

**LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA**  
**ANNUAL REPORT**  
**October 1, 2005—September 30, 2006**

Revenue from the LBTBIA has allowed the Long Beach Area Convention & Visitors Bureau (CVB) to explore new market areas previously unavailable due to tight funding issues. For the first time in nearly a decade, money was available to fund a limited advertising and promotion campaign aimed at the leisure travel market, while also allowing some expansion of the CVB's sales and marketing efforts in the meeting trade marketplace.

LBTBIA funds helped create a new image campaign for Long Beach, complete with dramatic new photography of the city and vibrantly enticing ads and collateral materials. LBTBIA revenue provided the extra impetus needed to take the first steps of a strategic marketing effort to position Long Beach as a desirable urban, waterfront destination for both pleasure travel and meetings and conventions.

The addition of LBTBIA funds to our current marketing budget bolstered our ability to increase consumer and meeting planner awareness of Long Beach as a destination city. Emerging from the clutter of thousands of messages from hundreds of destination cities is difficult, especially in the media rich environment of Southern California.

During the time the LBTBIA has been in place, Long Beach has seen a statistically relevant increase in name awareness by professional meeting planners and consumers.

Also, higher awareness translates into economic benefit for Long Beach. The CVB's current fiscal year has seen the following growth over last year:

- **5.1% increase in hotel occupancy**
- **5.7% increase in average room rate**
- **11% increase in revenue**

A major reason for these increases can be attributed to a change in perceptions of Long Beach by consumers and professional meeting planners. These shifts in perception are a direct result of the sales and marketing campaigns that the LBTBIA helps to fund.

## **AWARENESS SURVEY**

A recent survey of professional meeting planners who subscribe to Successful Meetings Magazine and Meetings News Magazine show significant progress for Long Beach's image awareness. Two surveys were conducted, one in September of 2005 and one in June of 2006 to test the effectiveness of Long Beach's marketing and advertising efforts. The first survey set a benchmark by which perception changes could be measured. Three major components were measured: Awareness of Long Beach as a meeting destination, familiarity with Long Beach, and perception of Long Beach as a desirable meeting destination. The follow-up survey found:

- **Awareness + 3.8%**
- **Familiarity + 7.2%**
- **Perception + 9.7%**

### **Survey Overview:**

Long Beach is steadily gaining momentum in its awareness and perceptions as a meeting destination city among planners nationwide. This survey showed that more than half of the responding meeting planners were aware of Long Beach as a meeting destination city. Nearly half of the respondents are now more familiar, claiming knowledge of Long Beach. Perceptions of Long Beach as a destination city have shifted favorably, and planners now have a higher percentage of positive perceptions (up 9.7%), compared to negative or neutral perceptions. Quotes from meeting planners in the remarks section of the survey are indicative of this positive direction:

- **“Based upon articles and comments from colleagues, my perception of the destination is pleasant weather, waterfront venues, friendly people.”**
- **“It has been 10 years since I have been there...I do receive meeting magazines and read up on the area from articles. I was impressed with all the new modern venues.”**
- **“A location that offers all the amenities of a large city and a convention center that accommodates my needs.”**
- **“Nice setting on the water. Pleasant downtown area with plenty of attractions right there or close by. Excellent hotels and convention center.”**

Overall, the LBTBIA has provided resources to help grow pleasure travel and meeting and convention business in the City of Long Beach.

# ADVERTISING OVERVIEW:

## Meeting Trade Advertising

(Readers are primarily professional meeting planners)

In the Meeting Trade Market the CVB was able to expand its advertising and promotional efforts to include a wider range of publications and to increase ad frequency to improve reader awareness of Long Beach.

## Trade Publication Synopsis:

- 13 Top Trade Publications
- 77 Advertisements
- Total Minimum Impressions: 2,500,000

## Trade Publications for 2005/2006:

Meetings & Conventions Magazine  
Circulation: 74,000

Association Meetings  
Circulation: 20,107

Successful Meetings Magazine  
Circulation: 72,050

Corporate Meetings & Incentives  
Circulation: 32,000

Meeting News  
Circulation: 60,100

Medical Meetings  
Circulation: 12,000

USAE Newspaper  
Circulation: 2,000

Religious Conference Manager  
Circulation: 4,500

Tradeshow Week  
Circulation: 2,500

Financial Ins. & Meetings  
Circulation: 9,000

PCMA Convene Magazine  
Circulation: 35,000

Black Meetings & Tourism  
Circulation: 35,000

Meeting News  
Circulation: 26,000

## **Consumer Advertising**

(Readers are primarily pleasure & business travelers)

The addition of LBTBIA revenue allowed the CVB for the first time in nearly a decade to stage a modest consumer advertising campaign aimed at the leisure travel market. The CVB primarily targeted its traditional "drive markets," those cities within comfortable driving distance of Long Beach: Central California, Arizona and Nevada. In addition, the CVB targeted major cities with direct air service to Long Beach Airport, i.e., San Francisco, Washington, D.C.

### **Consumer Publication Synopsis:**

- 10 Major Newspapers & Travel Magazines
- 60 Advertisements
- Total Minimum Impressions: 36,256,430

### **Consumer Publications for 2005/2006**

Sunset Magazine  
Circulation: 1.5 million

Phoenix Magazine  
Circulation: 65,095

San Francisco Magazine  
Circulation: 128,000

Arizona Republic Newspaper  
Circulation: 597,000

Gentry Magazine  
Circulation: 65,650

Seattle Magazine  
Circulation: 51,800

VIA Magazine  
Circulation: 2.6 million

Westways Magazine  
Circulation: 3.6 million

Washington Post Magazine  
Circulation: 1million

Las Vegas Review Journal  
Circulation: 220,723

## **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 2005/2006 fiscal year, the CVB sales team participated in the following events aimed at professional meeting planners:

- **44 Trade Shows**
- **3 Sales Missions (CVB joined by Center & Hotel sales staff)**
- **60 Sales Trips**
- **5 Long Beach Familiarization Trips (138 clients brought to Long Beach)**
- **Site Inspections (Brought 240 clients to Long Beach)**
- **VNU Marketplace held in Long Beach**  
30 pre-qualified professional meeting planners and 23 exhibiting suppliers
- **HSMAI Affordable Meetings**  
Industry tradeshow brought 600 professional meeting planners to Long Beach

As a result of the CVB's sales and marketing activities, the CVB has generated over 700,000 potential room nights for future years and booked over 179,000 definite room nights to date this fiscal year (11% increase year over year), and sales are on track to surpass our fiscal year goal of 235,000 room nights.

## **NATIONAL AWARDS WON BY LONG BEACH CVB**

- **2005 Planners Choice Award—Meeting News Magazine**  
More than 60,000 meeting planners chose their top convention bureaus through "unaided recall." Only 25 bureaus nationwide receive this honor. This was Long Beach's third consecutive award.
- **2006 Pinnacle Award—Successful Meetings Magazine**  
A mark of excellence in the meetings trade, the Pinnacle is awarded for overall quality of conference sales and service, destination, hotels, meeting facilities and customer service. This was Long Beach's third consecutive award.
- **2005 Gold Service Award—Meetings & Conventions Magazine**  
Presented to Convention Bureaus offering customer service above and beyond normal expectations. This was Long Beach's tenth consecutive win.

## FISCAL YEAR 2007 BUDGET

For 2007, the Long Beach Area Convention & Visitors Bureau Sales and Marketing staff will continue the successful programs implemented during the 2006 fiscal year, exploring sales, marketing and advertising opportunities in both the meetings and conventions marketplace and in consumer publications aimed at pleasure travelers.

	2005/2006	2006/2007	Variance
<b>Revenue</b>			
City Funds	0	0	0
Memberships	0	0	0
Advertising	0	0	0
Registration Assistance	0	0	0
Housing Assistance/Passkey	0	0	0
PBIA	\$3,500,000	\$3,200,000	-\$300,000
Interest Income	0	0	0
Annual Mtg	0	0	0
Conclerge Desk	0	0	0
Rent & Office Services	0	0	0
<b>Total Revenues</b>	<b>\$3,500,000</b>	<b>\$3,200,000</b>	<b>-\$300,000</b>
<b>Expenses</b>			
Personnel	\$1,559,784	\$1,731,940	\$172,156
Fam Tours	\$50,000	\$0	-\$50,000
Trade Shows	\$79,140	\$35,000	-\$44,140
Media/Advertising	\$1,295,080	\$928,060	-\$367,020
Special Projects	\$0	\$0	\$0
Gifts	\$25,300	\$0	-\$25,300
Bid Presentations	\$25,000	\$25,000	\$0
Travel & Entertainment Out of Town	\$132,896	\$130,000	-\$2,896
Travel & Entertainment In Town	\$45,800	\$50,000	\$4,200
Support Marketing	\$287,000	\$300,000	\$13,000
Registration Assistance	\$0	\$0	\$0
Administrative Expenses	\$0	\$0	\$0
Allocated Reserve	\$0	\$0	\$0
Debt Service	\$0	\$0	\$0
<b>Total Expenses</b>	<b>\$3,500,000</b>	<b>\$3,200,000</b>	<b>-\$300,000</b>
<b>Net Profit</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

### Boundaries and Assessment Methodology

District boundaries and assessment methodology are provided in the attached Engineer's Report.

**CITY OF LONG BEACH**

**LONG BEACH TOURISM BUSINESS  
IMPROVEMENT AREA**

**ENGINEER'S REPORT  
FISCAL YEAR 2005/2006**

**May 19, 2005**

**Prepared by  
N|B|S**

**41661 Enterprise Circle N.  
Suite 225  
Temecula, CA 92590  
800.676.7516**

**800.434.8349**

**870 Market Street  
Suite 901  
San Francisco, CA 94102**

**CITY OF LONG BEACH**  
**LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA**

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**MAYOR**

Beverly O'Neill

**CITY COUNCIL**

Bonnie Lowenthal, First District

Dan Baker, Second District

Frank Colonna, Third District

Patrick O'Donnell, Fourth District

Vice Mayor, Jackie Kell, Fifth District

Laura Richardson, Sixth District

Tonia Reyes Uranga, Seventh District

Rae Gabelich, Eight District

Val Lerch, Ninth District

**CITY STAFF**

Gerald R. "Jerry" Miller, City Manager

Michael A. Killebrew, Director of Financial Management

Heather Mahood, Chief Assistant City Attorney

David Nakamoto, Treasurer

Elsa Castaneda, Senior Administrative Analyst



**CITY OF LONG BEACH**  
**LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA**

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**LBTBIA ADVISORY BOARD**

Terry Antonelli, CEO, Del L'Opera Restaurant Group  
Kristy Ardizzone, Manager Government Affairs-Western Region, JetBlue Airways Corporation  
Greg Bonbard, President, Catalina Express  
Reuben Brassler, Owner, Lord Mayor's Inn  
Laurence W. Jackson, President & CEO, Long Beach Transit  
Jeff Kulek, General Manager, Hilton Long Beach & EMC  
Jim Michaelian, President & CEO, Grand Prix Association of Long Beach  
John Morris, Owner/President, Smooth's Sports Grille  
Jane J. Netherton, President & CEO, International City Bank  
Joachim Ortmayer, General Manager, Renaissance Long Beach Hotel  
Dennis Patel, Owner, Travelodge Convention Center  
Hitu Patel, Owner, Rodeway Inn  
Bill Peterson, Managing Director, Home Depot Center  
Ken Pilgrim, General Manager, The Westin Long Beach  
Joseph Prevratil, President, RMS Foundation, Inc., The Queen Mary  
Mitchell Rouse, President & CEO, Taxi Systems, Inc.  
Richard Sandoval, General Manager, The Coast Long Beach Hotel  
Patricia Schille, General Manager, Residence Inn by Marriott  
Dr. Jerry R. Schubel, President & CEO, Aquarium of the Pacific  
William Simmons, President & CEO, City Light & Power, Inc.  
Jerry Slatton, General Manager, Long Beach Marriott  
Doug Smith, General Manager, Courtyard by Marriott  
Steven J. Smith, General Manager, Hyatt Regency Long Beach  
Adrian Valencia, CHA, General Manager, Holiday Inn Long Beach Airport

**N|B|S**

Greg Ghironzi, Director  
Mike Stearns, Project Engineer

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## 1. ENGINEER'S LETTER

WHEREAS, on \_\_\_\_\_ the City Council of the City of Long Beach adopted a resolution to establish a Parking and Business Improvement Area named the Long Beach Tourism Business Improvement Area (the "LBTBIA") per the *Parking and Business Improvement Area Law of 1989* (Section 36500 et seq.) of the *California Streets and Highways Code*;

WHEREAS, on \_\_\_\_\_, the City Council of the City of Long Beach held a public hearing to establish the LBTBIA and the levy of assessments;

WHEREAS, the Advisory Board of the LBTBIA (the "Board") directed NBS to prepare and file an engineer's report. The report shall be filed with the clerk and shall refer to the parking and business improvement area by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following:

1. Any proposed changes in the boundaries of the parking and business improvement area or in any benefit zones within the area.
2. The improvements and activities to be provided for that fiscal year.
3. An estimate of the cost of providing the improvements and the activities for that fiscal year.
4. The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for that fiscal year.
5. The amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
6. The amount of any contributions to be made from sources other than assessments levied pursuant to this part.

NOW THEREFORE, according to the *Parking and Business Improvement Area Law of 1989* (Section 36500 et seq.) of the *California Streets and Highways Code* an assessment is made to cover the following Improvements and/or Activities;

"Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following; parking facilities, benches, trash receptacles, street lighting, decorations, parks and fountains.

"Activities" means, but is not limited to, all of the following; promotion of public events which benefit businesses in the area and which take place on or in public places within the area, furnishing of music in any public place in the area, promotion of tourism within the area, activities which benefit businesses located and operating in the area.

I, the undersigned, respectfully submit the enclosed Engineer's Report and, to the best of my knowledge, information and belief, the Engineer's Report has been prepared and assessments computed in accordance with the order of the City Council of the City of Long Beach and the Advisory Board of the LBTBIA.

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NBS

## **2. MISSION STATEMENT OF THE LBTBIA**

The purpose of the LBTBIA is to administer marketing programs to promote the City of Long Beach as a tourism destination and to fund projects, programs, and activities that benefit hotels within the boundaries of the LBTBIA.

### **Scope of Tasks**

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The LBTBIA will provide the following Improvements and/or Activities;

"Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following; parking facilities, benches, trash receptacles, street lighting, decorations, parks and fountains.

"Activities" means, but is not limited to, all of the following; promotion of public events which benefit businesses in the area and which take place on or in public places within the area, furnishing of music in any public place in the area, promotion of tourism within the area, activities which benefit businesses located and operating in the area.

### **Other Incomes**

---

The LBTBIA will search out grants and other funding sources whenever possible to accomplish its goal of promoting tourism within the area.

### 3. ESTIMATE OF COSTS

The following estimate of costs is made to cover the LBTBIA's first Fiscal Year, being the period from August 1, 2005 through September 30, 2006. All subsequent Fiscal Years will begin October 1 and end September 30. The estimate covers costs associated with the promotion of tourism within the LBTBIA boundary and may include the following Improvements and/or Activities;

"Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following; parking facilities, benches, trash receptacles, street lighting, decorations, parks and fountains.

"Activities" means, but is not limited to, all of the following; promotion of public events which benefit businesses in the area and which take place on or in public places within the area, furnishing of music in any public place in the area, promotion of tourism within the area, activities which benefit businesses located and operating in the area.

DESCRIPTION	AMOUNT
Total FY 2005/2006 Estimated Costs	\$3,000,000.00
FY 2004/2005 Surplus/Deficit	0.00
Contributions	0.00
Total FY 2005/2006 Estimated Assessment	\$3,000,000.00

## **4. ASSESSMENTS**

### ***4.1. Basis of Assessment***

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The proposed LBTBIA will include all hotels, with greater than 30 rooms, within the LBTIA boundaries which include the Airport District and the Downtown District. The assessment is proposed to be levied on all hotel businesses, existing and future, with greater than 30 rooms within the boundaries of the LBTBIA. The assessment is calculated based upon 3% of the gross short term room rental revenue. Except where funds are otherwise available, an assessment will be levied annually to pay for the improvements and activities within the area. The assessment and will be collected monthly based on 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 City of Long Beach's transient occupancy tax ordinance, 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. For purposes of this assessment, the phrase "short term room rental" shall mean occupancies that last less than 15 consecutive days and shall not include occupancies related to state and federal government business by state and federal government employees and shall not include occupancies paid by LA County Social Service vouchers and shall not include airline crew room occupancies. Because the tourism promotion programs are directed at larger properties, lodging establishments with 30 rooms or less shall not be assessed.

The assessment is proposed to be levied in perpetuity, commencing August 1, 2005.

## **5. PROTEST PROCEEDING**

### **5.1. *Procedural Requirements***

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A protest against the establishment of the LBTBIA, the extent of the LBTBIA, and the furnishing of a specified type of improvement or activity, as provided in Section 36524, may be made in writing. To count in the majority protest against the LBTBIA, a protest must be in writing. A written protest may be withdrawn from writing at any time before the conclusion of the public hearing. Each written protest shall contain a written description of the business in which the person signing the protest is interested, sufficient to identify the business and its address. If the person signing the protest is not shown on the official records of the City of Long Beach as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business. If the owner of the business is a corporation, LLC, partnership or other legal entity, the authorized representative for the entity shall be authorized to sign the protest. Any written protest as to the regularity or evidence of the proceedings shall be in writing and clearly state the irregularity or defect to which objection is made. Written protests must be received by the City Clerk of the City of Long Beach before the close of the hearing scheduled herein and may be delivered or mailed to the City Clerk, City of Long Beach, Lobby Level, 333 W. Ocean Blvd., Long Beach, California, 90802.

If at the conclusion of the public hearing, there are of record, written protests by the owners of the businesses within the LBTBIA that will pay fifty percent (50%) or more of the total assessments of the entire LBTBIA, no further proceedings to create the LBTBIA shall occur. New proceedings to form the LBTBIA shall not be undertaken again for a period of at least one (1) year from the date of the finding of the majority written protest by the City Council. If the majority of written protests is only as to an improvement or activity proposed, then that type of improvement or activity shall not be included in the LBTBIA.

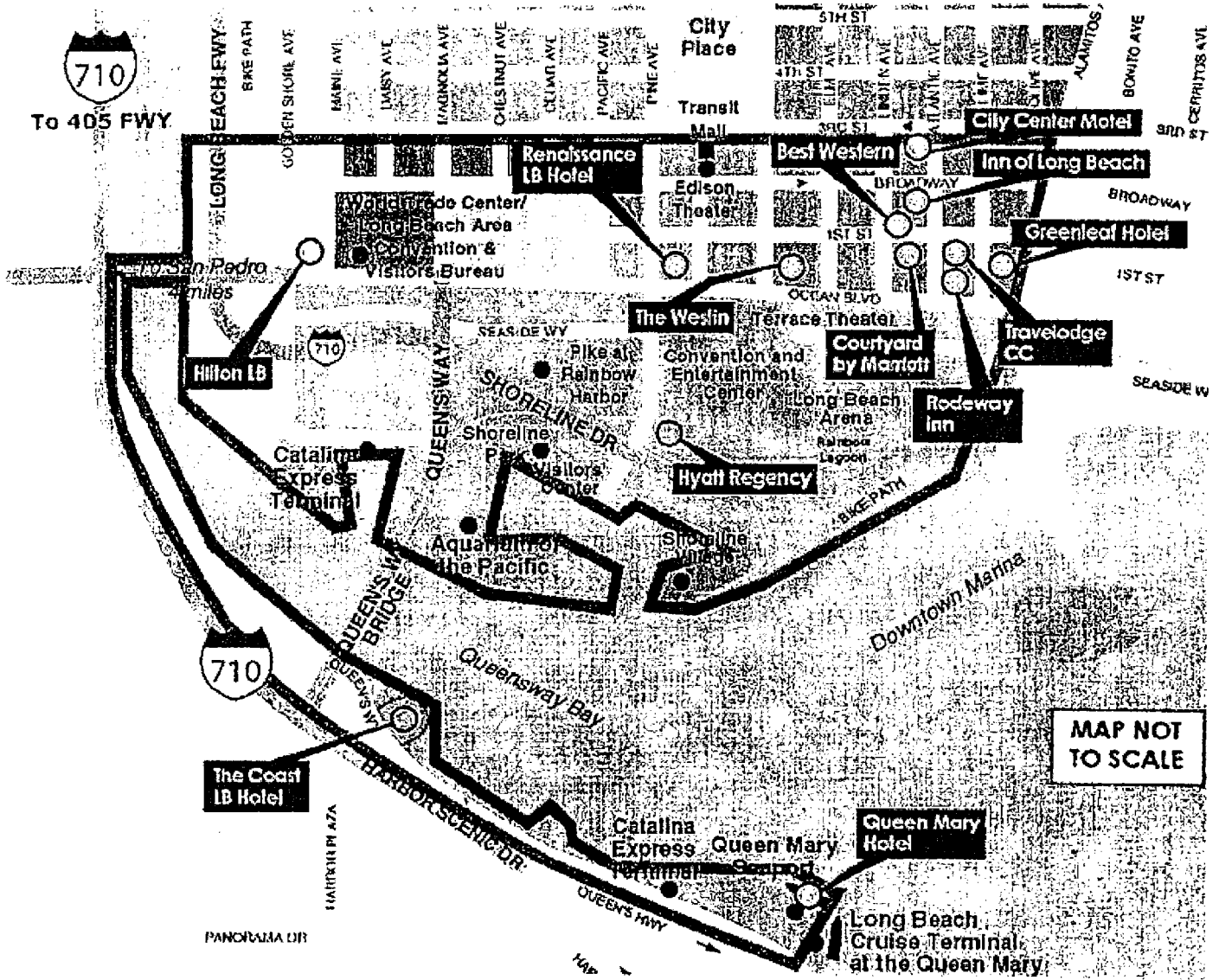
## **6. LBTBIA BOUNDARY MAP**

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 following map. The Airport District is bounded by Redondo Ave., Carson Street, Bellflower Blvd., and E Stearns Street. The Downtown District is bounded by 3<sup>rd</sup> Street, Alamitos Ave., Queensway Bay (including the Queen Mary, excluding Queensway Harbor and the Long Beach Marina), and Highway 710.





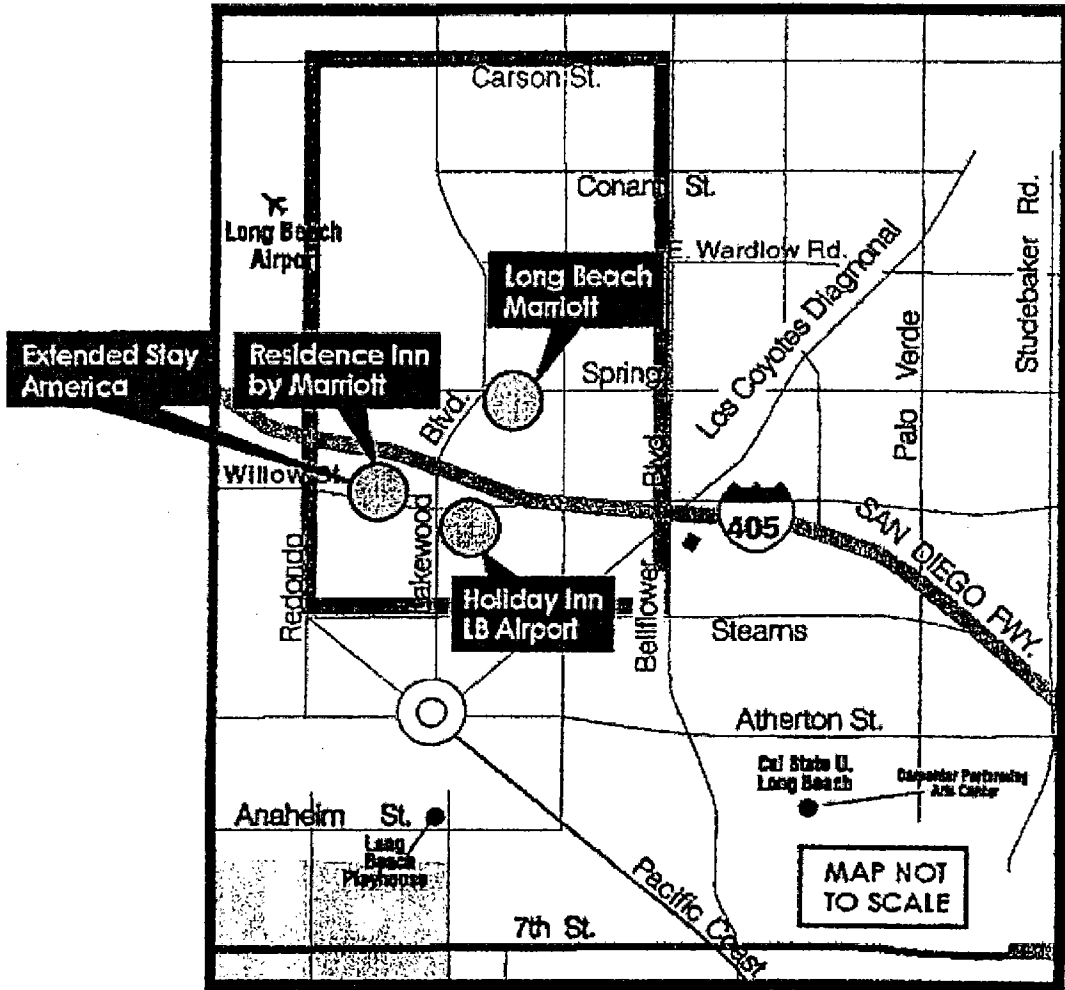
To 405 FWY



MAP NOT TO SCALE

PANORAMA DR

Long Beach Cruise Terminal at the Queen Mary



## 7. BUSINESS LISTING

The Fiscal Year 2005/2006 Estimated Assessments were prepared and delivered to the City of Long Beach. Financial information regarding individual businesses is considered private and confidential information and will not be part of this public record. If you have a question related to your business's proposed annual assessment amount, please contact the City Clerk, City of Long Beach, Lobby Level, 333 W. Ocean Blvd., Long Beach, California, 90802.

<u>Property #</u>	<u>Hotel Name</u>	<u>Address</u>
1	Best Western Convention Center	517 E 1 <sup>st</sup> Street
2	Courtyard by Marriott	500 E 1 <sup>st</sup> Street
3	Extended Stay America	4105 E Willow
4	Hilton Long Beach	701 W Ocean
5	Holiday Inn LB Airport	2640 Lakewood
6	Hyatt	200 S Pine
7	Inn of Long Beach	185 Atlantic
8	Long Beach Marriott	4700 Airport Plaza
9	Queen Mary	1126 Queens Way
10	Renaissance Hotel	111 E Ocean
11	Residence Inn by Marriott	4111 E Willow
12	Rodeway Inn	50 Atlantic
13	The West Coast LB Hotel	700 Queens Way
14	Travelodge	80 Atlantic
15	Westin	333 E Ocean
16	Greenleaf Hotel	63 Lime Ave
17	City Center Hotel	255 Atlantic Ave

1 RESOLUTION NO.

2  
3 A RESOLUTION OF THE CITY COUNCIL OF THE  
4 CITY OF LONG BEACH APPROVING AN ANNUAL  
5 REPORT FOR OCTOBER 1, 2006 TO SEPTEMBER 30,  
6 2007 FOR THE LONG BEACH TOURISM BUSINESS  
7 IMPROVEMENT AREA ("LBTBIA") AND DECLARING ITS  
8 INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR  
9 THAT FISCAL YEAR

10  
11 The City Council of the City of Long Beach resolves as follows:

12 WHEREAS, pursuant to Section 36533 of the California Streets and  
13 Highways Code, the Board of Directors of the Long Beach Area Convention and  
14 Visitors Bureau has caused a Report to be prepared for October 1, 2006 to  
15 September 30, 2007 relating to the Long Beach Tourism Business Improvement Area  
16 ("LBTBIA") which is located generally in the Airport District and the Downtown District,  
17 which is specifically described in the Report; and,

18 WHEREAS, said Report contains, among other things, with respect to  
19 October 1, 2006 to September 30, 2007 all matters required to be included by the  
20 above cited Section 36533; and,

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

23 A. Confirm levy of and direct collecting within the Area,  
24 assessments for the LBTBIA for October 1, 2006 to September 30, 2007. Said  
25 assessments are proposed to be levied on such classifications and at such rates as are  
26 set forth in Exhibit "1" attached hereto and incorporated herein;

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

Robert E. Shannon  
City Attorney of Long Beach  
333 West Ocean Boulevard  
Long Beach, California 90802-4664  
Telephone (562) 570-2200

1 WHEREAS, to this end, the proposed activities and improvements  
2 undertaken by the Area include those generally specified in the establishing Ordinance  
3 No. ORD-05-0018, as adopted by the City Council on July 5, 2005; and

4 WHEREAS, a copy of the Report is on file with the City Clerk and includes  
5 a full description of the activities and improvements to be provided from October 1,  
6 2006 to September 30, 2007, the boundaries of the area, and the proposed  
7 assessments to be levied on the businesses that fiscal year and all other information  
8 required by law; and

9 WHEREAS, it is the desire of this City Council to fix a time and place for a  
10 public hearing to be held in the City Council Chamber of the City of Long Beach on  
11 September 12, 2006 at 5:00 p.m., regarding the Report, the levy and the proposed  
12 program for October 1, 2006 to September 30, 2007;

13  
14 NOW THEREFORE, the City Council of the City of Long Beach resolves  
15 as follows:

16 Section 1. That certain Report entitled "Assessment Report for  
17 October 1, 2006 to September 30, 2007, Long Beach Tourism Business Improvement  
18 Area" as filed with the City Clerk is hereby approved.

19 Sec. 2. On September 12, 2006 at 5:00 p.m., in City Council  
20 Chamber, City Hall, 333 West Ocean Boulevard, Long Beach, California 90802, the  
21 City Council of the City of Long Beach will conduct a public hearing on the levy of  
22 proposed assessments for October 1, 2006 to September 30, 2007 for the LBTBIA. All  
23 concerned persons are invited to attend and be heard, and oral or written protests may  
24 be made, in accordance with the following procedures:

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

1 made.

2 B. Every written protest shall be filed with the City Clerk at or  
3 before the time fixed for the public hearing. The City Council may waive any irregularity  
4 in the form or content of any written protest and at the public hearing may correct minor  
5 defects in the proceedings. A written protest may be withdrawn in writing at any time  
6 before the conclusion of the public hearing.

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

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

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

20 Sec. 4. This resolution shall take effect immediately upon its  
21 adoption by the City Council, and the City Clerk shall certify the vote adopting this

22 ////

23 ////

24 ////

25 ////

26 ////

27 ////

28 ////

Robert E. Shannon  
City Attorney of Long Beach  
333 West Ocean Boulevard  
Long Beach, California 90802-4664  
Telephone (562) 570-2200

1 resolution.

2

3

4

I certify that this resolution was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2006, by the following vote:

5

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

6

\_\_\_\_\_

7

\_\_\_\_\_

8

\_\_\_\_\_

9

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

10

\_\_\_\_\_

11

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

12

\_\_\_\_\_

13

\_\_\_\_\_

14

City Clerk

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L:\APPS\CtyLaw32\WPDOCS\D018\VP005\00091859.WPD

28

#06-03533

**Exhibit 1**

**FY 2007 Long Beach Tourism PBIA  
Assessment Formula**

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**Section 3 of Ordinance 05-0018 creating 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.



