Bonnie Lowenthal, Vice Mayor, 1st District
Suja Lowenthal, 2nd District
Gary DeLong, 3rd District
Patrick O'Donnell, 4th District

Anthony W. Batts, City Manager
Larry G. Herrera, City Clerk

Bob Foster, Mayor

Gerrie Schipske, 5th District
Dee Andrews, 6th District
Tonia Reyes Uranga, 7th District
Rae Gabelich, 8th District
Val Lerch, 9th District

Robert E. Shannon, City Attorney

CITY COUNCIL SUPPLEMENTAL AGENDA FOR MEETING OF SEPTEMBER 18, 2007

This Supplemental Agenda contains corrections and additions, which were posted more than 72 hours in advance of the above meeting date.

HEARINGS:

2. 07-1075 REQUEST:

The City Manager requests that the agenda title for Item 2 be revised to read as follows, and that the staff report be distributed for the City Council meeting of September 18, 2007.

Recommendation to receive supporting documentation into the record, conclude the hearing, and adopt resolution adopting the Belmont Shore Parking and Business Improvement Area program and assessment for the period of October 1, 2007 through September 30, 2008; and authorize City Manager to execute an agreement with the Belmont Shore Business Association for a one-year term. An appropriation increase of $20,000 is requested in the Parking and Business Area Improvement Fund (SR 132). (District 3)

Office or Department: COMMUNITY DEVELOPMENT

Suggested Action: Approve recommendation.

3. 07-1076 REQUEST:

The City Manager requests that the agenda title for Item 3 be revised to read as follows, and that the staff report be distributed for the City Council meeting of September 18, 2007.

Recommendation to receive supporting documentation into the record, conclude the hearing, and adopt resolution adopting the Bixby Knolls Parking and Business Improvement Area program and assessment for the period of October 1, 2007 through September 30, 2008; and authorize City Manager to execute an agreement with the Bixby Knolls Business Association for a one-year term. (Districts 7,8)

Office or Department: COMMUNITY DEVELOPMENT

Suggested Action: Approve recommendation.

REGULAR AGENDA

DEPARTMENTAL COMMUNICATIONS:

35. 07-1111 REQUEST:

Councilmember Suja Lowenthal, Second District, requests that the attachment for Item 35 be distributed for the City Council meeting of September 18, 2007.

Recommendation to receive and file a presentation and report from the Long Beach Early Care and Education Committee concerning their progress in implementing *Preparing Long Beach Children for the Future: A Community Plan for Shaping the Early Care and Education System,* simply called the *Community Plan.*

Office or Department: COUNCILMEMBER SUJA LOWENTHAL, SECOND DISTRICT; COUNCILMEMBER GARY DELONG, THIRD DISTRICT; COUNCILMEMBER VAL LERCH, NINTH DISTRICT

Suggested Action: Approve recommendation.

40. 07-1095 REQUEST:

The City Manager requests that Attachment G for for Item 40 be distributed for the City Council meeting of September 18, 2007.

Recommendation to refer the Fiscal Year 2007 Third Quarter Budget Performance Report to the Budget Oversight Committee. (Citywide)

Office or Department: FINANCIAL MANAGEMENT

Suggested Action: Approve recommendation.

adb

CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

H-2

September 18, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation into the record, conclude the hearing, and adopt the attached Resolution adopting the Belmont Shore Parking and Business Improvement Area program and assessment for the period of October 1, 2007 through September 30, 2008; and authorize the City Manager to execute an agreement with the Belmont Shore Business Association for a one-year term. An appropriation increase of $20,000 is requested in the Parking and Business Area Improvement Fund (SR 132). (District 3)

DISCUSSION

The Belmont Shore Business Association (BSBA) uses business license assessment funds to promote and market the commercial area along Second Street on behalf of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). The BSBA governs the assessment to be collected. To continue the assessment levy, state law requires that a public hearing be held on the proposed program and assessment. A copy of the Assessment Report describing proposed activities and allocations is provided (Attachment A). These items were reviewed by the City Council at its meeting of August 21, 2007.

The Assessment Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The Assessment Report proposes no change in the basis and method of levying the assessment and no significant change in proposed activities.

State law further 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 Assessment Report. The 2008 Assessment Report, transmitting the recommendations of the BSPBIA Advisory Commission, proposes the following assessment rates:

Categories	Base Rate	Employee Rate
Financial Institution & Insurance	$1,646.22	$16.50
Service Real Estate Office	$ 638.70	$22.00
Retail – Rest. w/Alcohol & RTE	$ 640.19	$ 9.63
Retail – Other	$ 548.73	$ 8.25
Consulting	$ 425.80	$22.00
Construction Contractor	$ 425.80	$22.00
Professional	$ 425.80	$22.00
Service – Other	$ 319.35	$16.50
Miscellaneous. Recreation, Entertainment, Vending, Manufacturing, Unique & Wholesale	$ 319.35	$16.50
Independent Service Contractors operating secondary to another service business (Per LBMC 3.80.243)	$ 194.80	$16.50

The law provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of the proceedings shall be in writing. If written protests are received from area business owners 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.

A copy of RES 07-0112 was mailed to all businesses in the district on August 27, 2007. A hearing notice and copy of the resolution was also published in local media as required by the resolution of intention.

Should the Assessment Report be approved, the City Council is requested to authorize the execution of an agreement with the BSBA for the use of assessment funds for promotional purposes.

This letter was reviewed by Assistant City Attorney Heather Mahood on July 30, 2007, Budget and Performance Management Bureau Manager David Wodynski on September 10, 2007, and the City Treasurer's Office on September 4, 2007.

TIMING CONSIDERATIONS

The BSBA contract year begins October 1, 2007. City Council action is requested on September 18, 2007, to allow sufficient time to complete necessary documents before the beginning of the contract year.

FISCAL IMPACT

It is expected that the BSPBIA will generate $153,000 in Fiscal Year 2008 (FY 08) through the proposed continuation of the existing assessment. Assessment funds are additional fees attached to BSPBIA business licenses. The $153,000 annual assessment revenue is included in the FY 08 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). The FY 07 contract needs to be amended to reflect actual assessment revenue for the year. An appropriation increase of $20,000 is requested in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). The requested increase will be offset by matching revenue.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

PHW/RS:tb
Attachments: A) Belmont Shore Business Association Annual Report
Resolution approving the assessments to be levied within the Belmont Shore Business Improvement Area

APPROVED:

for Christine F. Shippey
ANTHONY W. BATTS
CITY MANAGER

Belmont Pub Hrng 9-18-07 Cncl Ltr v 01.doc

ATTACHMENT A

ANNUAL DISTRICT REPORT
BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA
October 1, 2007 – September 30, 2008

No changes are requested in the boundaries of the Belmont Shore PBIA for the coming contract period. These boundaries have been unchanged since the formation of the area by City Council action on June 7, 1983 adopting Ordinance No. C-7035.

Boundaries of Belmont Shore Parking and Business Improvement District

All that certain real property located in the City of Long Beach, County of Los Angeles, State of California, as shown on that certain map and more particularly bounded as follows:

Beginning at the intersection of the centerline of Livingston Drive and the centerline of Roycroft Avenue; thence southerly to the most northerly corner of Parcel 1 as per Parcel May 11194, thence southerly, northeasterly and southwesterly along the boundary lines of said Parcel map; thence southeasterly along the centerline of the northwesterly-southeasterly alley northeasterly of Second Street; thence northeasterly along the centerline of Claremont Avenue; thence southeasterly along the centerline of the Toledo; thence easterly southwesterly and westerly along the boundaries of the Second Street bridge right-of-way across Alamitos Bay; thence along the southwesterly line of Second Street; thence southwesterly along the centerline of the northeasterly-southwesterly alley west of Bayshore Avenue; thence northwesterly along the centerline of the northwesterly-southeasterly alley southwesterly of Second Street; thence northwesterly along the northeasterly line of Tract No. 23854; thence easterly along the centerline of the east-west alley northerly of said Tract No. 23854; thence northwesterly along the southwesterly line of Second Street; thence easterly along the centerline of Livingston Drive to the point of beginning.

Please review the Belmont Shore PBIA assessment formula on the next page:

BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT ASSESSMENT FORMULA
2007 – 2008

CATEGORIES	BASE RATE	EMPLOYEE RATE
Financial Institution & Insurance	$1,646.22	$16.50
Service Real Estate Office	$638.70	$22.00
Retail – Restaurant w/alcohol & RTE	$640.19	$9.63
Retail – Other	$548.73	$8.25
Consulting	$425.80	$22.00
Construction Contractor	$425.80	$22.00
Professional	$425.80	$22.00
Service – Other	$319.35	$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	$319.35	$16.50
39% Reduced Rate for Service-related Independent Contractors	$194.80	$16.50

Total estimated annual assessment: $153,000.00

A description of the activities and improvements to be accomplished from October 1, 2007 to September 30, 2008 and the estimated cost of these improvements and activities are summarized below, beginning with the 2007 – 2008 Calendar of Events.

BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT
CALENDAR OF EVENTS
October 1, 2007 – September 30, 2008

CHILI COOK-OFF	Sunday, October 21, 2007	noon – 3pm
ARTS & CRAFTS FAIR	Sunday, November 4, 2007	10am – 4pm
25TH ANNUAL CHRISTMAS PARADE	Saturday, December 1, 2007	6pm – 9pm
CHOCOLATE FESTIVAL	Saturday, February 2, 2008	1pm – 4pm
SEMI-ANNUAL CLEARANCE SALE	Fri. – Sun., March 7 – 9, 2008	10am – 6pm
HEALTH, BEAUTY & FITNESS FAIR	Saturday, March 8, 2008	9am – 2pm
STROLL & SAVOR	Wed. & Thur., May 21 & 22, 2008	5:30pm – 9pm
ARTS & CRAFTS FAIR	Sunday, June 8, 2008	10am – 4pm
STROLL & SAVOR	Wed. & Thur., June 25 & 26, 2008	5:30pm – 9pm
FAMILY FUNFEST	Sunday, July 27, 2008	11am – 3pm
STROLL & SAVOR	Wed. & Thur., Aug. 20 & 21, 2008	5:30pm – 9pm
SEMI-ANNUAL CLEARANCE SALE	Fri. – Sun., August 22 – 24, 2008	10am – 6pm
19th ANNUAL CAR SHOW	Sunday, September 7, 2008	10am – 3pm

DESCRIPTION OF EVENTS

OCTOBER 2007

LONG BEACH MARATHON – Sunday, October 14

The Belmont Shore Business Association (BSBA) and the Belmont Shore Residence Association (BSRA) will work together to coordinate activities supporting the Long Beach Marathon. Festivities to include a community pancake breakfast, performance by a lively local band, as well as local businesses and residents to cheer the participants on.

CHILI COOK-OFF – October 21

This event now in its fourth year, is growing and gaining popularity. Chili teams comprised of Belmont Shore businesses and residents compete for the title of Best Chili in the Shore. Top teams receive trophies for such categories judged as Best Tasting, Most Creative, and Best Team Spirit. The panel of judges is comprised of local press, city representatives, property & business owners and residents.

Over 1,000 attend and participate by purchasing wristbands for $5, which allows them to sample all of the teams' chili, and vote for their favorite. Sampling takes place in front of businesses in the Shore where the teams have chose to place their stations.

Event headquarters are in front of Washington Mutual at 5200 E. 2nd St., where wristbands are sold, live music is performed, and the trophies are presented.

TRICK OR TREAT ON 2ND STREET – October 31

Many of the Belmont Shore restaurants and stores participate in this promotion by handing out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. Most businesses run out of candy!

NOVEMBER 2007

ARTS & CRAFTS FAIR – November 4

This is an opportunity for local artisans to display and sell their handmade works of art. Visitors enjoy shopping among the artisans which adds to their Belmont Shore experience for the day.

DECEMBER 2007

25TH ANNUAL CHRISTMAS PARADE – December 1

One of the largest events in Belmont Shore, the Christmas Parade has been a holiday tradition since 1982! The annual audience is estimated at 60,000! Fourteen local high school marching bands entertain the crowd and local businesses, organizations, and city and state dignitaries ride in cars and floats.

This year for the first time, International City Racing, Inc. will produce the Parade. We look forward to this new partnership with this company already established within the City of Long Beach.

FEBRUARY 2008

CHOCOLATE FESTIVAL – February 2

Chocoholics rejoice during this event as Second St. is filled with chocolate! Approximately thirty merchants participate in the event by offering tempting chocolate treats. Many residents enter the Homemade Chocolate Dessert Contest, which is judged by local community leaders, business owners, and press.

MARCH 2008

SEMI-ANNUAL CLEARANCE SALE – March 7 - 9

The 'Belmont Shore Sidewalk Sale' now has a new name: the 'Semi-Annual Clearance Sale'. Most retail merchants participate in the sale that enables them to offer their past season merchandise at reduced rates. The sidewalk sale attracts numerous people from all over the Long Beach area who are looking for a great bargain on unique merchandise.

HEALTH, BEAUTY & FITNESS FAIR – March 8

Previously the billed the 'Belmont Shore Health Fair', this event has been expanded to include beauty and fitness vendors. This expansion will allow the event to grow in size of vendors and attendees looking for complimentary health screenings, up to date information on health, beauty and fitness, as well as merchandise and services from these fields. We are fortunate to have St. Mary Medical Center sponsoring the event every year.

MAY 2008

STROLL & SAVOR – May 21 & 22

This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit upwards of 30 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in front of Washington Mutual Bank and lends to the festive atmosphere.

JUNE 2008

ARTS & CRAFTS FAIR – June 8

See description above.

STROLL & SAVOR – June 25 & 26

See description above.

JULY 2008

FAMILY FUNFEST – July 27

This event caters to families with school-aged children. Many activities are offered for the children including a bounce house, giant slide, face painting, clowns, and arts & crafts. Long Beach Fire Department barbeques hot dogs and hamburgers and other goodies such as cotton candy are

served. Additional elements geared toward parents are being added as well including complimentary Child Identifications, and portrait artists.

AUGUST 2008

STROLL & SAVOR – August 20 & 21

See description above.

SEMI-ANNUAL CLEARANCE SALE – August 22 - 24

See description above.

SEPTEMBER 2008

CAR SHOW – September 7

This is one of, if not the largest classic car show on the west coast. Over 600 classic cars dating from before 1975 are displayed and over 60,000 spectators fill the streets. Bay City Rodders Car Club continues to coordinate the event for the BSBA and in doing so, raises funds for local charities.

BELMONT SHORE BUSINESS ASSOCIATION
2007 – 2008 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California.
- Market Belmont Shore as a destination for dining, shopping, personal & professional services, and community events.
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- Continue to provide safe and fun events for the Belmont Shore community.
- Seek corporate and private funding to supplement the BSBA budget and provide for more widely publicized events.

BELMONT SHORE BUSINESS ASSOCIATION
2007 - 2008 BUDGET
October 1, 2007 - September 31, 2008

INCOME

4000				INCOME	BUDGET	BIA FUND	PROMOTIONS
	4200			**Membership Dues**			
		4210		BIA Fund	$153,000.00	$153,000.00	
		4220		Associate Members	$1,100.00		$1,100.00
				4200 Total	**$154,100.00**		**$1,100.00**
	4400			**Corporate Sponsorship**			
		4420		Car Show	$10,000.00		$10,000.00
		4430		Health, Beauty & Fitness Fair	$2,000.00		$2,000.00
		4440		Stroll & Savor	$1,500.00		$1,500.00
		4460		Art Fair	$0.00		$0.00
		4470		Christmas Parade	$15,000.00		$15,000.00
		4480		Unallocated	$0.00		$0.00
				4400 Total	**$28,500.00**		**$28,500.00**
	4600			**Investment Returns**			
		4610		Interest on Checking	$50.00		$50.00
		4630		Heartland	$2,000.00		$2,000.00
	4800			**Promotional Events**			
		4805		Semi-Annual Clearance Sale	$0.00		$0.00
		4820		Car Show	$12,500.00		$12,500.00
		4830		Health Fair	$1,500.00		$1,500.00
		4840		Stroll & Savor			
			4842	May	$18,000.00		$18,000.00
			4844	June	$21,000.00		$21,000.00
			4846	August	$21,000.00		$21,000.00
		4850		Funfest	$2,000.00		$2,000.00
		4860		Arts & Crafts Fair			
			4862	June	$3,500.00		$3,500.00
			4864	November	$3,500.00		$3,500.00
		4870		Christmas Parade	$27,500.00		$27,500.00
		4875		Chili Cook-off	$4,000.00		$4,000.00
		4880		Santa's Village	$0.00		$0.00
		4885		Chocolate Festival	$14,000.00		$14,000.00
		4890		Halloween	$0.00		$0.00
				4800 Total	**$130,550.00**		**$130,550.00**
				REVENUE TOTAL	**$313,150.00**	**$153,000.00**	**$160,150.00**

BELMONT SHORE BUSINESS ASSOCIATION
2007 - 2008 BUDGET
October 1, 2007 - September 31, 2008

EXPENSES

6000				EXPENSES	BUDGET	BIA FUND	PROMOTIONS
	6200			**Administration**			
		6210		Outside Service	$60,000.00	$52,350.00	$7,650.00
		6220		Rent	$9,600.00	$9,600.00	
		6230		Office			
			6232	Postage	$1,000.00	$1,000.00	
			6234	Printing	$4,000.00	$4,000.00	
			6236	Supplies	$2,400.00	$2,400.00	
			6238	Equipment	$5,000.00	$5,000.00	
		6240		Insurance	$7,000.00	$7,000.00	
		6250		Telephone	$3,500.00	$3,500.00	
		6260		Accounting	$1,500.00	$1,500.00	
		6270		Meetings & Mixers	$2,000.00	$2,000.00	
		6280		Dues & Subscriptions	$650.00	$650.00	
		6290		Reserve	$2,500.00	$2,500.00	
				6200 Total	**$99,150.00**	**$91,500.00**	**$7,650.00**
	6600			**Ongoing Promotions**			
		6610		Seasonal Decorations			
			6612	Christmas	$6,000.00		$6,000.00
			6618	Median Tree Lights	$2,000.00		$2,000.00
		6620		Marketing			
			6622	Newspaper	$6,000.00	$6,000.00	
			6624	Shore Directories	$5,350.00	$5,350.00	
				Marketing Remainder	$50,150.00	$50,150.00	$3,300.00
		6630		Welcome Wagon	$1,000.00		$1,000.00
		6640		Volunteers	$0.00		$0.00
		6650		Web Page	$1,200.00		$1,200.00
				6600 Total	**$75,000.00**	**$61,500.00**	**$13,500.00**
	6800			**Promotional Events**			
		6805		Semi-Annual Clearance Sale			
			6806	August	$1,000.00		$1,000.00
			6808	March	$1,000.00		$1,000.00
		6820		Car Show	$20,000.00		$20,000.00
		6830		Health, Beauty & Fitness Fair	$2,500.00		$2,500.00
		6840		Stroll & Savor			
			6842	May	$16,000.00		$16,000.00
			6844	June	$17,000.00		$17,000.00
			6846	August	$18,000.00		$18,000.00
		6850		Family Funfest	$5,000.00		$5,000.00
		6860		Art Fair			
			6862	June	$1,500.00		$1,500.00
			6864	November	$1,500.00		$1,500.00
		6870		Christmas Parade	$38,000.00		$38,000.00
		6875		Chili Cookoff	$5,000.00		$5,000.00
		6880		Santa's Village	$0.00		$0.00
		6885		Chocolate Festival	$12,000.00		$12,000.00
		6890		Halloween	$500.00		$500.00
				6800 Total	**$139,000.00**		**$139,000.00**
				EXPENSE TOTAL	**$313,150.00**	**$153,000.00**	**$160,150.00**

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CONFIRMING, FOLLOWING HEARING, THE ANNUAL REPORT OF THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA ADVISORY COMMISSION, IMPOSING AND CONTINUING THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT AND SETTING FORTH OTHER RELATED MATTERS

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Belmont Shore Parking and Business Improvement Area Advisory Commission has caused a Report to be prepared for fiscal year 2007-2008 relating to the Belmont Shore Parking and Business Improvement Area which is located along the commercial corridor of Second Street generally between Livingston Drive and Bayshore Avenue within the City of Long Beach; and

WHEREAS, said Report contains, among other things, all matters required to be included by the above-cited Section 36533; and

WHEREAS, on September 18, 2007 at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with its Resolution of Intention No._____, adopted August 21, 2007, at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report as well as past years' proceedings and assessments; and

WHEREAS, a majority protest not having been received, it is the City Council's desire to confirm the Report as originally filed and continue the levy of the Annual Assessment as described in the Report;

NOW THEREFORE, the City Council of the City of Long Beach resolves as

follows:

Section 1. A public hearing having been conducted on September 18, 2007 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be heard, the City Council hereby (1) confirms the Report of the Belmont Shore Parking and Business Improvement Area Advisory Commission, previously filed and approved by Resolution No. _____, adopted August 21, 2007, as originally filed, and (2) declares that this resolution shall constitute the levy of the Assessment referred to in the Report for Fiscal Year 2007-2008.

Section 2. This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting this resolution.

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2007, by the following vote:

Ayes: Councilmembers: _____

_____

_____

_____

Noes: Councilmembers: _____

_____

Absent: Councilmembers: _____

_____

_____
City Clerk

HAM:fl
7/2/07
#07-03168

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

00106563.DOC

CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

September 18, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation into the record, conclude the hearing, and adopt the attached Resolution adopting the Bixby Knolls Parking and Business Improvement Area program and assessment for the period of October 1, 2007 through September 30, 2008; and authorize the City Manager to execute an agreement with the Bixby Knolls Business Association for a one-year term. (Districts 7 and 8)

DISCUSSION

The Bixby Knolls Business Improvement Association (BKBIA) uses assessment funds to promote and market the Bixby Knolls commercial area on behalf of businesses located in the Bixby Knolls Parking and Business Improvement Area (BKPBIA). The City contracts with the BKBIA annually using assessment revenue collected from BKPBIA members to govern the assessment to be collected and the activities to be funded by the assessment.

On July 26, 2007, the BKPBIA Advisory Commission voted to recommend to the City Council approval of the BKPBIA Assessment Report (Assessment Report). The Assessment Report (Attachment A) describes the boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment.

To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. At its meeting of August 21, 2007, City Council reviewed the Assessment Report and set a September 18, 2007 hearing date.

State law further 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 Assessment Report. The Assessment Report transmitting the recommendations of the BKPBIA Advisory Commission proposes the following:

- Continue the current year assessment at the following rates:

  Type A — $ 135.00 + $ 2.50/employee
  Contractors, Manufacturing, Professions, Wholesale, Unique, Insurance

  Type B — $ 165.00 + $ 3.25/employee
  Services, Vending Operations
  Note: Independent contractors secondary to another service business located at the same address pay a discounted base fee of $100.65 (Municipal Code 3.80.243)

  Type C — $ 185.00 + $ 4.00/employee
  Recreation & Entertainment, Retailing

  Type D — $ 548.00
  Financial Institutions

- Independent Contractors (per Municipal Code 3.80.243) in service-related retail businesses operating at the same address as the primary licensee pay $100.65 per year plus $3.25 per employee.

- Make no significant changes in the activities program.

- Make no changes in the existing boundaries.

The law provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of the proceedings shall be in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests in such quantity are against a specific portion of the program, the City Council shall eliminate that portion.

A copy of RES 07-0113 was mailed to all businesses in the district on August 27, 2007. A hearing notice and copy of the resolution was also published in local media as required. The attached resolution approves the Assessment Report and levy for the period October 1, 2007 through September 30, 2008.

Should the Assessment Report be approved, the City Council is requested to authorize extension of the City's agreement with the BKBIA for the use of assessment funds for marketing and promotion activities within the business improvement area.

This letter was reviewed by Assistant City Attorney Heather Mahood on July 30, 2007, Budget and Performance Management Bureau Manager David Wodynski on September 10, 2007, and the City Treasurer's Office on September 4, 2007.

TIMING CONSIDERATIONS

The BKBIA contract year begins October 1, 2007. City Council action is requested following public hearing on September 18, 2007, to allow timely contract renewal.

FISCAL IMPACT

It is estimated that the BKPBIA will generate $160,000 in Fiscal Year 2008 (FY 08) through the proposed continuation of the existing assessment. Assessment funds are collected through additional fees attached to BKPBIA business licenses and passed directly through to the Bixby Knolls Business Association for implementation of annual programs. $155,000 is included in the FY 08 proposed budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). There is no fiscal impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

PHW:RS:tb
Attachment: Resolution of Intention to continue Bixby Knolls Business Improvement Area assessment, approve annual Report and hold a public hearing with Bixby Knolls Business Improvement Area Work Plan and Budget attached.

APPROVED:

for ANTHONY W. BATTS
CITY MANAGER

Bixby 09-18-07 Pub Hrng Appr Cncl Ltr v 01.doc

ATTACHMENT A

2007 - 2008 Report to The City of Long Beach

Including the Work Plan & Budget for October 2007 - September 2008

Presented by the
Bixby Knolls Parking and Business Improvement Association
4313 Atlantic Avenue
Long Beach, CA 90807

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E-mail info@bixbyknollsinfo.com
Website www.bixbyknollsinfo.com

The Board of Directors of the Bixby Knolls Parking and Business Improvement Association (BIA) is pleased to present its Annual Report and Budget for the fiscal year October 1, 2007 - September 30, 2008.

ASSESSMENT FORMULA

Type A

$135.00 + $ 2.50 per employee	*Includes:*	Contractors Insurance Manufacturing Professions Wholesale Unique Businesses

Type B

$ 165.00 + $ 3.25 per employee	*Includes:*	Services Vending Operations

Type C

$ 185.00 + $ 4.00 per employee	*Includes:*	Retailing Recreation & Entertainment

Type D

$ 548.00	*Includes:*	Financial Institutions

Business classifications are determined by the City of Long Beach Business License Division.

The BIA is recommending no changes in the boundaries or in the method of levying the annual assessment. Any increase in assessment revenue is based on an increase of businesses within the district boundaries.

Introduction

Last year, the Board of Directors revised the Mission Statement of the Association to read: "The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service, and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards." This statement reflects the focus for the Board's activities and its continuing commitment to the growth and enhancement of our business community.

During the past year, the BIA has continued with the successful street events of the past, including the Summer Street Fair and Snow in Bixby Knolls. The Dragster Expo and Car Show proved to be a very popular event in its inaugural year, 2006, and will become part of the calendar of events henceforth. The Board continues to review and evaluate events and other promotional campaigns to determine the most effective methods to increase the surrounding community's, as well as the broader area populations', awareness and appreciation for Bixby Knolls as a destination location for shopping, dining and professional services.

The Strength of the Organization

The Board of Directors
The Board of Directors of the Bixby Knolls BIA represents a cross-section of the diverse business community throughout the business district. Elected in accordance with our Bylaws, each position represents a sector of the area as defined by the formation ordinance. As a non-profit organization governed by a volunteer board of directors, the BIA's effectiveness is primarily determined by the dedication and commitment of the volunteers that serve on the Board of Directors and its committees.

Business Member Mixers
Member mixers provide an opportunity for BIA members to network, meet their Board of Directors, express concerns, share ideas and get to know each other. Bixby Knolls is home to a diverse mix of businesses that often lack the opportunity to meet together. The mixers help build the bridges between people and their businesses. The Board decided to increase the frequency of the mixers from quarterly to monthly, and we presently have them reserved through the first calendar quarter of 2008.

Publications
The BIA's *Business Connection* newsletter is an important means of communicating with our 900 plus members. A bi-monthly publication, it features stories about new and existing businesses in the district and helps keep members informed about proposed developments, community events and the efforts of the BIA to fulfill its mission to enhance the business environment. The newsletter is also available for download from the BIA's website.

The BIA also issues the *Bixby Banter*, an opt-in electronic monthly newsletter. The *Banter* focuses on upcoming events in the Bixby Knolls area sponsored by member businesses. We also use the *Banter* list for announcements of community-wide importance, such as special meetings hosted by City Council or City departments. The e-newsletter format allows for rapid and direct dissemination of information to those subscribed.

Promotion of the Business District

Media Relations
The Bixby Knolls BIA continued to remain visible in the local press in both features and briefs appearing in several local media outlets including *The Signal Tribune, Long Beach Business Journal, Downtown Gazette, Grunion Gazette, Long Beach Press-Telegram* and www.LBReport.com. Activities and events of the BIA are routinely covered in these publications as the BIA continually distributes press releases and facilitates media relations for

the organization and on behalf of its members. The BIA and Bixby Knolls businesses regularly receive reduced advertising rates in *The Signal Tribune*, *Downtown Gazette*, *Grunion Gazette* and *Long Beach Business Journal*.

Business Directory & Shopper's Guide
The Signal Tribune was, again, retained by the BIA to compile and publish the 2007 Business Directory and Shopper's Guide. 13,500 directories were published, and 10,000 were delivered to homes in the Bixby Knolls area. The balance is distributed to BIA members – many of whom aid distribution by making them available for their customers – and to the public at sponsored events, e.g. Street Fair, Car Show, etc.

www.bixbyknollsinfo.com
The BIA website, launched in 2003, has been well-received and continues to be one of the most effective tools for marketing the area. The website contains a directory of the BIA's members and offers a link to the member's website. As mentioned last year, the website has been going through modifications to improve its usefulness and ease of use. The "Events" page, for example, has been reformatted and includes information and forms for all of our regularly scheduled events. The member directory has also been reorganized and its sorting function improved. The sites for Street Fair and Snow have been eliminated, and all information and material is now captured on the primary site, in order to reduce confusion and duplication of effort.

Community Events
The BIA hosted its first **Community Health & Wellness Expo** in May, 2007. Over 40 health-related businesses and services participated, and are looking forward to coming back in May 2008. This year, we kicked-off the event with a poster contest open to children in the area elementary schools. Winners were selected by our elite group of judges that included Mayor Bob Foster, City Councilwoman Rae Gabelich, Neena Strichart (publisher of *The Signal Tribune Newspaper)*, John Molina (Molina HealthCare), and Terry Belmont (Long Beach Memorial Medical Center).

On December 3rd, the BIA presented **Snow in Bixby Knolls**. Featuring 30 tons of snow, great holiday shopping, a visit from Santa Claus, plus live entertainment and great food, the event drew a crowd in the thousands to Atlantic Avenue in Bixby Knolls.

In June, it was time for the annual **Bixby Knolls Street Fair**. Attendees were treated with vendor booths ranging from artisans to home improvement specialists to food, and were also shopping in the local stores and patronizing local restaurants during the day. The weather was perfect, and attendance was estimated at 10,000. The event proceeded smoothly and was well-received, overall, by property and business owners.

Last July, Bixby Knolls experienced the first **Dragster Expo and Car Show**. Atlantic Avenue was filled with vintage and specialty cars, and featured several nitro-fueled dragsters. Live music, food, karaoke and a selective group of vendor booths, plus booths for our major sponsors, created a festive mood, despite the record-setting heat. The event brought people to Bixby Knolls by enticing them with something unique, while providing our members with an opportunity to reach out to new, potential clients and customers. The event will be held again this year on July 28th with even more vehicles and attractions.

The BIA's Promotion and Marketing Committee is continually working on developing new events and means to attract customers and illustrate the vitality and charm of Bixby Knolls. Presently under review are an expansion of our series of **Business Tools Seminars** focusing on issues confronting the professionals as well as merchants; an expanded **Business Expo** for the business community and residents alike; and, an event focusing on the great restaurants in Bixby Knolls.

Business District Improvement and Safety

Streetscape Maintenance and Improvement
Our street banner program remains in place helping to define the Bixby Knolls area. Holiday décor is installed each year and continues to brighten the corridors during December. The combination of the banners and the holiday décor contribute to a sense of place. The planters that were put in place previously will have their watering systems installed, and appropriate flowers will be planted in them as this project comes to a close.

Presently, the Board is working with outside contractors to develop visual and environmental cues to enhance the BIA's common areas. Under discussion are street banners, outdoor seating, sidewalk and/or crosswalk enhancements, and other unifying concepts that will encourage pedestrian traffic. We will be working with the City Council offices and Community Development Department to enlist business and property owners alike this broad-reaching streetscape program.

Maintaining the Common Areas
Keeping the common areas clean remains a priority for the BIA. We have contracted with the Conservation Corps of Long Beach to provide litter and weed abatement services. In addition, a landscaping firm has been retained to care for the two medians on Atlantic Avenue that are under our charge.

The Board's Revitalization Committee has tentatively scheduled a tree planting for November 2007, as the first of many which will pick up where the program left off. Trees soften the hardscape and add life and beauty to our streets. Additional trees will soon grace the drive along Long Beach Boulevard, too.

Façade Improvement Program
The Community Development Department has provided property owners in Bixby Knolls with support for façade improvements. Most recently, we have seen the completion of projects at 4301 Atlantic Ave. and 3821 Atlantic Ave. Other buildings have gone through improvements without assistance from the City, such as 4284 Atlantic Ave. (Red Wing Shoe) and 3848 Atlantic Ave. On Long Beach Blvd., one can sense a dramatic improvement brought about by the repaving, signal upgrades and new construction.

Parking Issues
The BIA, now working with the City, has contracted with a firm to conduct a parking utilization study for the Atlantic Avenue corridor to quantify the extent of parking shortages and to develop strategies to mitigate the problems. The study should be completed by early Fall, 2007.

Safety
The BIA continues to maintain a close relationship with the North Long Beach Police Substation, meeting as needed for security updates. The BIA has a standing Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district. The BIA is also working with Long Beach Police Department and member businesses to cultivate a business watch program.

Business and Commercial Real Estate Development

The Bixby Knolls BIA maintains a Retail and Office Vacancy Roster for the use of potential tenants or other interested in the area. We are pleased to note continuing growth in the area. The most recent survey of available property indicates rents have remained fairly steady over the past year for new construction – averaging $3.50 per square foot, and existing property rents are listing at $1.85 to $2.00 per square foot, and higher.

New Businesses
A few small businesses have closed their doors in the last year, but more have opened. Retail turnover is inherent in any business district as other economic factors exert their influence, e.g. higher prices for gasoline. The trends are monitored by the BIA and its committees as we seek to find ways to assist our existing members. We also, through our Member Relations Committee, hope to help new business in the area. In conjunction with the City's Economic Development Department, our Business Retention and Recruitment Committee will work to keep our present businesses from relocating and, also, assist with attracting new businesses.

Tools for our Businesses
The purpose of the Business Tools seminar series is to feature topics that will benefit business owners with topics such as branding for small businesses and ways to enhance your business's security – from landscaping to cameras to computers. These seminars will be held on a quarterly basis, at a minimum.

Conclusion

The Board of Directors is committed to its mission statement, and is currently working on refining the specific goals set up by each committee designed to move the organization closer to its articulated mission. The BIA is working on several fronts simultaneously, to encourage consumers to experience Bixby Knolls. This includes advertising on cable television, increasing print advertising, reaching out to new, different businesses in our area to get their participation in activities/events. Special events have played an important part in developing positive recognition for our district, and helps draw out the local residents. However, the long term success for the business corridor will also need to draw from the broader population. With the support of our City Council districts and the Community Development Department, we can enlist the support and participation of property and business owners in the area, and make Bixby Knolls a regional marketplace.

Mission

The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards.

Objective

The Bixby Knolls BIA's objective is to maintain an positive, balanced program designed to promote and market the district; retain and support existing businesses; assist in the attraction of new businesses; and improve the common areas in order to create a sense of identity for Bixby Knolls as well as enhance the district's ambiance.

Goals

Our goals for 2007-08 are as follows:

- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BIA through effective use of existing media from print to cable to various e-newsletters and publications.
- Market the Bixby Knolls area not only to consumers, but to retailers and commercial brokers.
- Create membership involvement and ensure effective communication with the membership, other community organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Improve the aesthetics of the BIA common areas with the expansion of the tree-planting program, street banners and other decorations, and outdoor seating areas.
- Work with the various City departments and community groups to keep Bixby Knolls a safe and pleasant area to shop, dine, visit and conduct business.

2007 - 2008 Work Plan

Promotion & Marketing Committee
The purpose of the Promotion and Marketing Committee is to ensure that the surrounding communities are aware of Bixby Knolls businesses, events and the BIA.

- Plan and implement four sponsored activities/fund-raisers to promote the area.
  - May – Community Health & Wellness Expo
  - June – Bixby Knolls Summer Street Festival
  - Summer – Dragster Expo and Car Show
  - December – Snow in Bixby Knolls Winter Fair
- Develop additional events to increase awareness of the district and benefit the local businesses.
- Publish and distribute the annual Business Directory & Shopper's Guide which lists all the BIA members.
- Improve and expand website to provide more information about the BIA and its members in a more efficient format.
- Increase subscriptions to the opt-in e-newsletter, *Bixby Banter*, and develop its marketing potential to promote of Bixby Knolls and its retail and dining opportunities.

Business Retention & Recruitment Committee
The purpose of the Business Retention and Recruitment Committee is to pursue additional methods to market the Bixby Knolls area, and, working with the Economic Development Department to retain and strengthen existing businesses, and attract new businesses to Bixby Knolls..

- Continue public and media relations/publicity campaign.
- Publish and distribute the bi-monthly *Business Connection* newsletters to BIA Members.
- Maintain a listing of vacant retail and office space in the district.
- Provide advocacy on behalf of business license holders as required.
- Work with the residential and business community to attract quality retail, service and office users.
- Continue to communicate with commercial brokers and property owners.
- Continue to work closely with City staff, the Economic Development Office and the 7th and 8th District City Council Offices.

Revitalization Committee
The purpose of the Revitalization Committee is to create awareness of the design guidelines among property and business owners and generally improve the aesthetics of the BIA common areas; and to guide the development of a unifying vision for the enhancement of the area, including traffic calming, creating a more pedestrian-friendly ambiance along the primary corridors.

- Aggressively pursue opportunities and funding sources for streetscape and gateway enhancements.
- Work with the City's Traffic Engineer to calm traffic along Atlantic Avenue.

- Conduct a parking utilization study to objectively identify the magnitude of parking shortages and develop mitigation measures.
- Continue the litter and weed abatement program to maintain the attractiveness of the area.
- Inspect common areas and address unsightly conditions.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Continue the Adopt-A-Tree Program.

Security & Code Enforcement Committee
The purpose of the Security and Code Enforcement Committee is to provide information to business and property owners to help keep Bixby Knolls is a safe area to shop, dine, and conduct business; and, an area free of visual blight caused by violations of City code.

- Continue the close liaison with Long Beach Police Department and North Division Substation and improve communication with business owners.
- Assist the Police Department with monitoring crime in the business district.
- Encourage the formation of a Business Watch program.
- Monitor City code violations and work with business and property owners to mitigate the violations.
- Conduct Business Tools Seminars focused on crime prevention, identity theft and other related issues.

Member Relations Committee
The purpose of the Member Relations Committee is to make the BIA more accessible to member; boost members' awareness of the BIA and it goals; foster membership involvement; communicate effectively with the membership, other organizations and City entities; and serve as liaison between the Board and the membership.

- Organize monthly member mixers including the Annual Meeting and the Annual Installation of Directors and Officers.
- Personally meet and welcome new businesses to the area, and provide them with information about the BIA, its goals and objectives.
- Assist new businesses with ribbon-cutting and grand opening ceremonies and press releases.

October 1, 2007 – September 30, 2008
Bixby Knolls Business Improvement Association Budget

Revenue		
Assessment Income	$	160,000
Voluntary Dues		2,500
Corporate Sponsorship		55,000
Promotional Events		34,000
Total Revenue	$	251,500

Expenses		
Administration	$	33,250
Salaries/Benefits		77,051
On-Going Promotions		71,500
Promotional Events		69,700
Total Expenses	$	251,500

Program Fulfillment from Prior Year		
Street Décor (Trees)	$	25,000
Marketing and Promotions		10,000
Expenditures from Unexpended Funds	$	35,000

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CONFIRMING, FOLLOWING HEARING, THE ANNUAL REPORT OF THE BIXBY KNOLLS PARKING AND BUSINESS IMPROVEMENT AREA ADVISORY COMMISSION, CONTINUING THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT AND SETTING FORTH OTHER RELATED MATTERS

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Bixby Knolls Parking and Business Improvement Area Advisory Board has caused a Report to be prepared for October 1, 2007 through September 30, 2008 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA") which is located generally in that section of the City of Long Beach bounded by Wardlow Road, Long Beach Boulevard, Del Amo Boulevard and Orange Avenue; and

WHEREAS, said Report contains, among other things, all matters required to be included by the above cited Section 36533; and,

WHEREAS, on September 18, 2007 at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with its Resolution of Intention No. _____, adopted August 21, 2007, at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report; and,

WHEREAS, a majority protest not having been received, it is the City Council's desire to confirm the Report as originally filed and impose and continue the levy of the Annual Assessment as described in the Report;

NOW, THEREFORE, the City Council of the City of Long Beach resolves as follows:

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

Section 1. A public hearing having been conducted on September 18, 2007 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be heard, the City Council hereby confirms the Report of the Bixby Knolls Parking and Business Improvement Area Advisory Board, previously filed and approved by Resolution No. _____, adopted August 21, 2007, as originally filed, and declares that this resolution shall constitute the levy of the Assessment referred to in the Report for October 1, 2007 through September 30, 2008 as more specifically set forth in Exhibit "1".

Section 2. The City Council further confirms that the Advisory Board for the Bixby Knolls PBIA shall consist of the Board of Directors of the Bixby Knolls Business Association.

Section 3. This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting this resolution.

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2007, by the following vote:

Ayes: Councilmembers: _____

_____

_____

_____

Noes: Councilmembers: _____

_____

Absent: Councilmembers: _____

_____

_____
City Clerk

HAM:fl
7/2/07' rev. 8/13/07
#07-03167

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

Exhibit 1

FY 2008 Bixby Knolls PBIA Assessment Formula

Type A
$135.00 + $ 2.50 per employee
Includes: Contractors, Insurance. Manufacturing, Professions, Wholesale, Unique Businesses

Type B
$ 165.00 + $ 3.25 per employee
Includes: Services and Vending Operations. Note: Independent contractors secondary to another service business located at the same address pay a discounted base fee of $100.65. (Ref Municipal Code 3.80.243)

Type C
$ 185.00 + $ 4.00 per employee
Includes: Retailing, Recreation & Entertainment

Type D
$ 548.00
Includes: Financial Institutions

Business classifications are determined by the City of Long Beach Business License Division.