

RESOLUTION NO. RES-20-0150

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH APPROVING CHANGES TO THE  
SCHEDULE OF GAS RATES

WHEREAS, Chapter 15.36 of the Long Beach Municipal Code provides that the rates, services and conditions for natural gas provided by the City's gas utility shall be established by resolution of the Long Beach City Council; and

WHEREAS, Section 1502 of the Charter of the City of Long Beach requires that the rates charged customers for services by the City's gas utility shall be based upon the prevailing rates for similar services and commodities supplied or sold by other utilities in the Southern California area; and

WHEREAS, the gas utility fees and charges, including any changes therein are identified in the rate schedules attached as an exhibit hereto; and

WHEREAS, the City Manager has submitted proposed revisions to the gas rates shown on the current gas rate schedules;

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

Section 1. The attached schedules of gas rates, use priorities, and conditions, and exhibits of gas fees, charges, incentives and related services are hereby approved.

Section 2. The attached schedules of gas rates, use priorities, and conditions, and exhibits of gas fees, charges, incentives, and related services, shall be effective and become operative on December 1, 2020.

Section 3. The City Manager is hereby authorized and directed to implement the gas utility rates, use priorities, conditions, fees and charges hereby adopted on the effective date.

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Section 4. The City Clerk shall certify to the passage of this resolution by the City Council and cause it to be posted in three conspicuous places within the City and it shall take effect as hereinabove set forth.


I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of November 17, 2020 by the following vote:

Ayes: Councilmembers: Zendejas, Pearce, Price, Supernaw,  
Mungo, Andrews, Uranga, Richardson.

Noes: Councilmembers: Austin.

Absent: Councilmembers: None.

Recusal(s): Councilmembers: None.

  
City Clerk

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
411 West Ocean Boulevard, 9th Floor  
Long Beach, CA 90802-4664

# EXHIBIT “A”



# **2020-2021 Long Beach Tourism Business Improvement Area Annual Report**

SUBMITTED BY THE LONG BEACH CONVENTION & VISITOR'S  
BUREAU

SEPTEMBER 14, 2020

# Table of Contents

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DISTRICT OVERVIEW .....	2
District Background .....	2-5
District Boundary .....	6-7
District Advisory Board .....	8
District Personnel .....	8
ASSESSMENT .....	9
CPI Adjustments .....	9
BUDGET .....	10
Projected Budget .....	10
Surplus or Deficit Carryover .....	12
Contributions from Other Sources .....	12-15
Long Beach Tourism Business Improvement Area Program .....	16
2020 – 2021 Program .....	16
Program Area 1 - Sales .....	16-17
Program Area 2 – PR/Marketing Plan Overview .....	18

# DISTRICT OVERVIEW

## District Background

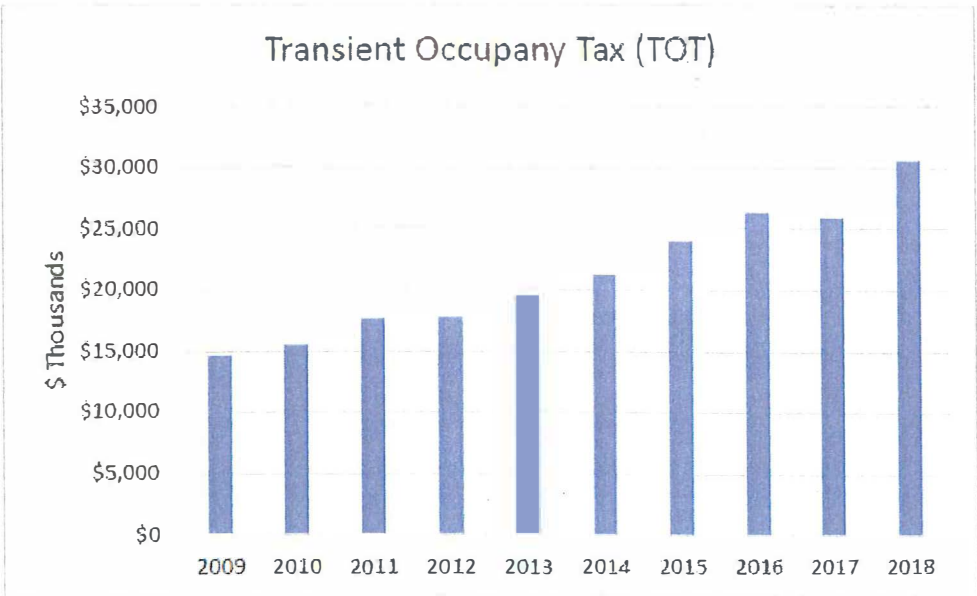
### Long Beach Convention and Visitor Bureau

The Long Beach Convention & Visitors Bureau (LBCVB) is the official tourism organization contracted by the City of Long Beach. The mission of the LBCVB is to contribute to the economic development of the City by selling, marketing and promoting Long Beach as a destination for conventions, meetings, tradeshows, and tourism.

The Long Beach Area Convention & Visitors Council, Inc. was incorporated on August 2, 1982, as a tax-exempt nonprofit organization. The Council commenced operations on October 1, 1982. Effective March 21, 1995, the Council changed its name to the Long Beach Convention & Visitors Bureau. The mission of the Bureau is accomplished through direct sales to meeting planners, publicity through meeting trades and travel publications and through marketing and promotional cooperative campaigns with the Bureau's membership, city and industry partners.

The tourism industry is one of the largest generators of revenue for the City. Recent studies indicate that overnight visitors in Long Beach generate more than \$1.17 billion in economic impact from direct spending on transportation, accommodations, dining, shopping, attractions and city taxes.\*

Data was extracted on transient occupancy taxes from the City of Long Beach to determine the total amount of spending at hotels and motels in the City of Long Beach. Transient occupancy tax revenue in the City of Long Beach totaled \$30.6 million in fiscal year 2019. Using the City's 12% transient occupancy tax rate we determined total spending at hotels and motels to be roughly \$255 million in fiscal-year 2019.\*



Source: City of Long Beach

\*Beacon Economics/City of Long Beach

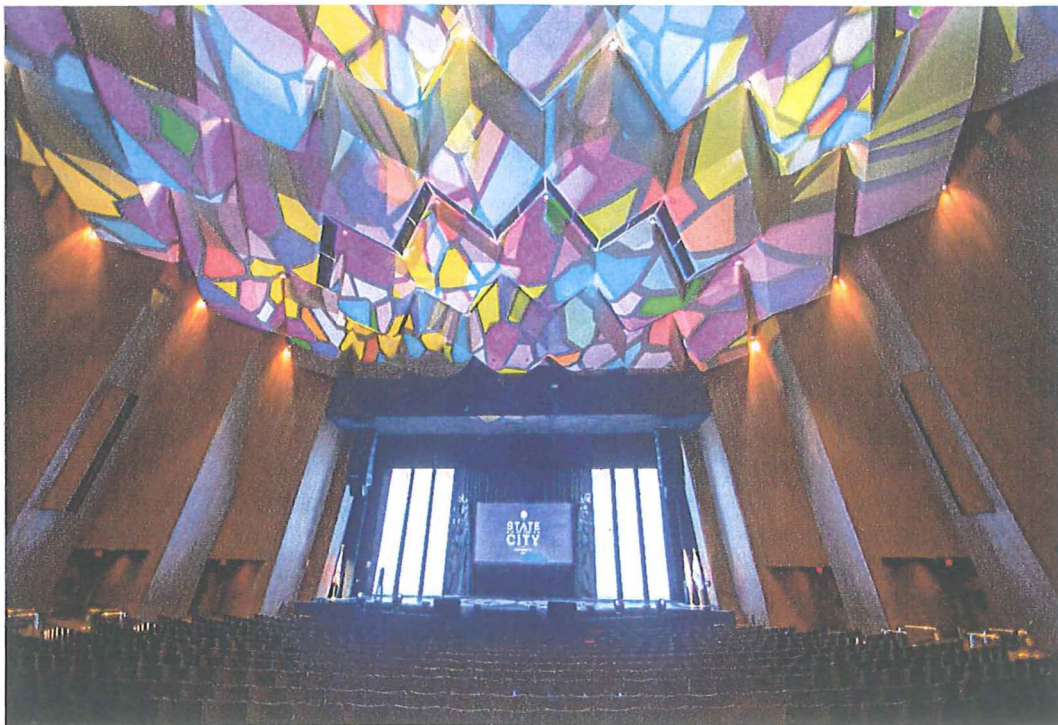
Tourism has been a significant factor in the City's economy and remains subject to the fluctuations in the local, state, and national economies. The LBCVB promotes several notable neighborhoods/districts and attractions including the Aquarium of the Pacific, the Queen Mary, Long Beach Performing Arts Center, Museum of Latin American Art, Long Beach Museum of Art, Rainbow Harbor, and Carnival Cruises, and our two historic Ranchos. Both Ranchos Los Alamitos and Ranchos Los Cerritos are listed in the National Register of Historic Places and reveal our rich history and the early ranching and farming era.

Multiple aquatic offerings are also promoted including harbor cruises, whale watching, sport fishing, boating facilities, and our beaches and marinas. Our Long Beach Parks and Recreation facilities with over 170 parks and 26 community centers and one of the busiest municipal golf systems in the country with five courses is another highlight of the city.

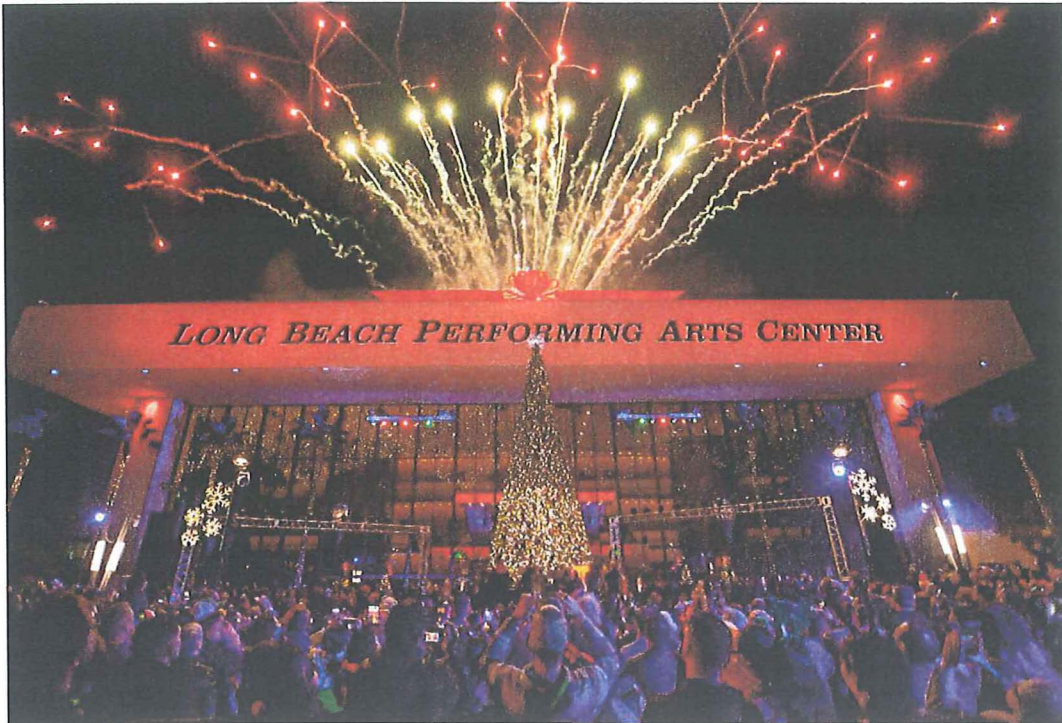
The Long Beach Public Transit System includes a Metro Link, the Long Beach Transit buses, our free downtown area Passport Shuttle, and our water taxis - The Aquabus and The Aqualink. Long Beach is fast becoming one of the most bicycle friendly cities in America. We welcome cyclist to explore our city with more than 100 miles of bike routes and 5.5 miles of scenic beachfront. All of these facilities and services assist in us attracting millions of visitors to the city each year.

LBCVB marketing and public relations efforts also attract visitors to Long Beach to attend an array of high-profile annual events including the Acura Grand Prix, Long Beach Pride, Long Beach Marathon, POW! WOW! in addition to dozens of cultural, ethnic, and sports festivals.

The Long Beach Convention & Visitors Bureau enjoys a strong partnership with our city. Through their support, we have been able to reposition the Long Beach Convention Center which has played host to various city events, including graduations, inaugurations and other events.







Our holiday season kicks off with our annual Christmas Tree Lighting which is also organized by the LBCVB. This magical event is hosted in early December and includes an evening of festivities for the entire family. This event has grown from 400 people in our inaugural year to 5000 people last year.

### **Long Beach Convention & Entertainment Center**

The City has fostered convention business by expanding convention facilities and encouraging private sector participation. Trade shows, conventions, concerts, athletic competitions, and other events are held regularly at the Long Beach Convention & Entertainment Center (The Center), which was enlarged in 1994 to accommodate 318,000 square feet of exhibit space.

Over the past several years, the Convention Center has received monies to renovate and reposition the facility. This has helped to put Long Beach at the forefront of innovation with a new modern campus using the prestigious TED conference as a design model. This new styling, using furniture and lighting, has created an environment that encourages conventioners to network and collaborate, which is what conventions and associations are trying to achieve today with their meetings. The Center has been hailed by the meetings media as "The Convention Center of the Future."



## Accolades

Capitalizing on Long Beach being recognized in *Convene* magazine, the official magazine of PCMA (the largest professional association of meeting planners), for being ahead of the trends in meetings and events the previous year, the center hosted the first ever Think Tank for Future Trends in Meetings put on by PCMA. Bringing 20 of the top influential thinkers in the nation to Long Beach.

The concept of “turnkey” spaces continues to bring in new business for The Center, including groups that could not use Long Beach before the addition of the larger spaces including the Pacific Ballroom, Terrace Plaza, and the Cove. The repositioning is helping Long Beach to become more competitive as it contends with similarly sized convention centers in cities such as Portland, San Jose, Denver, and Phoenix. Long Beach has also been successful in pulling groups from much larger centers such as Los Angeles, Anaheim, and San Diego.

Both the Long Beach Convention Center and Long Beach Convention & Visitors Bureau won the Stella Award for the fourth consecutive year. Both the CVB and the Center have won the “gold” award for the “Best in the West” title. Long Beach beat out San Diego, Los Angeles, Anaheim, and San Francisco, etc. This award is presented by *Successful Meetings* and *Meetings and Conventions* magazines, two of the top industry trade publications. The winners were nominated and voted on by professional meeting planners. These awards will be made public in November via these publications.



## District Boundary



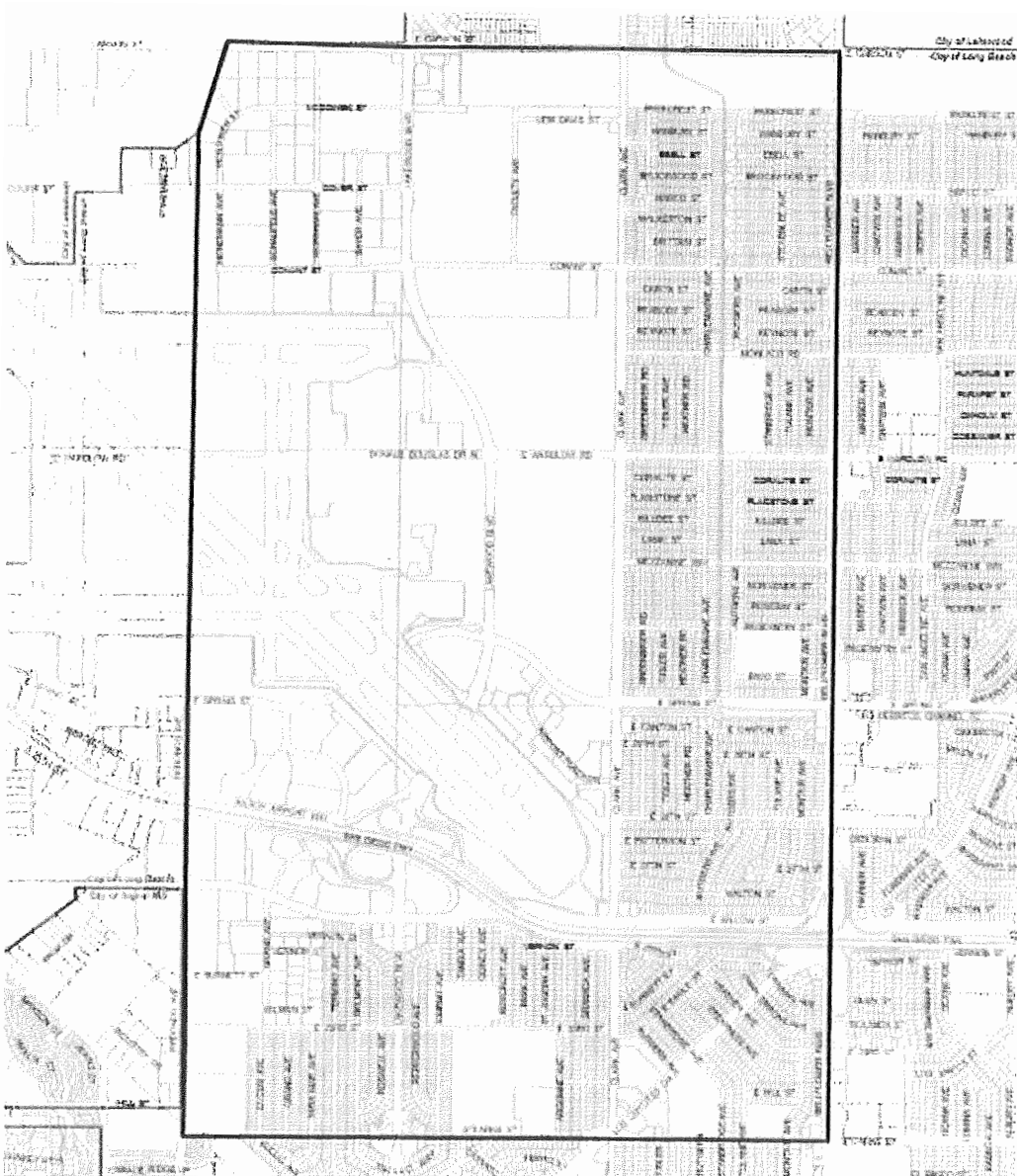
## City of Long Beach

Long Beach Tourism - Downtown  
Parking & Business Improvement Areas (PBIA)

As of March 2016



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**City of Long Beach**  
**Long Beach Tourism - Airport**  
**Business Improvement Area (BIA)**

As of March 2016



City of Long Beach Department of Planning & Innovation 2016. All Rights Reserved. Version: 2016-03

**Proposed Changes**

There are no proposed changes to the district boundaries.



## District Advisory Board

Imran Ahmed—Chairman and Executive Committee Member- General Manager—Marriott Long Beach  
Larry Black – Vice Chair & Executive Committee Member – Owner, Varden Hotel  
Bill Collier – Executive Committee Member – Golden Shore RV Park  
Larry Jackson – Executive Committee Member - Secretary  
Mooyon Kim – Executive Committee Member - General Manager – Holiday Inn LB Airport  
Jane Netherton – Executive Committee Member - Chief Financial Officer  
Bill Rouse – Executive Committee Member – General Manager – Long Beach Yellow Cab  
Renato Alesiani – General Manager – Breakers Hotel  
Terry Antonelli – CEO – Del L’Opera Restaurant Group  
Jon Benson – General Manager – Hyatt Regency & Hyatt Centric  
Greg Bombard – CEO/President – Catalina Express  
Swietlana Cahill – General Manager – Hilton Long Beach  
Marcelle Epley – President & CEO – Long Beach Community Foundation  
Greg Guthrie – General Manager – Hotel Maya a Double Tree by Hilton  
Todd Lemmis – Founding Partner – Pacific6 Enterprises  
Mac McCann – General Manager – Residence Inn by Marriott  
Silvano Merlo – General Manager – Courtyard LB Downtown  
Jim Michaelian – President & CEO – Grand Prix Association of Long Beach  
John Morris – General Manager – Boathouse on the Bay  
Ron Nelson – Executive Director – Long Beach Museum of Art  
Dennis Patel – Owner – Travelodge Convention Center  
Hitu Patel – Owner – Roadway Inn & Best Western  
Courtney Russell – General Manager – Long Beach Residence Inn  
Karen Englund – General Manager – Renaissance Long Beach  
John Thomas – Audit Committee Member – Art Deco Dimensions  
John Thompson – General Manager – Westin Long Beach

## District Personnel

Steve Goodling – President & CEO  
Joseph Jenci – Senior VP Sales/Admin  
Kenya Stamps –VP Sales/Admin  
Jeff Forney – VP Marketing, Membership & Special Projects  
Cindy Robbins – Controller

# ASSESSMENT

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## Methodology

2020 – 2021 The Long Beach Tourism 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 assessment pursuant to Section 36531 (of the California Streets and Highways Code).

## Proposed Changes

There are no proposed changes to the method and basis of levying the assessment.

## CPI Adjustments

A Consumer Price Index Adjustment is not being requested at this time.

# BUDGET

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## Projected Budget

### Long Beach Area Convention & Visitors Bureau Budget 20/21 vs Forecast June 19/20

#### TBIA

##### Revenue

- TBIA funds are budgeted \$764,000 below prior year due to the effects for COVID and hotel closings.
- Reserves Used of \$311,000 are partially offset by the amount added to the reserves from last year.

##### Expenses

- Personnel is budgeted \$438,000 below the prior year due to COVID related staff reductions.
- Fam Tours are budgeted \$25,000 below prior year as we don't see any events until the second half of the year and they will be smaller events.
- Trade & Consumer Advertising is budgeted \$323,000 over prior year as a result of COVID and the need to cut costs from last year's budget.
- Special Events are budgeted \$79,000 over prior year as all events for the second half of 19/20 were cancelled. This includes PowWow, Grand Prix, Thunder Thursday and Pride to name a few.
- Travel and Entertainment in and out of town is budgeted \$25,000 more than prior year as all travel for the second half of 19/20 was cancelled.
- Support Marketing is budgeted \$49,000 more than prior year because all shows for the second half of 19/20 were cancelled therefore we didn't need the Promo Funds. However, we do anticipate the shows to return in 2021.



	<b>TBIA</b>			
<b>Revenue</b>		2020/2021 Budget	2019/2020 Forecast	Variance to prior Budget
TBIA		2,138,778	2,902,672	(763,894)
Reserves Used		310,884	-	310,884
<b>Total Revenues</b>		2,449,662	2,902,672	(453,010)
<b>Expenses</b>				
Personnel		1,418,082	1,856,140	(438,058)
Fam Tours		15,000	40,722	(25,722)
Trade Shows		0	-	-
Conv/Meeting & Leisure Travel Advertising & Public Relations		399,000	76,159	322,841
Special Projects		80,000	777	79,223
Travel & Entertainment Out of Town		184,000	182,640	1,360
Travel & Entertainment In Town		76,000	52,282	23,718
Support Marketing		277,580	228,361	49,219
<b>Total Expenses</b>		2,449,662	2,437,081	12,581
<b>Net Change to Assets</b>		0	465,591	-465,591

## Contributions from Other Sources

### Long Beach Area Convention & Visitors Bureau Budget 20/21 vs Forecast 19/20

#### TOTAL

##### Revenue

- The TOT contract with the City will be decreased by \$450,000 or 8.8% due to the City's financial situation.
- Membership is budgeted \$44,000 below prior as we do not intend to invoice our members until the second half of 2021 when they will be better able to afford it. We are in the meantime though continuing to service all of our members.
- Airport Marketing is budgeted \$50,000 over prior year as we anticipate the Airport being able to ramp up their marketing in the second half of the year.
- TBIA funds are budgeted \$764,000 below prior year due to the effects for COVID and hotel closings. When comparing 20/21 to the current year the first half will be greatly impacted but we see potential gains in the second half of the year compared to 19/20.
- Reserves Used of \$240,000 are offset by the addition to our reserves in 19/20 made possible by the PPP loan, and savings in our budget.

##### Expenses

- Personnel is budgeted \$665,000 below the prior year due to COVID related staff reductions.
- Fam Tours are budgeted \$26,000 below prior year as we don't see any event until the second half of the year and they will be smaller events.
- Trade Shows are budgeted \$76,000 over prior year because all trade shows in the second half of 19/20 were cancelled.
- Trade & Consumer Advertising is budgeted \$795,000 below prior year as a result of COVID and the need to cut costs.
- Special Events are budgeted \$76,000 over prior year as all events for the second half of 19/20 were cancelled. This includes Pow Wow, Grand Prix, Thunder Thursday and Pride. These events are scheduled to return in 20/21.
- Travel and Entertainment in an out of town is budgeted \$86,000 more than prior year as all travel for the second half of 19/20 was cancelled.
- The Visitor's Center has not been budgeted as we don't anticipate being able to reopen that until 21/22 year.
- Admin expenses are budgeted \$4,500 over prior year for the Partial repayment of the Economic Disaster Loan, and the need for additional IT support while our staff works remotely.

	<b>TOTAL</b>		Variance
	2020/2021	2019/2020	to prior
<b>Revenue</b>	Budget	Forecast	Budget
City Funds	4,608,676	5,058,676	-450,000
Memberships	88,000	132,880	-44,880
Airport Marketing	50,000	0	50,000
Digital Adv Boards	10,000	23,376	-13,376
TBIA	2,138,778	2,902,672	-763,894
SBA Loans	0	733,000	-733,000
Interest Income	0	0	0
Concierge Desk/Visitor Centers	0	7,000	-7,000
Reserves Used	239,989	0	239,989
<b>Total Revenues</b>	7,135,443	8,857,604	1,722,161
<b>Expenses</b>			
Personnel	3,274,670	3,940,050	-665,380
Fam Tours	90,000	115,938	-25,938
Trade Shows	159,000	82,840	76,160
Conv/Meeting & Leisure Travel Advertising & Public Relations	1,525,858	2,321,107	-795,249
Gifts	60,000	58,454	1,546
Special Projects	210,000	133,601	76,399
Travel & Entertainment Out of Town	259,500	248,748	10,752
Travel & Entertainment In Town	266,575	191,384	75,191
Support Marketing	370,580	370,088	492
Visitor Centers	0	15,059	-15,059
Administrative Expenses	919,260	914,744	4,516
<b>Total Expenses</b>	7,135,443	8,392,013	1,256,570
<b>Net Change to Assets</b>	0	465,591	-465,591

**Long Beach Area Convention & Visitors Bureau Budget  
20/21 vs Forecast**

**TOT**

**Revenue**

The TOT contract with the City will be decreased by \$450,000 or 8.8% due to the City's financial situation.

Membership is budgeted \$44,000 below prior as we do not intend to invoice our members until the second half of 2021 when they will be better able to afford it. We are in the meantime though continuing to service all of our members.

Airport Marketing is budgeted \$50,000 over prior year as we anticipate the Airport being able to ramp up their marketing in the second half of the year.

Reserves Used of (\$71,000) are offset by the addition to our reserves in 19/20 made possible by the PPP loan, and savings in our budget.

**Expenses**

Personnel is budgeted \$227,000 below the prior year due to COVID related staff reductions.

Trade Shows are budgeted \$76,000 over prior year because all trade shows in the second half of 19/20 were cancelled.

Trade & Consumer Advertising is budgeted \$1,118,000 below prior year as a result of COVID and the need to cut costs.

Travel and Entertainment in and out of town is budgeted \$60,000 more than prior year as all travel for the second half of 19/20 was cancelled.

Support Marketing is budgeted \$48,000 under prior year Due to the reduction of some subscription services.

The Visitor's Center has not been budgeted as we don't anticipate being able to reopen that until 21/22 year.

Admin expenses are budgeted \$4,500 over prior year for the Partial repayment of the Economic Disaster Loan, and the need for additional IT support while our staff works remotely.

	<i>TOT</i>		
<b>Revenue</b>	2020/2021 Budget	2019/2020 Forecast	Variance to prior Budget
City Funds	4,608,676	5,058,676	(450,000)
Memberships	88,000	132,880	(44,880)
Airport Marketing	50,000	-	50,000
Digital Adv Boards	10,000	23,376	(13,376)
SBA Loan	0	733,000	(733,000)
Interst Income	0	-	-
Concierge Desk/Visitor Centers	0	7,000	(7,000)
Reserves used	-70,895		(70,895)
<b>Total Revenues</b>	<b>4,685,781</b>	<b>5,954,932</b>	<b>(1,269,151)</b>
<b>Expenses</b>			
Personnel	1,856,588	2,083,910	(227,322)
Fam Tours	75,000	75,216	(216)
Trade Shows	159,000	82,840	76,160
Conv/Meeting & Leisure Travel Advertising & Public Relations	1,126,858	2,244,948	(1,118,090)
Trade & Consumer Digital Advertising	0		-
Gifts	60,000	58,454	1,546
Special Projects	130,000	132,824	(2,824)
Travel & Entertainment Out of Town	75,500	66,108	9,392
Travel & Entertainment In Town	190,575	139,102	51,473
Support Marketing	93,000	141,727	(48,727)
Visitor Centers	0	15,059	(15,059)
Administrative Expenses	919,260	914,744	4,516
Allocated Reserve		-	
<b>Total Expenses</b>	<b>4,685,781</b>	<b>5,954,932</b>	<b>(1,269,151)</b>
<b>Net Change to Assets</b>	<b>0</b>	<b>0</b>	<b>0</b>

# Long Beach Tourism Business Improvement Area Program

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## 2020 – 2021 Program

### Program Area 1 - Sales

#### Trade Shows

The sales department is scheduled to participate in the industry's largest and most successful trade Shows for the Fiscal Year 2020/2021. These strategically selected shows attract motivated meeting planners from both the local and national markets. Most of the National Associations average 60% of their revenue from annual events and trade shows. For this reason, National Associations are our biggest market segment even during challenge times. Without this revenue they would have to cut services to their membership.

#### Partnerships

We will continue our preferred partnership agreements with Helms Briscoe, Conference Direct, and Maritz/Experient, allowing us to attend their annual conferences and additional industry events. Long Beach currently converts 66% of our definite city-wide bookings from our Third-Party clients.

#### Sales Missions

Historically the Washington DC and Chicago Missions have been successful in bringing the Long Beach Hospitality community to our clients.

**Washington DC:** This fiscal year we have budgeted for a modified targeted sales mission in Washington DC. There will not be any direct sales calls scheduled to planner offices during this year's sales mission due to the restrictions our clients have as it relates to visitors. We are already planning our signature events that will include a high impact/action rooftop reception overlooking the National Mall and DC monuments on Thursday evening. Friday will include a luncheon in Virginia to attract the planners located in the suburban DC market. We will wrap up the mission by inviting clients to the Virginia Gold Cup on Saturday, a day of featured horse races in the Virginia countryside held since 1922. Tailgating at this event is a time-honored tradition where tailgate contests, decorations, special food and drink complete the day.

**Chicago:** We have also budgeted for a two-day targeted client event in Chicago. The mission that typically takes place in November will be moved to a spring. We will be planning an evening reception/event with a luncheon planned for the following day. Once again, we will not be doing sales calls due to client restrictions related to visitors.

**Orange County:** The Long Beach CYB Orange County annual client luncheon has been budgeted but timing will remain flexible with the re-opening of the Southern California markets.

#### Hosted Fams

For 2021, we will once again plan to host clients for the Long Beach Grand Prix FAM. This annual event will also be modified to create a highly desirable "golden ticket" experience. We will be targeting clients with outstanding city-wide contracts from the National Association markets. Our plans this coming year will include a weekend of tailored events based on our client's expectations. These planners with major citywide potential and their guests will experience our ability to conduct large events through



this tremendous exposure.

We have had success and positive feedback from our clients as it relates to special entertainment events at the Terrace Theatre **Jerry Seinfeld, Sarah McLachlan, Tony Bennett and Ali Wong**. We will continue to plan such events for our Southern CA as well as national clients once the Terrace Theatre reopens.

<b>Long Beach CVB Trade Show and Sales Mission Calendar Fiscal 2020/2021</b>		
<b>Event</b>	<b>DATES</b>	<b>LOCATION</b>
	<b>December 2020</b>	
<b>CVB Rep</b>	TBD	Washington DC
<b>CVB Rep</b>	TBD	Boston, MA
<b>CaISAE Seasonal Spectacular</b>	Dec 16-17	Sacramento, CA
<b>IAEE (with CC)</b>	Dec 8-10	Louisville, KY
<b>Connect DC</b>	TBD	Washington DC
	<b>January 2021</b>	
<b>Southwest Showcase</b>	Jan 21	Round Rock, TX
<b>PCMA</b>	Jan 10-13	Houston, TX
	<b>March 2021</b>	
<b>CVB Rep</b>	TBD	New York, NY
<b>Experient/Envision</b>	TBD	TBD
	<b>April 2021</b>	
<b>Chicago Sales Mission</b>	TBD	Chicago
<b>HelmsBriscoe Annual Business Conference</b>	April 7-9	Dallas, TX
	<b>May 2021</b>	
<b>Conference Direct Annual Partner Meeting</b>	TBD	TBD
<b>Cvent Connect</b>	May 24-27	Las Vegas, NV
<b>DC Sales Mission</b>	May 1-2	Washington, DC, Virginia
	<b>Aug 2021</b>	
<b>ASAE</b>	<b>Aug 2021</b>	Dallas, TX
	<b>Nov 2021</b>	
<b>IMEX</b>	Nov 9-11	Las Vegas, NV

## **Program Area 2 – PR/Marketing Plan Overview**

For 2020-2021 Convention/Meetings/Leisure Advertising and Public Relations programs, we will continue to focus our effort on promoting Long Beach as the Southern California destination to come to for your next event or vacation.

Overall, our marketing efforts will total over 40 million impressions (10 million in print and 30 million digital).

### **Meetings and Conventions Print and Digital**

This year's emphasis will be on wide-open spaces, the many options available on the campus for meetings and conventions and focusing on educating planners on the cleaning protocols (GBAC and Venue Shield) that are in place at not only the center but also hotels along with the city as a whole.

### **Leisure Market Print and Digital**

For the Leisure market, the focus will be on the hyper local and drive in market including Arizona during the summer months. Videos and social channels will focus on the local "vibe" and experience so that the end user gets a feel of what Long Beach has to offer from a local's point of view.

Along with marketing year round holidays and special events (on our social media channels), we will continue promoting our Staycation program for the summer. Sharing with our followers a variety of optional sightseeing, dining and entertainment experiences. Focusing on the wide-open spaces and the many unique experiences they will have in Long Beach. We will continue to work with our membership (i.e., hotels, restaurants and attractions such as the Queen Mary and Aquarium of the Pacific, LBMA etc.).

### **Photo/video Contest**

In order to create additional content and excitement in Long Beach, we will be continuing our monthly photo/video contest. Each month has a different theme (active Long Beach, best sunset, holiday lights etc.) and the top three most voted on by the public plus a sponsor's choice winner will receive a visa gift card for that month. These photos will be used on our website, shared socially on our channels and used in print pieces. This content is user generated and has an authenticity to it which studies show people look for on social media channels.

### **Custom Video Content**

We will continue to produce custom videos for each of our 26 member hotels, 110 member restaurants as well as attractions and retail establishments in the city. These videos give the viewer a sense of what the establishment is all about, how it was started and a unique piece of information that sets them apart from other restaurants. The videos will be posted on our YouTube Channel, the members landing page on our website and through our social media channels. We will also provide the file to the member for their marketing use.

**In Public Relations**, our media efforts with Visit California will focus on bringing writers and bloggers to Long Beach in hopes of securing compelling stories in local and regional publications. We will also be attending the Visit California Media trips to New York, San Francisco and Los Angeles.