

# Fourth Street Business Improvement Association

## District Advisory Board

### Officers

Co-President	Ty Ward, Earthing
Co-President	Dynelly de Valle, PIPPI + LOLA
Treasurer	Kathleen Schaaf, Meow
Secretary	Kerstin Kansteiner, Art du Vin / Art Theatre

### Directors

Luis Navarro, Lola's  
Brenda Rivera, The Socialist  
Dan Rossiter, Old Gold  
May Salem, Native Sol

### Monthly Board Meetings

First Tuesday of the month at Alder & Sage, 366 Cherry Avenue, Long Beach, CA 90814 at 9:00am.

## District Personnel

Sierra Sky Crabtree, BID Executive Director. Sierra is responsible for attending all BID meetings and documentation, representing the BID in official capacity and other administrative support that the BID and Board of Directors needs.

## METHOD OF ASSESSMENT

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Assessments are calculated as follows:

<b>Business License Category</b>	<b>Annual Rate</b>
Financial/Banking & Insurance	\$200
Service: Real Estate Offices	\$200
Retail: Restaurant w/Alcohol & RTE	\$200
Retail: Other	\$200
Consulting	\$200
Construction Contractor	\$200
Professional	\$200
Service: Other	\$200
Miscellaneous: Rec/Ent, Vend, Manf, Uniq, Whlsl,	\$100

Commercial Space Rental	\$100
Non-profit Business Operations	\$100
Residential Property Rental	n/a
All Secondary Licensees	n/a

### Proposed Changes

The Fourth Street Business Improvement Association Board of Directors proposes no changes to the method and basis of levying the assessment.

### Consumer Price Index Adjustment

The Fourth Street Business Improvement Association Board of Directors is not requesting a Consumer Price Index adjustment for the 2023-2024 contract year.

## BUDGET

### Projected Budget

#### INCOME

Assessment Revenue	\$16,000.00
Associate Member Dues	\$1,200.00
Parking Lot Revenue	\$120,000.00
Fourth Friday Space Rentals (Stripe)	\$18,000.00
<b>TOTAL INCOME</b>	<b>\$155,200.00</b>

#### EXPENSES

##### Marketing

Social Media Management (Curated \$2,700 monthly)	\$32,400.00
Print Advertising & Promotion	\$1,200.00
<i>Sub Total</i>	<b>\$33,600.00</b>

##### Events

Fourth Friday Entertainment & Engagement	\$12,000.00
Collateral Design	\$1,200.00
Art / Vendor Coordinator	\$6,500.00
Fourth Friday church parking lot rental	\$960.00
Event Security	\$6,240.00