



November 13, 2012

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, 2012 through September 30, 2013, 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). 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 by the Advisory Commission designated for this Assessment District. On July 19, 2012, the LBCVB Board voted to recommend to City Council approval of the LBTBIA Assessment Report (attached). The Assessment Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for the 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.

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.

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, 2012 to September 30, 2013. Should the Assessment 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 2013 (FY 13) is \$3,618,800.

This matter was reviewed by Assistant City Charles Parkin on September 5, 2012, and by Budget Management Officer Victoria Bell on September 14, 2012.

TIMING CONSIDERATIONS

City Council action is requested on November 13, 2012 to authorize renewal of necessary documents for the new contract year, which begins on October 1, 2012.

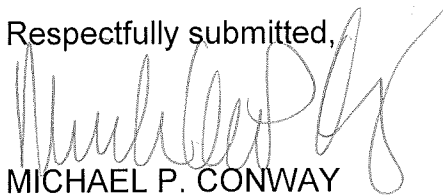
FISCAL IMPACT

It is expected that the LBTBIA will generate \$3,618,800 in FY 13 through the proposed continuation of the assessment. Sufficient funds are included in the FY 13 Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Public Works (PW); there is no fiscal impact to the General Fund. Approval of this recommendation will provide continued support to the local economy.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
DIRECTOR OF PUBLIC WORKS

APPROVED:



PATRICK H. WEST
CITY MANAGER

MPC:VSG:jsf
LBTBIA Pub Hrng FY13 v1.doc

Attachments: LBT Business Improvement Area Annual Report
Resolution

**LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA
ANNUAL REPORT
October 1, 2012—September 30, 2013**

EXECUTIVE SUMMARY

- Long Beach continues it's trend in showing increases in REVPAR (which is the average of occupancy and average room rate). Industry reports for the year ending 2011 show our REVPAR was up 8.3% over prior year, and is up over 6% in 2012.
- The CVB Sales staff participated in 24 national tradeshow across the U.S.
- The CVB Sales staff led 2 major sales missions that included representatives from Long Beach Hospitality Partners and our Airport Director, Mario Rodriguez.
- The CVB hosted 1 Client Familiarization Trip into Long Beach for the Grand Prix, in addition to 4 Customer Events/Mini Fams over various special events.
- In 2011/2012 the Long Beach CVB won 6 national awards for customer service from major meeting trade publications (including perpetual membership in the Meetings & Conventions Elite Hall of Fame). The CVB is on track to repeat that success in 2012/2013.

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, although with five fewer publications and less ad frequency.

Trade Publication Synopsis:

- **12 Top Trade Publications**
- **410,000 Total Circulation**
- **54 Advertisements**
- **2,793,587 Total Minimum Impressions**

Trade Publications for 2012/2013:

Meetings & Conventions:

Circulation: 70,000

HSMIAI:

Circulation: 7,000

Association Conventions & Facilities

Circulation: 20,000

Long Beach Magazine

Circulation: 20,000

Successful Meetings:

Circulation: 72,050

Convene:

Circulation: 35,000

Corporate & Incentive Travel:

Circulation: 40,000

Black Meetings & Tourism:

Circulation: 28,000

Smart Meetings

Circulation: 31,000

Association Meetings:

Circulation 20,107

Long Beach Business Journal

Circulation: 35,000

Corporate Meetings & Incentives:

Circulation 32,000

Social Media:

In 2012, the Long Beach CVB started a successful social media program that includes Facebook and Twitter. As of this date, the CVB has 3000 Facebook friends and a following of 6,800 on Twitter and the numbers continue to increase.

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 2011/2012 fiscal year, the CVB sales team participated in the following events aimed at professional Meeting Planners & Executive Directors:

- **24 Trade Shows**
- **2 Sales Missions (CVB joined by Center & hotel sales staff)**
- **1 Long Beach Familiarization Trips**
- **4 Customer Events/Mini Fams**

Sales Missions:

- **Chicago Sales Mission:** This mission will take place over 3 days in August, where CVB staff will be joined by Convention Center & Hotel Sales Representatives. We have confirmed 12 individual sales calls and will be hosting 5 customer events.
- **Washington DC Sales Mission:** CVB Sales staff led a contingent of 12 Long Beach Hospitality Partners which included LGB Airport Director Mario Rodriguez as well as General Managers and Directors of Sales from the Convention Center & Hotel's. The mission was 5 days and during that time we conducted 21 individual sales calls, hosted 8 customer events and had over 300 total customer contacts. As a result, we were able to generate 32 RFP's totaling 110,000 potential room nights for Long Beach.

Client Familiarization Trips: "FAM Trips" are a primary tool in selling meeting planners on the features and advantages of booking their conventions in our city. In 2011/2012, we hosted 1 Client FAM trip for the Toyota Grand Prix as well as 4 Customer Events/Mini Fams: Peter Frampton, Kathy Griffin, Phish & Jazz Festival. Of these events, the Grand Prix is our most important client FAM.

- Grand Prix FAM Trip: 25 companies and organizations with a combined potential of 100,000 room nights, \$2 million in TOT and \$90 million in overall economic impact. As of June 2012, 3 groups have signed contracts for a total of 8,185 room nights and approximately \$200,000 in TOT \$5 million in EEI. Over the past two years, the Grand Prix FAM has helped bring 7 new events to Long Beach, bringing the city approximately \$500,000 in TOT to the city.

NATIONAL AWARDS WON BY LONG BEACH CVB

The Long Beach Convention & Visitors Bureau won 6 major meeting trade industry awards for customer service. The service awards are voted on by planners through "un-aided" recall and are a reflection of the extra effort Long Beach puts into providing the highest level of customer service.

- **ELITE HALL OF FAME**—*Meetings & Conventions Magazine*
2nd Consecutive Win
- **GOLD SERVICE AWARD**—*Meetings & Conventions Magazine*
15th Consecutive Win
- **PINNACLE AWARD**—*Successful Meetings Magazine*
7th Consecutive Win
- **DISTINCTIVE ACHIEVEMENT AWARD**—*Association Conventions & Facilities Magazine*
3rd Consecutive Win
- **AWARD OF EXCELLENCE**—*Corporate & Incentive Travel Magazine*
5th Consecutive Win
- **WORLD CLASS AWARD**—*Insurance & Financial Management Meetings Magazine*
4th Consecutive Win

FISCAL YEAR 2012/2013 BUDGET

For 2012/2013, 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.

**Long Beach Area Convention & Visitors Bureau
Budget 2012/2013
LBTBIA**

	2011/2012 Budget	2011/2012 Forecast	2012/2013 Budget
Revenue			
City Funds	0		0
Memberships	0		0
Visitor Guide	0		0
Special Events	0		0
Registration Assistance	0		0
Housing Assistance/Passkey	0		0
PBIA	3,108,000	3,413,983	3,618,800
PBIA Carryover	0		0
Interest Income	0		0
Annual Mtg	0		0
Concierge Desk/Visitor Centers	0		0
Rent & Office Services	0		0
Total Revenues	3,108,000	3,413,983	3,618,800
Expenses			
Personnel	2,148,188	2,108,255	2,195,342
Fam Tours	0	0	0
Trade Shows	44,000	37,912	40,000
Media/Advertising	158,412	431,806	531,058
Special Projects	75,000	84,972	113,000
Gifts	0	0	0
Bld Presentations	0	0	0
Travel & Entertainment Out of Town	212,000	279,736	269,400
Travel & Entertainment In Town	120,400	111,302	120,000
Support Marketing	350,000	360,000	350,000
Reg Assist/Visitor Centers	0	0	0
Administrative Expenses	0	0	0
Allocated Reserve	0	0	0
Total Expenses	3,108,000	3,413,983	3,618,800

1 RESOLUTION NO.

2
3 RESOLUTION OF THE CITY COUNCIL OF THE CITY
4 OF LONG BEACH CONFIRMING, FOLLOWING HEARING,
5 THE ANNUAL REPORT OF THE LONG BEACH TOURISM
6 BUSINESS IMPROVEMENT AREA, CONTINUING THE
7 LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN SAID
8 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, 2012 through September 30, 2013
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 2, 2012 at 5:00 p.m., the City Council opened a
18 public hearing relating to that Report in accordance with its Resolution of Intention No.
19 RES-12-0082, adopted September 4, 2012, and continued the hearing until November
20 13, 2012 at 5:00 p.m. at which public hearing all interested persons were afforded a full
21 opportunity to appear and be heard on all matters relating to the 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 opened on October 2, 2012 at
28 5:00 p.m., and all persons having been afforded an opportunity to appear and be heard,

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

1 the City Council hereby confirms the Report of the Long Beach Tourism Business
2 Improvement Area, previously filed and approved by Resolution No. RES-12-0082,
3 adopted September 4, 2012, as originally filed, and declares that this resolution shall
4 constitute the levy of the Assessment referred to in the Report for October 1, 2012
5 through September 30, 2013 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 _____, 2012, by the
10 following vote:

11 Ayes: Councilmembers: _____

12 _____

13 _____

14 _____

15 Noes: Councilmembers: _____

16 _____

17 Absent: Councilmembers: _____

18 _____

19 _____

20 _____

City Clerk

OFFICE OF THE CITY ATTORNEY
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