



# CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

September 12, 2006

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, 2006 through September 30, 2007, and authorize the City Manager to execute an agreement with the Long Beach Area Convention and Visitor Bureau for a one-year term. (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.

Following this public hearing, the City Council may adopt the attached Resolution confirming the Assessment Report as filed, or as amended by the City Council during these proceedings. The adoption of the Resolution sets the assessment from October 1, 2006 through September 30, 2007.

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 Assessment Report, transmitting the recommendations of the LBACVB Board, proposes the following:

- Continue the current year assessment at three percent of the gross short term room rental revenue for properties located within the district excluding lodging establishments with 30 rooms or less.
- Make no significant changes in the activities program.
- Make no changes in the existing boundaries.

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 hearing notice and copy of resolution RES-06-0091 was published in local media as required. A resolution is attached approving the Annual Report and Budget for October 1, 2006 to September 30, 2007.

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.

This letter was reviewed by Assistant City Attorney Heather Mahood on August 16, 2006, Budget Management Officer David Wodynski on August 30, 2006, and the City Treasurer's Office on August 24, 2006.

#### TIMING CONSIDERATIONS

The LBACVB contract year begins October 1, 2006. City Council action is requested on September 12, 2006, to allow sufficient time to complete necessary documents before the beginning of the contract year.

#### FISCAL IMPACT

The recommended contract amount for Fiscal Year 2007 is \$3,200,000. Sufficient funds will be appropriated in the FY 07 Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



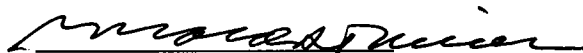
PATRICK H. WEST  
DIRECTOR OF COMMUNITY DEVELOPMENT

PHW:RS:tb

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

LBTBIA 09-12-06 Pub Hrng Cncl Ltr v 02.doc

APPROVED:



GERALD R. MILLER  
CITY MANAGER