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A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CONFIRMING, FOLLOWING HEARING, AN ANNUAL REPORT OF THE BIXBY KNOLLS PARKING AND BUSINESS IMPROVEMENT AREA, CONTINUING THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT AND SETTING FORTH OTHER RELATED MATTERS

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Bixby Knolls Business Improvement Association has caused a Report to be prepared for October 1, 2017 through September 30, 2018 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA"); and

WHEREAS, said Report contains, among other things, all matters required to be included by the above cited Section 36533; and

WHEREAS, on October 3, 2017 at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with Resolution No. RES-17-0093, adopted September 12, 2017, at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report; and

WHEREAS, a majority protest not having been received, it is the City Council's desire to confirm the Report as originally filed and impose and continue the levy of the Annual Assessment as described in the Report;

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

Section 1. A public hearing having been conducted on October 3, 2017 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be

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

17 SEP 25 AM 9:11

LOS ANGELES
CALIFORNIA

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heard, the City Council hereby confirms the Report of the Bixby Knolls Business Improvement Association, previously filed and approved by Resolution No. RES-17-0093, adopted September 12, 2017, as originally filed, and declares that this resolution shall constitute the levy of the Assessment referred to in the Report for October 1, 2017 through September 30, 2018, as more specifically set forth in Exhibit "A".

Section 2. This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting this resolution.

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of October 3, 2017, by the following vote:

Ayes: Councilmembers: Gonzalez, Pearce, Price,
Supernaw, Mungo, Andrews,
Uranga, Austin, Richardson.

Noes: Councilmembers: None.

Absent: Councilmembers: None.


City Clerk

2017 - 2018 Report
to the City of Long Beach
Including the Work Plan & Budget for
October 2017 - September 2018

Presented by the
Bixby Knolls Business Improvement Association
4321 Atlantic Avenue
Long Beach, CA 90807

Phone (562) 595-0081
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 July 1, 2017 - June 30, 2018.

The annual base assessment for businesses is \$250. An additional \$20 is added annually to the assessment fee to make up the gap between RDA contracted funds and assessment fees for the next five years. Non-profits are assessed at \$150.

ASSESSMENT FORMULA

	BUSINESS BASE RATE	NON-PROFIT BASE RATE
July 1, 2016 - June 30, 2017	\$252.27	\$151.36
July 1, 2017 - June 30, 2018	\$272.27 + CPI + \$20	\$171.36 + CPI + \$20

Introduction

The Mission Statement of the Association reads: "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." This statement reflects the focus for the Board's activities and its continuing commitment to the growth and enhancement of our business community.

During the past year, the BKBIA has stayed the course. No major changes in direction but always remaining consistent as a resource for its members, a conduit for community and economic development, and making the district thrive. We continued to balance multiple projects, events and programs, maintained the drive and efforts to follow the BKBIA mission and create a more active, vibrant, and successful business district for its members and adjacent community. Maintaining the current momentum for the district with media coverage and community engagement continued to be part of our daily routine. A top priority is district-wide safety. Our Clean & Safe programs have superseded other projects. CSI Patrol Service works closely with us for events, day and nighttime patrols and responds quickly to a business owner's need when a situation arises. With the continued support from the City of Long Beach and our ten-year contract for Bixby Knolls Work Plan Projects we are continuing to make the positive impacts around the district with our façade improvements, landscaping, "safety lighting installation" program, new business signage, Clean Team and monthly events.

We worked with Commune Communication to update our "brand" making the look of our emails, newsletters, social media posts, and even our letterhead and business cards more streamlined and consistent. We finally feel like we have a cohesive look to everything we produce.

Our quarterly "members only" Bixby Business Breakfast have proven to be the best way to provide direct information and resources to our membership. The turnout for each of these meetings has exceeded our expectations.

As mentioned, the BKBIA continues to stress the importance and priority of connecting the residential customer base to the business corridor. To bring the community and businesses together we program consistent low-cost monthly events and programs, many of which have celebrated longevity and milestones in the district. These are the *Strollers*, *Literary Society*, *First Fridays*, *Good Spirits Club*, *Supper Club*, *Concerts in the Park(ing Lot)*, *Flash Events*, and *Kidical Mass* that activate the local business community. By stitching all of these programs together we are able to reach the full spectrum of local resident and their interests.

The BKBIA continues to rely heavily on its social media network to broaden its promotional and informational outreach. Facebook and Instagram posts and connections have resulted in the growth and awareness of district improvements and events. Each monthly program or event continues to grow and remain strong. Kidical Mass, the parking lot concerts, and the continued growth of First Fridays can be attributed to Facebook, Instagram, and Twitter as word of mouth spreads and people are posting their comments about the events. There is no doubt that our use of social media increased the attendance of

each program. We keep reaching out via advertising into Lakewood-specific magazines as well as those targeting the east side of Long Beach. We want to draw from our east for “destination Bixby Knolls.”

Working out of and managing the Expo Arts Center has provided the opportunity to continue to make the building a true community (arts) center. We had the lower half of the building repainted with the colors from last year’s Pow! Wow! mural to bring the building to the image we have desired. We are now looking forward to Public Works making the interior improvements via Measure A funds.

Staffing remains small but mighty as we keep taking on projects that commit us just beyond our capacity. Executive Director Blair Cohn, Project Manager Cait Yoshioka, First Fridays Coordinator Tokotah Ashcraft and Clean Team member Nash Jacquez all sustain our high level of momentum. Our contractors also help us to paint, light, and beautify the district on an ongoing basis.

Last year we saw many new investments come to fruition. Trader Joe’s moved into The Knolls Shopping Center along with new tenants Pet Food Express, Crunch Fitness, Jersey Mike’s, Chipotle, Mod Pizza and Verizon. Aldi Market, the new post office, Island Pacific Market, Hashtag Burgers, Pixie Baby, Flirt Lash Bar, The Green Olive, Dutch’s Brew House, Russellbuck, Steelcraft, The Merchant, Summerjax, and Edgar & James opened their doors. It was quite fulfilling when all of these locations finally got to be active members. We are working on getting Liberation Brewing Company, Niky’s Sports, and Cheese Addiction open and new tenants along the 3800 block of Atlantic.

The focus of 2017-2018 remains to again stay the course. We are unchanged with the perpetual question of “what’s next? How do we get to the next level?” We will maintain the drive and energy of the current monthly events, streetscape improvements per the Bixby Knolls Work Plan, focus on security and safety of the district, engage both business- and property-owners and further our efforts to fill vacant store fronts and office spaces. There will be greater board member involvement as we have them signing up for areas of interest including distribution of Welcome Kits to new businesses. Over the past year we had have never been so engaged with the broker community. It is important that they know of our vision and mission and work with us to find tenants that best serve the community. And finally, the good news is that there are many exciting things that will come to fruition in this next year and transform the district even further in a positive direction.

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. Appointed in accordance with our Bylaws, each position represents a sector of the area as defined by the formation ordinance. 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 the volunteers that serve on the Board of Directors and its committees.

Quarterly Business Breakfasts

By far these meetings are the best way to reach our membership. We have been very successful in drawing a large crowd to our new quarterly Bixby Business Breakfasts. These are members-only events

(community is not invited to these) with a simple agenda of providing a free breakfast, enforcing the rule that people sit with other people they do not know, and having a guest speaker discuss business-relevant topics. We have seen the attendance average 90+ businesses each time. We were lucky to have 10 business owners show up to an after work mixer. With the meetings starting prior to the work day and providing breakfast there is much more value. We had speakers addressing the Economic Development Blueprint, Pacific Gateway features, SBDC resources, the city's Land Use Element, LBPD safety tips for business, BKBIA updates, BizPort presentation, and updates from LBFD. It's telling when the members don't just run out of the room when the program ends. They stay to chat and network more before leaving.

Monthly E-Newsletters & Notices

The monthly e-newsletters are not only a cost savings, but an effective way to reach our members and the community at large. Our shorter, more concise version called the **Bixby Brief** is a better way to get immediate news and information out to the membership in a streamlined format. Event listings are still included but focus more on "what's happening on the street" and have already received a greater response. New for the upcoming year will be our "*Spotlight on Business*" which will put a face to a business name. We believe in this bedroom community it is important to personalize the businesses and give the locals a face that they can identify with. We have a photographer setting appointments with the business owners to take their portraits so we can share the photos along with the specific information about the owner and the business features.

Postcard, direct mail pieces, and kits – We mail letters monthly or on an as needed basis to the membership to provide additional resources or information and invites to events. Our new Welcome Kits are being distributed not only to those just opening up in the district but to the entire membership so everyone is familiar with who/what we are and what we can do for them. We are often asked "What is a BID anyway?" so these kits will help.

"Members-Only" Facebook group page – Our Facebook group provides us another way to get information directly to the membership. We have encouraged all of our members to join this group so they can communicate with each other and have a dialogue with the BKBIA. We share information from LBPD, SBDC, marketing and promotion resources, and even photos and reports of crime incidents in the district. We definitely provide a lot of safety tips and resources to keep the businesses safe.

Community Newsletters, Magazines, and Meetings – Getting our message literally delivered to the homes in the area is a critical component for us. We continued placing ads and providing an editorial column in the Cal Heights newsletter and in the *Bixby Neighbors* magazine. We also attended neighborhood association meetings to provide district updates and share the "support local" message. We continued our reach with ads in the Lakewood 907 and Long Beach 908 magazines and focus on drawing beyond our local community to push Bixby Knolls as a destination location.

Promotion of the Business District

Media

The BKBIA continued to remain in the media with increased visibility in the local press with both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Uptown Gazette*, *Long Beach Press-Telegram*, *Bixby Neighbors*, *Lakewood 907*, *Long Beach 908*, *LBPost.com*, and *longbeachstuff.com*. We have been fortunate to receive ongoing coverage of every event and program throughout the year to keep our profile high.

Small Business Saturdays

We promote the participation in the national Small Business Saturday in November that follows Black Friday but we have created our own second SBS in May as another reminder to the local community to make the commitment of supporting their local businesses. We stress the fact that “every day is Small Business Saturday” but created this six month reminder that the locals should be out supporting *their* businesses. We added fun scavenger hunts and Bingo-type games with prizes as incentives for greater participation.

Social Media

The BKBIA remains very active daily within social media networks. Facebook, Instagram, and Twitter accounts are used to announce events and programs and directly connect with people and organizations from all over the city (and beyond). The increase in attendance to events such as First Fridays and Kidical Mass can be definitely attributed to these accounts. The Facebook account has over 2,800 “friends” who have the links and event messages sent directly to them. In addition, there is a lot of “chatter” about the BKBIA via Twitter with constant updates. First Fridays has over 10,000 “likes” and growing. We capture an online gallery for our website as we shoot photos of images that best highlight the district at our events or patrols.

Community Events

The BKBIA remains consistent with its programs and events to connect its members to the local community. New friendships and greater connectivity among the neighborhoods have been the direct result of the consistency of our efforts. This is clearly evident each Saturday morning at the Strollers, before and after a Literary Society meeting, at a Supper Club or Good Spirits Club, and during our Kidical Mass rides. Again, if you stitch together all of our programs then you have a great representation from across the whole scope of the neighborhood. We offer something for everyone, always family-friendly and inclusive, and promote our message of “supporting your local businesses.”

The **Bixby Knolls Strollers** walking club was created so neighbors and BIA members could meet and greet every Saturday morning as a way to socialize together. The weekly routes tour the business districts and neighborhoods as a way to acquaint the community with each other. The Strollers are hosted by Coffee Bean & Tea Leaf on Atlantic Avenue. Now 9 ½ years into it, the Strollers continue to have roughly 40 people each week coming out to tour the corridors and neighborhoods. This is also a weekly opportunity to share all the latest news and projects with the group. More than nine years strong

for a basic concept like a walking club is something very special and significant to the continuing renaissance of the district.

Bixby Knolls Supper Club is making its sixth and seventh round of visits to the local restaurants and the business owners are thrilled to have the BKBIA return with its regulars. It is a simple concept of supporting the local restaurants by filling them up on a Monday night which is typically a slow night. The response continues to be enthusiastic and some restaurants need to host two seatings rather than one. There is no cost to the BKBIA. An email is sent out to our list and within 4 hours the reservations get filled up. Sometimes we put a fun twist on the event by giving it a different title or focus but the endgame of supporting the business remains the same. It is fulfilling to see not only the business full and bustling but the attendees moving table to table to greet each other as “regulars.”

The **Bixby Knolls Literary Society** monthly book club is now in its 114th book discussion of the greatest American literature of the last century (with some contemporary selections as well). The group has expanded its draw beyond the Bixby Knolls area as some members come as far as the South Bay to attend the meetings at Elise’s Tea Room. The BKBIA purchases the refreshments from the tea room for its attendees and to be sure that the meeting is worthwhile for the business.

First Fridays Art Walk just celebrated a major milestone of its 10th anniversary. This remains our marquee event in Bixby Knolls. It continues to not only grow in attendance each month but truly serves as the major economic driver for the district. The use of art and music of all types has truly been a catalyst to create the foot traffic along Atlantic Avenue that does not exist the rest of the month. The businesses use the event as a monthly showcase or open house. Even businesses outside of our pedestrian zone on Atlantic or on Long Beach Boulevard often come and set up a table or distribute information promoting their business to the crowds. We continued to partner with our council offices and allow Bixby Knolls area non-profits, schools, and neighborhood associations to participate as well. A typical First Friday includes artists and art work of all types, live music, strolling minstrels and fun characters that transform the corridor to a bustling urban shopping and dining zone. Most months include a specific theme to make the evening more fun. Themes have been: Black History Month, Summer Session, Women’s History Month, Arts Month, Mardi Gras, American Beauty, and our annual Long Beach County Fair. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. We continue to hear about the successes that result in First Fridays from the business owners. It has become an event that the businesses count on each month for increased sales and exposure and the community now calendars it for a fun night out on the corridor. It is the most important event in the district and is the model for others to activate other districts and neighborhoods.

We continue to add to the music in the neighborhood similar to the Long Beach Municipal Band’s schedule of concerts in Los Cerritos Park with our own music series called **Concerts in the Park(ing Lot)**. We can involve our businesses similarly to a Supper Club event by using a parking lot from one business and having one of the restaurants be the food source for attendee dinners. We host three of these during summer and have been lucky this year to acquire sponsorship to cover the major costs of the event. The set-up is just like a concert Los Cerritos Park with live music and people providing their own chairs and tables. It is a wonderful sight to see local community members sitting, eating, or dancing in the middle of a parking lot and just enjoying themselves in such an unconventional type of

setting. We recently had our largest turnout with over 700 attendees enjoying a night in a coffee shop's parking lot. The whole scene is rather unique which makes it all the more fun.

The **Good Spirits Club** has become one of our most popular of monthly programs. This really is Supper Club in reverse. We choose a location in the district with a liquor license and invite the community to come and enjoy a drink. We schedule the time for 6:30pm which is typically dinner hour so we say "come have a drink with us and get dinner if you want." Supper Club is "come eat dinner with us and order a drink if you want." The business benefits with both food and drink sales for the night. For more than a year now we have pretty much taken over the bar or restaurant with the group. Average attendance is 80 people. To keep it fun and engaging we theme the drinks to go with the location or give names for people, places, or things in the neighborhood. Names include: *The Code Enforcement*, *The Austin*, *The Killingsworth*, *Members Only*, *The Build-Out*, *The AQMD*, and *The Entitlement*. We implemented a membership card for people to get signed every time they attend. When they get all of the icons signed at the end of the first tour of locations people are awarded a special treat. We want to keep this fun, casual, and engaging to get folks to look forward to it each month.

Our **Kidical Mass** celebrated its 5th anniversary this year. Our monthly family bike ride draws an average of 70 riders each month. The event is a play on words for the Critical Mass national bike movement where bikes block traffic to create awareness for cycling. Kidical Mass is also a national movement to promote the benefits of cycling to kids and teaches bike safety tips while promoting the health benefits. The rides start and finish at Georgie's Place on Atlantic Avenue with complimentary ice cream from Baskin Robbins served to all participants. We are promoting the city's bike agenda and Bixby Knolls as a bike friendly business district and again connecting the community to our local businesses. We will soon present our 6th Annual Iron Kid Award to a regular participant. Last year an 11-year-old girl won this award for her enthusiasm, consistency in riding, and use of hand signals during the rides.

We held another two "**Flash Events**" this year. By only using social media to post the event we can gauge the response to the message we post. For instance, a business might offer a "free" item between the hours of 5pm and 7pm and we only post it on social media, we can then tell by the response who is seeing our messages, what time(s) are the best to post the message, and what it will take to get a call to action from the public. Additionally, the hosting business receives all the free publicity all through the day as people see and "like" the post and the post gets re-shared all day long throughout the city. FREE or discounted food or drinks have worked the best so far. We want to continue these experiments periodically as a fun, low- no-cost marketing program.

Mobile Office Hours – We take our show on the road in a sense. We pick a particular business and set up shop in the location for an hour or so as a way to get facetime with that business owner or any others that will drop by for conversation. The business gets its name promoted through our social media and we get to talk with the business owner about the status of things, marketing ideas, and any other news from their part of the district. It has become one of the most beneficial programs we have because of the one-on-one interaction.

Our **End of Summer Bash** in August draws attention to the business center at Carson and Long Beach Boulevard. Throughout the year we also celebrate **anniversaries** and **grand openings** making sure that our members and local community know of all the good news in the district.

We are eagerly awaiting the return of **Beach Streets** to the district in October and have already given our membership the heads up about the event. We encourage everyone to come participate and find creative ways to engage the participants.

Business District Improvement and Safety

Bixby Knolls Work Plan Projects

Our “to do” list continues to be dictated by the HyettPalma Report. Funds from redevelopment have allowed us to carry out the projects to make the physical changes to the district plus keep Clean & Safe and First Fridays in full swing. Façade improvements, new signage and lighting, landscape projects, banners, clean-up programs, and miscellaneous special events all help with the revitalization of the district.

Streetscape Maintenance and Improvement

Maintaining the look of the district is always a top priority. Our Clean Team keeps a regular schedule of watering trees and flower pots and trash pick-up. Conservation Corps of Long Beach is contracted to power-wash our sidewalks on an as-needed basis. And we make sure to hand water of all the new “boy scout” trees in the area as well as the young sycamore trees in the medians between Del Amo and San Antonio.

To address the aesthetic needs and improvements for Long Beach Boulevard, we send our **BK BIA Clean Team** out along the corridor each week to remove trash, graffiti, weeds, or report any code enforcement issues. We have also included properties on the boulevard in our façade improvement program and have recently painted, landscaped, and fixed lights on three properties. The professional service members reap the benefit of a clean and safe district to attract and retain their clients.

The **Expo Arts Center** at 4321 Atlantic continues to be the hub for arts and community events. For the sixth summer The Kids Theatre Company holds its art camps in the building. Local non-profits, Council offices, theater groups, and other organizations have been able to use the space while contributing to the building with operating expenses, supplies for the building, and “sweat equity” programs like patching and painting different rooms in the building. First Fridays bring large crowds for the monthly showcase of the space. One of the biggest annual events is now the Black History Month celebration in February. It can sometimes be challenging to manage the space but it is fulfilling to see how the EAC has become a true go-to community space. We have been working with Public Works on the list for interior improvements with the Measure A funds. Lastly, we have been working with the city attorney’s office on our new management agreement so we are on the same page with the county assessor’s office regarding management of the building.

Maintaining the Common Areas

Safety

Safety along our corridors is a top priority. Period. The BKBIA hires CSI Patrol Service, Inc., (a Bixby Knolls business) to patrol all of our corridors, parking lots, and alleys. We expanded the patrols to five nights a week plus three daytime patrols a week. The daytime patrols add another safety presence in the district besides what LBPB is already doing. In addition, CSI Patrol staffs each First Fridays and other events to ensure safety and the family-friendly environment we set out to create. After the event ends the security staff patrols the streets adjacent to Atlantic to make sure that there are no incidents from the attendees to the local homes. Business owners are encouraged to reach out to CSI to report any suspicious activities. CSI is always very responsive and on-call to help our membership.

The BKBIA continues to maintain a close relationship with the North Long Beach Police Division, meeting monthly for security updates. The BKBIA 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. The BIA also provides safety tips from the police department to its members and the community via the Bixby Brief e-newsletter and social media.

We continue one of our Work Plan priorities of fixing or replacing all the lighting in front of the businesses in the pedestrian zone. We also work with business and property owners for the installation of safety lights at specific locations. The more that the district is lit up (front and back of a business) the better the perception is that the district is alive and vibrant. We try to eliminate as many dark areas as possible to encourage pedestrian traffic and to help LBPB.

Council of Business Associations (COBA)

The BKBIA continues to meet monthly with representatives from other BIDs and business alliances. There is a positive exchange of information and ideas to better help each other and individual districts. All members share the same issues, whether large or small. The group has begun to address specific issues within the city and is examining ways to help make Long Beach a truly business-friendly city. This year we focused on the Economic Development Blueprint, the audit of all BIDs, SBDC resources, proposed changes to entertainment inside venues and outdoor busking, proposed styrofoam ban and met with a number of city departments about changes, processes, and issues that would help or affect our members.

Business and Commercial Real Estate Development

The BKBIA had more contact than ever with property owners and brokers to work together on furthering the goals and visions of the BKBIA. Our outreach and partnerships have helped to fill vacancies with businesses that best serve the district. Our continued marketing and promotion of our events and the district as a whole as a great place to open a business is the most effective approach to raise awareness and gain attention for our part of the city. We have sent the local broker community the link to our updated "Bixby Knolls Testimonials" video as another tool to use to help attract new tenants. We believe this is a big recruiting tool we can use for potential business owners and those even looking to purchase a building (or even a home) in Bixby Knolls.

New Businesses

We have had a significant increase of new businesses (both retail and service) opening up over the last year. We continue to fill vacancies not only in retail but services, too. There are some significant properties, especially in the 3800 block of Atlantic, that are in the "lease pending" status and we are looking forward to these spaces being filled and activating that block in full. The big changes included the closing of landmarks such as Nino's Italian Restaurant and Tuttle Cameras and a fire at George's 50s Diner.

Conclusion

The Board of Directors is committed to its mission statement, and is always working on refining the specific goals designed to move the organization closer to its articulated mission. The BKBIA is working on several fronts simultaneously to encourage consumers locally and regionally to experience Bixby Knolls. This includes new and frequent events to connect the community to the business district, increasing our social media presence, reaching out to a variety of businesses in our area to get their participation in activities/events, and building upon and creating new partnerships with BKBIA members and city agencies. Special events have played a critical part in developing positive recognition for our district, and helps draw out the local residents. We are now focusing on drawing attendees from beyond our neighborhood to support the events (and businesses). Kidical Mass and First Fridays both have attendees from all over town. Continuing to use the HyettPalma recommendations as the "road map," the BKBIA can implement multiple projects immediately to additionally enhance the attractiveness of the district for its membership. The safety and security of the district will always be the top priority for the BKBIA.

The BKBIA continues to move forward but keeps a watchful eye on the local and state issues regarding the redevelopment dollars. Bixby Knolls can continue to be an area of economic growth and health especially while we continue with our "redevelopment fund" contract.

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.

Goals

Our goals for 2017-18 are as follows:

- Stay the course. Continue to implement the recommendations of the Bixby Knolls Work Plan as articulated by the HyettPalma Study, to continue to improve the aesthetics of the BKBIA common areas with painting and lighting programs, façade improvements, tree-planting and landscape programs, street banners, art window displays, public gathering places, and street clean-up programs.
- Focus on safety for the business district and surrounding areas via continued private security patrols and continued partnership with the Long Beach Police Department North Division.
- Continue to engage the broker community as well as the property owners to help recruit tenants that best serve the Bixby Knolls area.
- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BKBIA through effective use of existing media from print, social media, networking, and various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- Create membership involvement and ensure effective communication with the membership, other community organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BKBIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Continue the ongoing analysis to figure out “what’s the next big thing” for Bixby Knolls.
- Improve the Expo Arts Center for more use and programming.

2017 - 2018 Work Plan

Promotion & Marketing Committee

The purpose of the Promotion and Marketing Committee is to ensure that the surrounding communities are aware of Bixby Knolls businesses, events and the BIA.

- Plan and implement effective sponsored activities/fund-raisers to promote the area.
 - Continue to grow and promote First Fridays and engaging more participation from local businesses. Implement specific rules and regulations.
 - Continue to program and expand the Expo Arts Center's arts & cultural events
 - Maintaining current roster of events such as: Strollers, Literary Society, Supper Club, Good Spirits Club, Kidical Mass, Concerts in the Park(ing Lot), Flash Events, and create new, effective events and programs
 - November – Small Business Saturday
 - December – First Fridays Holiday Celebration
 - May – Small Business Saturday
 - Promote and support events hosted by BKBIA members
- Promote and network events and programs through social media outlets such as Facebook, Instagram, and Twitter.
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: “loyalty clubs” at restaurants and retailers).
- Create a brand new BKBIA website.
- Expand our marketing and promotion efforts into Lakewood and adjacent neighborhoods of Bixby Knolls.
- Continue to garner media coverage of all BKBIA events and programs beyond local media; pursue regional and national media outlets. Complete a video promotional project to be used as promotional tools highlighting district features and programming.

Revitalization Committee

The purpose of the Revitalization Committee is to create awareness of the design guidelines among property and business owners and generally improve the aesthetics of the BIA common areas; and to guide the development of a unifying vision for the enhancement of the area, including traffic calming, creating a more pedestrian-friendly ambiance along the primary corridors.

- Continue to implement the recommendations of the HyettPalma report and BK Work Plan for new landscaping projects to beautify the entrances and corridors of Bixby Knolls.
- Continue the litter and weed abatement program via our Clean Team and BKBIA staff district patrols to maintain the attractiveness of the area.
- Inspect common areas and address unsightly conditions along the corridors. Remove graffiti, trim trees and bushes, and plant new landscaping as appropriate.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Work with the 7th & 8th district council offices on landscape projects along the corridors and adjacent neighborhoods.
- Continue the partnerships and projects with the 7th & 8th district council offices, LBPD, Code Enforcement, and Public Works.

Security & Code Enforcement Committee

The purpose of the Security and Code Enforcement Committee is to provide information to business and property owners to help keep Bixby Knolls a safe area to shop, dine, and conduct business; and, an area free of visual blight caused by violations of City code.

- Continue (and increase) the district patrols with CSI Patrol Service, Inc.
- Continue the close liaison with Long Beach Police Department and North Division Commander and improve communication with business owners.
- Provide relevant security and safety information and resources for BIA members on BIA website and direct mailings.
- Monitor city code violations and work with business and property owners to mitigate the violations.
- Document and report incidents of graffiti or other vandalism to code enforcement and LBPD. Continue efforts for BKBIA staff to remove graffiti monthly.
- Install additional security lights and cameras in critical areas of the business corridors.

Member Relations Committee

The purpose of the Member Relations Committee is to make the BKBIA more accessible to members; boost members' awareness of the BKBIA and its goals; foster membership involvement; communicate effectively with the membership, other organizations and City entities; and serve as liaison between the Board and the membership.

- Continue our outreach to businesses via personal visit and direct mail pieces to gather feedback, share pertinent information and resources for businesses, and put a face with the association name for all members. Implement follow-up phone calls to membership.
- Distribute our new Welcome Kits to all members.
- Continue to promote events organized by our membership.
- Continue the quarterly Bixby Business Breakfasts at the Long Beach Petroleum Club.
- Assist new businesses with ribbon-cutting and grand opening ceremonies, press releases and promotion to the community and media via newsletters and direct mailings.
- Continue to work closely with city management, department heads and staff and the 7th and 8th District City Council Offices.
- Assist businesses with any city issues including permitting, licensing, inspection, signage, code or enforcement.
- Launch our new "Spotlight on Business" program to personalize the business owner to the community.

