



# CITY OF LONG BEACH

# R-36

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

August 22, 2006

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report for October 1, 2006 to September 30, 2007, for the Long Beach Tourism Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for September 12, 2006. (Districts 1, 2, 4 and 5)

## DISCUSSION

The Long Beach Area Convention and Visitor Bureau (LBACVB) 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.

On July 27, 2006, the LBACVB Board voted to recommend to City Council approval of the LBTBIA Assessment Report (Attachment A). 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 September 12, 2006.

This letter was reviewed by Assistant City Attorney Heather Mahood on August 3, 2006, Budget Management Officer David Wodynski on August 14, 2006 and the City Treasurer's Office on August 8, 2006.

## TIMING CONSIDERATIONS

City Council action is requested on August 22, 2006, to set the date for the public hearing prior to the start of the contract year, which begins on October 1, 2006.

FISCAL IMPACT

There is no fiscal impact from this action. It is expected that the LBTBIA will generate \$3,200,000 in Fiscal Year 2007 (FY 07) through the proposed continuation of the existing assessment. The \$3,200,000 is included in the FY 07 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST  
DIRECTOR OF COMMUNITY DEVELOPMENT

APPROVED:



GERALD R. MILLER  
CITY MANAGER

RH:tb

Attachments: Attachment A - Long Beach Tourism Business Improvement Area  
Annual Report  
Resolution of Intention Approving Annual Report and Levy