



City of Long Beach

Building Back Stronger, Smarter, Safer



2013 Summer Season Recap: A Summer of Rebuilding

Following the utter devastation of Superstorm Sandy, there was widespread uncertainty regarding the readiness of the beach and boardwalk. There were also serious concerns from local business owners that they would not survive and rebuild if the summer season was non-existent.

The 2013 summer season was critically important to the Long Beach economy as visitors boost revenue for local restaurants and shops and provide a source of revenue for the City in beach pass sales. Without a successful summer season, Long Beach would have witnessed widespread shuttering of local businesses and an erosion of the tax base – effectively creating a heavier tax burden on our residents. We are thrilled to say that this doomsday scenario however has been avoided.



The City Administration's contributions towards a successful summer season...

- ✓ Outstanding work by the Department of Public Works
 - Collected, sifted, and tested 104,000 cubic yards of sand
 - Built protective sand berms
- ✓ Marketing campaign that included a widely viewed commercial featuring our hometown star Billy Crystal, newly launched visitors' website, summer visitor guide and a recently introduced fall guide to extend the visitor season to further help our local businesses.
- ✓ Partial openings of our City's boardwalk throughout the summer
- ✓ Business Support Center launched to assist local store owners



- Shoregasboard ● Trapeze ● Concerts ●
- Movie Nights ● Festivals

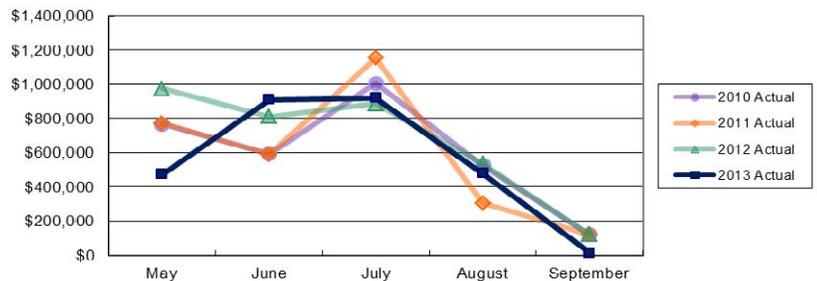
Prioritizing Beach Safety

Additional Summer Specials were hired as well as adding ATV, Rangers, bicycles and foot patrols to augment our enforcement and compliance efforts.

Summer Special enforcement presence aided the reduction of:

- ✓ DWIs by 51.7%
- ✓ Service calls by 17%
- ✓ Issued summonses

Beach Revenue Performance 2013 vs. 3-Year Historical (as of 9/3/13)



Beach Attendance

- ✓ July 4th weekend showed a record sale of beach passes
- ✓ The month of June also broke record in beach pass sales
- ✓ Beach revenue is expected to come in **ABOVE** budget.

Innovative Marketing Campaign

- ✓ Commercials aired on major networks for 8 weeks across Nassau, Queens, Brooklyn, and NYC
- ✓ Print ads ran in a multitude of publications
- ✓ We received remarkable media coverage from all the major media outlets, including a huge write up in the NY Times
- ✓ 8 gigantic billboards were posted for 6 weeks
- ✓ New visitors website was launched and received 28,107 visits and 77,651 page views

Lifeguard Statistics	
Preventative Actions	18,150
Swimmer Assists	208
Water rescues	48
Most Important Statistic	NO DROWNINGS

