



CITY OF LONG BEACH

DEPARTMENT OF ECONOMIC AND PROPERTY DEVELOPMENT

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August 2, 2016

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt a Resolution approving the Annual Report for October 1, 2016 to September 30, 2017, for the Belmont Shore Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for September 20, 2016. (District 3)

DISCUSSION

The Belmont Shore Business Association (BSBA) promotes and markets the commercial area along Second Street using funds generated through the assessment of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). State law governing Parking and Business Improvement Areas requires that an Annual Report be submitted to the City Council by the Advisory Commission designated for this Assessment District. On April 15, 2016, the BSPBIA Advisory Commission voted to recommend to the City Council approval of the BSPBIA Annual Report (Exhibit A to Resolution).

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 significant change in the method of levying the assessment, and no significant change to the proposed activities.

The recommended Resolution grants approval of the Annual Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for September 20, 2016.

This matter was reviewed by Deputy City Attorney Amy R. Webber on July 12, 2016 and by Budget Operations Administrator Grace Yoon on July 14, 2016.

TIMING CONSIDERATIONS

City Council action is requested on August 2, 2016, to set the date of the public hearing for September 20, 2016. The new contract year begins on October 1, 2016.

HONORABLE MAYOR AND CITY COUNCIL

August 2, 2016

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FISCAL IMPACT

It is estimated that the BSPBIA will generate \$140,500 in FY 17 through the proposed continuation of the assessment. Assessment funds are collected through additional fees attached to BSPBIA business licenses and passed directly through to the BSBA for implementation of annual programs. Sufficient funds are included in the FY 17 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Economic and Property Development Department (EP) for City pass-through payment to BSPBIA. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
DIRECTOR OF ECONOMIC
AND PROPERTY DEVELOPMENT

MPC:jsf
Belmont Shore PBIA ROI FY 17 v1.doc

Attachments: Resolution

APPROVED:



PATRICK H. WEST
CITY MANAGER



**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)
ANNUAL DISTRICT REPORT
2016-2017**

Mission Statement
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About the Belmont Shore Business Association (BSBA)

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.

2016 – 2017 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. *Shop local* (do it local) and *shop.dine.indulge* tag lines used for shopping, dining, personal & professional services, and community events.
- Branding 2nd street to stay current to attract visitors to Belmont Shore.
- Work with vested residential and business communities to promote and maintain prosperity of the area.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission to improve the Belmont Shore Business District. Including improvements to the 2nd St. median, the sidewalk repair & tree repairs, steam cleaning of streets, alleys, trash enclosures, trash pick up, improving on trash receptacles, security cameras, adding smart meters, FREE parking days to help business during holidays and finding ways to provide more parking.
- 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.
- Work with Council of Business Association (COBA) members to improve ways to market & develop all Long Beach business districts in the Long Beach Community. Continue to expand COBA organization by talking with other neighborhood businesses, business groups, business leaders, LB City Councilmembers and keep in contact with the City of Long Beach departments on ways to improve being a “business easy” city.
- 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.
- Work with the City of Long Beach Business license to make sure all BSBA businesses are licensed and paying their BIA BID fees.

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



YEAR IN REVIEW – TO DATE

APRIL 1, 2015 – APRIL 1, 2016

The Belmont Shore Business Association is grateful to help facilitate and manage the many promotions and marketing opportunities currently being coordinated in Belmont Shore. The key components of our program include

BEAUTIFICATION

Representatives from the BSBA Board and/or the BSBA Executive Director attended the monthly meetings of the **Belmont Shore Parking and Improvement Commission (BSPIC)**. The priority of the association has been to keep Belmont Shore litter and graffiti free. Trash pick-ups are seven days a week by the **Conservation Corps (CCLB)**, which has a contract with the BSPIC. We now provide nineteen (19) Big Belly Solar trash systems installed on 2nd street. Eight (8) additional systems were added in 2016 and some of the cement receptacles were removed. This reduces collection frequency by 80%, freeing up resources and increase recycling opportunities and will also reduce homeless trash picking. The BSPIC also maintains all Belmont Shore public parking lots located on the south side of 2nd St.

Dworsky Partners, LLC has a contract with the BSPIC. To power wash sidewalks every two (2) weeks and the alleys every quarter are maintained and steam cleaned along with the back trash enclosures in the city parking lots. Because of the high pedestrian traffic in the summer months, power washing was increased to weekly cleanings, June thru October. The 2nd St median is maintained by the City of LB and the **BSPIC** also adds seasonal floral at each end of 2nd St.. The BSBA Executive Director was in constant communication with The Conservation Corps and Dworsky Partners to maintain the streets and reported any problem areas.

COMMUNITY OUTREACH

The Executive Director or a BSBA board member attended monthly community meetings of the Long Beach Third-District Joint Council, the Belmont Shore Residents Association (BSRA), Friends of Belmont Shore (FOBA) and the Council of Business Association (COBA). The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents and other community meetings. 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 BSBA worked closely with the BSPIC and Long Beach Transit to facilitate the FREE LB Transit Belmont Shore Employee bus pass.

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 sponsored an American Red Cross Blood drive and Menorah Lighting ceremony during the holidays.

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.

Roar in the Shore: 4th Annual: April 15, 2015

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 closed four side streets from 2nd 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 2nd St. This was a free event and was part of the pre-Grand Prix event in the City of LB.

Stroll & Savor Series: May 20 & 21, June 17 & 18, July 15 & 16, August 19 & 20, Sept. 16 & 17, 2015

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.

Belmont Shore Pop-Up-Shoppe & Summer Sidewalk Sale: July 25, 26, 2015

The Pop-up Shoppe was one day only on Sat., July 25th. Only four boutiques on 2nd St. participated, down from the year before. The BSBA provided the pop-up tents to our shore businesses. Discussion on not having the Pop-up will be discussed with the BSBA members. The two-day sidewalk sale had other merchants’ 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 and social media

26th Annual Car Show: Sunday, September 13, 2015

One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 500 beautifully maintained and restored cars dating to 1975 and earlier. 2nd St. was closed for the event and was filled with cars, vendors and people. The BSBA worked closely with The Bay City Rodders to coordinate event. The BSBA also works with the City of LB Special Events office, LBPD & the LBFD because of the size of the event and the extra traffic down to Belmont Shore. The BSBA acquired additional sponsors to make sure the event did not lose money and was a success. This event is free to the public.

Art Walk & Chalk Art Contest: October 17, 2015

Belmont Shore participated to be part of the Long Beach Arts Month celebration. The BSBA worked with the non-profit C.A.T., Justin Rudd Chalk Art Contest and the LB art community to combine and make the event a success. The Chalk Art Contest had artist creating chalk art pieces on paper and other artists created or/ or displayed art pieces on location during the day for sale. A mural for kids to color on, ballooning & face painting added activities for families. This event is growing each year and is free to the public.

Trick-Or-Treat On 2nd St.: October 31, 2015

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.

Small Business Saturday: November 28, 2015

The BSBA promoted this retail-shopping day started by American Express. Small retailers who would not get the Black Friday traffic a mall or large department store would attract. We concentrated on getting customers to start their holiday shopping early in Belmont Shore. The BSBA promoted the day by advertising along with using social media for our merchants, banners and FREE metered parking.

33rd^{Annual} Christmas Parade: December 5, 2015

The Belmont Shore Parade's theme was "Miracle on 2nd street." Our presenting sponsor was the Port of LB along with additional sponsors. The BSBA worked with the City of Long Beach Special Events office, LBPD, LBFD and parade coordinator Run Long Beach to conceive a logistics plan that would allow E. 2nd St. to remain open to traffic until 5:00PM. The start time of the parade was 6pm. Our Grand Marshal was Supervisor Don Knabe. It was televised by Charter Communications and shown on Charter TV throughout the holiday season. This is a FREE and traditional event in Belmont Shore.

Holiday Shopping in The Shore Dec. 18, 19, 20, 2015

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 2nd St., entertainment in front of Chase Bank & Santa was present to take photos with kids.

The Belmont Shore Parking & Business Improvement Area Advisory board approved FREE two-hour parking on Saturday & Sunday Dec. 12 & 13 & 19 & 20 at all meters on the street and in the public parking lots. BSBA members praised the free parking and felt it helped business. 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. The event benefits businesses by bringing holiday customers to Belmont Shore for the busiest shopping days of the year.

Menorah Lighting in Belmont Shore: December 6, 2015

The BSBA kept the holiday season going with the 3rd Public Chanukah Menorah Lighting in Belmont Shore at the Citibank parking lot. Rabbi Abba Perelmutter of The Shul by the Shore in Long Beach organized the Hanukkah celebration. This was an outside community event and free to the public.

Chocolate Festival: February 6, 2016

This was the 12th Annual event. The date is always the Saturday before Valentine's Day, Feb. 14th. Approximately 30 BSBA restaurants & merchants participated. As done for Stroll & Savor, attendees purchased ticket books, \$10 for 12 tickets or \$5 for 5 tickets and used the tickets to purchase chocolate items. In addition to sweet offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest. We offered ballooning, face painting & a mural for coloring. We did not have the Belmont Shore Chocolate Chip pancake breakfast prior to the festival. Great event and brought a lot of people to The Shore.

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.

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*. We advertised in the Signal Tribune, Beachcomber papers and the 90808 magazines.

On the online front, the BSBA has tapped into promoting the business district and events through social media such as Facebook, Twitter & Instagram. On-line publications such as the Gazette, CVB, and Limelight and other LB social media sites continue to promote Belmont Shore events. We hired a social media person to keep up with all things current.

Belmont Shore has a website (belmonshore.org). The website includes a full directory of all members, member information, event information and things to do around The Shore etc. Advertising with our brand is also featured on all advertising and also on the side of our 2nd St. Big Belly trashcans (19). The BSBA has 2nd St. pole banners on 14 poles on the 2nd ST. median to showcase our Belmont Shore branding. During the holidays, holiday decorations, lighting and banners appear on the 2nd St. medians.

MEMBER COMMUNICATION

Most of the BSBA office to BSBA member communication is done by email and at the quarterly Promotion/Marketing meetings and the monthly BSBA General meetings. A few times of year we print a BSBA newsletter with information to BSBA members include meeting dates, promotion and advertising deals, Belmont Shore events and any other information relevant to Belmont Shore businesses. We walk the newsletter to each business and also walk the district to get any new business information or update existing businesses. It also gives us a chance to meet any new businesses and offer our services. All members have been invited and encouraged to attend the monthly promotions and board meetings where they may network, learn more about all aspects of the association's efforts, and offer their insight.

MEMBERSHIP

There has also been a change in members as businesses have left and new businesses have come in. The Executive Director 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.

POLICING

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. An officer or Eastside Commander has provided members with safety issues and tips for Belmont Shore businesses. Members have also communicated their concerns to the officers. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns. The LBPD also attend community meetings in the 3rd District.

**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)
BOARD OF DIRECTORS
2015-2016**

OFFICERS

President: Mike Sheldrake, Polly's Gourmet Coffee
1st VP Finance: Dave Shlemmer, Shlemmer Investments
2nd VP 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

MONTHLY BSBA MEETINGS

General BSBA Meeting (all members welcome)

Last Tuesday of each month (no December meeting)

11:30am lunch, 12pm – 1pm meeting

Promotions & Marketing Meeting (all members welcome)

2nd to last Tuesday – quarterly only

9am to 10am

Executive Board Meetings (board members only)

Friday, two weeks prior to BSBA General meeting

9am to 10am

Meetings at

Legends Sports Bar & Restaurant

5236 E. 2nd St.



**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)
October 1, 2016 – September 30, 2017**

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
2016 – 2017**

CATEGORIES	BASE RATE	EMPLOYEE RATE
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
Total estimated annual assessment: \$140,000.00		



**CALENDAR OF EVENTS
2016 – 2017**

**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)
CALENDAR OF EVENTS
October 1, 2016 – December 31, 2017**

2016

Artwalk & Chalk Art Contest	Saturday, October 15th	11am – 4pm
Trick or Treat on 2 nd St	Monday, October 31st	4pm – 6pm
Small Business Saturday	Saturday, November 26th	All Day
34rd Annual Christmas Parade	Saturday, December 3rd	6pm – 9pm
Menorah Lighting	Sunday, December 24 th	NOT Confirmed
Holiday Shopping in The Shore	December 16, 17, 18	All Day

2017

13 th Annual Chocolate Festival	Saturday, February 4th	1pm – 4pm
6 th Annual Roar in the Shore	Wednesday, April 5 th	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	11am – 4pm
Stroll & Savor	Wed. & Thur., Aug. 16, 17	5:30pm – 9pm
28 th Annual Car Show	Sunday, September 10th	9am – 3pm
Art walk & Chalk Art Contest	Saturday, October 14th	11am – 4pm
Trick or Treat on 2 nd St	Tuesday, October 31st	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 15, 16, 17	All Day



DESCRIPTION OF EVENTS

OCTOBER 2016

ART WALK & CHALK CONTEST – Saturday, October 15th

The BSBA partners with CAT, Justin Rudd's Chalk Art Contest creating chalk art pieces on paper and other artists on display up and down 2nd street. FREE event

TRICK OR TREAT ON 2ND STREET – Monday, October 31st

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. This is a longtime community event that needs no advertising and is FREE.

NOVEMBER 2016

SMALL BUSINESS SATURDAY – Saturday, November 26th - Promote Small Business Saturday

DECEMBER 2016

34th ANNUAL CHRISTMAS PARADE – Saturday, December 3rd

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. The BSBA will seek corporate and private funding to supplement this event. The theme will be "A Candy Land Christmas."

MENORAH LIGHTING- Saturday, December 24th- A public Chanukah Menorah Lighting in at the Citibank parking lot in Belmont Shore. Rabbi Abba Perelmutter of The Shul by the Shore in Long Beach organizes this Hanukkah celebration. Free to the public and in it's 4th year. This event is not confirmed.

HOLIDAY SHOPPING IN THE SHORE – December 10, 11 & 16, 17, 18

During the last two weekends for Holiday shopping, carolers perform classic Christmas carols while strolling 2nd St., entertainment in front of Chase Bank & Santa will be present to take photos with kids. Will offer FREE two-hour parking during the holiday shopping season, Dec. 10, 11 & Dec. 17, 18 with approval of The Belmont Shore Parking & Business Improvement Area Advisory Board. Will have a strong holiday presence on 2nd St. to attract shoppers.

FEBRUARY 2017

13th Annual CHOCOLATE FESTIVAL – Saturday, February 4th Breakfast-chocoholics rejoice during this event as Second St. is filled with chocolate! Over 30 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. And children and kids-at-heart can enter the Chocolate Pie Eating Contest. All winners receive prizes.

APRIL 2017

ROAR IN THE SHORE: Wed., April 5th

The 6th annual event on 2nd St. in partnership with the Grand Prix of Long Beach to be part of their week of events. Racecars will be on display; racecar drivers will sign autographs and a motorcycle stunt show. Free event

MAY 2017

STROLL & SAVOR – Wednesday & Thursday, May 17, 18

This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit over 45 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in multiple locations and lends to the festive atmosphere.

JUNE 2017

STROLL & SAVOR – Wednesday & Thursday, June 21, 22

JULY 2017

STROLL & SAVOR – Wednesday & Thursday, July 19,20

SIDEWALK SALE – July 29, 30

A three-day sale for Belmont Shore retail merchants to clear out-of-season merchandise The BSBA will promote event.

AUGUST 2017

STROLL & SAVOR – Wednesday & Thursday August 16, 17

SEPTEMBER 2017

CAR SHOW – Sunday, September 10

This traditional Belmont Shore event will be the 28th. This is one of, if not the largest classic car show on the West Coast. Over 600 classic cars dating pre-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. The BSBA will seek corporate and private funding to supplement this event.

BELMONT SHORE BUSINESS ASSOCIATION
INCOME

2015-2016

		INCOME	BUDGET	BIA FUND	PROMOTIONS
4200		Membership Dues			
	4210	BIA Fund	140,000.00	140,000.000	
	4220	Associate Members	500.00	500.00	
		4200 TOTAL	140,500.00	140,500.00	
4400		Corporate Sponsorship			
	4420	Car Show	8,000.00		8,000.00
	4485	Chocolate Festival	500.00		500.00
	4440	Stroll & Savor	2,000.00		2,000.00
	4470	Christmas Parade	16,000.00		16,000.00
	4495	Art Walk	0.00		0.00
		4400 TOTAL	26,500.00		26,500.00
4600		Investment Returns			
	4610	Interest on Checking	25.00		25.00
		Heartland	400.00		400.00
		4600 TOTAL	425.00		425.00
4800		Promotional Events			
	4820	Car Show	14,000.00		14,000.00
	4840	Stroll & Savor			
	4842	May	30,000.00		30,000.00
	4844	June	40,000.00		40,000.00
	4845	July	50,000.00		50,000.00
	4846	August	45,000.00		45,000.00
	4870	Christmas Parade	35,000.00		35,000.00
	4885	Chocolate Festival	8,000.00		8,000.00
	4895	Roar in the Shore	0.00		0.00
	4875	Promotion Shirts	500.00		500.00
		4800 TOTAL	222,500.00		222,500.00
		REVENUE TOTAL	389,925.00	140,500.00	249,425.00

**BELMONT SHORE BUSINESS ASSOCIATION
EXPENSES**

2015-2016

		EXPENSES	BUDGET	BIA FUND	PROMOTIONS
6200		ADMINISTRATION			
6201		Outside Services	65,000.00	65,000.00	
6220		Rent	19,000.00	19,000.00	
6230		Office	1,000.00	1,000.00	
	6232	Postage	250.00	250.00	
	6234	Printing	8,000.00	8,000.00	
	6236	Supplies	3,000.00	3,000.00	
	6238	Equipment	1,000.00	1,000.00	
6240		Insurance	6,200.00	6,200.00	
6250		Telephone	4,200.00	4,200.00	
6260		Accounting	1,000.00	1,000.00	
6270		Meetings/Mixers	3,000.00	3,000.00	
6280		Dues & Subscriptions	1,000.00	1,000.00	
		6200 TOTAL	112,650.00	12,650.00	
6600		ONGOING PROMOTIONS			
6610		Seasonal Decorations			
	6612	Christmas	5,000.00		5,000.00
	6618	Median Tree Light	1,500.00		1,500.00
	6660	Marketing	33,775.00		33,775.00
	6630	Welcome Wagon	500.00		500.00
	6640	Shore Corp	3,000.00		3,000.00
	6650	Web Page	1,000.00		1,000.00
		6600 TOTAL	44,775.00		44,775.00
6800		PROMOTIONAL EVENTS			
6805		Seasonal Sales			
	6807	July Sidewalk Summer Sale	2,000.00		2,000.00
	6896	Roar in the Shore	5,000.00		5,000.00
	6820	Car Show	18,000.00		18,000.00
	6840	Stroll & Savor Series			
	6842	May	28,000.00		28,000.00
	6844	June	38,000.00		38,000.00
	6845	July	45,000.00		45,000.00
	6846	August	43,000.00		43,000.00
	6870	Christmas Parade	40,000.00		40,000.00
	6855	Art Walk	500.00		500.00
	6865	Holiday Shopping	5,000.00		5,000.00
	6885	Chocolate Festival	8,000.00		8,000.00
	6895	Promotional Shirts	0.00		0.00
		6800 TOTAL	232,500.00		232,500.00
		EXPENSE TOTAL	389,925.00	112,650.00	277,275.00

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

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING THE ANNUAL ASSESSMENT REPORT FOR OCTOBER 1, 2016 TO SEPTEMBER 30, 2017 FOR THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR

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 October 1, 2016 to September 30, 2017 relating to the Belmont Shore Parking and Business Improvement Area which is located along the commercial corridor at Second Street generally between Livingston Drive and Bayshore Avenue within the City of Long Beach; and

WHEREAS, said Report contains, among other things, with respect to October 1, 2016 to September 30, 2017, all matters required to be included by the above cited Section 36533; and

WHEREAS, having approved such Report, the City Council hereby declares its intention to:

A. Confirm levy of and direct collecting within the Area, assessments for the Belmont Shore Parking and Business Improvement Area for October 1, 2016 to September 30, 2017. Said assessments are proposed to be levied on such classifications and at such rates as set forth in Exhibit "A" attached hereto and incorporated herein.

B. Provide that each business shall pay the assessment annually, at the same time the business license is due. This is the same collection procedure which

1 occurred in the previous fiscal year; and

2 WHEREAS, to this end, the proposed activities and improvements
3 undertaken by the Area include those generally specified in the establishing Ordinance
4 No. C-5963, Section 5, as adopted by the City Council on June 7, 1983; and

5 WHEREAS, a copy of the Report is on file with the City Clerk and includes
6 a full description of the activities and improvements to be provided from October 1, 2016
7 to September 30, 2017, the boundaries of the area, and the proposed assessments to be
8 levied on the businesses that fiscal year and all other information required by law; and

9 WHEREAS, it is the desire of this City Council to fix the time and place for a
10 public hearing to be held in the City Council Chamber of the City of Long Beach on
11 September 20, 2016, at 5:00 p.m., regarding the Report, the levy and the proposed
12 program for the 2016-2017 fiscal year;

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

15 Section 1. That certain Report entitled "Belmont Shore Business
16 Association Annual District Report" for the period of October 1, 2016 to September 30,
17 2017, as filed with the City Clerk is hereby approved.

18 Section 2. On September 20, 2016 at 5:00 p.m., in the City Council
19 Chamber of the City of Long Beach located in the Long Beach City Hall, First Floor, 333
20 West Ocean Boulevard, Long Beach, California 90802, the City Council of the City of
21 Long Beach will conduct a public hearing on the levy of proposed assessments for
22 October 1, 2016 to September 30, 2017 for the Belmont Shore Parking and Business
23 Improvement Area with no change in the basis and method assessment. All concerned
24 persons are invited to attend and be heard, and oral or written protests may be made, in
25 accordance with the following procedures:

26 A. At the public hearing, the City Council shall hear and consider
27 all protests. A protest may be made orally or in writing by any interested
28 person. Any protest pertaining to the regularity or sufficiency of the

1 proceedings shall be in writing and shall clearly set forth the irregularity or
2 defect to which the objection is made.

3 B. Every written protest shall be filed with the City Clerk at or
4 before the time fixed for the public hearing. The City Council may waive
5 any irregularity in the form or content of any written protest and at the public
6 hearing may correct minor defects in the proceedings. A written protest
7 may be withdrawn in writing at any time before the conclusion of the public
8 hearing.

9 C. Each written protest shall contain a description of the
10 business in which the person subscribing the protest is interested sufficient
11 to identify the business and, if a person subscribing is not shown on the
12 official records of the City as the owner of the business, the protest shall
13 contain or be accompanied by written evidence that the person subscribing
14 is the owner of the business. A written protest which does not comply with
15 this section shall not be counted in determining a majority protest.

16 D. Testimony is also invited relating to any perceived
17 irregularities in or protests to previous years' proceedings/assessments.

18 Section 3. The City Clerk shall give notice of the public hearing called for
19 in Section 2 by causing this Resolution of Intention to be published once in a newspaper
20 of general circulation in the City not less than seven days before the public hearing.

21 Section 4. This resolution shall take effect immediately upon its adoption
22 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2016 by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

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

EXHIBIT “A”



**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)
ANNUAL DISTRICT REPORT
2016-2017**

Mission Statement
2016 – 2017 Goals.....Page 2

2015 – 2016 Review.....Page 3-6

2015 – 2016 Board of Directors.....Page 7

2016 – 2017 PBIA District Boundaries.....Page 8
2016 – 2017 PBIA Assessment Formula

2016 – 2017 Calendar of Events.....Page 9

2016 – 2017 Description of Events.....Page 10-11

2016 – 2017 Budget – Income.....Page 12

2016 – 2017 Budget – Expenses.....Page 13





About the Belmont Shore Business Association (BSBA)

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.

2016 – 2017 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. *Shop local* (do it local) and *shop.dine.indulge* tag lines used for shopping, dining, personal & professional services, and community events.
- Branding 2nd street to stay current to attract visitors to Belmont Shore.
- Work with vested residential and business communities to promote and maintain prosperity of the area.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission to improve the Belmont Shore Business District. Including improvements to the 2nd St. median, the sidewalk repair & tree repairs, steam cleaning of streets, alleys, trash enclosures, trash pick up, improving on trash receptacles, security cameras, adding smart meters, FREE parking days to help business during holidays and finding ways to provide more parking.
- 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.
- Work with Council of Business Association (COBA) members to improve ways to market & develop all Long Beach business districts in the Long Beach Community. Continue to expand COBA organization by talking with other neighborhood businesses, business groups, business leaders, LB City Councilmembers and keep in contact with the City of Long Beach departments on ways to improve being a “business easy” city.
- 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.
- Work with the City of Long Beach Business license to make sure all BSBA businesses are licensed and paying their BIA BID fees.

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



YEAR IN REVIEW – TO DATE

APRIL 1, 2015 – APRIL 1, 2016

The Belmont Shore Business Association is grateful to help facilitate and manage the many promotions and marketing opportunities currently being coordinated in Belmont Shore. The key components of our program include

BEAUTIFICATION

Representatives from the BSBA Board and/or the BSBA Executive Director attended the monthly meetings of the **Belmont Shore Parking and Improvement Commission (BSPIC)**. The priority of the association has been to keep Belmont Shore litter and graffiti free. Trash pick-ups are seven days a week by the **Conservation Corps (CCLB)**, which has a contract with the BSPIC. We now provide nineteen (19) Big Belly Solar trash systems installed on 2nd street. Eight (8) additional systems were added in 2016 and some of the cement receptacles were removed. This reduces collection frequency by 80%, freeing up resources and increase recycling opportunities and will also reduce homeless trash picking. The BSPIC also maintains all Belmont Shore public parking lots located on the south side of 2nd St.

Dworsky Partners, LLC has a contract with the BSPIC. To power wash sidewalks every two (2) weeks and the alleys every quarter are maintained and steam cleaned along with the back trash enclosures in the city parking lots. Because of the high pedestrian traffic in the summer months, power washing was increased to weekly cleanings, June thru October. The 2nd St median is maintained by the City of LB and the **BSPIC** also adds seasonal floral at each end of 2nd St.. The BSBA Executive Director was in constant communication with The Conservation Corps and Dworsky Partners to maintain the streets and reported any problem areas.

COMMUNITY OUTREACH

The Executive Director or a BSBA board member attended monthly community meetings of the Long Beach Third-District Joint Council, the Belmont Shore Residents Association (BSRA), Friends of Belmont Shore (FOBA) and the Council of Business Association (COBA). The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents and other community meetings. 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 BSBA worked closely with the BSPIC and Long Beach Transit to facilitate the FREE LB Transit Belmont Shore Employee bus pass.

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 sponsored an American Red Cross Blood drive and Menorah Lighting ceremony during the holidays.

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.

Roar in the Shore: 4th Annual: April 15, 2015

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 closed four side streets from 2nd 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 2nd St. This was a free event and was part of the pre-Grand Prix event in the City of LB.

Stroll & Savor Series: May 20 & 21, June 17 & 18, July 15 & 16, August 19 & 20, Sept. 16 & 17, 2015

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.

Belmont Shore Pop-Up-Shoppe & Summer Sidewalk Sale: July 25, 26, 2015

The Pop-up Shoppe was one day only on Sat., July 25th. Only four boutiques on 2nd St. participated, down from the year before. The BSBA provided the pop-up tents to our shore businesses. Discussion on not having the Pop-up will be discussed with the BSBA members. The two-day sidewalk sale had other merchants’ 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 and social media

26th Annual Car Show: Sunday, September 13, 2015

One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 500 beautifully maintained and restored cars dating to 1975 and earlier. 2nd St. was closed for the event and was filled with cars, vendors and people. The BSBA worked closely with The Bay City Rodders to coordinate event. The BSBA also works with the City of LB Special Events office, LBPD & the LBFD because of the size of the event and the extra traffic down to Belmont Shore. The BSBA acquired additional sponsors to make sure the event did not lose money and was a success. This event is free to the public.

Art Walk & Chalk Art Contest: October 17, 2015

Belmont Shore participated to be part of the Long Beach Arts Month celebration. The BSBA worked with the non-profit C.A.T., Justin Rudd Chalk Art Contest and the LB art community to combine and make the event a success. The Chalk Art Contest had artist creating chalk art pieces on paper and other artists created or/ or displayed art pieces on location during the day for sale. A mural for kids to color on, ballooning & face painting added activities for families. This event is growing each year and is free to the public.

Trick-Or-Treat On 2nd St.: October 31, 2015

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.

Small Business Saturday: November 28, 2015

The BSBA promoted this retail-shopping day started by American Express. Small retailers who would not get the Black Friday traffic a mall or large department store would attract. We concentrated on getting customers to start their holiday shopping early in Belmont Shore. The BSBA promoted the day by advertising along with using social media for our merchants, banners and FREE metered parking.

33rd^{Annual} Christmas Parade: December 5, 2015

The Belmont Shore Parade's theme was "Miracle on 2nd street." Our presenting sponsor was the Port of LB along with additional sponsors. The BSBA worked with the City of Long Beach Special Events office, LBPD, LBFD and parade coordinator Run Long Beach to conceive a logistics plan that would allow E. 2nd St. to remain open to traffic until 5:00PM. The start time of the parade was 6pm. Our Grand Marshal was Supervisor Don Knabe. It was televised by Charter Communications and shown on Charter TV throughout the holiday season. This is a FREE and traditional event in Belmont Shore.

Holiday Shopping in The Shore Dec. 18, 19, 20, 2015

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 2nd St., entertainment in front of Chase Bank & Santa was present to take photos with kids.

The Belmont Shore Parking & Business Improvement Area Advisory board approved FREE two-hour parking on Saturday & Sunday Dec. 12 & 13 & 19 & 20 at all meters on the street and in the public parking lots. BSBA members praised the free parking and felt it helped business. 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. The event benefits businesses by bringing holiday customers to Belmont Shore for the busiest shopping days of the year.

Menorah Lighting in Belmont Shore: December 6, 2015

The BSBA kept the holiday season going with the 3rd Public Chanukah Menorah Lighting in Belmont Shore at the Citibank parking lot. Rabbi Abba Perelmutter of The Shul by the Shore in Long Beach organized the Hanukkah celebration. This was an outside community event and free to the public.

Chocolate Festival: February 6, 2016

This was the 12th Annual event. The date is always the Saturday before Valentine's Day, Feb. 14th. Approximately 30 BSBA restaurants & merchants participated. As done for Stroll & Savor, attendees purchased ticket books, \$10 for 12 tickets or \$5 for 5 tickets and used the tickets to purchase chocolate items. In addition to sweet offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest. We offered ballooning, face painting & a mural for coloring. We did not have the Belmont Shore Chocolate Chip pancake breakfast prior to the festival. Great event and brought a lot of people to The Shore.

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.

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*. We advertised in the Signal Tribune, Beachcomber papers and the 90808 magazines.

On the online front, the BSBA has tapped into promoting the business district and events through social media such as Facebook, Twitter & Instagram. On-line publications such as the Gazette, CVB, and Limelight and other LB social media sites continue to promote Belmont Shore events. We hired a social media person to keep up with all things current.

Belmont Shore has a website (belmonshore.org). The website includes a full directory of all members, member information, event information and things to do around The Shore etc. Advertising with our brand is also featured on all advertising and also on the side of our 2nd St. Big Belly trashcans (19). The BSBA has 2nd St. pole banners on 14 poles on the 2nd ST. median to showcase our Belmont Shore branding. During the holidays, holiday decorations, lighting and banners appear on the 2nd St. medians.

MEMBER COMMUNICATION

Most of the BSBA office to BSBA member communication is done by email and at the quarterly Promotion/Marketing meetings and the monthly BSBA General meetings. A few times of year we print a BSBA newsletter with information to BSBA members include meeting dates, promotion and advertising deals, Belmont Shore events and any other information relevant to Belmont Shore businesses. We walk the newsletter to each business and also walk the district to get any new business information or update existing businesses. It also gives us a chance to meet any new businesses and offer our services. All members have been invited and encouraged to attend the monthly promotions and board meetings where they may network, learn more about all aspects of the association's efforts, and offer their insight.

MEMBERSHIP

There has also been a change in members as businesses have left and new businesses have come in. The Executive Director 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.

POLICING

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. An officer or Eastside Commander has provided members with safety issues and tips for Belmont Shore businesses. Members have also communicated their concerns to the officers. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns. The LBPD also attend community meetings in the 3rd District.

**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)
BOARD OF DIRECTORS
2015-2016**

OFFICERS

President: Mike Sheldrake, Polly's Gourmet Coffee
1st VP Finance: Dave Shlemmer, Shlemmer Investments
2nd VP 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

MONTHLY BSBA MEETINGS

General BSBA Meeting (all members welcome)

Last Tuesday of each month (no December meeting)

11:30am lunch, 12pm – 1pm meeting

Promotions & Marketing Meeting (all members welcome)

2nd to last Tuesday – quarterly only

9am to 10am

Executive Board Meetings (board members only)

Friday, two weeks prior to BSBA General meeting

9am to 10am

Meetings at

Legends Sports Bar & Restaurant

5236 E. 2nd St.



**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)
October 1, 2016 – September 30, 2017**

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
2016 – 2017**

CATEGORIES	BASE RATE	EMPLOYEE RATE
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
Total estimated annual assessment: \$140,000.00		



**CALENDAR OF EVENTS
2016 – 2017**

**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)
CALENDAR OF EVENTS
October 1, 2016 – December 31, 2017**

2016

Artwalk & Chalk Art Contest	Saturday, October 15th	11am – 4pm
Trick or Treat on 2 nd St	Monday, October 31st	4pm – 6pm
Small Business Saturday	Saturday, November 26th	All Day
34rd Annual Christmas Parade	Saturday, December 3rd	6pm – 9pm
Menorah Lighting	Sunday, December 24 th	NOT Confirmed
Holiday Shopping in The Shore	December 16, 17, 18	All Day

2017

13 th Annual Chocolate Festival	Saturday, February 4th	1pm – 4pm
6 th Annual Roar in the Shore	Wednesday, April 5 th	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	11am – 4pm
Stroll & Savor	Wed. & Thur., Aug. 16, 17	5:30pm – 9pm
28 th Annual Car Show	Sunday, September 10th	9am – 3pm
Art walk & Chalk Art Contest	Saturday, October 14th	11am – 4pm
Trick or Treat on 2 nd St	Tuesday, October 31st	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 15, 16, 17	All Day



DESCRIPTION OF EVENTS

OCTOBER 2016

ART WALK & CHALK CONTEST – Saturday, October 15th

The BSBA partners with CAT, Justin Rudd's Chalk Art Contest creating chalk art pieces on paper and other artists on display up and down 2nd street. FREE event

TRICK OR TREAT ON 2ND STREET – Monday, October 31st

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. This is a longtime community event that needs no advertising and is FREE.

NOVEMBER 2016

SMALL BUSINESS SATURDAY – Saturday, November 26th - Promote Small Business Saturday

DECEMBER 2016

34th ANNUAL CHRISTMAS PARADE – Saturday, December 3rd

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. The BSBA will seek corporate and private funding to supplement this event. The theme will be "A Candy Land Christmas."

MENORAH LIGHTING- Saturday, December 24th- A public Chanukah Menorah Lighting in at the Citibank parking lot in Belmont Shore. Rabbi Abba Perelmutter of The Shul by the Shore in Long Beach organizes this Hanukkah celebration. Free to the public and in it's 4th year. This event is not confirmed.

HOLIDAY SHOPPING IN THE SHORE – December 10, 11 & 16, 17, 18

During the last two weekends for Holiday shopping, carolers perform classic Christmas carols while strolling 2nd St., entertainment in front of Chase Bank & Santa will be present to take photos with kids. Will offer FREE two-hour parking during the holiday shopping season, Dec. 10, 11 & Dec. 17, 18 with approval of The Belmont Shore Parking & Business Improvement Area Advisory Board. Will have a strong holiday presence on 2nd St. to attract shoppers.

FEBRUARY 2017

13th Annual CHOCOLATE FESTIVAL – Saturday, February 4th Breakfast-chocoholics rejoice during this event as Second St. is filled with chocolate! Over 30 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. And children and kids-at-heart can enter the Chocolate Pie Eating Contest. All winners receive prizes.

APRIL 2017

ROAR IN THE SHORE: Wed., April 5th

The 6th annual event on 2nd St. in partnership with the Grand Prix of Long Beach to be part of their week of events. Racecars will be on display; racecar drivers will sign autographs and a motorcycle stunt show. Free event

MAY 2017

STROLL & SAVOR – Wednesday & Thursday, May 17, 18

This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit over 45 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in multiple locations and lends to the festive atmosphere.

JUNE 2017

STROLL & SAVOR – Wednesday & Thursday, June 21, 22

JULY 2017

STROLL & SAVOR – Wednesday & Thursday, July 19,20

SIDEWALK SALE – July 29, 30

A three-day sale for Belmont Shore retail merchants to clear out-of-season merchandise The BSBA will promote event.

AUGUST 2017

STROLL & SAVOR – Wednesday & Thursday August 16, 17

SEPTEMBER 2017

CAR SHOW – Sunday, September 10

This traditional Belmont Shore event will be the 28th. This is one of, if not the largest classic car show on the West Coast. Over 600 classic cars dating pre-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. The BSBA will seek corporate and private funding to supplement this event.

BELMONT SHORE BUSINESS ASSOCIATION
INCOME

2015-2016

		INCOME	BUDGET	BIA FUND	PROMOTIONS
4200		Membership Dues			
	4210	BIA Fund	140,000.00	140,000.000	
	4220	Associate Members	500.00	500.00	
		4200 TOTAL	140,500.00	140,500.00	
4400		Corporate Sponsorship			
	4420	Car Show	8,000.00		8,000.00
	4485	Chocolate Festival	500.00		500.00
	4440	Stroll & Savor	2,000.00		2,000.00
	4470	Christmas Parade	16,000.00		16,000.00
	4495	Art Walk	0.00		0.00
		4400 TOTAL	26,500.00		26,500.00
4600		Investment Returns			
	4610	Interest on Checking	25.00		25.00
		Heartland	400.00		400.00
		4600 TOTAL	425.00		425.00
4800		Promotional Events			
	4820	Car Show	14,000.00		14,000.00
	4840	Stroll & Savor			
	4842	May	30,000.00		30,000.00
	4844	June	40,000.00		40,000.00
	4845	July	50,000.00		50,000.00
	4846	August	45,000.00		45,000.00
	4870	Christmas Parade	35,000.00		35,000.00
	4885	Chocolate Festival	8,000.00		8,000.00
	4895	Roar in the Shore	0.00		0.00
	4875	Promotion Shirts	500.00		500.00
		4800 TOTAL	222,500.00		222,500.00
		REVENUE TOTAL	389,925.00	140,500.00	249,425.00

**BELMONT SHORE BUSINESS ASSOCIATION
EXPENSES**

2015-2016

		EXPENSES	BUDGET	BIA FUND	PROMOTIONS
6200		ADMINISTRATION			
6201		Outside Services	65,000.00	65,000.00	
6220		Rent	19,000.00	19,000.00	
6230		Office	1,000.00	1,000.00	
	6232	Postage	250.00	250.00	
	6234	Printing	8,000.00	8,000.00	
	6236	Supplies	3,000.00	3,000.00	
	6238	Equipment	1,000.00	1,000.00	
6240		Insurance	6,200.00	6,200.00	
6250		Telephone	4,200.00	4,200.00	
6260		Accounting	1,000.00	1,000.00	
6270		Meetings/Mixers	3,000.00	3,000.00	
6280		Dues & Subscriptions	1,000.00	1,000.00	
		6200 TOTAL	112,650.00	12,650.00	
6600		ONGOING PROMOTIONS			
6610		Seasonal Decorations			
	6612	Christmas	5,000.00		5,000.00
	6618	Median Tree Light	1,500.00		1,500.00
	6660	Marketing	33,775.00		33,775.00
	6630	Welcome Wagon	500.00		500.00
	6640	Shore Corp	3,000.00		3,000.00
	6650	Web Page	1,000.00		1,000.00
		6600 TOTAL	44,775.00		44,775.00
6800		PROMOTIONAL EVENTS			
6805		Seasonal Sales			
	6807	July Sidewalk Summer Sale	2,000.00		2,000.00
	6896	Roar in the Shore	5,000.00		5,000.00
	6820	Car Show	18,000.00		18,000.00
	6840	Stroll & Savor Series			
	6842	May	28,000.00		28,000.00
	6844	June	38,000.00		38,000.00
	6845	July	45,000.00		45,000.00
	6846	August	43,000.00		43,000.00
	6870	Christmas Parade	40,000.00		40,000.00
	6855	Art Walk	500.00		500.00
	6865	Holiday Shopping	5,000.00		5,000.00
	6885	Chocolate Festival	8,000.00		8,000.00
	6895	Promotional Shirts	0.00		0.00
		6800 TOTAL	232,500.00		232,500.00
		EXPENSE TOTAL	389,925.00	112,650.00	277,275.00