

**CITY OF LONG BEACH**

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

September 7, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**RECOMMENDATION:**

Adopt the attached Resolution approving the Annual Assessment Report for October 1, 2010 to September 30, 2011, for the Long Beach Tourism Business Improvement Area, declaring its intention to levy the annual assessment and setting the date of hearing for October 5, 2010. (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 15, 2010 meeting, the LBCVB Board voted to adopt the Fiscal Year 2011 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 5, 2010.

This letter was reviewed by Chief Assistant City Attorney Heather Mahood on August 17, 2010, City Treasurer David Nakamoto and Budget Management Officer Victoria Bell on August 18, 2010.

**TIMING CONSIDERATIONS**

City Council action is requested on September 7, 2010 to set the date for the public hearing for October 5, 2010. The new contract year begins on October 1, 2010.

HONORABLE MAYOR AND CITY COUNCIL  
September 7, 2010  
Page 2

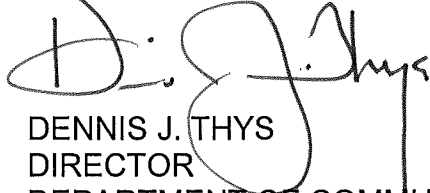
FISCAL IMPACT

It is estimated that the LBTBIA will generate \$3,054,000 in Fiscal Year 2011 (FY 11) 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 \$3,054,000 is included in the FY 11 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). FY 11 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,



DENNIS J. THYS  
DIRECTOR  
DEPARTMENT OF COMMUNITY DEVELOPMENT

DJT:VRG:jsf  
09.07.10 Long Beach Tourism Business Improvement v3

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, 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 tradeshows 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>

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, 2010 TO SEPTEMBER 30, 2011 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, 2010 to September 30, 2011  
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, 2010 to September 30, 2011 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, 2010 to September 30, 2011. 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, 2010  
5 to September 30, 2011, 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 5, 2010 at 5:00 p.m., regarding the Report, the levy and the proposed program  
10 for October 1, 2010 to September 30, 2011;

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, 2010 to September 30, 2011, Long Beach Tourism Business Improvement  
15 Area" as filed with the City Clerk is hereby approved.

16 Section 2. On October 5, 2010 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, 2010 to September 30, 2011 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  
23 all protests. A protest may be made orally or in writing by any interested  
24 person. Any protest pertaining to the regularity or sufficiency of the  
25 proceedings shall be in writing and shall clearly set forth the irregularity or  
26 defect to which the objection is made.

27 B. Every written protest shall be filed with the City Clerk at or  
28 before the time fixed for the public hearing. The City Council may waive



1 any irregularity in the form or content of any written protest and at the public  
2 hearing may correct minor defects in the proceedings. A written protest  
3 may be withdrawn in writing at any time before the conclusion of the public  
4 hearing.

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

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

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

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

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2010, by the following vote:

Ayes:                   Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Noes:                   Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Absent:               Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ City Clerk

OFFICE OF THE CITY ATTORNEY  
ROBERT E. SHANNON, City Attorney  
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