



## Legislation Details (With Text)

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**File #:** 11-0861      **Version:** 1      **Name:** PW - ROI/Set Hrg Date Long Beach Tourism  
**Type:** Resolution      **Status:** Adopted  
**File created:** 8/9/2011      **In control:** City Council  
**On agenda:** 9/6/2011      **Final action:** 9/6/2011

**Title:** Recommendation to adopt resolution approving the Annual Assessment Report for October 1, 2011 to September 30, 2012, for the Long Beach Tourism Business Improvement Area, declaring its intention to levy the annual assessment, and set date of public hearing for Tuesday, October 4, 2011 at 5:00 p.m. (Districts 1,2,4,5)

**Sponsors:** Public Works

**Indexes:** Fee

**Code sections:**

**Attachments:** 1. 090611-C-12sr&att.pdf, 2. RES-11-0099.pdf

Date	Ver.	Action By	Action	Result
9/6/2011	1	City Council	approve recommendation and adopt	Pass

Recommendation to adopt resolution approving the Annual Assessment Report for October 1, 2011 to September 30, 2012, for the Long Beach Tourism Business Improvement Area, declaring its intention to levy the annual assessment, and set date of public hearing for Tuesday, October 4, 2011 at 5:00 p.m. (Districts 1,2,4,5)

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 28, 2011 meeting, the LBCVB Board voted to adopt Fiscal Year 2012 (FY 12) 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 4, 2011.

This letter was reviewed by Chief Assistant City Attorney Heather Mahood on August 10, 2011 and Budget Management Officer Victoria Bell on August 16, 2011.

City Council action is requested on September 6, 2011 to set the date for the public hearing for October 4, 2011. The new contract year begins on October 1, 2011.

It is estimated that the LBTBIA will generate \$3,108,000 in FY 12 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 \$3,108,000 is included in the FY 12 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Public Works (PW). FY 12 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.

Approve recommendation.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING AN ANNUAL REPORT FOR OCTOBER 1, 2011 TO SEPTEMBER 30, 2012 FOR THE LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA ("LBTBIA") AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR.

MICHAEL P. CONWAY  
DEPARTMENT OF PUBLIC WORKS

APPROVED:

PATRICK H. WEST  
CITY MANAGER