

TWENTY-SECOND AMENDMENT TO AGREEMENT NO. 28164

28164

THIS TWENTY-SECOND AMENDMENT TO AGREEMENT NO. 28164 is made and entered into as of November 16, 2022, for reference purposes only, pursuant to a minute order adopted by the City Council of the City of Long Beach at its meeting on November 1, 2022, by and between the LONG BEACH AREA CONVENTION AND VISITORS BUREAU, INC., a California nonprofit corporation ("CVB"), and the CITY OF LONG BEACH, a municipal corporation ("City").

WHEREAS, City and CVB (the "Parties") entered into Agreement No. 28164 (the "Agreement") whereby CVB agreed to promote tourism and conventions in the City of Long Beach; and

WHEREAS, the Parties desire to amend the Agreement to reflect the amount appropriated by City Council for Fiscal Year 2023 from the Special Fund for such promotion;

NOW, THEREFORE, in consideration of the mutual terms, conditions and covenants contained in Agreement No. 28164 and herein, the Parties agree as follows:

1. Section 5 of the Agreement is hereby amended in its entirety to read as follows:

"5. City's Convention and Tourism Budget. City's City Council has appropriated and allocated from its Special Fund for City convention and tourism sales and development \$3,930,366 for each of the fiscal years ending September 30, 2005, September 30, 2006, September 30, 2007, September 30, 2008, and September 30, 2009; \$3,815,366 for the fiscal year ending September 30, 2010; \$3,428,676 for each of the fiscal years ending September 30, 2011, September 30, 2012, and September 30, 2013; \$3,728,676 for the fiscal year ending September 30, 2014; \$3,928,676 for the fiscal year ending September 30, 2015; \$4,278,676 for the fiscal year ending September 30, 2016; \$4,608,676 for the fiscal year ending September 30, 2017; \$4,708,676

1 for the fiscal year ending September 30, 2018; \$4,958,676 for the fiscal year
2 ending September 30, 2019; \$5,358,676 for the fiscal year ending September
3 30, 2020; \$4,608,676 for fiscal year ending September 30, 2021; \$5,508,676
4 for fiscal year ending September 30, 2022; and \$4,608,676 for the fiscal year
5 ending September 30, 2023. City's liability for CVB's approved convention and
6 tourism sales and development programs shall not exceed those amounts.
7 Those amounts include the sums identified in Sections 17 and 18 hereof and
8 are not additional thereto. The amount for the fiscal year ending September
9 30, 2020 does not include the sum identified in Section 18 of Agreement No.
10 28164 because the City will not participate in the 2020 Tournament of Roses
11 Parade. City reserves the right, at any time during the term hereof, by notice
12 from City's City Manager, to redefine the scope of services within said amounts.
13 By August 1 of each fiscal year during the term hereof, City's City Manager
14 shall notify CVB of the amount of anticipated transient occupancy taxes to be
15 appropriated by the City Council from the City's Special Fund for convention
16 and tourism sales and development programs for the following fiscal year. No
17 later than June 1 of each fiscal year during the term hereof, CVB shall prepare
18 and submit the marketing plan referred to in Section 2(a) hereof based on the
19 anticipated transient occupancy taxes to be appropriated."

20 2. Except as expressly modified herein, all of the terms and conditions
21 contained in Agreement No. 28164 are ratified and confirmed and shall remain in full force
22 and effect.

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OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802-4604

1 IN WITNESS WHEREOF, the Parties have caused this document to be duly
2 executed with all formalities required by law as of the date first stated above.

3
4 LONG BEACH AREA CONVENTION AND
VISITORS BUREAU, INC., a California
nonprofit corporation

5
6 12/13/22, 2022

By [Signature]
Name STEVE C. O.
Title PRESIDENT

7
8 12-14-22, 2022

By [Signature]
Name IMRAN AHMED
Title CHAIRMAN CVB

9
10 "CVB"

11
12 CITY OF LONG BEACH, a municipal
corporation

13 December 20, 2022

14 By [Signature]
City Manager

15 "City"

EXECUTED PURSUANT
TO SECTION 301 OF
THE CITY CHARTER.

16 This Twenty-Second Amendment to Agreement No. 28164 is approved as to
17 form on December 19, 2022.

18 CHARLES PARKIN, City Attorney

19
20 By [Signature]
21 Deputy

Marketing Overview Fiscal Year 2022-2023

The Long Beach CVB's Marketing & Advertising efforts and budgeted funds are dedicated to robust campaigns and promotions aimed at pleasure travel and convention/meeting business.

Marketing and promotional efforts are concentrated within the CVB's Marketing and Communications departments, with monies directed to traditional advertising (paid, placed ads with media and trade outlets), content marketing (internally created promotional content shared across social media and web platforms, as well as user-generated content by strategically selected, paid influencers), and media/public relations.

Advertising

- **Leisure:** Fiscal Year 2022-23 will build and expand on the success of the CVB's summer marketing campaigns established in FY 21-22. The CVB is participating in Visit California's "What If" California Campaign for 2023, with the state organization committing to a dollar-for-dollar cash match, as well as added value and matching contributions from partner channels, close to doubling the CVB's investment.

Through this co-op, Visit Long Beach advertisements will appear on major channels such as TripAdvisor, YouTube, SpotX and Adara. Based on past performance data, these were the best performing outlets: Youtube and SpotX showed a 97% completion rate on all videos run, and TripAdvisor and Adara outperformed their competition 3 to 1. By using data from over 300 partnering travel companies, Adara identifies travelers who are actively searching to book trips in Southern California. Once they are identified, Visit Long Beach advertisements appear on these travelers' search pages as an option for their next vacation.

The Long Beach CVB also places advertisements with local media, including the Long Beach Post, Long Beach Business Journal, Press-Telegram, and Grunion Gazette, to reach the staycation market.

- **Meetings:** For convention/meeting industry advertising, the CVB is increasingly focused on digital platforms, including through third-party meeting planner sites such as CVENT, Conference Direct, Convene USAE, and Northstar. Approximately 69% of the CVB's advertising spend is on digital platforms. Targeted ads are also placed on channels that are highly used throughout the industry, including LinkedIn, Facebook and Instagram. The CVB continues to place print advertisements in select, highly-respected and well-read industry publications; these include PCMA's *Convene*, *Meetings & Conventions Magazine* and *Successful Meetings*. The CVB also runs print ads with the local Long Beach Business Journal to reach the local market and inform the community about upcoming events.
- **Advocacy Marketing:** In order to keep residents, city staff and elected officials informed as to how important tourism is to the city, we will place print and digital ads with the Long Beach Post and the Gazette Newspapers. The messaging will focus on jobs created, the amount of funds generated and total investment in the city as a whole.

Content Marketing

In addition to traditional advertising, the CVB's is highly focused on its award-winning content creation strategy – in 2022, the CVB was recognized at Visit California's Poppy Awards for the Best Content Marketing in the State of California. An in-house staff with strong backgrounds in publishing, social

media, and web management, create new content for a variety of platforms. Leaning into the heavyweight marketing power of social media and digital channels, the focus for Visit Long Beach platforms will center on “expertise, authority, and trust” – the “EAT” content marketing principle pioneered by Google to measure the intrinsic value and trustworthiness of web content.

Original content with hyper local expertise will be promoted across social media channels to attract day travelers and overnight visitors by showcasing what sets Long Beach apart as a destination. Videos and listicles (short articles in a list format) will invite viewers to imagine themselves experiencing our unique Long Beach vibe, food scene, cultural offerings, attractions, activities and more – and in a bite size, palatable format. Content production and sharing will be ramped up in the spring and summer months, with consistent publishing year-round.

User Generated Content

The CVB will host well-known and highly-followed writers, bloggers, and influencers to Long Beach to experience curated itineraries that incorporate shops, eateries, and experiences unique to our destination. They will create compelling stories to be shared on a variety of platforms, including travel and lifestyle blogs/vlogs, local regional and publications, social media platforms, etc., to their wide and diverse audiences. In addition, the CVB will produce in-house content and work with diverse local talent to create photography and videography depicting the city’s cultural offerings, architecture, activities, special events, dining, shopping, and destination drivers.

Website/Digital Support

As the go-to source of information about Long Beach for visitors, VisitLongBeach.com will be regularly updated to stay ahead of trends and showcase new content, with ongoing support by web developer Tempest. Additional web support includes microsites and special custom websites for clients and community events. Also key, tracking software and metrics will continue to aid the organization in assessing its digital reach and PR performance. Website and digital support efforts and services include: website hosting costs; tracking, reporting and analytics; web forwarding and URLs; and Google Ad Words for brand awareness (pay per click, keyword ads, display network ads and re-targeted ads).

Fam Tours/Press Tours

The CVB hosts Fam Tours and Press Tours targeting leisure travel and events. Our in-house team will coordinate all public relations requests and proactively work to pitch the press on stories related to special events, conventions, holidays, attractions, and places to visit in Long Beach. The CVB arranges for journalists and influencers to stay in the city and experience its attractions, activities, dining, and shopping, covering associated costs. The team will combine efforts with Visit California to increase awareness of Long Beach. We will be attending the Visit California media trips held in San Francisco and Los Angeles, where we hold meetings with journalists and influencers and secure press trips and future coverage of the destination. Additionally, the CVB will attend IMM, the premiere national conference for travel media seeking stories about destinations.

7/7/2022

[illegible]

