



Legislation Text

File #: 17-0813, **Version:** 1

Recommendation to adopt resolution approving the Annual Report for October 1, 2017 to September 30, 2018, for the Long Beach Tourism Business Improvement Area, declaring its intention to levy the annual assessment and setting the date of hearing for Tuesday, October 24, 2017 at 5:00 p.m. (Districts 1,2,4,5)

The Long Beach Area Convention and Visitor Bureau (CVB) promotes and markets the City of Long Beach (City) 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 requires that an Annual Report be submitted to the City Council by the Advisory Board designated for the Assessment District.

On August 17, 2017, the CVB Board voted to recommend to the City Council approval of the LBTBIA Annual Report (Exhibit A to Resolution). The Annual Report describes proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The Annual Report proposes no significant change in the method of levying the assessment, and no significant change to the proposed activities.

The Fiscal Year 2018 Annual Report, transmitting the recommendations of the LBTBIA Advisory Board, proposes the following assessment rates:

ASSESSMENT FORMULA

The LBTBIA assessment shall be levied on all hotel businesses, existing and future, with greater than thirty 30 rooms, within the area based upon 3 percent of the gross short-term room rental revenue. The assessment will be collected monthly, based on 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.

The recommended Resolution grants approval of the Annual 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 24, 2017.

This matter was reviewed by Deputy City Attorney Amy R. Webber on August 31, 2017 and by Budget Operations Administrator Grace Yoon on September 1, 2017.

City Council action is requested on September 19, 2017, to set the date for the public hearing

for October 24, 2017. The new contract year begins on October 1, 2017.

It is estimated that the LBTBIA will generate \$5,376,200 in FY 18 through the proposed continuation of the assessment. Short-term room rental-assessment funds are collected from hotels and passed directly through to the CVB for implementation of tourism programs. There is no local job impact associated with this recommendation.

Approve recommendation.

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JOHN KEISLER
DIRECTOR OF ECONOMIC
AND PROPERTY DEVELOPMENT

APPROVED:

PATRICK H. WEST
CITY MANAGER