

OFFICE OF THE CITY ATTORNEY
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RESOLUTION NO. RES-11-0112

RESOLUTION OF THE CITY COUNCIL OF THE CITY
OF LONG BEACH CONFIRMING, FOLLOWING HEARING,
THE ANNUAL REPORT OF THE LONG BEACH TOURISM
BUSINESS IMPROVEMENT AREA, CONTINUING THE
LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN SAID
REPORT AND SETTING FORTH OTHER RELATED
MATTERS

WHEREAS, pursuant to Section 36533 of the California Streets and
Highways Code, the Long Beach Tourism Business Improvement Area Advisory Board
has caused a Report to be prepared for October 1, 2011 through September 30, 2012
relating to the Long Beach Tourism Business Improvement Area ("LBTBIA"); and

WHEREAS, said Report contains, among other things, all matters required
to be included by the above cited Section 36533; and

WHEREAS, on October 4, 2011 at 5:00 p.m., the City Council conducted a
public hearing relating to that Report in accordance with its Resolution of Intention
No. RES-11-0099, adopted September 6, 2011, at which public hearing all
interested persons were afforded a full opportunity to appear and be heard on all matters
relating to the Report; and

WHEREAS, a majority protest not having been received, it is the City
Council's desire to confirm the Report as originally filed and impose and continue the levy
of the Annual Assessment as described in the Report;

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

Section 1. A public hearing having been conducted on October 4, 2011
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-11-0099,
3 adopted September 6, 2011, as originally filed, and declares that this resolution shall
4 constitute the levy of the Assessment referred to in the Report for October 1, 2011
5 through September 30, 2012 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 4, 2011, by the
10 following vote:

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

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15 Noes: Councilmembers: None.

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17 Absent: Councilmembers: None.

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21 _____
22 City Clerk

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**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 tradeshow 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

HSMAT:

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	3,348,005	3,100,000
PBIA Carryover	0	0	0
Total Revenues	3,108,000	3,348,005	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	47,360
Media/Advertising	168,412	541,659	433,438
Special Projects	75,000	64,390	75,000
Gifts	0	3,148	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	322,476	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	3,348,005	3,100,000
Net Profit	0	0	0

FY 2012 Long Beach Tourism PBI Assessment Formula

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.

