



# CITY OF LONG BEACH

DEPARTMENT OF ECONOMIC AND PROPERTY DEVELOPMENT

333 West Ocean Boulevard 3<sup>rd</sup> Floor • Long Beach, CA 90802 • (562) 570-6099 • Fax (562) 570-6380

# H-3

September 19, 2017

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive supporting documentation into the record, conclude the public hearing, and adopt a Resolution continuing the Belmont Shore Parking and Business Improvement Area assessment for the period of October 1, 2017 through September 30, 2018; and, authorize the City Manager, or designee, to extend the agreement with the Belmont Shore Business Association for a one-year term. (District 3)

## DISCUSSION

The Belmont Shore Business Association (BSBA) promotes and markets 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 Annual Report describing proposed assessments, activities and allocations is attached to the Resolution as Exhibit A.

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

At its August 8, 2017 meeting, the City Council approved Resolution No. RES-17-0071 granting approval of the Annual Report, declaring the intention of the City Council to levy the assessment, and set September 19, 2017 as the date of the public hearing. A hearing notice, including a copy of the Resolution, was published in local media.

State law provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Annual Report. State law further provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of 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.

The Fiscal Year 2018 (FY 18) Annual Report, transmitting the recommendations of the BSPBIA Advisory Board, proposes the following assessment rates:

**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)  
 PBIA ASSESSMENT FORMULA  
 2017 – 2018**

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
Financial Institution	\$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
Insurance Agent Professional	\$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
Non-profits	0.00	0.00
<b>Total estimated annual assessment: \$140,000</b>		

This matter was reviewed by Deputy City Attorney Amy R. Webber on August 31, 2017 and by Budget Operations Administrator Grace Yoon on September 1, 2017.

**TIMING CONSIDERATIONS**

City Council action is requested on September 19, 2017, to allow purchase order and contract modifications to be completed so that FY 18 assessment transfers may be made as required by the Agreement of Funding with the BSBA.

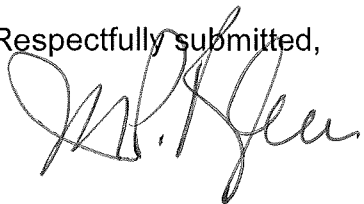
**FISCAL IMPACT**

It is estimated that the BSPBIA will generate \$140,000 in FY 18 through continuation of the existing assessment. Assessment funds are collected through additional fees attached to BSPBIA business licenses and passed directly through to the BSBA for implementation of their annual programs. Approval of this recommendation will provide continued support to the local economy. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN KEISLER  
DIRECTOR OF ECONOMIC  
& PROPERTY DEVELOPMENT

JK:er  
BSPBIA FY 18 Public Hearing CCL

Attachment: Resolution

APPROVED:

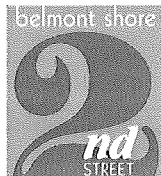
  
PATRICK H. WEST  
CITY MANAGER



**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)  
ANNUAL DISTRICT REPORT & BUDGET  
FISCAL YEAR  
OCTOBER 1, 2017 – SEPTEMBER 30, 2018**

**Table of Contents**

Mission Statement-----	2
Goals 2017- 18 -----	2
Year in Review 2016-17 -----	3-5
Review and Calendar of Events -----	5-8
Calendar of Events 2017-18 -----	8
Board of Directors 2016-17 -----	9
PBIA District Boundaries 2017-18 -----	10
PBIA Assessment Formula 2017-18 -----	10
Budget Income – 2017-18 -----	11
Budget Expenses – 2017-18 -----	12



The Belmont Shore Business Association (BSBA) Board of Directors is pleased to present its Annual District Report and Budget for the 2017-18 Fiscal year.

**Mission Statement:** The purpose of the Belmont Shore Business Association is to form a common bond among business owners located in and around the Belmont Shore area whose goals are to promote, protect, and maintain prosperity for the Belmont Shore Community. This association is for its members and the immediate community, providing a united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals, as well as residents.

### **2017 - 2018 GOALS**

- Promote Belmont Shore businesses to all area residents and more widely to Southern California and visitors to the Long Beach area. Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- Provide customers with a destination to shop, dine & indulge by marketing and promoting Belmont Shore as a destination to explore Belmont Shore. To promote *Shop local* (do it local) and *shop.dine.indulge* tag lines for our businesses who provide shopping, dining, personal & professional services and keep the branding of 2<sup>nd</sup> street fresh to stay current and attract visitors to Belmont Shore.
- Work with 3<sup>rd</sup> District City Council office to address concerns and work together to promote and maintain prosperity to the area.
- Address security issues with the LBPD and maintain working together to improve safety.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission (BSPBIAA) to improve the Belmont Shore Business District. Includes: The Belmont Shore median project, sidewalk and tree repairs, power cleaning of streets, alleys & trash enclosures. Also, daily trash pick up, keeping trash receptacles and ash tubes cleaned daily. Security along with security cameras, repave/repair parking lot project with LED lighting and new multi-space meters or smart meters and also provide free parking days to help business during holidays attract more customers.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission and Long Beach Transit to monitor the LB Transit Employee Rider Free bus pass program and continue to work with employers of the BSBA businesses to monitor and keep current on distributing the bus passes.
- Meet monthly with The Council of Business Association (COBA) members to improve ways to market & develop all Long Beach business districts in the Long Beach Community. Exchange information and work with the City of Long Beach on issues where we can help improve ways to make Long Beach business friendly.
- Continue to provide safe and fun events for the Belmont Shore community and seek corporate and private funding to supplement the BSBA budget and provide for more widely publicized events. Continue to keep the BSBA members informed through electronic media, meeting, newsletters, and social media to exchange information.
- Work with the City of Long Beach Business license to make sure all BSBA businesses are current and have a clear understanding of how the BSBA can support them.

Each goal is accomplished through an aggressive and well-rounded work plan of meetings, special projects, marketing activities, and community events.

The Belmont Shore Business Association (BSBA) Board of Directors facilitates and manages the many promotions and marketing opportunities, improvements, security, community outreach and events currently being coordinated in Belmont Shore.

## **YEAR IN REVIEW 2016-2017**

### **BEAUTIFICATION & IMPROVEMENT**

Representatives from the BSBA Board and the BSBA Executive Director attended the monthly meetings of the Belmont Shore Parking & Business Improvement Area Advisory Commission (BSPBIAAC). The BSPBIAAC is established solely by City Ordinance 6536 as an advisory board recommending use of funds set aside by Ordinance 6219 in the City's Belmont Shore Parking Meter Revenue Fund, SR136. This ordinance specifies these funds are for the express purpose of parking improvements within the district. The BSBA also works with the BSPBIAAC to improve and maintain a clean and safe business environment for our merchants and our surrounding community. Meetings are open to the public and are on the third Thursday of each month, 8:00am, at Bay Shore Library.

- The Conservation Corp (CCLB) is contracted by the BSPBIAAC for daily trash pick-up, ash tube cleaning, trash can wipe down, graffiti & sticker removal, daily sweeping of the streets, alleys and also includes city parking lots. A report from the CCLB is sent to the BSBA office and the commissioner of the BSPBIAA.
- Spectrum Facility Maintenance is contracted by the BSPBIAAC to provide power washing of sidewalks every two weeks. Because of the high pedestrian traffic and the drought, power washing increased to weekly from July through October. Alleys and trash enclosures in the City of Long Beach parking lots are maintained quarterly. The schedule of cleaning is listed on the belmontshore.org website and a report is sent to the BSBA office.
- Removal of the cement receptacles on 2<sup>nd</sup> St. were replaced with additional Big Belly Solar Trash systems that bring the number of Big Belly trash systems to 77 on 2<sup>nd</sup> street. Cement trash receptacles are still located on some of the side streets. This reduces collection frequency by 80%, freeing up resources and increases recycling opportunities and reduces homeless trash picking.
- Cigarette cement ash cans were removed by the CCLB and replaced with ash tubes that are secured on each Big Belly. This was done to hide the cigarette butts and preventing using them as an open trash container. The BSBA put stickers on each ash tube to designate and draw attention to the tube.
- Added additional lights in the median to change colors with the holiday seasons along with adding flowers at each end of 2<sup>nd</sup> street in front of the welcome signs to add color.
- The BSPBIAAC improvements to the Belmont Shore Business District. Included: continuation of the Employee free bus program, sidewalk and tree repairs, 18 security cameras on 2<sup>nd</sup> St., Smart Meters, Belmont Shore parking study, lights for the 2<sup>nd</sup> St. median and also provided free parking days to help business during holidays attract more customers.

The BSBA Executive Director was in constant communication with the CCLB and Spectrum Facility to maintain the streets and report any problem areas.

### **COMMUNITY OUTREACH**

The Executive Director or a BSBA board member attended monthly community meetings. The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents at their meetings and through email news blasts.

- Belmont Shore Residents Association (BSRA) on the 2<sup>nd</sup> Thursday of the month and the newly formed Friends of Belmont Shore (FOBS) on the first Thursday of the month.

- The BSBA board member and/or the Executive Director also attended community meetings put on by our Third District Council Office on issues related to our community. The BSBA worked closely with the City of Long Beach Third-District Council office by communicating any concerns businesses or residents may have that affect the quality of life in Belmont Shore.
- The Executive Director attends the monthly meetings of the Council of Business Association (COBA) on the first Wednesday of each month, Belmont Shore Parking & Business Improvement Area Advisory Commission (BSPBIAA) on the 3<sup>rd</sup> Thursday of each month and other City of LB meetings where input from the BSBA BID is requested or helpful.
- The BSBA started a walking group on Wednesday mornings called "WOW" "Walk on Wednesday". Each week we send out electronic media/social media with the route. We also greet them in the morning. It's a great way for people to see the surrounding community and also meet their mind like people who want to exercise. A business will sponsor a discount on coffee and or snacks after the walk.

#### POLICING

- A representative from the Long Beach Police Department East Division has attended our monthly BSBA meetings.
- The Eastside Commander has provided our business district two officers on bikes from Wednesday to Saturday during the busy hours. The officers also provided their cell phone numbers to our merchants. There is also an officer who handles homeless issues in our district, and we have had the officer at many meetings.
- The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns. The LBPB has always told us to call LBPB 911 or the main number to report any crimes.
- The BSBA office sends out communication to our businesses by electronic media to report theft, counterfeit bills and other issues that have a security risk.

#### MEMBER COMMUNICATION

- The BSBA held monthly BSBA meetings for all members on the last Tuesday of each month during the lunch hour for all of our BSBA members and Associate or Affiliate members. The public is also invited to attend. Agendas are emailed at least 72 hours prior to the meeting along with the agenda.
- All members have been invited and encouraged to attend the monthly BSBA meetings and the Promotion/Marketing meetings where they may network, learn more about all aspects of the association's efforts, and offer their insight. We include a speaker at each Monthly Meeting and an officer of the LBPB for updates on crime in the area.
- Most of the member communication is done by email blasts to the members only, and also the information along with other information is on the website; [belmontshore.org](http://belmontshore.org)
- Promotion/Marketing meetings were scheduled prior to the holiday season to assist with ideas on ways to promote the shore and the information is sent by email.
- We also published a BSBA newsletter a few times a year with information to BSBA businesses including meeting dates, event dates, employee bus pass information, contact information and any other information relevant to Belmont Shore businesses. We walked the newsletter to each business and also walked the district frequently to get any new business information or update existing businesses. It gave us a chance to meet new businesses, employees and offer our services.
- Email alerts were sent to our businesses about meetings, shoplifting and counterfeit issues, street repairs and any other business that a business owner would find useful.

## MARKETING

- Belmont Shore was marketed as a dining, shopping and entertainment destination in local and regional visitor guides and publications. Locally, Belmont Shore is in the LBCVB *Official Guide to Long Beach* and Travelhost (in-hotel magazine) depicting Belmont Shore as a place to Shop, Dine and Indulge.
- Social media has become the best way for us to promote events and business promotions with Facebook and Instagram and email blasts "What's Happening in the Shore".
- The BSBA has coordinated cooperative advertising opportunities for its members. These ads serve as a cohesive promotion for Belmont Shore and also provide members with a discounted rate for their ads. Such publications offering this partnership are the *Grunion Gazette (weekly)* and the *LB Press Telegram*. Holiday advertising has been increased along with free-2 hours parking for our customers. We also advertised in the Signal Tribune, Beachcomber papers, OC & LA Weekly, Long Beach 908 magazine with the LB Marathon and the Gay Pride parade. We also stepped up our advertising in online publications.
- Our residential groups the Belmont Shore Residents Association (BSRA) and the Friends of Belmont Shore (FOBH) email our events to their members and The 3<sup>rd</sup> District Council office includes our events in their e-newsletters.
- We market our brand on the side of our Big Belly solar cans and also include events and signs that say "scoop your poop", "say no to panhandling" and also "slow your roll" no bikes or skateboards on the sidewalk. During the holidays we add holiday decorations, banners, and extra lighting on the median.

## MEMBERSHIP

There has also been a change in members as businesses have left and new businesses have come in. The BSBA has visited new businesses to welcome them and inform them of the benefits of membership. They are presented with the new informational packet (also on website), and we send them flowers to welcome them to The Shore. The association continues to invite membership outside of Belmont Shore for Associate or Affiliates, according to the BSBA bylaws.

## REVIEW AND CALENDAR OF EVENTS 2016-2017

### EVENTS

The BSBA hosted several events this past year. The events gained exposure for Belmont Shore through press coverage and by drawing thousands to the area. Many businesses benefit directly from the events. All members can benefit if they choose to participate. The BSBA also has given local non-profits exposure by letting them attend our events and the BSBA sponsors American Red Cross Blood drives a few times a year.

The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued or added. The following events have taken place during the Progress Report period. We will continue these events in the 2017-18 year!

#### Roar in the Shore: 5th Annual: April 13, 2016

The BSBA sponsored event along with the LBGP, worked with the City of LB Special Events, LBPD and the LBFD to hold this event on the Wednesday before Long Beach Grand Prix weekend. We worked with our sponsors the LBGP and also Legends Restaurant. We closed four side streets from 2<sup>nd</sup> St. to the alleys, and had a motorcycle stunt show. Racing simulators, racecars on display, and racecar drivers signed autographs. We advertised in local papers and on social media. Banners & posters were placed along 2<sup>nd</sup> St. This was a free event and was part of the pre-Grand Prix event in the City of LB. This event has grown and our goal is to have more exposure for Belmont Shore during the race weekend.



**Stroll & Savor Series: May 11, 12, June 22 & 23, July 20 & 21, August 17 & 18, 2106**

- Over forty restaurants participated in this event series, which can be thought of as a “taste of Belmont Shore”. Attendees purchased ticket books from the association and used tickets
- (\$10 per booklet) to purchase the food offered by participating restaurants.
- The series is a favorite with our locals and surrounding communities. Using social media has helped with the growth of this event series. We also provided music up and down the street and had face painting and ballooning.
- This series is a great way for people and future customers to see what Belmont Shore has to offer and visit us again. We have had great success on getting email addresses with our raffle after each month. Our sponsor of the tickets was Circle Audi.

**Belmont Shore Summer Sidewalk Sale: July 29, 30, 31, 2016**

- This Sidewalk Sale went from two-days to a three-day sidewalk sale. It gave our merchants a chance to clear older and out-of-season merchandise and was open to all business in Belmont Shore.
- The BSBA facilitated and promoted the event for the businesses with ads, posters, banners, and social media. We will continue this event yearly in the summer months and all businesses are encouraged to participate.

**27th Annual Car Show: Sunday, September 11, 2016**

- People from all over California come to Belmont Shore to enjoy the annual Belmont Shore Car show. Attendees had the opportunity to intermix shopping and dining while viewing the gorgeous automobiles. Vendors also set up along 2nd Street and the weather was sunny.
- We had over 500 classic automobiles including roadsters, coupes, sedans, convertibles, muscle cars, sports cars, hot rods and low riders from the 1920's through 1986. Many cars were one-of-a-kind, limited editions or customized.
- The show is always the Sunday after Labor Day weekend, and this year it landed on **9/11**.
- Mayor Robert Garcia gave brief remarks along with our LBFD Chief, LBPD Chief at a remembrance service starting at 9:00am in front of Fire Station 8 (5365 E. 2nd St.), along with a moment of silence at 9:11am. Also on display was a piece of the fallen NY tower, a very large American flag and an antique fire truck.
- Over 40,000 people attended this event and sponsors present at the show included The Port of Long Beach, Performance Plus & The Long Beach Airport.
- The show is a Belmont Shore Business Association event along with The Bay City Rodders Seal Beach Car Club who provided the cars and vendors. There is a cost to show your car but the event is free to the public with 2<sup>nd</sup> Street closed from E. Second Street from Livingstone to Bay Shore and intersecting side streets from Quincy Avenue to Claremont Avenue from 5:00am to 5pm. Continuing this event is a great tradition for the Belmont Shore and Long Beach Community.

**Art Walk & Chalk Art Contest: October 15, 2016**

- The BSBA worked with the non-profit C.A.T., Justin Rudd Chalk Art Contest. The Chalk Art Contest had 60 to 70 artist creating chalk art pieces on paper.
- The BSBA provided a mural for kids to color, ballooning & face painting and chalk art lessons for kids. This event brought people to our community and our businesses had a busy day because of all the visitors to the shore.

#### Trick-Or-Treat On 2<sup>nd</sup> St.: October 31, 2016

- A safe and fun destination for trick-or-treating drew hundreds of parents and children to Belmont Shore on Halloween evening. Most storefront businesses participated by handing out candy to the costumed children.
- No advertising is needed because the event is well known in the community. This is a free event for the community and will be continued next year.

#### Small Business Saturday: November 26, 2016

- The BSBA promoted this retail-shopping day started by American Express and catching on because of the American Express advertising. Small retailers can sign up with American Express and if they don't they still benefit.
- We concentrated on getting customers to start their holiday shopping early in Belmont Shore. Some of the retailer also had big sales on the day before during Black Friday. The BSBA promoted the day by advertising locally, social media, banners and FREE metered parking. The merchants like this promotion and it will continue each year.

#### 34<sup>th</sup> Annual Christmas Parade: December 3, 2016

- The Belmont Shore Business Association's Annual Christmas Parade was from 6p to 9p. The theme of the parade was "A Candy Land Christmas" and the parade floats were judged based on Spectator Appeal, Execution of theme and originality of design. The floats were amazing and very creative. The parade also paid tribute to the LBPD K-9 officers in honor of Officer Credo who lost his life in 2016.
- The parade was FREE to spectators but a fee is charged to parade participants. The fee is \$500 for a business or marching band and \$400 for non-profits and BSBA members. The BSBA gets sponsors to pay the fee of school marching bands and non-profits on request. Many of the BSBA businesses sponsor a group and have done this for many years.
- Charter Spectrum televised the parade with parade announcers, Bruce MacRae, UPS VP State Gov. Affairs, Misty May Treanor, 3-time Olympic Gold Medalist & Executive Director of the BSBA Dede Rossi on the street. The parade was shown on Charter Spectrum throughout the month of December.
- Parade goes sat up and down 2<sup>nd</sup> St. and the participants paraded from Livingston down E. 2nd Street and back to the beat of over a dozen local marching bands. We featured over 100 entries, including floats designed by Long Beach businesses and associations, marching bands, and local personalities and dignitaries and ole' St. Nick and parade was led by our Councilwoman Suzie Price and her staff.
- Belmont Shore side streets closed at 4pm and 2<sup>nd</sup> St. closed to traffic at 5pm. No property of any kind was permitted on the sidewalk or center median until 5:00pm.
- Parking was available at the Marine stadium parking lot & Ocean Ave. beach lots.
- The parade was presented by the POLB along with many outside sponsorships. Run Racing again donated their staff and time to set up the parade participants. The BSBA hired a security firm, used volunteers and worked closely with City Special Events, LBPD, LBFD, Public works and others to make it a safe and successful event.
- The weather was great during the event and the BSBA is committed to having this event on an annual basis on the first Saturday in December.

#### Holiday Shopping in The Shore Dec. 10, 11, 17, 18, and 24

- Holiday Shopping in the Shore was created to bring shoppers to Belmont Shore. These 3-days highlighted extended holiday store hours, carolers performing classic Christmas carols while strolling 2<sup>nd</sup> St., entertainment in front of Chase Bank & Santa was present to take photos with kids. All this benefited businesses by bringing holiday customers to Belmont Shore for the busiest shopping days of the year.
- The Belmont Shore Parking & Business Improvement Area Advisory board approved FREE two-hour parking on Saturday & Sunday Dec. 10,11, 17, 18, 24 at all meters on the

street and in the public parking lots. BSBA businesses and customers praised the free parking. Two-hour holiday shopping bags were placed on the parking lot meters each weekend that were not smart meters and the smart meters displayed Happy Holidays, FREE parking.

**13 Annual Chocolate Festival: February 4, 2017**

- The BSBA offered an array of chocolate treats and other sweets up and down 2<sup>nd</sup> St. we had 25 restaurants participating and they served from 1p to 3pm.
- There was no entry fee for the event, only the cost of tickets used to purchase the dessert items. Twelve tickets for \$10 Tickets and tickets were pre-sold at participating stores and also in front of Chase Bank (5200 E. 2<sup>nd</sup> St.) on the day of the event.
- From 11am to 12p we had the Homemade Chocolate Dessert Contest for people who have a recipe for a chocolate dessert worthy of an award. A panel of judges sampled the 15 desserts and chose winners in three categories: Chocolate Cakes & Pies, Chocolate Cookies & Brownies and Unique Chocolate Treats. The cost was \$10 per dessert to enter. The winners received ribbons and the overall winner a trophy. The contest tent was located on Corona Ave.
- All were welcome to enter the Hof's Hut Chocolate Pie Eating Contest at 3pm. Contestants raced each other to see who can eat an individual size chocolate cream pie the fastest. Sign up was the day of event and age groups included: 6 to 8, 9 to 11, 12 to 14, 15 to 17 and adults.
- This event is a great way to bring people together on a Saturday and to promote Valentine's Day!

<b>BELMONT SHORE BUSINESS ASSOCIATION (BSBA) CALENDAR OF EVENTS 2017</b>		
6 <sup>th</sup> Annual Roar in the Shore	Wednesday, April 5th	5p – 8pm
Stroll & Savor	Wed. & Thur., May 17, 18	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., June 21 & 22	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., July 19 & 20	5:30pm – 9pm
Sidewalk Sale	Sat. & Sun., July 29 & 30	ALL DAY
Stroll & Savor	Wed. & Thur., Aug. 16, 17	5:30pm – 9pm
28 <sup>th</sup> Annual Car Show	Sunday, September 10th	9am – 3pm
Art walk & Chalk Contest	Saturday, October 14th	11am – 4pm
Trick or Treat on 2 <sup>nd</sup> St	Tuesday, October 31 <sup>st</sup>	4pm – 6pm
Small Business Saturday	Saturday, November 25th	ALL DAY
35th Annual Christmas Parade	Saturday, December 2nd	6pm – 9pm
Holiday Shopping in The Shore	December 9 & 10, 16 & 17, 23 & 24	All DAY

## **BELMONT SHORE BUSINESS ASSOCIATION (BSBA)**

### **BOARD OF DIRECTORS**

In accordance to our Bylaws the Association has thirteen (13) Directors. Five of the Directors serve as the Officers of the Association. Each Director serves a two (2) year term and the Board of Directors elect the Officers each year during the Annual Meeting in September.

**2016-17**

#### **OFFICERS**

President: Mike Sheldrake, Polly's Gourmet Coffee  
Vice President of Finance: Dave Shlemmer, Shlemmer Investments  
Vice President of Marketing & Promotions: Heather Duncan, Blue Windows  
Secretary: Matt Peterson, Legends  
Treasurer: Cory Peters, Chase Bank

#### **DIRECTORS**

Marsha Jeffer, Shore Business Center  
Eric Johnson, Legends  
Bill Lorbeer, Lorbeer Equity Management  
Joy Starr, The Rubber Tree  
Lisa Ramelow, La Strada  
Stacia Samartan, Frosted Cupcakery  
Tula Trigonis, Salon Soma  
Alexis Rabenn, Quinn's Pub

#### **EXECUTIVE DIRECTOR**

Dede Rossi  
**Event Coordinator**  
Rachel Wiggins

### **Belmont Shore Business Association Meetings**

#### **Monthly BSBA Meeting**

Last Tuesday of each month (no December meeting)  
11:30am lunch, 12pm - 1pm meeting  
Annual Meeting is held on the last Tuesday in September

#### **Promotions & Marketing Meeting**

Tuesday before Monthly BSBA meeting on request of the VP of Promotions & Marketing  
9am to 10am

#### **Executive Board Meetings** (BOD members only)

Monthly on Fridays, two weeks prior to BSBA Monthly meeting  
9am to 10am

All meetings at  
Legends Sports Bar & Restaurant  
5236 E. 2<sup>nd</sup> St., Long Beach, 90803



**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)  
October 1, 2017 – September 30, 2018**

No changes are requested in the boundaries of the Belmont Shore PBIA for the coming contract period. These boundaries have been unchanged since the district was expanded by City Council action September 2008, thereby amending Ordinance No. C-5963.

**BOUNDARIES OF THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA**

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 to the intersection of the centerline of the east-west alley known as Lois Ln; thence westerly 346 feet along the centerline of Lois Ln; then northerly to the southwest corner of Parcel 3 of Block 37 of Belmont Height Tract (M.B. 8, P.150); thence easterly along southern boundary line of said parcel; thence along the prolongation of the same boundary line to the intersection of the of the southwesterly line of Second Street; thence southeasterly to the centerline of Livingston Drive; thence easterly along the centerline of Livingston Drive to the point of beginning.

**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)  
PBIA ASSESSMENT FORMULA  
2017 – 2018**

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
Financial Institution	\$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
Insurance Agent Professional	\$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
Non-profits	0.00	0.00
<b>Total estimated annual assessment: \$140,000.00</b>		

BELMONT SHORE BUSINESS ASSOCIATION  
INCOME 2017-2018

INCOME	BUDGET	BIA FUND	PROMOTIONS
<b>Membership Dues</b>			
BIA Fund	140,000.00	140,000.00	
Associate members	300.00	300.00	
<b>TOTAL</b>	<b>140,300.00</b>	<b>140,300.00</b>	
 <b>Sponsorship</b>			
Car Show	7,000.00		7,000.00
Chocolate Festival	500.00		500.00
Stroll & Savor	2,000.00		2,000.00
Christmas Parade	15,000.00		15,000.00
Art Walk	0.00		0.00
<b>TOTAL</b>	<b>24,500.00</b>		<b>24,500.00</b>
 <b>Investment Returns</b>			
Interest on Checking	25.00		25.00
Heartland	100.00		100.00
<b>TOTAL</b>	<b>125.00</b>		<b>125.00</b>
 <b>Promotional Events</b>			
Car Show	14,000.00		14,000.00
Stroll & Savor			
May	30,000.00		30,000.00
June	40,000.00		40,000.00
July	40,000.00		40,000.00
August	40,000.00		40,000.00
Christmas Parade	35,000.00		35,000.00
Chocolate Festival	5,000.00		5,000.00
Roar in the Shore	0.00		0.00
Promotion Shirts	500.00		500.00
<b>TOTAL</b>	<b>204,500.00</b>		<b>204,500.00</b>
 <b>REVENUE TOTAL</b>	 <b>369,425.00</b>	 <b>140,300.00</b>	 <b>229,125.00</b>

**BELMONT SHORE BUSINESS ASSOCIATION EXPENSES 2017-2018**

<b>EXPENSES</b>	<b>BUDGET</b>	<b>BIA FUND</b>	<b>PROMOTIONS</b>
<b>ADMINISTRATION</b>			
Outside Services	65,000.00	65,000.00	
Rent	21,000.00	21,000.00	
Office	1,000.00	1,000.00	
Postage	200.00	200.00	
Printing	8,000.00	8,000.00	
Supplies	2,000.00	2,000.00	
Equipment	2,000.00	2,000.00	
Insurance	6,000.00	6,000.00	
Telephone	4,000.00	4,000.00	
Accounting	1,000.00	1,000.00	
Meetings/Mixers	2,500.00	2,500.00	
Dues & Subscriptions	500.00	500.00	
<b>TOTAL</b>	<b>113,200.00</b>	<b>113,200.00</b>	
<b>ONGOING PROMOTIONS</b>			
<b>Seasonal Decorations</b>			
Christmas	5,000.00		5,000.00
Median Tree Light	0.00		0.00
Marketing	28,225.00		28,225.00
Welcome Wagon	500.00		500.00
Shore Corp	3,000.00		3,000.00
Web Page	1,000.00		1,000.00
<b>TOTAL</b>	<b>37,725.00</b>		<b>37,725.00</b>
<b>PROMOTIONAL EVENTS</b>			
<b>Seasonal Sales</b>			
July Sidewalk Summer Sale	1,000.00		1,000.00
Roar in the Shore	6,000.00		6,000.00
Car Show	18,000.00		18,000.00
<b>Stroll &amp; Savor Series</b>			
May	28,000.00		28,000.00
June	38,000.00		38,000.00
July	38,000.00		38,000.00
August	38,000.00		38,000.00
Christmas Parade	40,000.00		40,000.00
Art Walk	500.00		500.00
Holiday Shopping	5,000.00		5,000.00
Chocolate Festival	6,000.00		6,000.00
Promotional Shirts	0.00		0.00
<b>TOTAL</b>	<b>218,500.00</b>		<b>218,500.00</b>
<b>EXPENSE TOTAL</b>	<b>369,425.00</b>	<b>113,200.00</b>	<b>256,225.00</b>

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

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, 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 Belmont Shore Parking and Business Improvement Area Advisory Commission has caused a Report to be prepared for Fiscal Year 2017-2018 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 19, 2017 at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with its Resolution of Intention No. RES-17-0071, adopted August 8, 2017 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:



OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

1                   Section 1.    A public hearing having been conducted on September 19,  
2 2017 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be  
3 heard, the City Council hereby confirms the Report of the Belmont Shore Parking and  
4 Business Improvement Area Advisory Commission, previously filed and approved by  
5 Resolution No. RES-17-0071, adopted August 8, 2017, as originally filed, and declares  
6 that this resolution shall constitute the levy of the Assessment referred to in the Report for  
7 Fiscal Year 2017-2018, as more specifically set forth in Exhibit "A".

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

10                   I hereby certify that the foregoing resolution was adopted by the City  
11 Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2017,  
12 by the following vote:

14                   Ayes:                   Councilmembers: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

18                   Noes:                   Councilmembers: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

20                   Absent:                Councilmembers: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
City Clerk