



November 16, 2020

Honorable Mayor Garcia  
Long Beach City Hall  
411 W Ocean Blvd, Long Beach, CA 90802

**Re: 11/17/20 City Council Agenda Item: 51. 20-1112 (LBTBIA Renewal)**

LBHA Board of Directors

Greg Guthrie  
*Hotel Maya*

Courtney Russell  
*Residence Inn Marriott*

Swietlana Cahill  
*Hilton Long Beach*

John Thompson  
*Westin Long Beach*

Raul Escobedo  
*Hampton Inn*

Rob Eres  
*Homewood Suites/Nexus*

Mac McCann  
*Residence Inn Long Beach*

Karen Englund  
*Renaissance Hotel*

Silvano Merlo  
*Courtyard Long Beach  
Downtown*

Deone Dempcy  
*The Cove Hotel*

Jeremy Harris  
*Long Beach Area Chamber  
(Ex Officio)*

Dear Honorable Mayor Garcia and City Council,

On behalf of the Long Beach hotel community and our member hotels within the boundaries of the Long Beach Tourism Business Improvement Area (LBTBIA), we are writing to you regarding this year's annual renewal of the three percent assessment.

The Long Beach hotel community is an economic pillar of our city; and as the coronavirus pandemic has decimated the hospitality industry, it is also a community in need of your help. Recovery will be slow and not expected until 2022 at the earliest. Without assistance, our ability to support the city not only from a tax perspective, but in tourism impacting small businesses and sustaining local jobs, is in jeopardy.

With the indefinite suspension of meetings, events and the decline of business travel, our owners are at significant risk in this environment. As such, we request funds generated by the LBTBIA, a tax which is exclusively funded by Long Beach hotels, be allocated to directly support transient/leisure demand generation. It is our responsibility as business operators to evaluate all resources and be nimble in our ability to redirect efforts to sustain in the short term. This will protect our financial viability to execute long term capabilities, once meetings business becomes feasible in the future.

In addition, due to the shortfall in funding the local police department, we would support LBTBIA funding allocation towards safety and security, which concerns us all.

We suggest a review of viable alternatives with appropriate city officials, City Manager, Convention and Visitors' Bureau and offer suggested practices to be incorporated into the 2020-2021 LBTBIA program:

- 2021 Marketing Plan - outlining transient distribution channels
- Quarterly Marketing Update – efforts executed and results – tie in hotel performance as a roll up (STR report) to see if efforts are improving market share

We appreciate your attention to this matter and look forward to partnering with all parties to ensure that these funds are best used to support the rebounding of the industry that is a critical economic driver of the community.

Thank you,

Heather Rozman  
Executive Director  
Long Beach Hospitality Alliance

Heather Rozman  
Executive Director  
Long Beach Hospitality Alliance

444 W Ocean Blvd., Suite 800  
Long Beach, CA 90802  
Phone: 562.206.1701  
www.lbhospitality.com