



# CITY OF LONG BEACH

# R-16

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

September 2, 2008

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report for October 1, 2008 to September 30, 2009, 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 23, 2008. (District 3)

## DISCUSSION

The Belmont Shore Business Association 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 require the submission of an annual assessment report by the Advisory Commission designated for this Assessment District. On June 19, 2008, the BSPBIA Advisory Commission voted to recommend to City Council approval of the BSPBIA Assessment Annual Report (Attachment A).

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

The Assessment Report requests a change in the district boundaries to include public property along Livingston Avenue that will allow expenditure of assessment revenue for special event banners on the proposed gateway sign above the eastbound lanes of Livingston Avenue approaching Second Street. It is requested the City Attorney amend the appropriate ordinance modifying the Belmont Shore Parking and Business Improvement Area boundary as shown on Attachment B.

The recommended Resolution of Intention grants approval of the Assessment 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 23, 2008 (see attached resolution).

HONORABLE MAYOR AND CITY COUNCIL

September 2, 2008

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This letter was reviewed by Deputy City Attorney Heather Mahood on July 18, 2008, Budget Management Officer Victoria Bell on August 13, 2008 and the City Treasurer's Office on July 23, 2008.

TIMING CONSIDERATIONS

City Council action is requested on September 2, 2008, to set the date for the public hearing prior to the start of the contract year, which begins on October 1, 2008.

FISCAL IMPACT

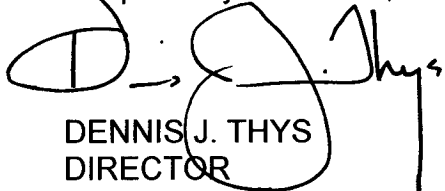
It is expected that the BSPBIA will generate \$138,000 in Fiscal Year 2009 (FY 09) through the proposed continuation of the existing assessment. Sufficient funds are included in the FY 09 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). FY 09 assessment revenue will fully offset the allocation in SR 132.

There is no impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



DENNIS J. THYS  
DIRECTOR  
DEPARTMENT OF COMMUNITY DEVELOPMENT

PW/RS:tb  
9-2-08 Belmont Shore Parking and BIA V3.doc

Attachments: Attachment A - Belmont Shore Business Assessment Annual Report  
Attachment B - Map of Proposed BSPBIA Boundary Change  
Resolution of Intention Approving Annual Report and Levy

APPROVED:



PATRICK H. WEST  
CITY MANAGER



**BELMONT SHORE BUSINESS ASSOCIATION  
ANNUAL DISTRICT REPORT**

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### **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.

### **2008 – 2009 GOALS**

- Promote Belmont Shore businesses to all area residents and more widely to Southern California.
- Market Belmont Shore as a destination for dining, shopping, personal & professional services, and community events.
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- 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.



**YEAR IN REVIEW – TO DATE**  
**OCTOBER 1, 2007 – MAY 31, 2008**

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 are:

**BEAUTIFICATION**

Representatives from the BSBA Board and Executive Office have attended the monthly meetings of the Belmont Shore Parking and Improvement Commission. The priority of the association has been to keep Belmont Shore litter and graffiti free as well to maintain medians that are esthetically appealing through landscaping. To uphold this goal, the BSBA has communicated to the businesses their responsibility to remove trash from the front of their establishments including the removal of full trash bags from sidewalk receptacles. This effort has supplemented the work performed by the Conservation Corps, which has a contract with the Belmont Shore Parking and Improvement Commission for litter and graffiti abatement.

**COMMUNITY OUTREACH**

The Executive Director or her assistant have attended monthly community meetings of the Third District Joint Council. The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents.

**EVENTS**

The BSBA hosts several events every year. The events gain 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 from the additional visitors who may not purchase from them on that day, but may make a point to return as they have come to know all that Belmont Shore has to offer. The following eight events have taken place during the Progress Report period.

- **Trick-or-Treat on Second Street, October 31**  
Many of the Belmont Shore restaurants and stores participate in this promotion by giving out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. Most businesses run out of candy!
- **Arts & Crafts Fair, November 4**  
Close to thirty local artisans participated in the event as vendors by selling their handmade items. Residents look forward to the event for the opportunity to find unique gifts for the holidays.
- **Christmas Parade, December 1**  
This marked the 25<sup>th</sup> anniversary of the Christmas Parade. The theme of the parade was 'The Dog Days of Christmas'. The theme was chosen to celebrate the canine community of Long Beach and the fact that Long Beach was voted one of the top nine canine friendly cities in the country by 'Dog Fancy Magazine'. In conjunction with the theme, community activist, dog enthusiast and Belmont Shore resident Justin Rudd was selected as the parade's grand marshal. Fourteen local high school marching bands entertained the crowd and many saw familiar faces riding on the 100+ floats and entries. Major sponsors of the event were The Boeing Company, Community Hospital of Long Beach, Performance Plus Tires, and Farmers & Merchants Bank. Immediately following the

- Parade, the Conservation Corps of Long Beach quickly returned Second St. to its normally pristine condition.
- **4<sup>th</sup> Annual Chocolate Festival, February 2**  
Approximately twenty merchants participated in the event by offering tempting chocolate treats. Many residents entered the Homemade Chocolate Dessert Contest, which was judged by local community leaders, business owners, and press.
  - **Health, Beauty & Fitness Fair, March 8**  
St. Mary Medical Center is the annual sponsor of this event and provides staff to conduct complimentary health screenings. The fair was expanded to include vendors from the fields of beauty and fitness. Fourteen vendors participated in the event and we expect to have more joining in 2009.
  - **Semi-Annual Clearance Sale, March 7 - 9**  
Belmont Shore retail merchants utilize the sidewalk sale opportunity to clear older and out of season merchandise. Shoppers loved it for their chance to get a great deal. The BSBA facilitated and promoted the event for the businesses.
  - **Chili Cook-off, April 13**  
Resident & business teams competed in this spirited event for the title of "Best Chili in the Shore". Approximately 1,000 attendees sampled chili from the dozen teams located on 2<sup>nd</sup> St. and voted for the People's Choice Award recipient. A panel of judges selected winners in various categories. Trophies were presented at the conclusion of the event in front of Washington Mutual Bank.
  - **Stroll & Savor, May 21 & 22**  
Approximately thirty restaurants participate in this event, which takes place on a set of Wednesday and Thursday nights in the months of May, June, July, and August. During the event, attendees stroll the Shore and sample the cuisine of participating restaurants through the use of tickets, which are sold by the BSBA. The July nights are a recent addition to the events calendar. These additional nights were added due to the popularity of the event and to replace the Family Funfest event, which has been canceled due to an underwhelming attendance and the high cost of putting on the event.

### **MARKETING**

The marketing committee, which was formed in 2006, has continued to research, develop, and implement a marketing campaign utilizing the increase in funds as a result of raised assessment fees. Possible avenues for marketing Belmont Shore have been explored as well as the costs associated. The committee has reviewed the information gathered and has begun to invest the funds in various marketing efforts.

A new logo was created in 2007, which we find easier to read, reflective of the Shore, and an overall better design. In addition, a logo has been designed for every event for a seamless and more effective marketing campaign for events.

The recently developed tagline: "*Explore Belmont Shore*" has been utilized in various destination type marketing efforts. The marketing campaign focuses on the variety of businesses in Belmont Shore. The types of businesses have been divided into the following categories: Food & Drinks (dining, bakeries & sweet shops, coffee houses, and pubs, etc.), Shops (apparel & accessories, gift shops, etc.), and Services (salons, chiropractor, Realtors, accountants, etc.).

Destination ads were placed in Southern California and Long Beach visitor guides. BSBA ran ads in 'The Official Guide to Long Beach' and 'OC Travel Guide'. These ads show the beach at Alamitos Bay in the background with "snap shots" representing dining, shopping, services and events. The copy of the ads describes Belmont Shore as a casual and stylish beachside community with a wide variety of businesses to offer. Belmont Shore is also included in the 'Discovery Map of Long Beach' with a directory of businesses.

In addition to the destination ads, 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 Press-Telegram and Grunion Gazette.

A local professional photographer was hired to capture the types of businesses of Belmont Shore in addition to the look and feel of this community. Hundreds of photos were taken and the BSBA now has dozens of edited images in its library for future use.

Our website, [www.belmontshore.org](http://www.belmontshore.org) is currently undergoing a complete redesign. The new site will provide viewers with dozens of photographs that will help to illustrate all that the Shore has to offer. The website will serve as a much better communication tool for both the visitor and BSBA member to gain information and have interaction with the association. Completion of the site is expected by the end of June, however, it is our plan for the site to continue to evolve and be relevant.

### **MEMBER COMMUNICATION**

The Monthly Newsletter was delivered to all BSBA Members. This included the meeting minutes from the Promotions and Board meetings, a letter from the Executive Director with updates on Shore related news and promotions, a schedule of events and BSBA meetings, and any flyers or letters relevant to Belmont Shore businesses.

The Executive Director has also been working to visit members in an effort to communicate BSBA's efforts and to field any issues or suggestions the members may have.

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**

The association has brought on twelve new Associate & Affiliate Members during this period! The BSBA is always looking for new members that would benefit from 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.

### **POLICING**

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



**2007 – 2008  
BELMONT SHORE BUSINESS ASSOCIATION  
BOARD OF DIRECTORS**

**OFFICERS**

- PRESIDENT.....GENE ROTONDO, Legends Sports Bar & Grill
- 1<sup>st</sup> VP OF FINANCE.....DAVE SHLEMMER, Shlemmer Investments
- 2<sup>nd</sup> VP OF PROMOTIONS.....MIKE SHELDRAKE, Polly's Gourmet Coffee
- SECRETARY.....MARSHA JEFFER, Mail Boxes Etc.
- TREASURER.....DAVID MORGAN, DW Morgan, CPA

**DIRECTORS**

- FRANK COLONNA, Colonna & Co. Realty
- JIMMY LOIZIDES, George's Greek Cafe
- SCOTT RINEHART, Wiskers
- GARY ROTH, Belmont Station
- ANKIT SHAH, Farmer's & Merchants Bank
- JOY STARR, Rubber Tree
- TULA TRIGONIS, Salon Soma

**EXECUTIVE DIRECTOR**

BROOKE KENNARD

**MONTHLY BOARD MEETINGS**

**Last Tuesday of the Month  
12:00pm**

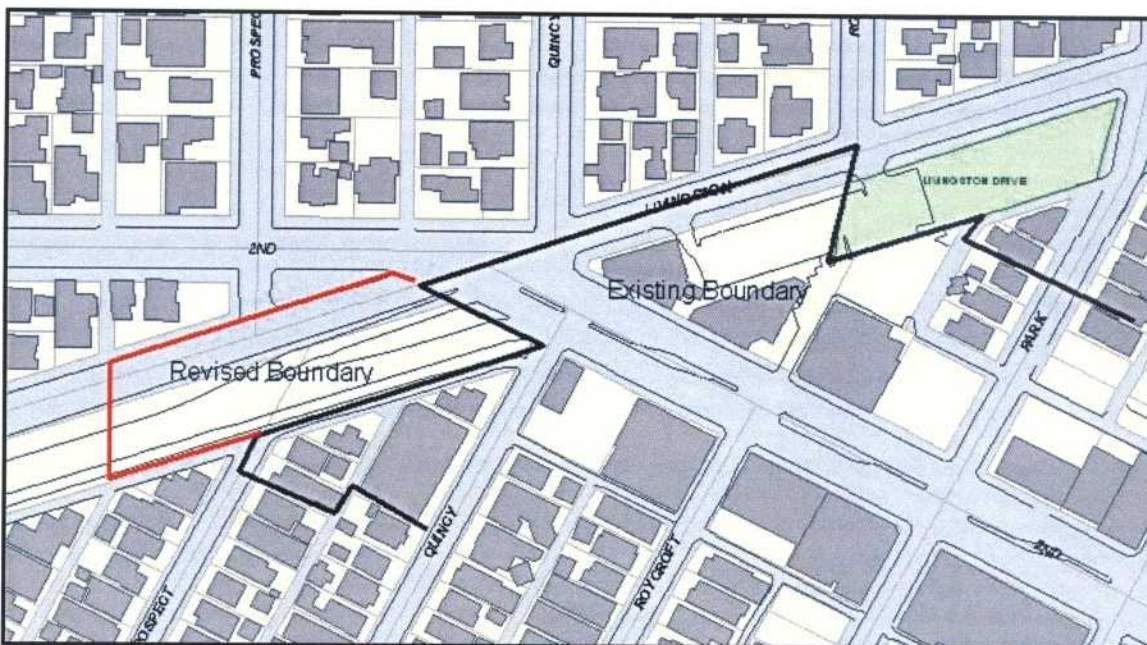
**Legends Sports Bar & Restaurant, 5260 E. 2<sup>nd</sup> St.**





**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA**  
**October 1, 2008 – September 30, 2009**

The original boundary of the district was set at formation of the area by City Council action on June 7, 1983 adopting Ordinance No. C-7035. It is requested City Council approve the necessary ordinance change to add the public right of way along Livingston Avenue approximately 300 feet west of the intersection of Livingston Avenue and Second Street as shown on the map below. The purpose of this expansion is to allow expenditure of marketing and promotion revenue for event marketing banners at the west gateway to the district.



Please review the Belmont Shore PBI assessment formula on the next page:



**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT  
ASSESSMENT FORMULA  
2008 – 2009**

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
Financial Institution & Insurance	\$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
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
<b>Total estimated annual assessment: \$138,000.00</b>		



**CALENDAR OF EVENTS  
2008 – 2009**

A description of the activities and improvements to be accomplished from October 1, 2008 to September 30, 2009 and the estimated cost of these improvements and activities are summarized below, beginning with the 2008 – 2009 Calendar of Events.

<b>BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT CALENDAR OF EVENTS October 1, 2007 – September 30, 2008</b>		
<b>TRICK OR TREAT ON 2<sup>ND</sup> ST.</b>	Friday, October 31, 2008	4pm – 6pm
<b>26<sup>TH</sup> ANNUAL CHRISTMAS PARADE</b>	Saturday, December 6, 2008	6pm – 9pm
<b>CHOCOLATE FESTIVAL</b>	Saturday, February 7, 2009	1pm – 4pm
<b>SEMI-ANNUAL CLEARANCE SALE</b>	Fri. – Sun., March 13 – 15, 2009	10am – 6pm
<b>HEALTH, BEAUTY &amp; FITNESS FAIR</b>	Saturday, March 14, 2009	9am – 2pm
<b>HEALTH, BEAUTY &amp; FITNESS FAIR</b>	Sunday, March 15, 2009	10am – 3pm
<b>CHILI COOK-OFF</b>	Sunday, April 5, 2009	noon – 3pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., May 20 & 21, 2009	5:30pm – 9pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., June 24 & 25, 2009	5:30pm – 9pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., July 22 & 23, 2009	5:30pm – 9pm
<b>ARTS &amp; CRAFTS FAIR</b>	Saturday, August 1, 2009	2:30pm – 8pm
<b>ARTS &amp; CRAFTS FAIR</b>	Sunday, August 2, 2009	10:00am – 5pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., Aug. 19 & 20, 2009	5:30pm – 9pm
<b>SEMI-ANNUAL CLEARANCE SALE</b>	Fri. – Sun., August 21 – 23, 2009	10am – 6pm
<b>20<sup>TH</sup> ANNUAL CAR SHOW</b>	Sunday, September 6, 2009	10am – 3pm



## **DESCRIPTION OF EVENTS**

### **OCTOBER 2008**

#### **TRICK OR TREAT ON 2<sup>ND</sup> STREET – Friday, October 31**

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. Most businesses run out of candy!

### **DECEMBER 2008**

#### **26<sup>TH</sup> ANNUAL CHRISTMAS PARADE – Saturday, December 6**

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 is pleased to continue its partnership with International City Racing, Inc. who will produce the Parade for the second year in a row.

### **FEBRUARY 2009**

#### **CHOCOLATE FESTIVAL – Saturday, February 7**

Chocoholics rejoice during this event as Second St. is filled with chocolate! Approximately thirty 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.

### **MARCH 2009**

#### **SEMI-ANNUAL CLEARANCE SALE – Friday – Sunday, March 13 - 15**

Previously billed as 'Belmont Shore Sidewalk Sale', the 'Semi-Annual Clearance Sale' provides retail merchants with an opportunity to clear older merchandise at reduced rates. This sale attracts numerous people from all over the Long Beach area who are looking for a great bargain on unique merchandise.

#### **HEALTH, BEAUTY & FITNESS FAIR – Saturday & Sunday, March 14 & 15**

Previously the billed the 'Belmont Shore Health Fair', last year this event was expanded to include beauty and fitness vendors. The inclusion of more types of vendors proved to be a success. More vendors are expected to join the fair in 2009 as we will also extend the event to

include Saturday. We are fortunate to have St. Mary Medical Center sponsoring the event every year.

## **APRIL 2009**

### CHILI COOK-OFF – Sunday, April 5

Chili teams comprised of Belmont Shore businesses and residents compete for the title of Best Chili in the Shore. Top teams receive trophies for such categories judged as Best Tasting, Most Creative, and Best Team Spirit. The panel of judges is comprised of local press, city representatives, property & business owners and residents. Over 1,000 attend and participate by purchasing wristbands for \$5, which allows them to sample all of the teams' chili, and vote for their favorite. Sampling takes place in front of businesses in the Shore where the teams have chose to place their stations.

## **MAY 2009**

### STROLL & SAVOR – Wednesday & Thursday, May 21 & 22

This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit upwards of 30 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in front of Washington Mutual Bank and lends to the festive atmosphere.

## **JUNE 2009**

### STROLL & SAVOR – Wednesday & Thursday, June 24 & 25

See description above.

## **JULY 2009**

### STROLL & SAVOR – Wednesday & Thursday, July 22 & 23

See description above.

## **AUGUST 2009**

### ARTS & CRAFTS FAIR – Saturday & Sunday, August 1 & 2

Approximately forty artists will display and sell their handcrafted items in the 5200 block of E. 2<sup>nd</sup> St. and on Corona Ave. south of 2<sup>nd</sup> St.

### STROLL & SAVOR – Wednesday & Thursday August 19 & 20

See description above.

### SEMI-ANNUAL CLEARANCE SALE – Friday – Sunday, August 21 - 23

See description above.



**2008 - 2009 BUDGET: Income**

4000				<b>INCOME</b>	<b>BUDGET</b>	<b>BIA FUND</b>	<b>PROMOTIONS</b>
	4200			<b>Membership Dues</b>			
		4210		BIA Fund	\$138,000.00	\$138,000.00	
		4220		Associate Members	\$1,500.00		\$1,500.00
				<b>4200 Total</b>	<b>\$139,500.00</b>		<b>\$1,500.00</b>
	4400			<b>Corporate Sponsorship</b>			
		4420		Car Show	\$6,000.00		\$6,000.00
		4430		Health, Beauty & Fitness Fair	\$2,000.00		\$2,000.00
		4440		Stroll & Savor	\$1,500.00		\$1,500.00
		4470		Christmas Parade	\$15,000.00		\$15,000.00
		4480		Unallocated	\$0.00		\$0.00
				<b>4400 Total</b>	<b>\$24,500.00</b>		<b>\$24,500.00</b>
	4600			<b>Investment Returns</b>			
		4610		Interest on Checking	\$50.00		\$50.00
		4630		Heartland	\$2,000.00		\$2,000.00
	4800			<b>Promotional Events</b>			
		4805		Semi-Annual Clearance Sale	\$0.00		\$0.00
		4820		Car Show	\$13,000.00		\$13,000.00
		4830		Health Fair	\$4,500.00		\$4,500.00
		4840		Stroll & Savor			
		4842	May		\$19,000.00		\$19,000.00
		4844	June		\$25,000.00		\$25,000.00
		4845	July		\$25,000.00		\$25,000.00
		4846	August		\$27,000.00		\$27,000.00
		4870		Christmas Parade	\$27,500.00		\$27,500.00
		4875		Chili Cook-off	\$5,000.00		\$5,000.00
		4880		Santa's Village	\$0.00		\$0.00
		4885		Chocolate Festival	\$12,000.00		\$12,000.00
		4890		Halloween	\$0.00		\$0.00
				<b>4800 Total</b>	<b>\$160,050.00</b>		<b>\$160,050.00</b>
				<b>REVENUE TOTAL</b>	<b>\$324,050.00</b>	<b>\$138,000.00</b>	<b>\$186,050.00</b>



**2008 – 2009 BUDGET: Expenses**

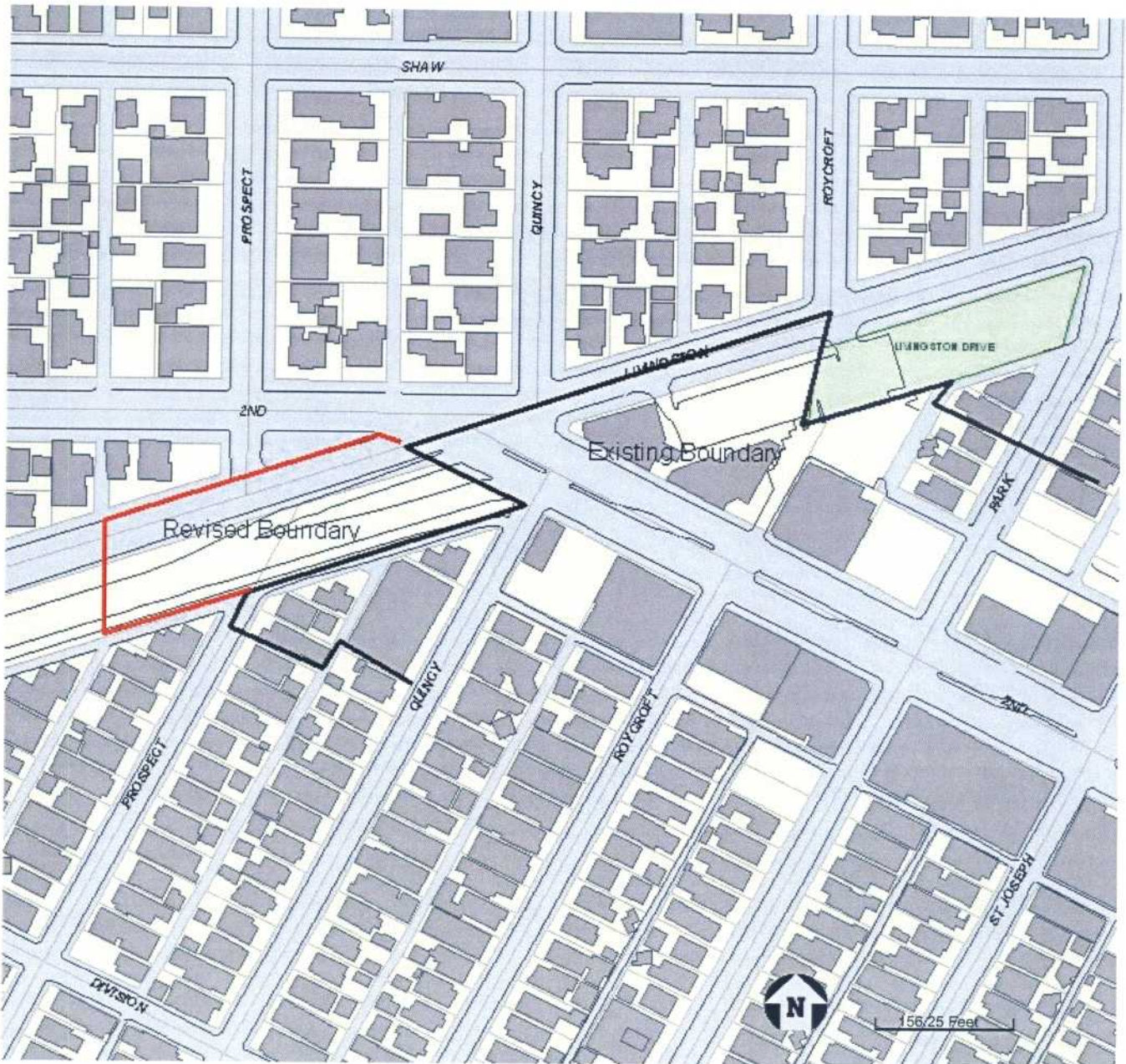
6000			EXPENSES	BUDGET	BIA FUND	PROMOTIONS
	6200		<b>Administration</b>			
		6210	Outside Service	\$60,000.00	\$52,350.00	\$7,650.00
		6220	Rent	\$9,600.00	\$9,600.00	
		6230	Office			
		6232	Postage	\$1,000.00	\$1,000.00	
		6234	Printing	\$5,000.00	\$5,000.00	
		6236	Supplies	\$2,400.00	\$2,400.00	
		6238	Equipment	\$2,000.00	\$2,000.00	
		6240	Insurance	\$7,000.00	\$7,000.00	
		6250	Telephone	\$4,000.00	\$4,000.00	
		6260	Accounting	\$2,000.00	\$2,000.00	
		6270	Meetings & Mixers	\$3,000.00	\$3,000.00	
		6280	Dues & Subscriptions	\$500.00	\$500.00	
		6290	Reserve	\$2,500.00	\$2,500.00	
			<b>6200 Total</b>	<b>\$99,000.00</b>	<b>\$91,350.00</b>	<b>\$7,650.00</b>
	6600		<b>Ongoing Promotions</b>			
		6610	Seasonal Decorations			
		6612	Christmas	\$6,000.00		\$6,000.00
		6618	Median Tree Lights	\$2,000.00		\$2,000.00
		6620	Marketing			
			Marketing	\$50,000.00	\$50,000.00	\$0.00
		6630	Welcome Wagon	\$1,000.00		\$1,000.00
		6640	Volunteers	\$350.00		\$350.00
		6650	Web Page	\$1,200.00		\$1,200.00
			<b>6600 Total</b>	<b>\$60,550.00</b>	<b>\$50,000.00</b>	<b>\$10,550.00</b>
	6800		<b>Promotional Events</b>			
		6805	Semi-Annual Clearance Sale			
		6806	August	\$1,000.00		\$1,000.00
		6808	March	\$1,000.00		\$1,000.00
		6820	Car Show	\$20,000.00		\$20,000.00
		6830	Health, Beauty & Fitness Fair	\$2,000.00		\$2,000.00
		6840	Stroll & Savor			
		6842	May	\$17,000.00		\$17,000.00
		6844	June	\$22,000.00		\$22,000.00
		6845	July	\$22,000.00		\$22,000.00
		6846	August	\$24,000.00		\$24,000.00
		6870	Christmas Parade	\$38,000.00		\$38,000.00
		6875	Chili Cookoff	\$5,000.00		\$5,000.00
		6880	Santa's Village	\$0.00		\$0.00

		6885		Chocolate Festival	\$12,000.00		\$12,000.00
		6890		Halloween	\$500.00		\$500.00
				<b>6800 Total</b>	<b>\$164,500.00</b>		<b>\$164,500.00</b>
				<b>EXPENSE TOTAL</b>	<b>\$324,050.00</b>	<b>\$141,350.00</b>	<b>\$182,700.00</b>





# BSPBIA Boundary Change, Rev 1

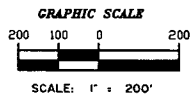
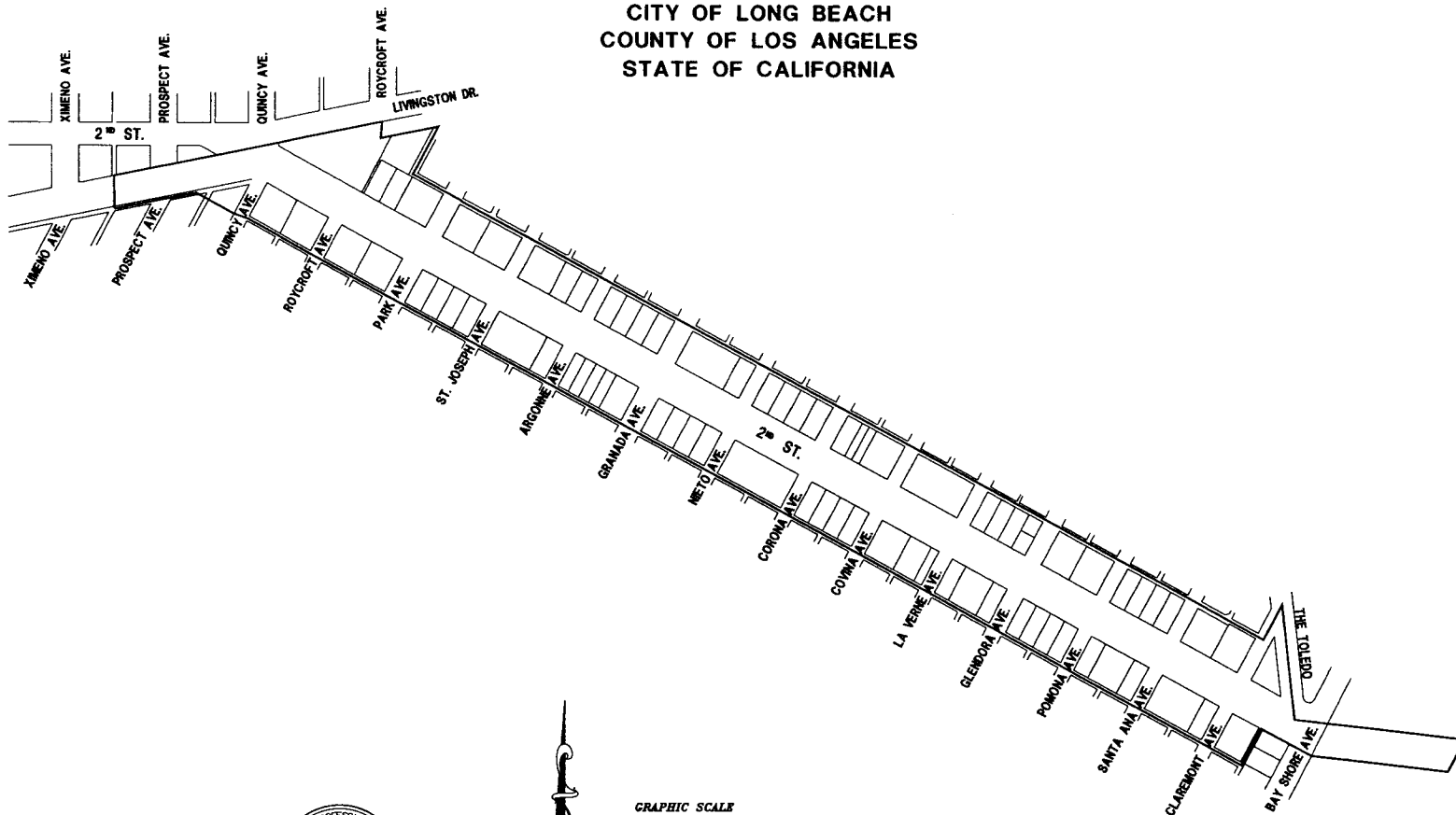


## Disclaimer

DISCLAIMER OF DATA ACCURACY: The services provided on this web site are intended for informational purposes only and the GIS data used is compiled from various sources and is subject to constant change. While reasonable effort has been made to ensure the accuracy of the data, the information provided herein may be inaccurate or out of date.

# BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA CITY OF LONG BEACH ASSESSMENT DISTRICT BOUNDARY MAP

CITY OF LONG BEACH  
COUNTY OF LOS ANGELES  
STATE OF CALIFORNIA



**LEGEND**

-  ASSESSMENT DISTRICT BOUNDARY
-  PARCEL LINES

# N | B | S

32605 Temecula Parkway, Suite 100  
Temecula, CA 92592  
Local Government Solutions

ATTACHMENT B

OFFICE OF THE CITY ATTORNEY  
ROBERT E. SHANNON, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH APPROVING AN ANNUAL REPORT  
FOR OCTOBER 1, 2008 TO SEPTEMBER 30, 2009 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, 2008 to September 30,  
2009 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, 2008 to September 30, 2009, 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:

1. Modify the boundaries of the Belmont Shore Parking and Business  
Improvement Area as described in Ordinance No. C-5963 of the City Council of the City  
of Long Beach which created the Area, which new boundaries are described in Exhibit  
"B" hereto.
2. Confirm levy of and direct collecting within assessments for the  
Belmont Shore Parking and Business Improvement Area for October 1, 2008 to  
September 30, 2009. Said assessments are proposed to be levied at the rates set forth

1 in Exhibit "A."

2 3. Provide that each business shall pay the assessment with its  
3 business license tax; and

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

7 WHEREAS, a copy of the Report is on file with the City Clerk and includes  
8 a full description of the activities and improvements to be provided from October 1, 2008  
9 to September 30, 2009, the boundaries of the area, and the proposed assessments to be  
10 levied on the businesses that fiscal year and all other information required by law; and

11 WHEREAS, it is the desire of this City Council to fix the time and place for a  
12 public hearing to be held in the City Council Chamber of the City of Long Beach on  
13 September 23, 2008, at 5:00 p.m., regarding the Report, the levy and the proposed  
14 program for the 2008-2009 fiscal year;

15  
16 NOW THEREFORE, the City Council of the City of Long Beach resolves as  
17 follows:

18 Section 1. That certain Report entitled "Assessment Report for  
19 October 1, 2008 to September 30, 2009, Belmont Shore Parking and Business  
20 Improvement Area" as filed with the City Clerk is hereby approved.

21 Section 2. On September 23, 2008, at 5:00 p.m., in the City Council  
22 Chamber of the City of Long Beach located in the Long Beach City Hall, First Floor, 333  
23 West Ocean Boulevard, Long Beach, CA 90802, the City Council of the City of Long  
24 Beach will conduct a public hearing on the levy of proposed assessments for October 1,  
25 2008 to September 30, 2009 for the Belmont Shore Parking and Business Improvement  
26 Area with no change in the basis and method assessment. All concerned persons are  
27 invited to attend and be heard, and oral or written protests may be made, in accordance  
28 with the following procedures:

1           A.     At the public hearing, the City Council shall hear and consider  
2 all protests. A protest may be made orally or in writing by any interested  
3 person. Any protest pertaining to the regularity or sufficiency of the  
4 proceedings shall be in writing and shall clearly set forth the irregularity or  
5 defect to which the objection is made.

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

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

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

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

24  
25           I hereby certify that the foregoing resolution was adopted by the City  
26 Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2008, by the

27    ////

28    ////

OFFICE OF THE CITY ATTORNEY  
ROBERT E. SHANNON, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

1 following vote:

2 Ayes: Councilmembers:

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6 Noes: Councilmembers:

7

8 Absent: Councilmembers:

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City Clerk

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H19M:f  
7/18/08; rev.7/31/08  
#A08-02051

# EXHIBIT A

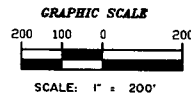
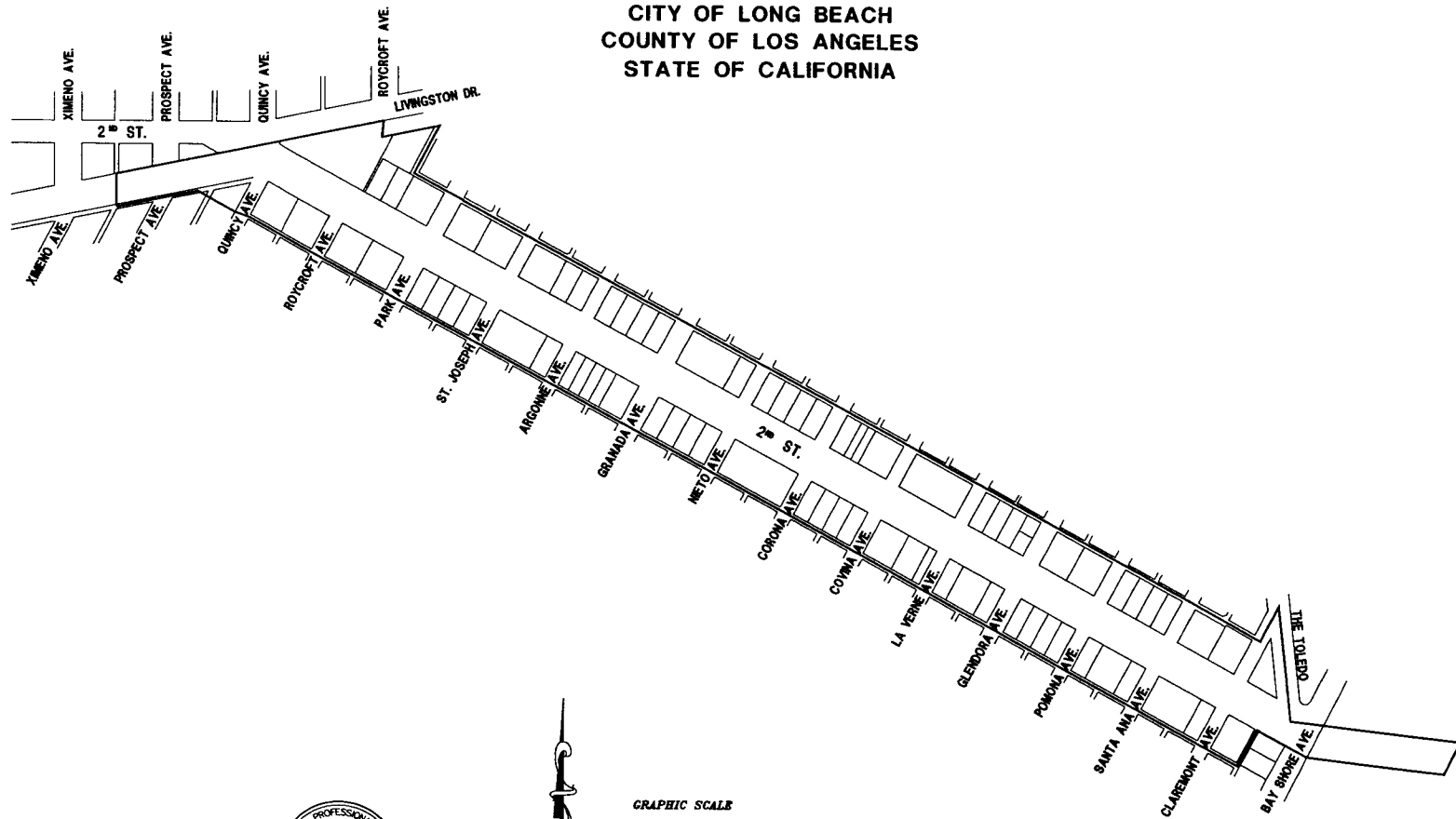
## BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT ASSESSMENT FORMULA 2008-2009

<b>Categories</b>	<b>Base Rate</b>	<b>Employee Rate</b>
Financial Institution & Insurance	\$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
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

# BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA CITY OF LONG BEACH ASSESSMENT DISTRICT BOUNDARY MAP

SHEET 1 OF 1

CITY OF LONG BEACH  
COUNTY OF LOS ANGELES  
STATE OF CALIFORNIA



**LEGEND**

- ASSESSMENT DISTRICT BOUNDARY
- PARCEL LINES

**NBS**

32605 Temecula Parkway, Suite 100  
Temecula, CA 92592  
Local Government Solutions

EXHIBIT B