

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

1 RESOLUTION NO. RES-10-0119

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, 2010 through September 30, 2011  
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 5, 2010 at 5:00 p.m., the City Council conducted a  
18 public hearing relating to that Report in accordance with its Resolution of Intention  
19 No. RES-10-0102, adopted September 7, 2010, at which public hearing all  
20 interested persons were afforded a full opportunity to appear and be heard on all matters  
21 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 conducted on October 5, 2010  
28 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be

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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-10-0102,  
3 adopted September 7, 2010, as originally filed, and declares that this resolution shall  
4 constitute the levy of the Assessment referred to in the Report for October 1, 2010  
5 through September 30, 2011 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 October 5, 2010, by the  
10 following vote:

11 Ayes: Councilmembers: Garcia, Lowenthal, DeLong,  
12 O'Donnell, Schipske, Andrews,  
13 Johnson, Gabelich.

14  
15 Noes: Councilmembers: None.

16  
17 Absent: Councilmembers: Neal.

18  
19  
20   
21 City Clerk

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## Exhibit A

# FY 2011 Long Beach Tourism PBIA Assessment Formula

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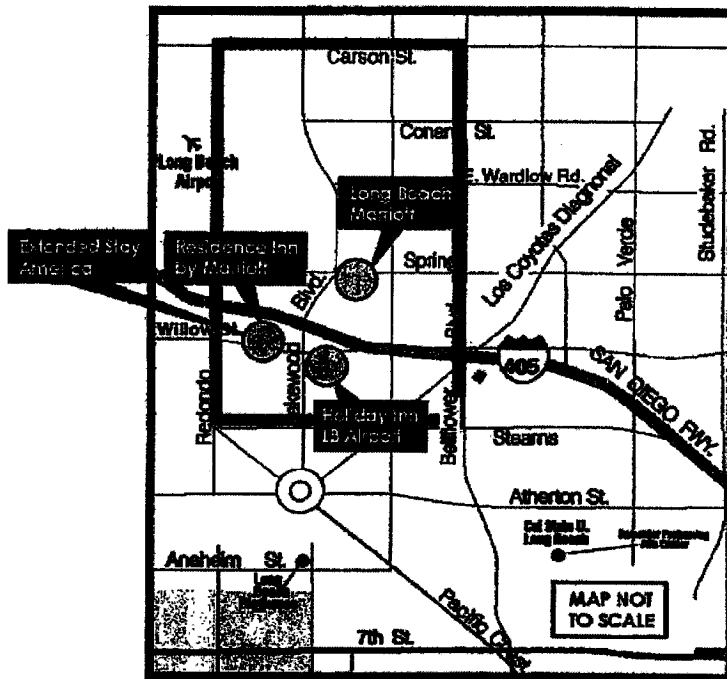
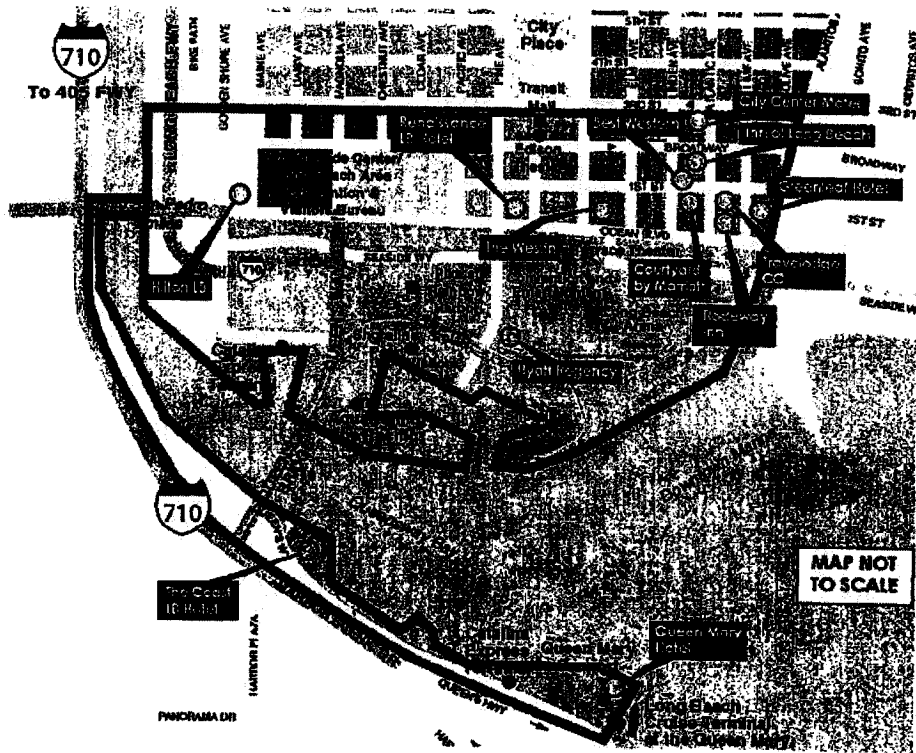
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### **Per Section 3 of Ordinance ORD-05-0018 establishing the district:**

The boundaries of the LBTBIA shall be the Airport District and the Downtown District located within the City of Long Beach as illustrated on the attached map. The Airport District is bounded by Redondo Avenue, Carson shall be subject to any amendments made hereafter to said law or to other applicable

The boundaries of the LBTBIA shall be the Airport District Street, Bellflower Boulevard, and East Stearns Street. The Downtown District is bounded by Third Street, Alamitos Avenue, Queensway Bay (including the Queen Mary, excluding Queensway Harbor and the Long Beach Marina), and Highway 710.

The proposed LBTBIA will include all hotels, with greater than thirty (30) rooms, within the LBTBIA boundaries which include the Airport District and the Downtown District. The assessment shall be levied on all hotel businesses, existing and future, with greater than thirty (30) rooms, within the area based upon three percent (3%) of the gross short term room rental revenue. The assessment will be collected monthly, based on three percent (3%) of the gross short term room rental revenues for the previous month. New hotel businesses within the boundaries will not be exempt from the levy of assessment pursuant to Section 36531. Pursuant to the Long Beach Municipal Code, assessments pursuant to the LBTBIA shall not be included in gross room rental revenue for purpose of determining the amount of the transient occupancy tax. As used in this Ordinance, the phrase "short term room rental" shall mean occupancies that last less than fifteen (15) consecutive days and shall not include occupancies related to state and federal government business by state and federal government employees, shall not include occupancies paid by LA County Social Service vouchers and shall not include airline crew room occupancies.



**LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA  
ANNUAL REPORT  
October 1, 2010—September 30, 2011**

**EXECUTIVE SUMMARY**

- The CVB's booking pace for current and future years is on target to meet our 2010 room night sales production goal, with a projected year-end total equal to last year's sales.
- The CVB Sales staff participated in 16 national tradeshow across the U.S.
- The CVB Sales staff led 3 major sales missions that included representatives from Long Beach hotel properties.
- The CVB hosted 3 Client Familiarization Trips into Long Beach.
- In 2009/2010 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 2010/2011.

**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**
- **60 Advertisements**
- **2,793,587 Total Minimum Impressions**

## Trade Publications for 2010/2011:

### **Meetings & Conventions:**

Circulation: 70,000

### **Meeting News:**

Circulation: 50,100

### **Successful Meetings:**

Circulation: 72,050

### **Corporate & Incentive Travel:**

Circulation: 40,000

### **Smart Meetings**

Circulation: 31,000

### **Long Beach Business Journal**

Circulation: 35,000

### **HSMAI:**

Circulation: 7,000

### **Long Beach Magazine**

Circulation: 20,000

### **Convene:**

Circulation: 35,000

### **Black Meetings & Tourism:**

Circulation: 28,000

### **Association Meetings:**

Circulation 20,107

### **Corporate Meetings & Incentives:**

Circulation 32,000

## Social Media:

In 2009, the Long Beach CVB started a successful social media program that includes Facebook and Twitter. As of this date, the CVB has 823 Facebook friends and a following of 3,182 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 2009/2010 fiscal year, the CVB sales team participated in the following events aimed at professional meeting planners:

- **16 Trade Shows**
- **3 Sales Missions (CVB joined by Center & hotel sales staff)**
- **3 Long Beach Familiarization Trips**

### Sales Missions:

- **Northern California:** This 5-day sales mission by CVB staff also included sales representatives from the Westin, Hyatt, Renaissance, AVIA and Hotel Maya, and included 13 separate sales appointments with major meeting planners. Leads generated from this sales mission total 41,265 potential room nights.
- **Chicago Sales Mission:** On this mission, CVB executives and Long Beach hotel representatives contacted 25 meeting planner clients in 14 individual appointments and a client dinner. Leads generated on this mission represent a potential of 5,306 room nights for Long Beach.

- **Washington DC Sales Mission:** CVB Sales staff led a contingent of Long Beach hotel representatives and contacted 150 meeting planner clients, with leads representing a potential of 14,800 room nights for Long Beach hotels.

**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 2009/2010, we hosted 3 Client FAM Trips: the Red Bull “No Limits” stunt car event, Governor’s Conference for Women and the Grand Prix. Of these, the Grand Prix is our most important client FAM.

- Grand Prix FAM Trip: 27 companies and organizations with a combined potential of 111,298 room nights, \$2.7 million in TOT and \$231 million in overall economic impact. As of this date, 4 groups have signed contracts. Over the past two years, the Grand Prix FAM has helped bring seven new events to Long Beach, bringing the city over \$650,000 in TOT (bed tax direct to city). One of those groups is Oracle, with 5,000 room nights, 1,200 attendees and an estimated TOT of \$120,000.

LBTBIA funds helped Long Beach to maintain market share during this past year of severe economic downturn and increased competition in the convention & meetings trade industry. The CVB Sales Department is on track to achieve their 2010/2011 room night sales goals.

## **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*
- **GOLD SERVICE AWARD**—*Meetings & Conventions Magazine*  
**14<sup>th</sup> Consecutive Win**
- **PINNACLE AWARD**—*Successful Meetings Magazine*  
**6<sup>th</sup> Consecutive Win**
- **DISTINCTIVE ACHIEVEMENT AWARD**—*Association Conventions & Facilities Magazine*  
**2<sup>nd</sup> Consecutive Win**
- **AWARD OF EXCELLENCE**—*Corporate & Incentive Travel Magazine*  
**4<sup>th</sup> Consecutive Win**
- **WORLD CLASS AWARD**—*Insurance & Financial Management Meetings Magazine*  
**3<sup>rd</sup> Consecutive Win**

## FISCAL YEAR 2010/2011 BUDGET

For 2010/2011, 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 2010/2011  
LBTBIA**

Revenue	2009/2010 Budget	2009/2010 Forecast	2010/2011 Budget
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	3,100,000	2,855,426	3,054,000
PBIA Carryover	0		0
Interest Income	0		0
Annual Mtg	0		0
Concierge Desk/Visitor Centers	0		0
Rent & Office Services	0		0
<b>Total Revenues</b>	<b>3,100,000</b>	<b>2,855,426</b>	<b>3,054,000</b>
<b>Expenses</b>			
Personnel	2,147,512	2,051,681	2,118,773
Fam Tours	0	0	0
Trade Shows	47,350	12,564	47,350
Media/Advertising	433,438	242,229	285,177
Special Projects	75,000	96,878	75,000
Gifts	6,900	6,649	6,900
Bid Presentations	0	0	0
Travel & Entertainment Out of Town	118,500	145,412	118,500
Travel & Entertainment In Town	92,300	120,334	132,300
Support Marketing	179,000	179,679	270,000
Reg Assist/Visitor Centers	0	0	0
Administrative Expenses	0	0	0
Allocated Reserve	0	0	0
<b>Total Expenses</b>	<b>3,100,000</b>	<b>2,855,426</b>	<b>3,054,000</b>