

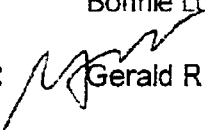


City of Long Beach
Working Together to Serve

Memorandum

Date: March 26, 2003

To: Bonnie Lowenthal, Councilmember, 1st District

From:  Gerald R. Miller, Acting City Manager

Subject: Requested Convention & Visitors Bureau (CVB) Information

Attached is the information you recently requested regarding Form 700 requirements, funding levels and contractual relationships for other City/County jurisdictions and their Convention & Visitor Bureaus.

If you require any additional information, please contact me at your convenience.

GRM:jm
Attachment

cc: Mayor and Members of the City Council

City	Support (\$)	City/CVB Legal Relationship	Advisory Capacity	Boardmembers File 700 Form
San Francisco	\$8,169,000	Contract w/CVB	No, stand- alone agency	No
San Jose	\$5,758,749*	Contract w/CVB	No stand- alone agency	No
Los Angeles	\$14,554,000**	Contract w/CVB	No stand- alone agency	No
San Diego	\$13,933,666	Contract w/CVB	No, stand- alone agency	No
Long Beach	\$3,729,000	Contract w/CVB	No, stand- alone agency	No***

Notes:

*The City of San Jose allocates approximately \$5,758,749 to the San Jose Convention and Visitors Bureau (SJCVB). This allocation is comprised of TOT revenue (\$3,215,750) and a General Fund subsidy (\$2,542,999). The City of San Jose has a 10% TOT rate, of which 4% is deposited into the General Fund. The remaining 6% TOT rate is deposited into a special fund to support convention and cultural activities. Twenty-five percent (25%) of the revenue collected from the special 6% TOT rate is allocated to the San Jose CVB.

It is important to note that the funding level for the SJCVB is just an estimate. Because the SJCVB receives a set percentage of the TOT revenue collected (25% of the special 6% rate), the funding level will fluctuate based on actual TOT performance. For example, at the beginning of the fiscal year, the City estimated that the SJCVB would receive \$3,215,750 from TOT revenue. However, poor TOT performance throughout this year will likely mean that the SJCVB will not receive the full allocation.

** The City of Los Angeles provides to the LACVB two (2) percentage points of the City's 14% TOT rate. Revisions are made at the 4th Quarter payment. Original budgeted support to the LACVB was \$15,458,000, however, poor TOT performance this fiscal year has reduced that level of funding to \$14,554,000. This does not include a separate contract that the LA airports have with the CVB.

*** As of 3/24/03, the Long Beach Area CVB has not yet been included in the City's Statement of Economic Interest Code.