



# Building A Better Long Beach

June 21, 2010

## REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach  
California

### RECOMMENDATION:

Approve and authorize the Executive Director to execute a First Amendment to the Agreement with Bixby Knolls Business Improvement Association (BKBIA) to extend the Agreement one year and add an amount not to exceed \$174,000 in Fiscal Year 2010 - 2011. (North – District 8)

### DISCUSSION

The Redevelopment Agency (Agency) and the Bixby Knolls Business Improvement Association (BKBIA) continue working together to develop and market opportunities within Bixby Knolls. One of the key objectives of the Agency is the improvement of business corridors. The BKBIA represents the business assessment district within Bixby Knolls that includes sections of Atlantic Avenue and Long Beach Boulevard corridors, which are in the North Long Beach Redevelopment Project Area.

In an effort to collaborate on the enhancement and revitalization of the area, the BKBIA has successfully developed and produced a number of activities that have served to expose Bixby Knolls to the rest of the City of Long Beach and to promote opportunities within the district. These efforts include a newsletter, seasonal street banners, special events/sponsorships, Bixby Knolls freeway identification signs, landscaping, beautification activities, and special projects.

Agency staff and BKBIA have negotiated a scope of work for Fiscal Year 2010 - 2011 (FY11). The scope of work includes capital improvements including façade improvements, blade and window signs, a "Clean & Safe" Program and numerous tree planting and landscaping projects. The scope of work also includes marketing services including an interactive online newsletter, printed directory and special events advertising. Core services also include the production of special events including the monthly First Friday Series, arts and entertainment events, and an annual car show.

The scope of work also includes programming assistance for events presented at the Agency-owned Expo Building located at 4321 Atlantic Avenue and leased to the BKBIA under a separate lease agreement, which holds BKBIA responsible for use-related operation and maintenance costs.

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This scope of work serves to formalize those activities in which the Agency would provide financial support to the BKBIA for undertaking specific strategic initiatives: capital improvements, marketing, special events/sponsorships, and staff support.

The current agreement with the BKBIA terminates on August 2, 2010. To facilitate the continued partnership, Agency staff recommends extending the agreement one year and adding \$174,000 for the Fiscal Year 2010 – 2011. Funding is proposed for the following categories:

**Bixby Knolls Business Improvement Association  
FY11**

Capital Improvements	\$ 93,025
Marketing	8,615
Special Events	30,000
Staff Support	<u>42,360</u>
<b>Total</b>	<b>\$174,000</b>

This scope of work was approved by the North Long Beach Project Area Committee on May 27, 2010. All work will be managed by the BKBIA and funded out of the North Long Beach Redevelopment Project Area budget.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



AMY J. BODEK  
EXECUTIVE DIRECTOR

AJB:TF