

ATTACHMENT A

2006 - 2007 Report to The City of Long Beach Including the Work Plan & Budget for October 2006 - September 2007

Presented by the
Bixby Knolls Parking and Business Improvement Association
4313 Atlantic Avenue
Long Beach, CA 90807

Phone (562) 595-0081
Fax (562) 595-0281
E-mail info@bixbyknollsinfo.com
Website www.bixbyknollsinfo.com

The Board of Directors of the Bixby Knolls Parking and Business Improvement Association (BIA) is pleased to present its Annual Report and Budget for the fiscal year October 1, 2006 - September 30, 2007.

ASSESSMENT FORMULA

Type A

\$135.00 + \$ 2.50 per employee

Includes: Contractors
Insurance
Manufacturing
Professions
Wholesale
Unique Businesses

Type B

\$ 165.00 + \$ 3.25 per employee

Includes: Services
Vending Operations

Type C

\$ 185.00 + \$ 4.00 per employee

Includes: Retailing
Recreation & Entertainment

Type D

\$ 548.00

Includes: Financial Institutions

Business classifications are determined by the City of Long Beach Business License Division.

The BIA is recommending no changes in the boundaries or in the method of levying the annual assessment. Any increase in assessment revenue is based on an increase of businesses within the district boundaries. However, we are requesting a reduction of 39% of the Type B assessment rate for service related retail operations as it poses a economic hardship on many of the secondary independent contractors in our area, specifically those in the personal services industry (e.g. hair stylists, manicurists, etc.).

Introduction

The Board of Directors recently revised the Mission Statement of the Bixby Knolls BIA to the following: "The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service, and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards." The revision is an articulation of the Board's commitment to the business community and its continuing growth and development.

With the addition of newly elected board members and the change of staff, the BIA has struggled during the second and third fiscal quarters. However, Board and staff, working in concert, have begun a careful review of past events and activities to build upon those that are most effective and rethink others in order to build a stronger, more focused program to assist in the promotion of the area and its members.

The Strength of the Organization

The Board of Directors

The Board of Directors of the Bixby Knolls BIA represents a cross-section of the diverse business community throughout the business district. As a non-profit organization governed by a volunteer board of directors, the BIA's effectiveness is primarily determined by the dedication and commitment of its volunteers on the Board and its committees.

Business & Community Mixers

During the past year, mixers have been held on a quarterly schedule. The mixers provide an opportunity for BIA members to meet the Board of Directors, for BIA members to network, and for the members of the community to learn more about the BIA, express concerns, share ideas and introduce themselves to the diverse mix of businesses that comprise the Bixby Knolls BIA.

Publications

The BIA's *Business Connection* newsletter features stories that introduce members to new and existing businesses in the district and helps keep members informed about incoming businesses and proposed developments, community events and the efforts of the BIA to fulfill its mission to enhance the business environment. The newsletter is also available for download from the BIA's website.

The BIA also published the *Business Neighbor* which, like the *Business Connection*, was a quarterly newsletter. The *Neighbor*, mailed to the residential community, was designed to promote the business district, offering advertisements and coupons to entice them into trying something new.

Additionally, the BIA put out the Bixby Banter, an opt-in electronic newsletter that allowed for more rapid dissemination of information regarding events going on in the Bixby Knolls area.

Promotion of the Business District

Media Relations

The Bixby Knolls BIA continued to remain visible in the local press in both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Downtown Gazette*, *Grunion Gazette*, *Long Beach Press-Telegram* and *LBReport.com*. Activities of the BIA as well as throughout the business district are routinely covered in these publications and the BIA continually distributes press releases and conducts media relations for the organization as well as on behalf of its members. The BIA and Bixby Knolls businesses regularly receive reduced advertising rates in *The Signal Tribune*, *Downtown Gazette*, *Grunion Gazette* and *Long Beach Business Journal*.

Business Directory & Shopper's Guide

The Signal Tribune, in conjunction with the Marketing and Recruitment Committee and BIA staff, published the 2006 Business Directory and Shopper's Guide. 12,500 directories were published, and were distributed to BIA members – many of whom aid distribution by making them available for their customers. Over 7,500 directories were delivered to homes in the Bixby Knolls area.

www.bixbyknollsinfo.com

The BIA website, launched in 2003, has been well-received and continues to be one of the most effective tools for marketing the area. The website contains a directory of the BIA's members and offers a link to the member's website. Plans are underway to update and improve the site, the member directory and other features.

Community Events

In December the BIA produced its Annual **Snow in Bixby Knolls**. Featuring literally tons of snow, great holiday shopping, a visit from Santa Claus, plus live entertainment and great food, the event drew a crowd in the thousands.

In June the BIA produced the 11th Annual **Bixby Knolls Street Fair**. Visitors were treated with vendor booths ranging from artisans to food, and were also found shopping in the local stores and eating in the local restaurants throughout the day. Though attendance was down from previous years, the event proceeded smoothly and was well-received.

This July 22nd, we will hold the first Bixby Knolls Dragster Expo and Car Show. With over 180 cars and six dragsters expected, we anticipate a lively turnout. Live music, food and a limited selection of vendors, including booths for our major sponsors, should add greatly to the festivities. The event is designed to bring people to Bixby Knolls by enticing them with something unique, while providing our members with an opportunity to reach out to new, potential clients and customers.

The BIA's Promotion Committee is continually working on developing new events. Presently under review are a series of Business Tools Seminars focusing on issues confronting the professionals as well as merchants; a Health Expo, to utilize the wealth of health-related businesses and professionals in the area; an expanded Business Expo for the business community and residents alike; and, an event focusing on the great restaurants in Bixby Knolls.

Business District Improvement and Safety

Streetscape Maintenance and Improvement

Our street banners remain in place helping to define the Bixby Knolls area. Holiday décor is installed each year and continues to brighten the thoroughfares in December. The combination of the banners and the holiday décor contribute to a sense of place. The planters that were put in place previously will have their watering systems installed, and appropriate flowers will be planted in them as this project comes to a close.

New Seasonal Banners

The BIA was previously awarded a matching grant to facilitate the purchase of additional banners that were added to the seasonal rotation of banners. These colorful seasonal banners have had a positive impact on Bixby Knolls' commercial corridors and help to add to the sense of place and define the Bixby Knolls area. The Banner Program has become one of the BIA's most popular programs and changing the banners on a seasonal rotation keeps the district fresh, and provides new color, impact, and interest. New banners for the Fall season will be purchased with reserve funds that have been set aside for that purpose.

Maintaining the Common Areas

Keeping the common areas clean remains a priority for the BIA. At the beginning of 2006, we contracted with the Conservation Corp. to provide litter and weed abatement services. In addition, we have retained a landscaping firm to maintain the medians on Atlantic Avenue.

We are also in the midst of completing the tree planting program which will add life and beauty to our streets. Trees will soon grace the drive along both Atlantic Avenue and Long Beach Boulevard.

Façade Improvement Program

2006 has seen the completion of the improvements at 4320 Atlantic Avenue as well as 4343 Atlantic Avenue. Both buildings had extensive work performed with the participation and cooperation of the City of Long Beach's Community Development Department.

Parking Issues

Previously, a Request for Proposal (RFP) was distributed to various qualified firms for the completion of a Parking Study. However, that initial RFP garnered only one response. The BIA, working with the City, developed another mailing list and will seek a reply to the RFP from these companies. Once the proposals have been received, the BIA will meet with representatives from the City to consider the alternatives.

Safety

The BIA continues to maintain a close relationship with the North Long Beach Police Substation, meeting as needed for security updates. The BIA has a standing Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district.

Business and Commercial Real Estate Development

The Bixby Knolls BIA maintains a Retail and Office Vacancy Roster for the use of potential tenants or other interested in the area. We are very pleased at the continuing growth in the area. The most recent survey of available property indicates rents have remained fairly steady over the past year for new construction – averaging \$3.50 per square foot, and existing property rents are listing at \$1.25 to \$2.00 per square foot, and higher.

New Businesses

Several small businesses have closed their doors in the last year, but many more have opened. This transitional phase of the Bixby Knolls community is monitored by the BIA and its committees as we seek to find ways to assist our existing members as well as new business in the area. The Board plans to become more knowledgeable about the City's efforts in the areas of business recruitment and hopes to be an asset in those endeavors.

Tools for our Businesses

The BIA is developing a Business Tools seminar series for its member businesses and will kick off the series in late summer 2006. The purpose of the Business Tools seminar series is to feature topics that will benefit business owners with topics such as branding for small businesses and ways to enhance your business's security – from landscaping to cameras to computers.

Conclusion

During the preceding months, the Board has conducted a professionally facilitated training session to exam our goals and determine our focus for the upcoming year. Though the organization has been experiencing some difficulties due to the transition from one President to another, almost concurrent with a change in the Executive Director's position, there is a renewed sense of mission and purpose. The Board has determined its priorities, and is moving forward with plans for its future. The BIA's goals for the year are outlined in the following pages.

Mission

The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards.

Objective

The Bixby Knolls BIA's objective is to maintain an positive, balanced program designed to promote and market the district; retain and support existing businesses; assist in the attraction of new businesses; and improve the common areas in order to create a sense of identity for Bixby Knolls as well as enhance the district's ambiance.

Goals

- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BIA.
- Pursue methods to market the Bixby Knolls area.
- Create membership involvement and ensure effective communication with the membership, other organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Create awareness of the design plan among property and business owners and generally improve the aesthetics of the BIA common areas.
- Work with the various City departments and community groups to keep Bixby Knolls a safe and pleasant area to shop, dine, visit and conduct business.

2006 - 2007 Work Plan

Promotion & Organization Committee

The purpose of the Promotion and Organization Committee is to ensure that the surrounding communities know about Bixby Knolls businesses, events and the BIA; and, to foster membership involvement and communicate effectively with the membership, other organizations and City entities.

- Plan and implement three sponsored activities/fund-raisers to promote the area.
 - June - Bixby Knolls Street Fair
 - Summer – Dragster Expo and Street Fair
 - December - Snow in Bixby Knolls
- Develop additional events to increase awareness of the district and benefit the local businesses.
- Organize and host a minimum of four mixers including the Annual Meeting and the Annual Installation of Directors and Officers.

Marketing & Recruitment Committee

The purpose of the Marketing and Recruitment Committee is to pursue additional methods to market the Business Improvement Association and the Bixby Knolls area and to retain and strengthen existing businesses while attracting new businesses to Bixby Knolls..

- Continue public and media relations/publicity campaign.
- Publish and distribute the Business Directory & Shopper's Guide.
- Update and distribute the Restaurant Guide.
- Maintain and update the website.
- Publish and distribute *Business Connection* newsletters to BIA Members and 10,000+ households in the 90807 zip code four times per year.
- Maintain the retail and office vacancy roster.
- Assist new businesses with ribbon-cutting and grand opening ceremonies and press releases.
- Provide advocacy on behalf of business license holders as required.
- Work with the residential community to attract quality retail, service and office users.
- Continue to communicate with commercial brokers and property owners.
- Continue to work closely with City staff, the Economic Development Office and the 7th and 8th District Council Offices.

Design Committee

The purpose of the Design Committee is to provide leadership through input, monitoring and working closely with the area's design guidelines; and create awareness of the design guidelines among property and business owners and generally improve the aesthetics of the BIA common areas.

- Aggressively pursue opportunities and funding sources for streetscape and gateway enhancements.
- Continue to work with businesses and developers to promote the Bixby Knolls Design Guidelines and the Urban Design Master Plan.
- Develop an abbreviated version of the Bixby Knolls Design Guidelines.
- Continue the litter and weed abatement program.
- Inspect common areas and address unsightly conditions.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Continue the Adopt-A-Tree Program.

Security & Code Enforcement Committee

The purpose of the Security and Code Enforcement Committee is to ensure that Bixby Knolls is a safe area to shop, dine, visit, live and conduct business as well as an area free of visual blight caused by violations of City code.

- Continue the close liaison with Long Beach Police Department and North Division Substation and improve communication with business owners.
- Assist the Police Department with monitoring crime in the business district.
- Develop a recognition program.
- Monitor City code violations and work with business and property owners to mitigate the violations.

Bixby Knolls At a Glance

90807 Zip Code Demographic Profile

Population29,280

Households10,925

Average Family Income\$93,567

Percentage of Households
with Income over \$50,00065%

Median Age36

October 1, 2006 – September 30, 2007
Bixby Knolls Business Improvement Association Budget

Revenue

Assessment Income	\$	155,000
Voluntary Dues		2,000
Corporate Sponsorship		36,000
Promotional Events		31,500
Total Revenue	\$	<u>224,500</u>

Expenses

Administration	\$	34,000
Salaries/Benefits		68,100
On-Going Promotions		68,500
Promotional Events		53,900
Total Expenses	\$	<u>224,500</u>

Program Fulfillment from Prior Year

Street Décor	\$	25,000
Marketing and Promotions		10,000
Expenditures from Unexpended Funds	\$	35,000

Robert E. Shannon
City Attorney of Long Beach
333 West Ocean Boulevard
Long Beach, California 90802-4664
Telephone (562) 570-2200

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH, AMENDING ORDINANCE NO.
C-6646, MODIFYING THE ASSESSMENTS TO BE LEVIED
WITH THE BIXBY KNOLLS PARKING AND BUSINESS
IMPROVEMENT AREA

The City Council of the City of Long Beach ordains as follows:

Section 1. A public hearing having been duly called pursuant to
Resolution of Intention No. _____, adopted August 22, 2006, Section 4
of Ordinance No. C-6646, is amended to read as follows:

- Sec. 4.A. That the City Council hereby levies, imposes and
orders the collection of annual benefit assessments to be imposed upon
persons occupying business premises in the parking and business
improvement area described in Section 3 of this Ordinance upon such
businesses and in amounts as follows:
1. Type A contract construction,
manufacturing, professions,
wholesaling, unique
businesses and insurance
businesses \$135 plus \$2.50 per employee;
 2. Type B service businesses and
vending operations \$165 plus \$3.25 per employee,
provided, that independent
contractors engaged in the
business of services which are
secondary to another service (as
defined in Long Beach Municipal
Code Section 3.80.243) shall be
charged \$100.65 plus \$3.25 per
employee;
 3. Type C recreation and entertainment
and retail businesses \$165.00 plus \$4.00 per
employee; and

1 4. Type D bank, credit unions and similar
2 financial institutions \$548.00

3 B. The annual benefit assessments shall be payable to the City
4 of Long Beach in the manner at the time the annual business license fee
5 is due. The penalty for non-payment of the assessments on or before the
6 due date shall be as set forth in Section 3.80.422 of the Long Beach
7 Municipal Code.

8 C. Notwithstanding the provisions of Chapter 3.80 of the Long
9 Beach Municipal Code, no business license shall be issued to any person
10 for any business subject to the additional tax requirement of this
11 Ordinance until and unless the additional tax imposed by this Ordinance is
12 paid together with any license tax imposed pursuant to Chapter 3.80.

13
14 Sec. 3. The City Clerk shall certify to the passage of this ordinance
15 by the City Council and cause it to be posted in three conspicuous places in the City of
16 Long Beach, and it shall take effect on the thirty-first day after it is approved by the
17 Mayor.

18
19 I hereby certify that the foregoing ordinance was adopted by the City
20 Council of the City of Long Beach at its meeting of _____, 2006, by

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Robert E. Shannon
City Attorney of Long Beach
333 West Ocean Boulevard
Long Beach, California 90802-4664
Telephone (562) 570-2200

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the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

Approved: _____
(Date)

(Mayor)