

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
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RESOLUTION NO. RES-15-0134

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CONFIRMING, FOLLOWING HEARING, AN ANNUAL REPORT OF THE BIXBY KNOLLS PARKING AND BUSINESS IMPROVEMENT AREA, 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 Business Improvement Association has caused a Report to be prepared for October 1, 2015 through September 30, 2016 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA"); and

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

WHEREAS, on October 20, 2015 at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with its Resolution No. RES-15-0123, adopted September 22, 2015, 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:

Section 1. A public hearing having been conducted on October 20, 2015 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be

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1 heard, the City Council hereby confirms the Report of the Bixby Knolls Business  
2 Improvement Association, previously filed and approved by Resolution No. RES-15-0123,  
3 adopted September 22, 2015, as originally filed, and declares that this resolution shall  
4 constitute the levy of the Assessment referred to in the Report for October 1, 2015  
5 through September 30, 2016, as more specifically set forth in Exhibit "A".

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

8 I hereby certify that the foregoing resolution was adopted by the City  
9 Council of the City of Long Beach at its meeting of October 20, 2015,  
10 by the following vote:

11 Ayes: Councilmembers: Gonzalez, Price, Supernaw, Mungo,  
12 Andrews, Uranga, Austin, Richardson,  
13 Lowenthal.

14  
15 Noes: Councilmembers: None.

16  
17 Absent: Councilmembers: None.

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20 Maria del L. Garcia  
21 City Clerk

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# EXHIBIT "A"

2015 - 2016 Report  
to the City of Long Beach  
Including the Work Plan & Budget for  
October 2015 - September 2016

Presented by the  
Bixby Knolls Business Improvement Association  
4321 Atlantic Avenue  
Long Beach, CA 90807

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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, 2015 - September 30, 2016.

The new/adjusted BK BIA fee was implemented in October of 2014; a flat rate with no longer a per employee rate.

**ASSESSMENT FORMULA**

All businesses, regardless of category will be assessed \$250 dollars beginning on October 1, 2015. Non-profits will now be assessed \$150.

Yearly CPI adjustment (City of Long Beach input)

Additional \$20 added each year to make up the gap between RDA contracted funds and assessment fees for seven years.

	BUSINESS BASE RATE	NON-PROFIT BASE RATE
October 1, 2014-September 30, 2015	\$250	\$150
October 1, 2015-September 30, 2016	\$250 + CPI% ADJ + \$20	\$150 + CPI% ADJ + \$20
October 1, 2016-September 30, 2017	\$? + CPI% ADJ + \$20	\$? + CPI% ADJ + \$20

## **Introduction**

The Mission Statement of the Association reads: "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 BKBIA has continued to balance multiple projects, events, programs, maintained the drive and efforts to follow its mission statement and create a more active, vibrant, and successful business district for its members and adjacent community. Maintaining the current momentum for the district with media coverage and community engagement continued to be a top priority all year. The BKBIA also shifted funding to our Clean & Safe programs as a top priority for the district, too. With the continued support from the City of Long Beach and our ten-year contract for Bixby Knolls Work Plan Projects (now completing year 4 of 10), we are continuing to make the positive impacts to the district with our façade improvements, landscaping, lighting, signage, clean and safe program, and monthly events.

The past year we continued with the thoughtful analysis and research and worked closely with the consultants of Commune Communication. A good deal of time was spent discussing and critiquing our outreach to membership and providing great resources for the businesses to help themselves with their marketing and promotion. The "teach a man to fish" theory is at work here. We created a Bixby Knolls Business Development Guide that includes five categories of marketing ideas for the businesses to implement and to work "on" the business rather than just "in" the business. We received feedback from businesses that put the suggestions to work immediately.

In addition, we discussed the timing and need to produce a Business Directory book to distribute through the membership and neighborhoods. We had not produced a hard copy book since 2009-2010 and so we decided it was time to create one again. At this point there are so many new businesses and new families in the neighborhood that distributing the 13,000 copies furthers our mission of educating and connecting the community to our business corridors.

The new assessment fee was implemented at the beginning of the fiscal year. We will now be able to adjust our budgets based on the new *actual* assessment revenue. The BKBIA budget will cover the addition of (new) daytime security patrols as well as cover the costs of new marketing programs.

As per usual, the BKBIA continues to stress the importance and priority of connecting the residential customer base to the business corridor. To bring the community together we program consistent low-cost monthly events and programs such as the *Strollers, Literary Society, First Fridays, Happy Hours, Supper Club, Concerts in the Park(ing Lot), Flash Events, and Kidical Mass* that activate the local community. Coming soon will be the Bixby Business Breakfasts on a quarterly basis to inform the membership on all issues and progress.

The BKBIA continues to rely heavily on its social media network to broaden its promotional and informational outreach. Facebook posts and connections have resulted in the growth and awareness of district improvements and events. Each monthly program or event continues to grow and remain strong. Kidical Mass, the parking lot concerts, and the continued growth of First Fridays can be attributed to Facebook, Instagram, and Twitter as word of mouth spreads and people are posting their comments about the events. There is no doubt that our use of social media, and especially with the creation of the new "getoutside90807" accounts, increased the attendance of the Beach Streets event in June.

We moved in the Expo Arts Center at 4321 Atlantic Avenue in late December and are now settled in. As of this writing, 8<sup>th</sup> District Field Office is being built out and staff will soon move into their office space. We worked with Boy Scout Troop 29 on an eagle project to enhance the entrance of the building. The plan is to slowly continue to improve the façade of the building in order to make Expo the iconic building in the neighborhood. The Kids Theatre Company has completely transformed the back room in its own permanent theater space and has constant programming.

After seven years the BKBIA Project Manager, Krista Leaders, is making a life change and will be moving to Bend, Oregon, at the end of the month. Krista has made a significant impact in the Bixby Knolls renaissance. She has truly left her mark on the district. We have hired Cait Yoshioka (Leadership Long Beach Class of 2015) as her replacement. Cait has been working closely with Krista for the last month in a transition period and brings to the BKBIA fresh energy and enthusiasm to further our mission.

The focus of 2015-2016 remains unchanged with the slight exception of answering the question of "what's next? How do we get to the next level?" We will maintain the drive and energy of the current monthly events, streetscape improvements per the Bixby Knolls Work Plan, focus on security and safety of the district, and engage both business- and property-owners and further our efforts to fill vacant store fronts and office spaces. The good news is that there are many exciting things that will come to fruition in this next year and transform the district once again, and even further in a positive direction.

## **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 or appointed 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.

### **Monthly Community Happy Hours/Business Breakfasts**

We put our Community Happy Hours (mixers) on temporary hold this year. We found that not enough business owners were attending on a regular basis to provide enough value to both the hosting business and to others in attendance. We found that many just came for the free food rather than to officially meet and greet other business and community members. Beginning in September we will implement our

quarterly Bixby Business Breakfasts which will be targeted specifically at our membership. With the meetings starting prior to the work day and providing breakfast there will be much more value. This will also be a chance for the membership to hear from the BKBIA more frequently about all the updates and news from the district. We partnered with the Convention and Visitors Bureau on an event like this and had a great attendance.

#### **Monthly E-Newsletters & Notices**

The monthly e-newsletters are not only a cost savings, but an effective way to reach our members and the community at large. We learned that sending out a newsletter that was only filled with event posters reduced our readership. Our shorter, more concise version called the **Bixby Brief** is a better way to get immediate news and information out to the membership in a streamlined format. Event listings are still included but focus more on "what's happening on the street" and have already received a greater response.

Other email alerts updates are sent randomly throughout the month to increase communication from the BKBIA to its members. A series of e-notices about the grand openings, happy hours, construction alerts, and information from LBPB are sent regularly. **Postcards and direct mail pieces** are mailed monthly or as needed to the membership to provide additional resources or information.

**Member Directory** – The first BK Business Directory Guide was created (after six laborious months of combing our member list) and 13,000 copies were distributed to all businesses in the district and to the homes in Bixby Knolls, California Heights, Los Cerritos, and Virginia neighborhoods. This is/was a big component of our member outreach for the year.

**Bixby Knolls Development Guide** – Working with consultants from Commune Communication and a number of brainstorming sessions, we developed this guide to remind business owners that they must constantly work "on" the business and not just "in" the business. There are five sections in the guide to get owners to be creative with promotion and marketing as well to collaborate with neighboring business owners.

### **Promotion of the Business District**

#### **Media**

The BKBIA continued to remain in the media with increased visibility in the local press with both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Uptown Gazette*, *Long Beach Press-Telegram*, and online resources such as [LBReport.com](http://LBReport.com), [LBPost.com](http://LBPost.com), [everythinglongbeach.com](http://everythinglongbeach.com), and [longbeachstuff.com](http://longbeachstuff.com). We have been fortunate to receive ongoing coverage of every event and program throughout the year to keep our profile high.

"**Bixby Knolls Testimonial**" video project, our second promotional video for the district, was completed and shared throughout the community, with other business districts, and to the local media as a way to further raise the profile for the district. The video is the second in a series and has business owners and long-time residents talking about the positive changes being made in the district. The video



link was also sent to the brokers that are looking to fill vacancies. The video is a sales and recruiting tool for both the business district and neighborhoods as a whole.

The link to the video is: <https://www.youtube.com/watch?v=cyxh48JPato>

### **Social Media**

The BKBIA remains very active daily within social media networks. Facebook & Twitter accounts are used to announce events and programs and directly connect with people and organizations from all over the city (and beyond). The increase in attendance to events such as First Fridays and Kidical Mass can be definitely attributed to these accounts. The Facebook account has over 2,500 "friends" who have the links and event messages sent directly to them. In addition, there is a lot of "chatter" about the BKBIA via Twitter with constant updates. First Fridays has nearly 7,500 "likes" and growing. We capture an online gallery for our website as we shoot photos of images that best highlight the district at our events or patrols. Our newest Instagram and Facebook account "getoutside90807" will help us tie together our efforts to promote an active neighborhood. We can also promote other groups in the neighborhood who are doing the same type of thing; i.e., the new running club in Bixby Knolls started by a resident.

### **Community Events**

The BKBIA remains consistent with its programs and events to connect its members to the local community. New friendships and greater connectivity among the neighborhoods have been the direct result of the consistency of our efforts. This can be seen each Saturday morning at the Strollers, before and after a Literary Society meeting, or our Kidical Mass Sundays.

The **Bixby Knolls Strollers** walking club was created so neighbors and BIA members could meet and greet every Saturday morning as a way to socialize together. The weekly routes tour the business districts and neighborhoods as a way to re-acquaint the community with each other. The Strollers are currently hosted by the local Coffee Bean & Tea Leaf. Now 7 ½ years into it, the Strollers continue to have roughly 40 people each week coming out to tour the corridors and neighborhoods. This is also a weekly opportunity to share all the latest news and projects with the group. More than seven years strong for a basic concept like a walking club is something very special and significant to the continuing renaissance of the district.

**Bixby Knolls Supper Club** is making its fourth and fifth round of visits to the local restaurants and the business owners are thrilled to have the BKBIA return with its regulars. It is a simple concept of supporting the local restaurants by filling them up on a Monday night which is typically a slow night. The response continues to be enthusiastic and some restaurants need to be host for two nights rather than one. There is no cost to the BKBIA. An email is sent out to our list and within 4 hours the reservations get filled up. This is another event where we want to rethink and reimagine how to make it different and special to increase attendance again. Calling the dinners something else and add a fun twist might help.

The **Bixby Knolls Literary Society** monthly book club is now in its 90<sup>th</sup> book discussion of the greatest American literature of the last century (with some contemporary selections as well). The group has expanded its draw beyond the Bixby Knolls area as some members come as far as the South Bay to attend the meetings at Elise's Tea Room. The BKBIA purchases the refreshments from the tea room for its attendees and to be sure that the meeting is worthwhile for the business.

**First Fridays Art Walk** continues to be THE marquee event in Bixby Knolls. It continues to not only grow in attendance each month but truly serves as the major economic driver for the district. The use of art and music of all types has truly been a catalyst to create the foot traffic along Atlantic Avenue that does not exist the rest of the month. The businesses use the event as a monthly showcase or open house. Even businesses outside of our pedestrian zone on Atlantic or on Long Beach Boulevard often come and set up a table or distribute information promoting their business to the crowds. We continued to partner with council offices (Councilmember Austin's "Council on the Corner") and allow Bixby Knolls area non-profits, schools, and neighborhood associations to participate as well. A typical First Friday includes artists and art work of all types, live music, strolling minstrels and fun characters that transform the corridor to a bustling urban shopping and dining zone. Most months include a specific theme to make the evening more fun. Themes have been: Beach Streets Kick-Off, May Day, Summer Lovin', Women's History Month, Mardi Gras, Red, White & True, and Long Beach County Fair. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. Los Angeles Magazine added the event to its "musts" calendar listing. We continue to hear about the successes that result in First Fridays from the business owners. It has become an event that the businesses count on each month for increased sales and exposure and the community now calendars it for a fun night out on the corridor. It is the most important event in the district and is the model for others to activate other districts and neighborhoods.

We continue to supplement the Long Beach Municipal Band's schedule of concerts in Los Cerritos Park with our own music series called **Concerts in the Park(ing Lot)**. We can involve our businesses similarly to a Supper Club event by using a parking lot from one business and having one of the restaurants be the food source for attendee dinners. We have now held two of these events with two more scheduled through August. The set-up is just like a concert Los Cerritos Park with live music and people providing their own chairs and tables. It is a wonderful sight to see local community members sitting, eating, or dancing in the middle of a parking lot and just enjoying themselves in such an unconventional type of setting. We have recently added a mini "farmers market" component to the concerts by inviting our local farmers, bakers, and bee keepers to share and sell their wares.

The BKBIA continues its partnership with the **clean-up team** from the California Heights neighborhood called **Cal Heights Clean Streets**. Every Thursday morning a group of volunteers pick up trash from a different corridor in Bixby Knolls and California Heights. The BKBIA supplements the clean-up efforts by watering and trimming trees, pulling weeds, or conducting a trash pick-up on our own so there is a combined effort to keep the district clean and tidy.

To address the aesthetic needs and improvements for Long Beach Boulevard, we send our **BKBIA Clean Team** out along the corridor each week to remove trash, graffiti, weeds, or report any code enforcement issues. We have also included properties on the boulevard in our façade improvement program and have recently painted, landscaped, and fixed lights on three properties. The professional service members reap the benefit of a clean and safe district to attract and retain their clients.

Our **Kidical Mass** monthly family bike ride draws between 70-100 each month. The event is a play on words for the often Critical Mass national bike movement where bikes block traffic to create awareness for cycling. Kidical Mass is also a national movement to promote the benefits of cycling to kids and

teaches bike safety tips while promoting the health benefits. The rides start and finish at Georgie's Place on Atlantic with complimentary ice cream served to all participants. We also invite other businesses to be involved by setting up tables and interacting with the participants. We are promoting the city's bike agenda and Bixby Knolls as a bike friendly business district and again connecting the community to our local businesses. We will soon present our 4<sup>th</sup> Annual Iron Kid Award to a regular participant. Last year a 5-year-old boy won this award for his bike skills going from falling over and crying early into the ride to now riding up at the front of the pack.

We held three "Flash Events" this year. By only using social media to post the event we can gauge the response to the message we post. For instance, a business might offer a "free" item between the hours of 5pm and 7pm and we only post it on Facebook, we can then tell by the response who is seeing our messages, what time(s) are the best to post the message, and what it will take to get a call to action from the public. Additionally, the hosting business receives all the free publicity all through the day as people see and "like" the event message and the event gets re-shared all day long throughout the city. FREE or discounted food or drinks have worked the best so far. We want to continue these experiments periodically as a fun, low- no-cost marketing program.

Our **Long Beach Boulevard Block Party** is planned for late August and is another simple event to draw attendees to the corridor to showcase the businesses that have collaborated to bring attention to their area of the district. And throughout the year we celebrate **anniversaries** and **grand openings** making sure that our members and local community know of all the good news in the district.

Bixby Knolls was fortunate to be along the route for the city's first **Beach Streets** event. Modeling the Cyclavia in Los Angeles, Beach Streets drew tens of thousands through our district and up into the 9<sup>th</sup> council district. The programming was like First Fridays on steroids. The event packed the streets and restaurants had great business. It was a great day for the community to ride and explore Atlantic Avenue from Wardlow up to Houghton Park.

## **Business District Improvement and Safety**

### **Bixby Knolls Work Plan Projects**

Our "to do" list continues to be dictated by the HyettPalma Report and the funds from redevelopment have allowed us to carry out the projects to make the physical changes to the district plus keep Clean & Safe and First Fridays in full swing. Façade improvements, new signage and lighting, landscape projects, banners, clean-up programs, and miscellaneous special events all help with the revitalization of the district.

### **Streetscape Maintenance and Improvement**

Maintenance has been the key word all year. Our Clean Team keeps a regular schedule of watering trees and flower pots and trash pick-up. Boy Scout Troop 29 completed another landscape project by transforming the dusty parkway at Atlantic and Bixby. Our second public seating area was just completed (in the 4100 block of Long Beach Boulevard) similar to the Pocket Park on Atlantic. These public gathering spots on the corridors and add more "there" there in the district.

The Expo Arts Center at 4321 Atlantic continues to be the hub for arts and community events. The space has evolved with the North & South Galleries, The Kids Theater Company, Post Mortem dance troupe, and Held2Gether comedy group holding rehearsals, classes, and live theater productions. For the fourth summer The Kids Theater Company holds its art camps in the building. Local non-profits, Council offices, theater groups, and other organizations have been able to use the space while contributing to the building with rent, supplies for the building, and "sweat equity" programs like patching and painting different rooms in the building. First Fridays bring large crowds for the monthly showcase of the space. One of the biggest annual events is now the Black History Month celebration in February. The event this year had so much impact that in the community that organizers are already making plans to expand within the building for 2016.

### **BFBD**

We continue to promote walking and cycling in Bixby Knolls as a "bike-friendly business district." Our monthly Kidical Mass rides promote bike safety and we encourage participants to ride their bikes to destinations on the corridors. Many businesses have signed up to participate in the Bike Saturdays program where discounts are offered as an incentive to customers who ride their bikes instead of drive to the business. Additional bike racks have been installed in front of many businesses to accommodate people riding to shop. As stated earlier, Bixby Knolls participated in "Beach Streets" on June 6. We saw many of our local residents and Kidical Mass'ers out enjoying the ride up and down the corridors.

## **Maintaining the Common Areas**

### **Safety**

Safety along our corridors remained a top priority this year. The BKBIA continues to hire CSI Patrol Service, Inc., (a Bixby Knolls business) to patrol all of our corridors, parking lots, and alleys. We expanded the patrols to four nights a week plus two daytime patrols a week. The daytime patrols add another safety presence in the district besides what LBPd is already doing. In addition, CSI Patrol staffs each First Fridays to ensure safety and the family-friendly environment we set out to create. After the event ends the security staff patrols the streets adjacent to Atlantic to make sure that there are no incidents from the attendees to the local homes.

The 8<sup>th</sup> District Council Office added the pedestrian lighting to the poles in our pedestrian zone on Atlantic Avenue (Bixby Road to San Antonio). This feature lights up the sidewalks and better encourages foot traffic. This is a great benefit to the district year round in addition to our First Fridays event.

The BKBIA continues to maintain a close relationship with the North Long Beach Police Division, meeting monthly for security updates. The BKBIA 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 also provides safety tips from the police department to its members and the community via the Bixby Brief e-newsletter. We continue one of our Work Plan projects of fixing or replacing all the lighting in front of the businesses in the pedestrian zone. Some bulbs in the overhangs have been burned out for over a decade so we have gone door to door to engage the business or property owner to help repair lights and keep the corridor much more safe and attractive. We patrol the district

weekly to report to our contractor dark areas that may need lights replaced or repaired in an effort to keep the entire district lit up at night.

### **Council of Business Associations (COBA)**

The BKBIA continues to meet monthly with representatives from other BIDs and business alliances. There is a positive exchange of information and ideas to better help each other and individual districts. All members share the same issues, whether large or small. The group has begun to address specific issues within the city and is examining ways to help make Long Beach a truly business-friendly city. Now complete is the [www.cobalb.com](http://www.cobalb.com) website that will be a "one stop shop" type of resource that businesses can use to find answers and resources when opening or expanding a business. We continue to meet with council offices and other department heads to discuss best practices and any issues and feedback we get from our collective membership. Additionally, we are very pleased that Open Counter software has been approved by city council and will be used as a pilot program with the BIDs next month.

### **Business and Commercial Real Estate Development**

The BKBIA had more contact than ever with property owners and brokers to work together on furthering the goals and visions of the BKBIA. Our outreach and partnerships have helped to fill vacancies with businesses that best serve the district. We are excited about the new businesses soon to be opening in the pedestrian zone: Dutch's Brew House and Lola's Mexican Cuisine. Our continued marketing and promotion of our events and the district as a whole as a great place to open a business is the most effective approach to raise awareness and gain attention for our part of the city. We have sent the local broker community the link to our "Bixby Knolls Testimonials" video as another tool to use to help attract new tenants. We believe this is a big recruiting tool we can use for potential business owners and those even looking to purchase a building (or even a home) in Bixby Knolls.

### **New Businesses**

We have had a significant increase of new businesses (both retail and service) opening up over the last year. **New businesses include: The Better Half Boutique, Weiland Brewery Restaurant, Las Casita Rivera, Mila, Boba Loca, and Deep Blue Swim School**, just to name a few. We continue to fill vacancies not only in retail but services, too. The big changes include: The post office moving into the Bixby Knolls Shopping Center by Marshalls; façade improvement work being completed in the BK Shopping Center; Trader Joe's moving into the former Ralphs property and the additional retail tenants at that center; a new tenant for the Trader Joe's space; and the Steelcraft project going in at Long Beach Boulevard and Bixby Road. We can boldly say that soon, very soon, the BKBIA and into the rest of the 8<sup>th</sup> district, will be the envy of other neighborhoods.

### **Conclusion**

The Board of Directors is committed to its mission statement, and is always working on refining the specific goals set up by each committee designed to move the organization closer to its articulated mission. The BKBIA is working on several fronts simultaneously, to encourage consumers locally and regionally to experience Bixby Knolls. This includes new and frequent events to connect the community to the business district, increasing our social media presence, reaching out to a variety of businesses in our area to get their participation in activities/events, and building upon and creating new

partnerships with BKBIA members and city agencies. Special events have played a critical part in developing positive recognition for our district, and helps draw out the local residents. We are now focusing on drawing attendees from beyond our neighborhood to support the events (and businesses). Kidical Mass and First Fridays both have attendees from all over town. Continuing to use the HyettPalma recommendations as the "road map," the BKBIA can implement multiple projects immediately to additionally enhance the attractiveness of the district for its membership. The safety and security of the district will always remain a top priority for the BKBIA.

The BKBIA continues to move forward but keeps a watchful eye on the local and state issues regarding the redevelopment dollars. Bixby Knolls can continue to be an area of economic growth and health especially while we continue with our "redevelopment fund" contract.

## **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 a 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 2015-16 are as follows:

- Continue to implement the recommendations of the Bixby Knolls Work Plan as articulated by the HyettPalma Study, to continue to improve the aesthetics of the BKBIA common areas with painting programs, façade improvements, tree-planting and landscape programs, street banners, art window displays, public gathering places, and street clean-up programs.
- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BKBIA through effective use of existing media from print, social media, networking, and various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- 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 BKBIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Focus on safety for the business district and surrounding areas via continued private security patrols and continued partnership with the Long Beach Police Department North Division.
- Continue the ongoing analysis to figure out "what's the next big thing" for Bixby Knolls.

## **2015 - 2016 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 effective sponsored activities/fund-raisers to promote the area.
  - Continue to grow and promote First Fridays and engaging more participation from local businesses.
  - Continue to program and expand the Expo Arts Center's arts & cultural events
  - Maintaining current monthly events such as: Strollers, Literary Society, Happy Hours, Supper Club, Kidical Mass, Concerts in the Park(ing Lot), Cash Mobs, Flash Events, and create new ones
  - December – First Fridays Holiday Celebration
  - Promote and support events hosted by BKBIA members
- Promote and network events and programs through social media outlets such as Facebook, Instagram, and Twitter
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: food, clothing, and blood drives; Clean-Up days; grand openings & anniversary celebrations; photo contests; block parties and sales/specials)
- Update the BKBIA website to be more user-friendly
- Increase subscriptions to the newly formatted *Bixby Brief e*-newsletter and develop its marketing potential to promote Bixby Knolls and its retail and dining opportunities.
- Continue to garner media coverage of all BKBIA events and programs beyond local media; pursue regional and national media outlets. Complete a video promotional project to be used as

### **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.*

- Continue to implement the recommendations of the HyettPalma report and BK Work Plan for new landscaping projects to beautify the entrances and corridors of Bixby Knolls
- Continue the litter and weed abatement program via our Clean Team and BKBIA staff district patrols to maintain the attractiveness of the area



- Inspect common areas and address unsightly conditions along the corridors. Remove graffiti, trim trees and bushes, and plant new landscaping as appropriate.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Work with the 7<sup>th</sup> & 8<sup>th</sup> district council offices on landscape projects along the corridors and adjacent neighborhoods.
- Continue the partnerships and projects with the 7<sup>th</sup> & 8<sup>th</sup> district council offices, LBPD, Code Enforcement, and Public Works

#### **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 a safe area to shop, dine, and conduct business; and, an area free of visual blight caused by violations of City code.*

- Continue (and increase) the district patrols with CSI Patrol Service, Inc.
- Continue the close liaison with Long Beach Police Department and North Division Commander and improve communication with business owners.
- Provide relevant security and safety information and resources for BIA members on BIA website and direct mailings.
- Monitor City code violations and work with business and property owners to mitigate the violations.
- Document and report incidents of graffiti or other vandalism to code enforcement and LBPD. Continue efforts for BKBLA staff to remove graffiti monthly.
- Install additional security cameras in critical areas of the business corridors.

#### **Member Relations Committee**

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

- Continue our outreach to businesses via personal visit and direct mail pieces to gather feedback, share pertinent information and resources for businesses, and put a face with the association name for all members. Implement follow-up phone calls to membership.
- Continue to promote events organized by our membership.
- Implement the quarterly Bixby Business Breakfasts at the Long Beach Petroleum Club

- 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, press releases and promotion to the community and media via newsletters and direct mailings.
- Continue to work closely with city management, department heads and staff and the 7<sup>th</sup> and 8<sup>th</sup> District City Council Offices.
- Assist businesses with any city issues including permitting, licensing, inspection, signage, code or enforcement.

October 1, 2015 – September 30, 2016  
Bixby Knolls Business Improvement Association Budget

<b>Revenue</b>	
Assessment Income	\$ 131,487
RDA Funds	<u>\$ 200,000</u>
 <b>Total Revenue</b>	 <b><u>\$ 331,487</u></b>
 <b>Expenses</b>	
Administration	\$ 37,033
Salaries/Benefits	\$ 86,562
On-Going Promotions	\$ 10,400
Special Programs	\$ (2,508)
RDA Expenditures	<u>\$ 200,000</u>
 <b>Total Expenses</b>	 <b><u>\$ 331,487</u></b>