



CITY OF LONG BEACH

C-12

DEPARTMENT OF PUBLIC WORKS

333 West Ocean Boulevard 9th Floor • Long Beach, CA 90802 • (562) 570-6383 • Fax (562) 570-

September 6, 2011

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report for October 1, 2011 to September 30, 2012, for the Long Beach Tourism Business Improvement Area, declaring its intention to levy the annual assessment and setting the date of hearing for October 4, 2011. (Districts 1, 2, 4 and 5)

DISCUSSION

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

At its July 28, 2011 meeting, the LBCVB Board voted to adopt Fiscal Year 2012 (FY 12) LBTBIA Assessment Report (attached). 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 October 4, 2011.

This letter was reviewed by Chief Assistant City Attorney Heather Mahood on August 10, 2011 and Budget Management Officer Victoria Bell on August 16, 2011.

TIMING CONSIDERATIONS

City Council action is requested on September 6, 2011 to set the date for the public hearing for October 4, 2011. The new contract year begins on October 1, 2011.

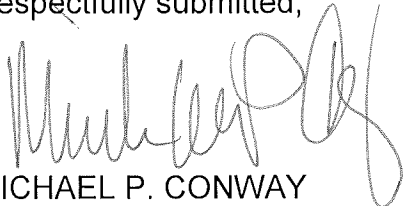
FISCAL IMPACT

It is estimated that the LBTBIA will generate \$3,108,000 in FY 12 through the proposed continuation of the assessment. Short-term room rental-assessment funds are collected from hotels and passed directly through to the LBCVB for implementation of tourism programs. Annual assessment revenue of \$3,108,000 is included in the FY 12 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Public Works (PW). FY 12 assessment revenue will fully offset the proposed allocation in SR 132. There is no impact to the General Fund and no local job impact associated with this action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
DEPARTMENT OF PUBLIC WORKS

MPC:VRG:jf
09.06.11 FY 2012 LBTBIA ROI v2

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

APPROVED:



PATRICK H. WEST
CITY MANAGER

LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA ANNUAL REPORT

October 1, 2011—September 30, 2012

EXECUTIVE SUMMARY

- On an annualized basis, the CVB's definite room night booking pace for 2012 is on target to match our 2011 calendar year of definite bookings. Also, short-term bookings, booked in the year, for the year, have doubled over last year.
- The CVB Sales staff participated in 23 industry tradeshows across the U.S.
- The CVB Sales staff led 3 major sales missions that included representatives from Long Beach hotel properties and city government.
- The CVB hosted 4 Client Familiarization Trips into Long Beach.
- In 2010/2011 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).

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 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. Currently, the CVB has 1,460 Facebook fans and a following of 4,939 on Twitter and the numbers continue to increase. We have successfully used our social media programs to promote incoming conventions to increase attendance at shows with a consumer component; for example, the Quilts International Show.

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 2010/2011 fiscal year, the CVB sales team participated in the following events aimed at professional meeting planners:

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

SALES MISSIONS:

Chicago Sales Mission—7 representatives from Long Beach attended, 10 client presentations, 3 customer events, 54,000 potential room nights from meetings

Washington DC Sales Mission—23 sales calls, 8 customer events, 300+ clients, 28,000+ potential room nights (12 Requests for Proposals already received)

Seattle Sales Mission—8 sales call, 2 customer events, 85 clients

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 2010/2011, we hosted 3 Client FAM Trips. Of these, the Grand Prix is our most important client FAM.

- **Grand Prix FAM Trip:** 25 companies and organizations with a combined potential of 65,000 room nights, 45,000 attendees, \$2.3 million in TOT (bed tax directly to city) and \$ 32 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 2011/2012 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*
- **PINNACLE AWARD**—*Successful Meetings Magazine*
- **DISTINCTIVE ACHIEVEMENT AWARD**—*Association Conventions & Facilities Magazine*
- **AWARD OF EXCELLENCE**—*Corporate & Incentive Travel Magazine*
- **WORLD CLASS AWARD**—*Insurance & Financial Management Meetings Magazine*

Long Beach Area Convention & Visitors Bureau
 Budget 2011/2012
 PBIA

	2011/2012 Budget	2010/2011 June Forecast	2010/2011 Budget
Revenue			
City Funds	0	0	0
PBIA	3,108,000	3,346,005	3,100,000
PBIA Carryover	0	0	0
Total Revenues	3,108,000	3,346,005	3,100,000
Expenses			
Personnel	2,148,188	2,040,508	2,147,512
Fam Tours	0	0	0
Trade Shows	44,000	42,322	47,350
Media/Advertising	158,412	541,659	433,438
Special Projects	75,000	64,390	75,000
Gifts	0	3,146	6,900
Bid Presentations	0	0	0
Travel & Entertainment Out of Town	212,000	213,618	118,500
Travel & Entertainment In Town	120,400	117,887	92,300
Support Marketing	350,000	322,475	179,000
Visitor Centers	0	0	0
Reg Assist/Visitor Centers	0	0	0
Administrative Expenses	0	0	0
Allocated Reserve	0	0	0
Total Expenses	3,108,000	3,346,005	3,100,000
Net Profit	0	0	0

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

1 RESOLUTION NO.

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH APPROVING AN ANNUAL REPORT
5 FOR OCTOBER 1, 2011 TO SEPTEMBER 30, 2012 FOR
6 THE LONG BEACH TOURISM BUSINESS IMPROVEMENT
7 AREA ("LBTBIA") AND DECLARING ITS INTENTION TO
8 LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL
9 YEAR

10
11 WHEREAS, pursuant to Section 36533 of the California Streets and
12 Highways Code, the Board of Directors of the Long Beach Area Convention and Visitors
13 Bureau has caused a Report to be prepared for October 1, 2011 to September 30, 2012
14 relating to the Long Beach Tourism Business Improvement Area ("LBTBIA") which is
15 located generally in the Airport District and the Downtown District, which is specifically
16 described in the Report; and

17 WHEREAS, said Report contains, among other things, with respect to
18 October 1, 2011 to September 30, 2012 all matters required to be included by the above
19 cited Section 36533; and

20 WHEREAS, having approved such Report, the City Council hereby
21 declares its intention to:

22 A. Confirm levy of and direct collecting within the Area, assessments for
23 the LBTBIA for October 1, 2011 to September 30, 2012. Said assessments are proposed
24 to be levied on such classifications and at such rates as are set forth in Exhibit "A"
25 attached hereto and incorporated herein;

26 B. Provide that each business shall pay the assessment monthly, at the
27 same time the transient occupancy tax is due; and

28 WHEREAS, to this end, the proposed activities and improvements

1 undertaken by the Area include those generally specified in the establishing Ordinance
2 No. ORD-05-0018, as adopted by the City Council on July 5, 2005; and

3 WHEREAS, a copy of the Report is on file with the City Clerk and includes
4 a full description of the activities and improvements to be provided from October 1, 2011
5 to September 30, 2012, the boundaries of the area, and the proposed assessments to be
6 levied on the businesses that fiscal year and all other information required by law; and

7 WHEREAS, it is the desire of this City Council to fix a time and place for a
8 public hearing to be held in the City Council Chamber of the City of Long Beach on
9 October 4, 2011 at 5:00 p.m., regarding the Report, the levy and the proposed program
10 for October 1, 2011 to September 30, 2012;

11 NOW THEREFORE, the City Council of the City of Long Beach resolves as
12 follows:

13 Section 1. That certain Report entitled "Assessment Report for
14 October 1, 2011 to September 30, 2012, Long Beach Tourism Business Improvement
15 Area" as filed with the City Clerk is hereby approved.

16 Section 2. On October 4, 2011 at 5:00 p.m., in City Council Chamber,
17 City Hall, 333 West Ocean Boulevard, Long Beach, California 90802, the City Council of
18 the City of Long Beach will conduct a public hearing on the levy of proposed
19 assessments for October 1, 2011 to September 30, 2012 for the LBTBIA. All concerned
20 persons are invited to attend and be heard, and oral or written protests may be made, in
21 accordance with the following procedures:

22 A. At the public hearing, the City Council shall hear and consider all
23 protests. A protest may be made orally or in writing by any interested person. Any
24 protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and
25 shall clearly set forth the irregularity or defect to which the objection is made.

26 B. Every written protest shall be filed with the City Clerk at or before the
27 time fixed for the public hearing. The City Council may waive any irregularity in the form
28 or content of any written protest and at the public hearing may correct minor defects in the

1 proceedings. A written protest may be withdrawn in writing at any time before the
2 conclusion of the public hearing.

3 C. Each written protest shall contain a description of the business in
4 which the person subscribing the protest is interested sufficient to identify the business
5 and, if a person subscribing is not shown on the official records of the City as the owner of
6 the business, the protest shall contain or be accompanied by written evidence that the
7 person subscribing is the owner of the business. A written protest which does not comply
8 with this section shall not be counted in determining a majority protest.

9 D. Testimony is also invited relating to any perceived irregularities in or
10 protests to previous years' proceedings/assessments.

11 Section 3. The City Clerk shall give notice of the public hearing called for
12 in Section 2 by causing this Resolution of Intention to be published once in a newspaper
13 of general circulation in the City not less than seven days before the public hearing.

14 Section 4. This resolution shall take effect immediately upon its adoption
15 by the City Council, and the City Clerk shall certify the vote adopting this resolution..

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EXHIBIT A

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1/29/2011

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