



# CITY OF LONG BEACH

# H-1

Department of Economic and Property Development  
333 West Ocean Boulevard, 3<sup>rd</sup> Floor • Long Beach, CA 90802 • (562) 570-6099 • Fax (562) 570-6380

October 6, 2015

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive supporting documentation into the record, conclude the hearing and adopt the attached Resolution approving the Long Beach Tourism Business Improvement Area program and assessment for the period of October 1, 2015 through September 30, 2016, and authorize the City Manager to execute an agreement with the Long Beach Area Convention and Visitors Bureau for a one-year term. (Districts 1, 2, 4 and 5)

## DISCUSSION

The Long Beach Area Convention and Visitors Bureau (LBCVB) promotes and markets the City of Long Beach as a tourism destination, using funds generated through self-assessment of hotel properties located in the Long Beach Tourism Business Improvement Area (LBTBIA), in addition to funds provided by the City through the Special Advertising and Promotions Fund. This self-assessment was established June 21, 2005. It established an assessment rate of 3 percent of the gross short-term room rental revenue for hotels within the LBTBIA boundary that have 31 rooms or more. This assessment is separate from all other LBCVB funding sources, such as transient occupancy tax revenue sharing. Assessment revenue is received by the City and transferred to the LBCVB monthly.

State law governing Parking and Business Improvement Areas requires the submission of an annual assessment report (Annual Report) by the Advisory Commission designated for this Assessment District. On August 20, 2015, the LBCVB Board voted to recommend to City Council approval of the LBTBIA Annual Report (attached). The Annual Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for the continuation of the assessment. The Annual Report proposes no change in the basis and method of levying the assessment and no significant change in proposed activities.

At its September 8, 2015 meeting, City Council approved Resolution No. RES-15-0108 granting approval of the Annual Report, declaring the intention of the City Council to levy the assessment, and set October 6, 2015 as the date of the public hearing. A hearing notice, including a copy of the Resolution, was published in local media within seven days of the hearing date, as required.

State law further provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Assessment Report.

HONORABLE MAYOR AND CITY COUNCIL

October 6, 2015

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The law provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of the proceedings shall be in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests, in such quantity, are directed against a specific portion of the program, the City Council shall eliminate that portion.

A Resolution is attached approving the Annual Report and budget for October 1, 2015 to September 30, 2016. Should the Annual Report be approved, the City Council is requested to authorize the execution of an agreement with the LBACVB for the use of assessment funds for marketing and promotional purposes. The estimated revenue for Fiscal Year 2016 (FY 16) is \$4,630,300.

This matter was reviewed by Deputy City Attorney Amy Webber on September 10, 2015, and by Budget Management Officer Victoria Bell on September 15, 2015.

#### TIMING CONSIDERATIONS

City Council action is requested on October 6, 2015 to authorize renewal of necessary documents for the new contract year, which begins on October 1, 2015.

#### FISCAL IMPACT

It is estimated that the LBTBIA will generate \$4,630,300 in FY 16 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. Of the total estimated pass-through, \$4,240,950 is included in the FY 16 Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Economic and Property Development (EP). If necessary, an appropriation increase will be requested during FY 16. There is no local job impact associated with this action.

#### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY  
DIRECTOR OF ECONOMIC &  
PROPERTY DEVELOPMENT

MPC:JLR:jfj  
LBTBIA 10.06.15 PH FY16 v1.doc

Attachments: FY 16 LBTBIA Annual Report  
Resolution

APPROVED:



PATRICK H. WEST  
CITY MANAGER

# **LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT**

**October 1, 2015—September 30, 2016**

## **EXECUTIVE SUMMARY**

- Long Beach has experienced continued growth in year to date RevPar (Revenue Per Available Room; occupancy x average room rate) with a 12.7% increase over the prior running twelve months ending July.
- The CVB Sales staff participated in 24 national tradeshow in several markets across the country.
- The CVB Sales staff participated in 5 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 Client Familiarizations Trips to increase Long Beach exposure to new and existing customers.
- The CVB placed 47 advertisements in the 8 top meeting trade publications with a print circulation of 300,000 professional meeting planners and over 1.5 million total media impressions.
- The CVB placed 57 digital advertisements with 7 major trade publications. Total minimum impressions of 342,000 (based on open rates)
- The CVB also partnered with the Aquarium and the Queen Mary on a full page ad in three of the most popular consumer publications in the region. The ads ran in Sunset Magazine, Westways Magazine and Highroads Magazine. Advertising was also done in the LA Magazine and Gazette Newspaper. Total combined circulation was 5,500,000 with over 10 million in impressions.
- The CVB embarked on a “first-ever” 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 more than 7.6 million social media impressions.

### **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 2014/2015 fiscal year, the CVB sales team participated in the following events aimed at professional Meeting Planners & Executive Directors:

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

#### **Sales Missions:**

- **Washington DC Sales Mission:** CVB Sales staff led a contingent of over 17 Long Beach Hospitality Partners which included General Managers and Directors of Sales from the Convention Center & Hotels. The mission was 5 days and during that time we conducted 26 individual sales calls, several attended by Mayor Garcia and hosted 8 customer events with over 300 total customer contacts. As a result, we have leads on 15 Conventions with potential for 49,742 room nights. Already contracted are 3 citywide conventions worth \$5.3M in EEI and over 6,033 room nights in our Long Beach Hotels.

**Chicago Sales Mission:** This mission took place over 3 days in November 2014, where CVB staff was joined by Convention Center & Hotel Sales Representatives. We had confirmed 9 individual sales calls, and hosted 4 customer events, touching over 240 planners. Long Beach confirmed 4 RFP's worth over 21k room nights and 2 definite bookings for 2,200 room nights during the Mission.

#### **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 2014/2015, we hosted 3 Client FAM trips for the Toyota Grand Prix, Jazz Festival and the Asics World Series of Beach Volleyball. Of these events, the Grand Prix is our most important client FAM.

Grand Prix FAM: The CVB hosted over 80 clients and guests representing a combined potential of 87,500 room nights and \$77 million overall economic impact. 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.

#### **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:**

- **8 Top Trade Publications**
- **300,000 Total Circulation**

- 47 Advertisements
- Over 1.5 million Total Minimum Impressions

#### **Trade Publications for 2014/2015:**

**Meeting & Conventions:** Circulation: 60,000  
**Successful Meetings:** Circulation: 50,000  
**Corporate Incentive Travel:** Circulation: 40,002  
**Convene:** Circulation: 35,000  
**Black Meetings & Tourism:** Circulation: 28,000  
**Long Beach Business Journal:** Circulation: 28,000  
**USAE:** Circulation: 7,000  
**BizBash Magazine:** Circulation: 65,000

#### **Trade Digital Advertising**

- 7 Top Trade Publications
- 342,000 Total Minimum Impressions (based on open rates)
- 57 advertisements

#### **Digital Publications:**

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

#### **Consumer Advertising:**

(Readers are primarily pleasure and business travelers)

#### **Consumer Publication Synopsis:**

- 6 Top Consumer Publications
- Over 5,500,000 Total Circulation
- 13 Advertisements
- Over 10 million Total Minimum Impressions

#### **Consumer Publications for 2014/2015:**

**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  
**LA Magazine:** circulation: 140,000

## **DIGITAL MARKETING OVERVIEW**

The CVB has continued with its' "Beach with Benefits" social marketing campaign, bringing together dozens of our Long Beach hospitality partners in a combined social media outreach.

### **Major partners included:**

- Aquarium of the Pacific
- JetBlue
- LBCVB
- Long Beach Airport
- Queen Mary

Additional partners included our hotels, restaurants, museums and attractions.

Collectively, this marketing partnership had a social media reach of:

- Over a million Facebook users
- Nearly 45,000 Twitter followers
- Over a million email contacts

Six major online sweepstakes contests targeted JetBlue's major cities with direct flights to Long Beach:

- Anchorage
- Seattle/Portland
- San Francisco/Oakland
- Las Vegas
- Salt Lake City
- Austin

A seventh contest was open to anyone, including local residents. Each contest featured a VIP 3-night stay in Long Beach (a 4-night stay was extended to the Alaska winner), including round trip airfare for two, first-class accommodations in one of our participating hotels, attraction tickets that included one-of-a-kind behind the scenes opportunities and fine dining in our top restaurants.

Currently at its midway point, the campaign has been resoundingly successful. Phase 1 results:

- 10,552 total sweepstakes entries
- 62% increase in participation
- 3,600 interactions
- 3.9 million potential reach

## **NATIONAL AWARDS WON BY THE LONG BEACH CVB 2014/2015**

- **Pinnacle Award**  
Successful Meetings Magazine  
(12 consecutive wins)
  
- **Gold Service Award & Elite Hall of Fame**  
Meetings & Conventions Magazine  
  
(19 consecutive wins/inducted into Elite Hall of Fame 2007)
  
- **Distinctive Achievement Award**  
Association Conventions & Facilities Magazine  
(8 consecutive wins)
  
- **Award of Excellence**  
Corporate & Incentive Travel Magazine  
(10 consecutive wins)
  
- **World Class Award**  
Insurance & Financial Meetings Magazine  
(8 consecutive wins)

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 2015/2016 BUDGET**

For 2015/2016, 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

LBTBIA

	2014/2015 Budget	2014/2015 Forecast	2015/2016 Budget
Revenue			
PBIA	4,240,950	4,610,366	4,630,300
<b>Total Revenues</b>	<b>4,240,950</b>	<b>4,610,366</b>	<b>4,630,300</b>
Expenses			
Personnel	2,080,772	2,046,375	2,107,950
Fam Tours	25,000	43,305	35,000
Trade Shows	9,750	6,449	9,750
Trade & Consumer Print Advertising	778,132	892,526	909,992
Trade & Consumer Digital Advertising			
Gifts	512,000	462,000	517,000
Travel & Entertainment Out of Town	260,296	369,084	371,658
Travel & Entertainment In Town	108,000	173,305	166,950
Support Marketing	427,000	392,000	412,000
Allocated Reserves	40,000	154,000	100,000
<b>Total Expenses</b>	<b>4,240,950</b>	<b>4,539,044</b>	<b>4,630,300</b>
<b>Net Change to Assets</b>	<b>-</b>	<b>71,322</b>	<b>-</b>



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

1 RESOLUTION NO.  
2

3 A RESOLUTION OF THE CITY COUNCIL OF THE  
4 CITY OF LONG BEACH CONFIRMING, FOLLOWING  
5 HEARING, AN ANNUAL REPORT OF THE LONG BEACH  
6 TOURISM BUSINESS IMPROVEMENT AREA, CONTINUING  
7 THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN  
8 SAID REPORT AND SETTING FORTH OTHER RELATED  
9 MATTERS  
10

11 WHEREAS, pursuant to Section 36533 of the California Streets and  
12 Highways Code, the Long Beach Tourism Business Improvement Area Advisory Board  
13 has caused a Report to be prepared for October 1, 2015 through September 30, 2016  
14 relating to the Long Beach Tourism Business Improvement Area ("LBTBIA"); and

15 WHEREAS, said Report contains, among other things, all matters required  
16 to be included by the above cited Section 36533; and

17 WHEREAS, on October 6, 2015 at 5:00 p.m., the City Council conducted a  
18 public hearing relating to that Report in accordance with its Resolution of Intention No.  
19 RES-15-0108, adopted September 8, 2015, at which public hearing all interested persons  
20 were afforded a full opportunity to appear and be heard on all matters relating to the  
21 Report; and

22 WHEREAS, a majority protest not having been received, it is the City  
23 Council's desire to confirm the Report as originally filed and impose and continue the levy  
24 of the Annual Assessment as described in the Report;

25 NOW, THEREFORE, the City Council of the City of Long Beach resolves as  
26 follows:

27 Section 1. A public hearing having been conducted on October 6, 2015  
28 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
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1 heard, the City Council hereby confirms the Report of the Long Beach Tourism Business  
2 Improvement Area, previously filed and approved by Resolution No. RES-15-0108,  
3 adopted September 8, 2015, as originally filed, and declares that this resolution shall  
4 constitute the levy of the Assessment referred to in the Report for October 1, 2015  
5 through September 30, 2016 as more specifically set forth in Exhibit "A".

6 Section 2. This resolution shall take effect immediately upon its adoption  
7 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

8 I hereby certify that the foregoing resolution was adopted by the City  
9 Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2015,  
10 by the following vote:

11  
12 Ayes: Councilmembers: \_\_\_\_\_  
13 \_\_\_\_\_  
14 \_\_\_\_\_  
15 \_\_\_\_\_

16 Noes: Councilmembers: \_\_\_\_\_  
17 \_\_\_\_\_

18 Absent: Councilmembers: \_\_\_\_\_  
19 \_\_\_\_\_  
20 \_\_\_\_\_

21 \_\_\_\_\_  
22 City Clerk

23  
24  
25  
26  
27  
28

# EXHIBIT "A"

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