



Legislation Details (With Text)

File #:	14-0705	Version:	1	Name:	CM - ROI for Long Beach Tourism D1245
Type:	Resolution	Status:		Status:	Adopted
File created:	8/22/2014	In control:		In control:	City Council
On agenda:	9/9/2014	Final action:		Final action:	9/9/2014
Title:	Recommendation to adopt Resolution of Intention approving the Annual Assessment Report for October 1, 2014 to September 30, 2015, for the Long Beach Tourism Business Improvement Area, declaring its intention to levy the annual assessment and setting the date of hearing for October 14, 2014. (Districts 1,2,4,5)				
Sponsors:	City Manager				
Indexes:	Report				
Code sections:					
Attachments:	1. 090914-C-3sr&att.pdf, 2. RES-14-0081.pdf				

Date	Ver.	Action By	Action	Result
9/9/2014	1	City Council	approve recommendation and adopt	Pass

Recommendation to adopt Resolution of Intention approving the Annual Assessment Report for October 1, 2014 to September 30, 2015, for the Long Beach Tourism Business Improvement Area, declaring its intention to levy the annual assessment and setting the date of hearing for October 14, 2014. (Districts 1,2,4,5)

The Long Beach Area Convention and Visitor Bureau (LBCVB) promotes and markets the City of Long Beach as a tourism destination using funds generated through the assessment of hotel properties located in the Long Beach Tourism Business Improvement Area (LBTBIA). State law governing Parking and Business Improvement Areas require the submission of an annual assessment report by the Advisory Commission designated for this Assessment District.

At its August 21, 2014 meeting, the LBCVB Board voted to adopt the Fiscal Year 2015 (FY 15) LBTBIA Assessment Report (attached). The Assessment Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The report proposes no change in the basis and method of levying the assessment and no significant change in proposed activities.

The recommended Resolution of Intention grants approval of the Assessment Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for October 14, 2014.

This matter was reviewed by Deputy City Attorney Amy Webber on August 13, 2014 and by Budget Management Officer Victoria Bell on 19, 2014.

City Council action is requested on September 9, 2014 to set the date for the public hearing for October 14, 2014. The new contract year begins on October 1, 2014.

It is estimated that the LBTBIA will generate \$4,240,950 in FY 15 through the proposed continuation of the assessment. Short-term room rental-assessment funds are collected from hotels and passed directly through to the LBCVB for implementation of tourism programs. Due to an anticipated increase in short-term room rental revenue within the LBTBIA boundaries, assessment revenue is estimated to increase by \$378,000 from FY 14. Of the total estimated pass-through, \$3,863,000 is included in the FY 15 Budget in the Parking and Business Area Improvement Fund (SR 132) in the Public Works Department (PW). If necessary, an appropriation increase for the balance may be requested during FY 15. There is no local job impact associated with this action.

Approve recommendation.

Adopt the attached Resolution of Intention approving the Annual Assessment Report for October 1, 2014 to September 30, 2015, for the Long Beach Tourism Business Improvement Area, declaring its intention to levy the annual assessment and setting the date of hearing for October 14, 2014. (Districts 1, 2,4 and 5)

MICHAEL P. CONWAY
DIRECTOR OF BUSINESS AND PROPERTY DEVELOPMENT

APPROVED:

PATRICK H. WEST
CITY MANAGER