept-44	Aug-44	July-44	June-44	May-44	Apr-44	Mar-44	Feb-44	Jan-44	Dec-43	Nov-43	Oct-43	Sept-43	Aug-43	July-43	June-43	May-43	Apr-43	Mar-43	Feb-43	Jan-43	Dec-42	Nov-42	Oct-42	Sept-42	Aug-42	July-42	June-42	May-42	Apr-42	Mar-42	Feb-42	Jan-42	Dec-41	Nov-41	Oct-41	Sept-41	Aug-41	July-41	June-41	May-41	Apr-41	Mar-41	Feb-41	Jan-41	Dec-40	Nov-40	Oct-40	Sept-40	Aug-40	July-40	June-40	May-40	Apr-40	Mar-40	Feb-40	Jan-40	Dec-39	Nov-39	Oct-39	Sept-39	Aug-39	July-39	June-39	May-39	Apr-39	Mar-39	Feb-39	Jan-39	Dec-38	Nov-38	Oct-38	Sept-38	Aug-38	July-38	June-38	May-38	Apr-38	Mar-38	Feb-38	Jan-38	Dec-37	Nov-37	Oct-37	Sept-37	Aug-37	July-37	June-37	May-37	Apr-37	Mar-37	Feb-37	Jan-37	Dec-36	Nov-36	Oct-36	Sept-36	Aug-36	July-36	June-36	May-36	Apr-36	Mar-36	Feb-36	Jan-36	Dec-35	Nov-35	Oct-35	Sept-35	Aug-35	July-35	June-35	May-35	Apr-35	Mar-35	Feb-35	Jan-35	Dec-34	Nov-34	Oct-34	Sept-34	Aug-34	July-34	June-34	May-34	Apr-34	Mar-34	Feb-34	Jan-34	Dec-33	Nov-33	Oct-33	Sept-33	Aug-33	July-33	June-33	May-33	Apr-33	Mar-33	Feb-33	Jan-33	Dec-32	Nov-32	Oct-32	Sept-32	Aug-32	July-32	June-32	May-32	Apr-32	Mar-32	Feb-32	Jan-32	Dec-31	Nov-31	Oct-31	Sept-31	Aug-31	July-31	June-31	May-31	Apr-31	Mar-31	Feb-31	Jan-31	Dec-30	Nov-30	Oct-30	Sept-30	Aug-30	July-30	June-30	May-30	Apr-30	Mar-30	Feb-30	Jan-30	Dec-29	Nov-29	Oct-29	Sept-29	Aug-29	July-29	June-29	May-29	Apr-29	Mar-29	Feb-29	Jan-29	Dec-28	Nov-28	Oct-28	Sept-28	Aug-28	July-28	June-28	May-28	Apr-28	Mar-28	Feb-28	Jan-28	Dec-27	Nov-27	Oct-27	Sept-27	Aug-27	July-27	June-27	May-27	Apr-27	Mar-27	Feb-27	Jan-27	Dec-26	Nov-26	Oct-26	Sept-26	Aug-26	July-26	June-26	May-26	Apr-26	Mar-26	Feb-26	Jan-26	Dec-25	Nov-25	Oct-25	Sept-25	Aug-25	July-25	June-25	May-25	Apr-25	Mar-25	Feb-25	Jan-25	Dec-24	Nov-24	Oct-24	Sept-24	Aug-24	July-24	June-24	May-24	Apr-24	Mar-24	Feb-24	Jan-24	Dec-23	Nov-23	Oct-23	Sept-23	Aug-23	July-23	June-23	May-23	Apr-23	Mar-23	Feb-23	Jan-23	Dec-22	Nov-22	Oct-22	Sept-22	Aug-22	July-22	June-22	May-22	Apr-22	Mar-22	Feb-22	Jan-22	Dec-21	Nov-21	Oct-21	Sept-21	Aug-21	July-21	June-21	May-21	Apr-21	Mar-21	Feb-21	Jan-21	Dec-20	Nov-20	Oct-20	Sept-20	Aug-20	July-20	June-20
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