

ARGUMENT IN FAVOR OF MEASURE B

Let's Support Arts Education and Tourism in Long Beach - Vote Yes on B

As your last three mayors, head of the Convention and Visitors Bureau, and the Executive Director of the Arts Council for Long Beach, we are committed to arts education in our schools and a vibrant tourism economy. Arts and culture make cities more livable and create good paying jobs. That's why we're voting Yes on Measure B.

Measure B is not a tax paid by Long Beach Residents, it's a 1% hotel bed tax paid by visitors who book a hotel room in Long Beach.

This small increase would average \$1.80 to \$2.00 per night on Long Beach hotel rooms. Our hotel rooms would still be less expensive than our nearest convention and visitor competitors, Anaheim and Los Angeles.

Measure B would also support much needed repairs and improvements at the Long Beach Convention and Entertainment Center. Convention business brings in millions of dollars to our Long Beach economy.

Voting Yes on Measure B will:

- Provide support for arts education in Long Beach schools
- Provide resources for Long Beach museums, theaters, live music and other cultural institutions
- Pay for critical repairs and upgrades to the Convention Center

We are asking you join us in supporting Measure B to increase arts education in our schools and keep us a competitive place to attend conventions.

Please join our mayors, the head of the Long Beach Convention & Visitors Bureau, the Executive Director of the Arts Council for Long Beach, and hundreds of community leaders and Vote Yes on Measure B.

ROBERT GARCIA
Mayor of Long Beach

BEVERLY O'NEILL
Former Mayor of Long Beach

STEVE GOODLING
President & CEO of the Long Beach Area Convention & Visitors Bureau

GRISelda SUAREZ
Executive Director of the Arts Council for Long Beach

BOB FOSTER
Former Mayor of Long Beach