



# Building A Better Long Beach

January 20, 2011

REDEVELOPMENT AGENCY BOARD MEMBERS  
City of Long Beach  
California

## RECOMMENDATION:

Approve and authorize the Executive Director to execute a Second Amendment to the Agreement with Bixby Knolls Business Improvement Association to fund an amount not to exceed \$200,000 annually beginning in Fiscal Year 2011-12 (FY12) and continuing through Fiscal Year 2020-21 (FY21). (North – District 8)

## DISCUSSION

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

On June 21, 2010, the Agency Board approved a First Amendment to the contract (Agreement) in the amount of \$174,000 for Fiscal Year 2010-11 (FY11) to formalize the BKBIA's implementation of specific strategic initiatives including economic development, special events/sponsorships and marketing. As a result, the BKBIA has successfully produced a number of projects and programs that facilitate economic development, promote business and civic activity within the district and expose Bixby Knolls to a wider region. These efforts include special events/sponsorships, landscaping and beautification activities including façade improvements and a banner program, Bixby Knolls freeway identification signs and other projects.

To continue this work, staff recommends a Second Amendment to the Agreement (Amendment) to extend the term of the Agreement beginning in Fiscal Year 2011-12 (FY12) through Fiscal Year 2020-21 (FY21). The Scope of Work (Scope) includes additional capital improvements including facade improvements, blade and window sign installation and enhancements, a "Clean & Safe" Program, and numerous landscaping and tree planting projects. The Scope also includes marketing, business attraction and retention services and special events advertising.

Eligible services may also include the production of special events including the monthly First Friday Series, art, theater and entertainment events, and an annual car show. Additionally, the Agreement may provide for programming assistance for special events presented at the Agency-owned Expo Building located at 4321 Atlantic Avenue and leased

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to the BKBIA under a separate lease agreement, which holds BKBIA responsible for use-related operation and maintenance costs.

The Agreement provides for oversight and annual review by the City Manager or his designee and may be terminated solely at the discretion of the City Manager or his designee. In the event that the BKBIA Business Improvement District is not renewed, the Agreement may be assigned to an approved successor agency of the BKBIA at the discretion of the City Manager or his designee.

Funding is proposed for the following categories:

**Annualized Budget FY11-FY21  
Bixby Knolls Business Improvement Association**

Economic Development including	\$ 106,925
Capital Improvement Projects	
Marketing and Communications	9,902
Special Events/Sponsorships	34,483
Staff Support	48,690
<b>Total</b>	<b>\$200,000</b>

The annual scope of work shall be negotiated and approved prior to the beginning of each fiscal year. It should be noted that the annual scope of work may not exceed \$200,000 annually; however, the City Manager or designee, at his sole discretion, retains the right to approve an annual scope of work in a lesser amount.

All work will be managed by the BKBIA and funded out of the North Long Beach Redevelopment Project Area budget.

**SUGGESTED ACTION:**

Approve recommendation.

Respectfully submitted,



ROBERT ZUR SCHMIEDE, AICP  
ASSISTANT EXECUTIVE DIRECTOR



AMY J. BODEK, AICP  
EXECUTIVE DIRECTOR

AJB:RZS:TF