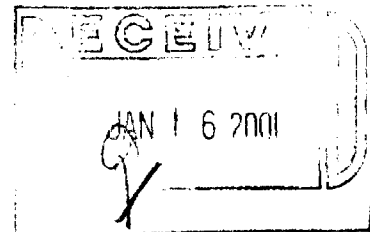


Long Beach

January 12, 2001



LBACVB Board of Directors

Dear Boardmember;

It has been my great privilege and pleasure to serve this Board and this City as the President & CEO of the Long Beach Area Convention & Visitors Bureau for these past seven years. I am justifiably proud of what the Bureau's talented team and I have achieved in these years. This Bureau has directly, dramatically and measurably grown this city's hotel occupancy from 48% citywide in 1993 to 76% occupancy in 2000, identified solicited and booked over 2 million room nights, generated over \$ 1.750 billion in direct spending revenue to this city's businesses and increased the Transient Occupancy Tax from less than \$ 6 million a year to over \$13 million a year – all on a hotel inventory of less than 3,000 rooms. Our productivity and yield on the available hotel inventory is the best in the western United States and our progress to destination status is considered by the tourism industry in this country to be extraordinary.

And yet, it is a single problem with a sales goal report for one year - one that was a result of outdated systems and misunderstandings, that has been remedied, and that I accepted responsibility for - that now drives a few members of this Board and the daily newspaper to a wholesale discrediting and diminishing of the unique and valuable work we do for this great City. I can no longer stand by silently when I know full well that there are a handful of people who are absolutely determined that I become the tool for destabilizing and destroying this Bureau and all the extraordinary work that we do for this Board and this City.

For all these many months, I have personally and professionally withstood a calculated and deliberate campaign to discredit this Bureau and me. I have been publicly libeled, slandered, unfairly and very harshly judged, brutally scrutinized, harassed, insulted and maligned. I stayed the course because the work of this Bureau, the employees of this Bureau, the Board, the Mayor, Council and City management have always deserved and received my unwavering commitment. I stayed the course because I know, and people who know me know, that I am a person of honor and integrity and I have and continue to conduct myself personally and professionally with honor and integrity everyday. Whatever errors of judgement, disagreements and mistakes may be ascribed to me, I know that at worst they are a by-product of passionate leadership – leadership that learns, experiences and grows everyday. Only those who are more comfortable criticizing and watching from the sidelines would construe these as fatal flaws. Only those quick to believe the negative and quick to judge the doers impose cynical interpretation.

Long Beach Area Convention & Visitors Bureau

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However, as our Chairman Chris Pook would say, "it is what it is". Therefore, I am this day announcing my retirement from the Long Beach Area Convention & Visitors Bureau effective September 30, 2001. My husband and I are going to pursue other business interests and I look forward to teaching in Long Beach. This timeline will allow me to complete my FY 2001 obligations to the Board of Directors, our hotel partners and members, allow time for the Board to implement a search for a new CEO and result in a seamless transition for the Board and the Bureau employees.

I am confident that I have done the job for which I was hired. When I leave, I will know that this Bureau helped lead this City out of a depression and into a better future. When I leave, I will know that this Bureau helped lay the foundation for a sound and prosperous tourism industry – one that will benefit the citizens of Long Beach for many years into the future.

Respectfully,

Linda Howell DiMario
President & CEO