

Attachment A

Belmont Shore Business Association
200 Nieto Avenue, Suite 208
Long Beach, CA 90803
(562) 434-3066 Fax (562) 987-0731
www.belmontshore.org
bsba@earthlink.net

2003-2004 Review
2004-2005 Calendar of Event
2004-2005 Budget
2004-2005 Goals

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.



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2004 Board of Directors

Officers

President – Gene Rotondo, Legend’s, Inc.
1st Vice President of Finance – Dave Shlemmer, Shlemmer Investments
2nd Vice President of Promotions – Mike Sheldrake, Polly’s Gourmet Coffee
Secretary – Deborah Fay, Romance Etc.
Treasurer – Dave Morgan, DW Morgan, CPA
Marketing – Chris Elliott, Elliott’s Portrait Studio

Directors

Salvador Farfan, Caught In The Moment Photography
Tim Turrel, Aroma di Roma
Ron Hodges, Shannon’s Bayshore
Gary Roth, Quinns Pub & Board Room Fine Cigars
Joy Starr, Rubber Tree

Executive Director

Tori Busch

Monthly Board Meetings
Last Tuesday of the Month
12:00 p.m., PJ Thai, 5372 E. Second Street

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BSBA Review
October 1, 2003- September 30, 2004

The past year in Belmont Shore has been remarkable. The devotion and energy the Belmont Shore community and business owners have devoted to Belmont Shore is inspirational. The collaboration and communication that is taking place, with all avenues of marketing and promotion, in and around Belmont Shore, is progressing daily.

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

The BSBA continues to encourage merchants to keep the Shore clean and attractive. We will continue to support the contract with the **Conservation Corp.** and **West Coast Power Wash**, through the Belmont Shore Parking and Improvement Commission, to beautify, clean and maintain litter abatement. These efforts will give our customers and friends a feeling that they are working, shopping, living and walking in a clean and safe environment. This will continue to make Belmont Shore a spectacular shopping, dining, and entertainment area, and continue to compete with large malls and other shopping districts.

Marketing Program

Over the past year, the BSBA has expanded its marketing opportunities for Belmont Shore businesses. The BSBA works with the *Press Telegram*, *Grunion Gazette*, *Long Beach Business Journal*, *Seal Beach Sun*, *The View From The Hill* and *The Beachcomber* to promote the area. Over the past twelve months, the BSBA has secured reduced advertising rates for our members in the *Press Telegram*, *Grunion Gazette*, *Seal Beach Sun* and the *Long Beach Business Journal*. The BSBA has enjoyed working with the **Press Telegram** on special advertising promotions. The Press Telegram developed two special advertising inserts for the Belmont Shore Car Show and the Belmont Shore Christmas Parade. The BSBA also promoted the Belmont Shore Car Show and the Belmont Shore Marathon 'Shut-in-the-Shore' event through special flyer and newspaper deliveries.

The BSBA has offered reduced cable-advertising rates through **Charter Communication** to members who wish to participate. Over the past year, five Belmont

Shore businesses ran cable advertising. The eight-second lead-in to each of these commercials highlighted Belmont Shore, before focusing on their individual business.

The BSBA started a unique and highly effective marketing opportunity with **SBC Pac Bell Yellow Pages**. Belmont Shore was highlighted on the cover of over 140,000 Yellow Pages and distributed to five zip codes in and around Long Beach. In addition, over 400,000 directory covers were printed with the Belmont Shore logo on the cover snipe. The BSBA calendar of events and a full-color ad were highlighted on the fifth page of the Yellow Pages. Besides this wonderful exposure, a Belmont Shore Restaurant highlight, led off the restaurant section. Reduced rates were offered to all Belmont Shore businesses that wanted to advertise in the yellow pages and many BSBA businesses participated.

The BSBA joined the **Long Beach Convention and Visitor's Bureau** and has since enjoyed two wonderful opportunities associated with Long Beach CVB. Reduced membership rates were offered to all BSBA businesses and the BSBA increased its participation in Long Beach CVB. In addition to membership, the BSBA hosted a tour for the CVB's Frontline Stars during August 2003 and looks forward to hosting another tour in August 2004. The Frontline Stars are the volunteers who work the concierge desk at the Long Beach Convention Center and other "frontline" workers who have first contact with Long Beach tourists. The tour the BSBA hosted was not only informative, but fun for the Frontline Stars, which some had never been to Belmont Shore before.

The BSBA website has been remodeled recently. A local Belmont Shore business, **Skyhound Internet**, works in conjunction with the BSBA to update the BSBA calendar and activities on a regular basis. The website has a new look, as well as, a searchable database to make searching for Belmont Shore businesses more user friendly.

Monthly Newsletter

Communication with all Belmont Shore businesses has improved greatly over the past year. The monthly minutes of the Promotions Committee and Board Meeting are hand delivered to all the businesses in Belmont Shore (approximately 240 businesses). In addition to the monthly minutes of the meetings, a cover letter from the Executive Director is attached with any other marketing attachments. These face-to-face meetings with business owners, managers and staff help to maintain open dialogue. In all communications with the businesses, the BSBA telephone number, along with the mobile number for the Executive Director, is printed for instant communication.

Belmont Shore Business Directory

During the past year, **40,000 BSBA directories** were printed. These directories were distributed to the Long Beach Convention and Visitors Bureau, Belmont Shore businesses and all the major hotels in Long Beach. The BSBA had over 20,000 directories distributed to homes in the Belmont Shore area.

Associate Memberships

Over the past year, the BSBA expanded our **Associate Membership** to include four levels of membership available. The four levels are: regular, associate, affiliate and

honorary. Besides the 240 regular members, the BSBA currently has two associate members and one honorary member (retired California Governor, George Dukemajian).

Area Security

The BSBA continues to meet at least once a month with the **East Division of the Long Beach Police Department** to monitor crime and safety issues in the district. Representation from the Long Beach Police Department is at our monthly board meetings and communication and concerns for Belmont Shore safety are forwarded to Belmont Shore businesses on an as needed basis. All BSBA businesses are given the telephone number to the East Division of the Long Beach Police Department on a monthly basis and any change in police personnel for Belmont Shore is communicated to the businesses.

The BSBA recognizes the wonderful job the Long Beach Police Department does for the area and hosts a yearly pancake breakfast on their behalf.

BSBA At-Large

The BSBA has established effective business relationships with many community organizations over the past year and is pleased to be represented at organizations that share common goals.

During the past year, the BSBA has worked closely with the **Belmont Shore Parking Commission** by attending monthly meetings and assisting on various projects. Currently, the BSBA is researching valet parking options in Belmont Shore. The BSBA has also assisted the Parking Commission with a study of various beach community parking concerns.

The BSBA, Executive Director, Tori Busch, attends monthly meetings for the **3rd District Joint Council meeting** and the **Long Beach Business Alliance** meeting. She volunteers to work on various committees and organizations that benefit Belmont Shore as well.

The BSBA over the last year has worked collaboratively with the **Belmont Shore Residence Association** on several issues and projects. The BSBA and the BSRA attend each other's monthly meetings and give updates regarding issues that is of a concern to each organization. The relationship that has formed with the two association's benefits Belmont Shore in many ways and is a direct statement of the BSBA's purpose.

Events

The BSBA hosts over 18 community events over the course of 1 year. (Please see attached calendar).

As usual the BSBA hosted our two biggest events this year. The 21st Annual Belmont Shore Christmas on Saturday, December 6th. Record crowds turned out for this wonderful community event that has become a staple of the Long Beach holiday season. We are also proud to announce that we raise all of our own funds for this event. Also, huge crowds turned out for the 14th Annual Belmont Shore Car Show on Sunday, September 14th. Working in conjunction with the Long Beach Press Telegram to market and promote this event the BSBA looks forward to hosting another successful Car Show in September 2004.

New Businesses

Belmont Shore's occupancy rate is over 95% at this time. With the beautiful new remodel of F&M Bank, along with some of the newer businesses doing well, Belmont Shore is truly coming together as its own entity.

Conclusion

As you can read, over the past year many exciting and innovative things have been taking place in Belmont Shore. The communication and collaboration that has been established is working for the benefit of all vested people in Belmont Shore.

Continued education and communication for the Belmont Shore community is necessary for a prosperous and tranquil environment. This growth will happen with all parties working together to promote and protect the unique shopping, dining and entertainment area of Belmont Shore. Focused marketing and a collaborative effort to provide a united front to express opinions and promote a better understanding among merchants, institutions, professionals, as well as residents, is necessary for sustained economic growth.

It has been a pleasure to watch the Belmont Shore community truly come together and grow over the past year. As we look forward to Long Beach's future and the growth of downtown, Belmont Shore must stay focused on the unique and positive attributes of the area. Becoming united is more important, than ever before. The Belmont Shore Business Association looks forward to helping make this happen.

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Belmont Shore Parking and Business Improvement Area
October 1, 2004 through September 30, 2005

No changes are requested in the boundaries of the Belmont Shore PBI A for the coming contract period. These boundaries have been unchanged since the formation of the area by City Council action on June 7, 1983 adopting Ordinance No. C-7035.

Boundaries of Belmont Shore Parking and Business Improvement District

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; thence easterly along the centerline of the east-west alley northerly of said Tract No. 23854; thence northwesterly along the southwesterly line of Second Street; thence easterly along the centerline of Livingston Drive to the point of beginning.

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

**Belmont Shore Business Parking and Business Improvement
Assessment Formula
2004-2005**

<u>Category</u>	<u>Fee</u>
Financial Institution	\$548.74 + \$5.50/employee
Manufacturing and Retail	\$365.82 + \$5.50/employee*
Financial Institutions/Insurance	\$212.90 + \$11.00/employee
Other**	\$212.90 + \$11.00/employee*

* Up to a maximum of 40 employees.

** Other includes contractors, professionals, Rec./entertainment, services, vending, wholesale, and unique classifications. Owners of commercial or residential properties are not included here.

A description of the activities and improvements to be accomplished from October 1, 2004 to September 30, 2005 and the estimated cost of these improvements and activities are summarized below, beginning with the recently adopted 2004-2005 Calendar of Events.

**Belmont Shore Business Parking and Business Improvement
Calendar of Events**

October 1, 2004 – September 30, 2005

October 10, 2004	<u>Long Beach Marathon</u>	7:30 a.m. to 11:00 a.m.
October 31, 2004	<u>Halloween Promotion</u>	4 p.m. to 6 p.m.
November 7, 2004	<u>Arts & Crafts Fair</u>	10 a.m. to 4 p.m.
December 4, 2004	<u>Christmas Parade</u>	6 p.m. to 9 p.m.
December 18-24, 04	<u>Santa's Village</u>	12 p.m. to 8 p.m.
March 11-13, 2005	<u>Sidewalk Sale</u>	10 a.m. to 6 p.m.
March 12, 2005	<u>Pancake Breakfast</u>	9 a.m. to 11:30 a.m.
March 13, 2005	<u>Health Fair</u>	10 a.m. to 3 p.m.
March 27, 2005	<u>Easter Promotion</u>	3 p.m. – 5 pm.
April, 2005	<u>Roar in the Shore</u>	10 a.m. – 4 p.m.
May 8, 2005	<u>Mother's Day</u>	10 a.m. to 3 p.m.
May 11&12, 2005	<u>Stroll & Savor</u>	5:30 p.m. to 9:00 p.m.
June 5, 2005	<u>Arts & Crafts Faire</u>	10 a.m. to 5 p.m.
June 22 & 23, 2005	<u>Stroll & Savor</u>	5 p.m. to 9:30 p.m.
July 31, 2005	<u>Funfest</u>	10 a.m. to 5 p.m.
August 19-21, 2005	<u>Sidewalk Sale</u>	10 a.m. to 6 p.m.
August 24 & 25, 2005	<u>Stroll & Savor</u>	5p.m. to 9:30 p.m.
September 11, 2005	<u>Car Show</u>	10 a.m. to 3:00 p.m.

A detailed description of each of these events is attached.

October 2004

October 10, 2004

Long Beach Marathon: The Belmont Shore Business Association (BSBA) and the Belmont Shore Residence Association (BSRA) will be working together to put together festivities supporting the Long Beach Marathon. The theme will be a "Shore Shut In" and activities will be organized to support the marathoners, residences and business in Belmont Shore.

October 31, 2003

Trick or Treat in Belmont Shore: The BSBA will host festivities for families from 4:00 p.m. to 6:00 p.m. Families from the Belmont Shore neighborhood turn out in costume to receive treats from BSBA merchants.

November 2004

November 7, 2004

Arts & Crafts Faire: The BSBA will host an Art & Crafts Faire from 10:00 a.m. to 5:00 p.m. Vendors of all types come to Belmont Shore to sell their art and holiday crafts. This is the most popular Arts & Crafts Faire the BSBA hosts during the year. The trend for the BSBA Arts & Crafts Faire will be to attract more art than crafts as the year progresses.

December 2004

December 4, 2004

Christmas Parade: The Belmont Shore Christmas Parade is the largest and most elaborate event that the BSBA plans throughout the year. The parade is scheduled for 6:30 p.m. to 9:00 p.m. With over 150 entries this parade is Long Beach's jewel of the holiday season with over 75,000 people attending and entries from all over southern California.

December 20-24, 2003

Santa's Village: Opens on December 20 through December 24, 2002. Santa Claus (Long Beach Police Officers) visits with children of all ages who end the visit with a photo. There will be sponsored nights of music featuring local schools, churches, and more professional groups offering to us their musical interpretations of Christmas.

January 2005

No Events Planned

February 2005

No Events Planned

March 2005

March 11-13, 2005

Sidewalk Sale: Held from 10:00 a.m. to 6:00 p.m., Friday through Sunday the spring sidewalk sale is a promotion for most merchants on Second Street. This promotion enables the merchants to offer their past season merchandise at reduced rates. The sidewalk sale attracts numerous people from all over the Long Beach area who are looking for a great bargain on unique merchandise.

March 12, 2005

Pancake Breakfast: Held on Saturday morning from 9:00 – 11:30 the pancake breakfast is a tradition for the BSBA to honor the police officers that have volunteered their time as Santa Claus. The venue for the pancake breakfast is Legend's and a wonderful group of neighborhood families come to have breakfast with the police.

March 13, 2005

Health Faire: The Health Fair is held from 10:00 a.m. to 3:00 p.m. The past four years the BSBA and St. Mary Medical Center have teamed up to offer the Belmont Shore community a fun and healthy event. A multitude of health related activities take place over the day including cholesterol screening, blood pressure check and the Red Cross taking blood donations. Also included in the health fair are local health related merchants offering samples of their services.

April 2005

March 27, 2005

Easter Promotion: Held the Friday before Easter from 4:00 – 6:00 p.m. the BSBA sponsors a local promotion for the neighborhood children to visit local merchants to collect Easter candy. The Easter bunny is located around Second Street taking pictures with the children and merchants.

April 2005

Roar in the Shore: Held the Sunday before the Long Beach Toyota Grand Prix, the Grand Prix will roar into Belmont Shore. The BSBA shuts down six side streets to highlight an aspect of the Grand Prix. This event is hosted by the BSBA and lasts from 11:00 a.m. to 3:00 p.m. Several Long Beach community organizations participated in the first Pre-Grand Prix event and the BSBA looks forward to growing this event for the Belmont Shore community.

May 2005

May 8, 2005

Mother's Day: Beginning at 10:00 a.m. the BSBA gives away 500 orchids to Mother's walking on Second Street. Several merchants also offer Mother's discounted opportunities on their services for the day.

May 11 & 12, 2005

Stroll & Savor: The stroll & savor's begin at 5:30 p.m. until 9:00 p.m. This delightful event showcases the many unique eating establishments offered in Belmont Shore. Participants purchase tickets and visit over 30 local restaurant sampling food throughout the evening. During the past year, the stroll & savors have been given themes and are promoted through various print media.

June 2005

June 5, 2005

Arts & Crafts Faire: This event is scheduled from 10:00 a.m. to 5:00 p.m. It will showcase many local artists and crafters. The BSBA hopes to get 45 exhibitors to showcase their art.

June 22 & 23, 2005

Stroll & Savor: The stroll & savor's begin at 5:30 p.m. until 9:00 p.m. This delightful event showcases the many unique eating establishments offered in Belmont Shore. Participants purchase tickets and visit over 30 local restaurant sampling food throughout the evening. During the past year, the stroll & savors have been given themes and are promoted through various print media.

July 2005

July 31, 2005

Funfest: The Funfest is an all day event that centers on the family. Many activities are offered for the children including bounce house, pet adoptions, and mobile skate park. The Funfest also offers plenty of opportunity for the whole family to spend a fun-filled day in Belmont Shore. The local police and fire departments participate by showcasing their vehicles and offering exhibitions of their special talents.

August 2005

August 19-21, 2005

Sidewalk Sale: Held from 10:00 a.m. to 6:00 p.m., Friday through Sunday the spring sidewalk sale is a promotion for most merchants on Second Street. This promotion enables the merchants to offer their past season merchandise at reduced rates. The sidewalk sale attracts numerous people from all over the Long Beach area who are looking for a great bargain on unique merchandise.

August 24 & 25, 2005

Stroll & Savor: The stroll & savor's begin at 5:30 p.m. until 9:00 p.m. This delightful event showcases the many unique eating establishments offered in Belmont Shore. Participants purchase tickets and visit over 30 local restaurant sampling food throughout the evening. During the past year, the stroll & savors have been given themes and are promoted through various print media.

September 2005

September 11, 2005

Car Show: This event will be the 16th Annual Car Show for Belmont Shore and will be held from 10:00 a.m. to 3:00 p.m. With over 60,000 people attending the event, this is one of the largest car shows on the West Coast. Over 600 pre '75 classic cars are on display for the day.



**October 1, 2004 - September 30, 2005
Belmont Shore Business Association Budget**

4000

Revenue

4200	Membership Dues	\$79,500.00
4400	Corporate Sponsorship	\$37,000.00
4600	Investment Returns	\$2,100.00
4800	Promotional Events	\$91,400.00
	Total Revenue	\$210,000.00

6000

Expenses

6200	Administration	\$79,000.00
6600	Ongoing Promotions	\$30,000.00
6800	Promotional Events	\$101,000.00
	Total Expenses	\$210,000.00



**October 1, 2004 - September 30, 2005
Belmont Shore Business Association Budget**

4000

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6600	Ongoing Promotions	\$30,000.00
6800	Promotional Events	\$101,000.00
	Total Expenses	\$210,000.00

			Budget	BIA Fund	Promotions
+000		Revenue			
	4200	Membership Dues			
	4210	BIA Fund	\$79,000.00	\$79,000.00	
	4220	Associate Members	\$500.00		\$500.00
		4200 Total	\$79,500.00		\$500.00
	4400	Corporate Sponsorship			
	4420	Car Show	\$10,000.00		\$10,000.00
	4430	Health Faire	\$2,000.00		\$2,000.00
	4440	Stroll & Savor	\$1,500.00		\$1,500.00
	4450	Funfest	\$1,000.00		\$1,000.00
	4460	Art Faire	\$0.00		\$0.00
	4470	Christmas Parade	\$12,500.00		\$12,500.00
	4480	Unallocated			
	4482	Financial Institution	\$2,500.00		\$2,500.00
	4484	Anaheuser Busch	\$2,500.00		\$2,500.00
	4488	Airline/Airport	\$2,500.00		\$2,500.00
	4490	Car Dealer	\$2,500.00		\$2,500.00
		4400 Total	\$37,000.00		\$37,000.00
	4600	Investment Returns			
	4610	Interest on Checking	\$100.00		\$100.00
	4620	Advertising Income	\$2,000.00		\$2,000.00
		4600 Total	\$2,100.00		\$2,100.00
	4800	Promotional Events			
	4805	Sidewalk Sale	\$0.00		\$0.00
	4810	Pancake Breakfast	\$500.00		\$500.00
	4815	Easter	\$0.00		\$0.00
	4820	Car Show	\$13,000.00		\$13,000.00
	4825	Mothers Day	\$0.00		\$0.00
	4830	Health Faire	\$500.00		\$500.00
	4835	Grand Prix	\$0.00		\$0.00
	4840	Stroll & Savor			
	4842	May	\$12,000.00		\$12,000.00
	4844	June	\$17,000.00		\$17,000.00
	4846	August	\$17,000.00		\$17,000.00
	4850	Funfest	\$500.00		\$500.00
	4860	Art Faire			
	4862	June	\$1,500.00		\$1,500.00
	4864	November	\$2,000.00		\$2,000.00
	4870	Christmas Parade	\$23,500.00		\$23,500.00
	4880	Santa's Village	\$750.00		\$750.00
	4890	Halloween	\$0.00		\$0.00
	4895	New Promotions	\$3,150.00		\$3,150.00
		4800 Total	\$91,400.00		\$91,400.00
4000		Revenue Total	\$210,000.00	\$79,000.00	\$131,000.00

			Budget	BIA Fund	Promotions
6000		Expenses			
	6200	Administration			
	6210	Outside Service	\$53,000.00	\$53,000.00	
	6220	Rent	\$7,200.00	\$7,200.00	
	6230	Office			
	6232	Postage	\$1,000.00	\$1,000.00	
	6234	Printing	\$2,400.00	\$2,400.00	
	6236	Supplies	\$2,400.00	\$2,400.00	
	6238	Equipment	\$1,000.00	\$1,000.00	
	6240	Insurance	\$4,500.00	\$4,500.00	
	6250	Telephone	\$3,500.00	\$3,500.00	
	6260	Accounting	\$1,500.00	\$1,500.00	
	6270	Meetings and Mixers	\$2,000.00	\$2,000.00	
	6280	Dues & Subscriptions	\$500.00	\$500.00	
		6200 Total	\$79,000.00		
	6600	Ongoing Promotions			
	6610	Seasonal Decorations			
	6612	Christmas	\$2,000.00		\$2,000.00
	6614	Spring	\$2,000.00		\$2,000.00
	6616	Summer	\$2,000.00		\$2,000.00
	6618	Median Tree Lights	\$2,500.00		\$2,500.00
	6620	Advertising			
	6622	Newspaper Ads	\$8,000.00		\$8,000.00
	6624	Shore Directory	\$3,000.00		\$3,000.00
	6626	Yellow Pages	\$0.00		\$0.00
	6628	Cable Ads	\$3,000.00		\$3,000.00
	6630	Welcome Wagon	\$500.00		\$500.00
	6640	Volunteers	\$1,000.00		\$1,000.00
	6650	Web Page	\$1,500.00		\$1,500.00
	6660	Marketing	\$1,500.00		\$1,500.00
	6670	Reserve	\$3,000.00		\$3,000.00
		6600 Total	\$30,000.00		\$30,000.00
	6800	Promotional Events			
	6805	Sidewalk Sale			
	6806	August	\$500.00		\$500.00
	6808	March	\$500.00		\$500.00
	6810	Pancake Breakfast	\$250.00		\$250.00
	6815	Easter	\$100.00		\$100.00
	6820	Car Show	\$20,000.00		\$20,000.00
	6825	Mothers Day	\$500.00		\$500.00
	6830	Health Faire	\$1,500.00		\$1,500.00
	6835	Grand Prix	\$2,000.00		\$2,000.00
	6840	Stroll & Savor			
	6842	May	\$9,000.00		\$9,000.00
	6844	June	\$14,000.00		\$14,000.00
	6846	August	\$14,000.00		\$14,000.00
	6850	Funfest	\$2,000.00		\$2,000.00
	6860	Art Faire			
	6862	June	\$500.00		\$500.00
	6864	November	\$500.00		\$500.00
	6870	Christmas Parade	\$33,000.00		\$33,000.00
	6880	Santa's Village	\$0.00		\$0.00
	6890	Halloween	\$500.00		\$500.00
	6895	New Promotions	\$2,150.00		\$2,150.00
		6800 Total	\$101,000.00		\$101,000.00
6000		Expenses Total	\$210,000.00	\$79,000.00	\$131,000.00

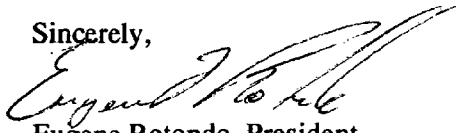
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2004-2005 Goals

- Market Belmont Shore businesses to all area residents
 - Work with vested community to promote and maintain prosperity of area
 - Collaborate with Long Beach Convention and Visitor's Bureau to market Belmont Shore with the tourist and convention audience.
 - Promote the Belmont Shore community as a whole.
 - Continue to provide safe and fun events for the Belmont Shore community.
 - Seek corporate and private funding to supplement BSBA budget and provide for more publicized events.
-

On behalf of the Belmont Shore Business Association, we respectfully submit this report and accompanying financial data for the fiscal year October 1, 2004 through September 30, 2005.

Sincerely,

A handwritten signature in black ink, appearing to read "Eugene Rotondo", written in a cursive style.

Eugene Rotondo, President
Belmont Shore Business Association

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

1 RESOLUTION NO. C-

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH APPROVING AN ANNUAL
5 REPORT FOR OCTOBER 1, 2004 TO SEPTEMBER 30,
6 2005 FOR THE BELMONT SHORE PARKING AND
7 BUSINESS IMPROVEMENT AREA AND DECLARING ITS
8 INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR
9 THAT FISCAL YEAR

10
11 The City Council of the City of Long Beach resolves as follows:

12 WHEREAS, pursuant to Section 36533 of the California Streets and
13 Highways Code, the Belmont Shore Parking and Business Improvement Area Advisory
14 Commission has caused a Report to be prepared for October 1, 2004 to September 30,
15 2005 relating to the Belmont Shore Parking and Business Improvement Area which is
16 located along the commercial corridor at Second Street generally between Livingston
17 Drive and Bayshore Avenue within the City of Long Beach; and,

18 WHEREAS, said Report contains, among other things, with respect to
19 October 1, 2004 to September 30, 2005, all matters required to be included by the
20 above cited Section 36533; and,

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

23 1. Make no changes in existing Area boundaries and to maintain the
24 existing boundaries of the Belmont Shore Parking and Business Improvement Area as
25 described in Ordinance No. C-5963 of the City Council of the City of Long Beach which
26 created the Area.

27 2. Confirm levy of and direct collecting within assessments for the
28 Belmont Shore Parking and Business Improvement Area for October 1, 2004 to

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

1 September 30, 2005. Said assessments are proposed to be levied at a rate of \$365.82
2 plus \$5.50 per employee (up to a maximum of forty (40) employees) on each
3 Manufacturing and Retail business, and at a rate of \$212.90 plus \$11.00 per employee
4 (up to a maximum of forty (40) employees) for each business of any other classification
5 which include, but may not be limited to, contractors, professionals,
6 recreation/entertainment, services, vending, wholesalers, and unique business
7 classifications. Assessments are to be levied on financial institutions and banks, and
8 are hereby levied at \$548.74 plus \$5.50 per employee, and insurance companies and
9 related businesses, which are hereby levied at \$212.90 plus \$11.00 per employee.
10 Assessment are not proposed to be levied on owners of commercial or residential
11 property.

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

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

17 WHEREAS, a copy of the Report is on file with the City Clerk and includes
18 a full description of the activities and improvements to be provided from October 1,
19 2004 to September 30, 2005, the boundaries of the area, and the proposed
20 assessments to be levied on the businesses that fiscal year and all other information
21 required by law; and

22 WHEREAS, it is the desire of this City Council to fix the time and place for
23 a public hearing to be held in the City Council Chamber of the City of Long Beach on
24 September 21, 2004 at 5:00 p.m., regarding the Report, the levy and the proposed
25 program for the 2004-2005 fiscal year;

26
27 NOW THEREFORE, the City Council of the City of Long Beach resolves
28 as follows:

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1 Section 1. That certain Report entitled "Assessment Report for
2 October 1, 2004 to September 30, 2005, Belmont Shore Parking and Business
3 Improvement Area" as filed with the City Clerk is hereby approved.

4 Sec. 2. On September 21, 2004 at 5:00 p.m., in the City Council
5 Chamber of the City of Long Beach located in the Long Beach City Hall, First Floor, 333
6 West Ocean Boulevard, Long Beach, CA 90802, the City Council of the City of Long
7 Beach will conduct a public hearing on the levy of proposed assessments for October 1,
8 2004 to September 30, 2005 for the Belmont Shore Parking and Business Improvement
9 Area with no change in the basis and method assessment. All concerned persons are
10 invited to attend and be heard, and oral or written protests may be made, in accordance
11 with the following procedures:

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

17 B. Every written protest shall be filed with the City Clerk at or
18 before the time fixed for the public hearing. The City Council may waive any irregularity
19 in the form or content of any written protest and at the public hearing may correct minor
20 defects in the proceedings. A written protest may be withdrawn in writing at any time
21 before the conclusion of the public hearing.

22 C. Each written protest shall contain a description of the
23 business in which the person subscribing the protest is interested sufficient to identify
24 the business and, if a person subscribing is not shown on the official records of the City
25 as the owner of the business, the protest shall contain or be accompanied by written
26 evidence that the person subscribing is the owner of the business. A written protest
27 which does not comply with this section shall not be counted in determining a majority
28 protest.

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

5 Sec. 4. This resolution shall take effect immediately upon its
6 adoption by the City Council, and the City Clerk shall certify the vote adopting this
7 resolution.

8
9 I certify that this resolution was adopted by the City Council of the City of
10 Long Beach at its meeting of _____, 2004 , by the following vote:

11 Ayes: Councilmembers: _____

12 _____

13 _____

14 _____

15 Noes: Councilmembers: _____

16 _____

17 Absent: Councilmembers: _____

18 _____

19 _____

20 _____

City Clerk

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