

NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that on October 22, 2019, a public hearing will be held with respect to the continuation of the Long Beach Tourism and Business Improvement Area (LBTBIA) hotel assessment for the period of October 1, 2019 through September 30, 2020; and, authorization to extend the agreement with the Long Beach Area Convention and Visitor's Bureau (CVB) for a one-year term.

The CVB contracts with the City of Long Beach to promote and market Long Beach as a destination for conventions and tourists. To continue the assessment levy on hotels located within the LBTBIA, State law requires that a public hearing be held on the proposed LBTBIA annual program and assessment.

At its October 8, 2019 meeting, the City Council approved a Resolution 19-0148 granting approval of the LBTBIA Annual Report, declaring the intention of the City Council to levy the assessment, and set October 22, 2019 as the date of public hearing.

State law provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Annual Report. State Law further provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of proceedings shall be in writing. If written protests are received from area hotels representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests in such quantity are directed against a specific portion of the program, the City Council shall eliminate that portion.

You are hereby notified that on October 22, 2019 at the City of Long Beach Civic Chambers, 411 West Ocean Boulevard, in the City of Long Beach, California, at the hour of 5:00 p.m., or as soon thereafter as the matter may be heard, any area hotel operators having objections to the proposed assessment may appear before the City Council and object this action.

Eric Romero
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City of Long Beach

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