



## Legislation Details (With Text)

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**File #:** 13-0750      **Version:** 1      **Name:** PW - ROI for Long Beach Tourism BIA D1245  
**Type:** Resolution      **Status:** Adopted  
**File created:** 8/13/2013      **In control:** City Council  
**On agenda:** 9/3/2013      **Final action:** 9/3/2013

**Title:** Recommendation to adopt resolution approving the Annual Assessment Report for October 1, 2013 to September 30, 2014, 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 1, 2013. (Districts 1,2,4,5)

**Sponsors:** Public Works

**Indexes:**

**Code sections:**

**Attachments:** 1. 090313-C-15sr&att.pdf, 2. RES-13-0079.pdf

Date	Ver.	Action By	Action	Result
9/3/2013	1	City Council	approve recommendation and adopt	Pass

Recommendation to adopt resolution approving the Annual Assessment Report for October 1, 2013 to September 30, 2014, 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 1, 2013. (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 July 18, 2013 meeting, the LBCVB Board voted to adopt Fiscal Year 2014 (FY 14) LBTBIA Assessment Report, which is Exhibit A to the attached Resolution. 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 1, 2013.

This matter was reviewed by Deputy City Attorney Amy Webber on August 7, 2013 and by Budget Management Officer Victoria Bell on August 21, 2013.

City Council action is requested on September 3, 2013 to set the date for the public hearing for October 1,2013. The new contract year begins on October 1, 2013.

It is estimated that the LBTBIA will generate \$3,863,000 in FY 14 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. An appropriation of \$3,618,000 is included in the FY 14 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Public Works (PW). An appropriation increase will be requested in FY 14 for the remaining portion. FY 14 assessment revenue will fully offset the proposed allocation in SR 132. There is no local job impact associated with this action.

Approve recommendation.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING AN ANNUAL REPORT FOR OCTOBER 1, 2013 TO SEPTEMBER 30, 2014 FOR THE LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA ("LBTBIA") AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR

ARA MALOYAN, PE  
ACTING DIRECTOR OF PUBLIC WORKS

APPROVED:

PATRICK H. WEST  
CITY MANAGER