



## Legislation Text

---

**File #:** 09-0882, **Version:** 1

---

Recommendation to adopt resolution approving the Annual Assessment Report for October 1, 2009 to September 30, 2010, for the Long Beach Tourism Business Improvement Area, declaring its intention to levy the annual assessment; and set date of hearing for Tuesday, September 22, 2009, 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 August 5, 2009 meeting, the LBCVB Board voted to adopt the attached Fiscal Year 2010 LBTBIA Assessment Report (Attachment A). 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 September 22, 2009.

This letter was reviewed by Assistant City Attorney Heather Mahood on August 11, 2009 and by Budget and Performance Management Bureau Manager David Wodynski on August 19, 2009.

City Council action is requested on September 1, 2009 to set the date for the public hearing for September 22, 2009. The new contract year begins on October 1, 2009.

It is estimated that the LBTBIA will generate \$3,100,000 in Fiscal Year 2010 (FY 10) 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 \$3,100,000 is included in the FY 10 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). FY 10 assessment revenue will fully offset the proposed allocation in SR 132. There is no impact to the General Fund.

Approve recommendation.

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING AN ANNUAL REPORT FOR OCTOBER 1, 2009 TO SEPTEMBER 30, 2010 FOR THE LONG BEACH TOURISM BUSINESS IMPROVEMENT AREA ("LBTBIA") AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR**

APPROVED:

\_\_\_\_\_  
PATRICK H. WEST  
CITY MANAGER