



CITY OF LONG BEACH

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OFFICE OF THE CITY MANAGER

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PATRICK H. WEST
CITY MANAGER

October 9, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Authorize the City Manager to execute the Fifth Amendment to Agreement Number 28164 with the Long Beach Area Convention and Visitors Bureau to provide funding in the amount of \$3,930,366 for Fiscal Year 2008. (Citywide)

DISCUSSION

On October 1, 2002 the City Council approved a five-year agreement with the Long Beach Area Convention and Visitor's Bureau, Inc. (LBACVB) to develop a program to promote the city as a convention and tourist destination. The LBACVB administers a marketing program to establish the city as a site for conventions and tourism, which advertises and publicizes the city, its natural advantages, resources, attractions, climate and facilities. On October 19, 2004, as part of the Second Amendment, the City Council extended the initial five-year term by an additional seven years, through September 30, 2014. This agreement is amended annually to reflect the level of funding appropriated by the City Council.

At this time, staff is requesting authorization to enter into a Fifth Amendment to Agreement No. 28164 with the LBACVB. The total amount of the proposed amendment for Fiscal Year 2008 (FY 08) is \$3,930,366, which represents the same funding level as in FY 05, FY06 and FY 07. As in prior years, the agreement includes \$115,000 for the design and construction of the Rose Parade Float, and \$35,000 to support Grand Prix promotional activities, both of which support the City's economic development objectives.

Over the previous five fiscal years the LBACVB realized a 36 percent growth in hotel room night sales. This year, both hotel occupancy and average room rates have increased over the same period last year (76.3 percent vs. 74 percent and \$145/room vs. \$132/room). In FY 2007, the LBACVB was recognized with a number of industry awards, including *Successful Meetings* Pinnacle Award (fourth time in a row), *Insurance*

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& Financial Management Meetings World Class Award (first time), Meeting News Magazine Planner's Choice Award (fourth time), Corporate & Incentive Travel Magazine Award of Excellence (first time), Meetings & Conventions (M&C) Gold Service Award and inducted into the Elite Hall of Fame this year -- an honor reserved for Bureaus that have achieved twelve consecutive gold service awards. Building on this success, the City expects another strong year from the LBACVB.

This matter was reviewed by Assistant City Attorney Heather Mahood on October 3, 2007 and Budget and Performance Management Bureau Manager David Wodynski on October 3, 2007.

TIMING CONSIDERATION

The proposed amendment makes the funding appropriated for Fiscal Year 2008 available to the LBACVB. Accordingly, action is recommended at the October 9, 2007 City Council meeting.

FISCAL IMPACT

The total amount of the one-year agreement is \$3,930,366 and is budgeted in the Special Advertising and Promotions Fund (SR 133) in the City Manager Department (CM). The Special Advertising and Promotions Fund derives its revenue from the Transient Occupancy Tax.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST
CITY MANAGER

PHW:CFW