

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

1 RESOLUTION NO. RES-16-0103

2  
3 A RESOLUTION OF THE CITY COUNCIL OF THE  
4 CITY OF LONG BEACH CONFIRMING, FOLLOWING  
5 HEARING, AN ANNUAL REPORT OF THE BIXBY KNOLLS  
6 PARKING AND BUSINESS IMPROVEMENT AREA,  
7 CONTINUING THE LEVY OF ANNUAL ASSESSMENT AS  
8 SET FORTH IN SAID REPORT AND SETTING FORTH  
9 OTHER RELATED MATTERS

10  
11 WHEREAS, pursuant to Section 36533 of the California Streets and  
12 Highways Code, the Bixby Knolls Business Improvement Association has caused a  
13 Report to be prepared for October 1, 2016 through September 30, 2017 relating to the  
14 Bixby Knolls Parking and Business Improvement Area ("PBIA"); and

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

17 WHEREAS, on October 18, 2016 at 5:00 p.m., the City Council conducted a  
18 public hearing relating to that Report in accordance with Resolution No. RES-16-0088,  
19 adopted September 20, 2016, at which public hearing all interested persons were  
20 afforded a full opportunity to appear and be heard on all matters relating to the Report;  
21 and

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

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

27 Section 1. A public hearing having been conducted on October 18, 2016  
28 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be

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1 heard, the City Council hereby confirms the Report of the Bixby Knolls Business  
2 Improvement Association, previously filed and approved by Resolution No. RES-16-0088,  
3 adopted September 20, 2016, as originally filed, and declares that this resolution shall  
4 constitute the levy of the Assessment referred to in the Report for October 1, 2016  
5 through September 30, 2017, as more specifically set forth in Exhibit "A".

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

8 I hereby certify that the foregoing resolution was adopted by the City  
9 Council of the City of Long Beach at its meeting of October 18, 2016,  
10 by the following vote:

11 Ayes: Councilmembers: Gonzalez, Price, Supernaw,  
12 Mungo, Andrews, Uranga,  
13 Austin, Richardson.

14  
15 Noes: Councilmembers: None.

16  
17 Absent: Councilmembers: Pearce.

18  
19  
20 *Maria del L. Garcia*  
21 City Clerk

# EXHIBIT "A"

2016 - 2017 Report  
to the City of Long Beach  
Including the Work Plan & Budget for  
October 2016 - September 2017

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

Phone (562) 595-0081  
Fax (562) 595-0281  
E-mail [info@bixbyknollsinfo.com](mailto:info@bixbyknollsinfo.com)  
Website [www.bixbyknollsinfo.com](http://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, 2016 - September 30, 2017.

The annual assessment for businesses was increased to \$250 after 20 years at a stagnant rate. 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
October 1, 2015-September 30, 2016	\$250	\$150
October 1, 2016-September 30, 2017	$\$252.27 + \text{CPI} + \$20$	$\$151.36 + \text{CPI} + \$20$

## 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 continued to balance multiple projects, events, programs, maintained the drive and efforts to follow its mission statement 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 a top priority all year. The BKBIA maintains its priority with the Clean & Safe programs. With the continued support from the City of Long Beach and our ten-year contract for Bixby Knolls Work Plan Projects (now completing year 5 of 10), we are continuing to make the positive impacts to the district with our façade improvements, landscaping, lighting, signage, clean and safe program, and monthly events.

The past year we furthered our analysis and research on branding and marketing the district with the help of consultants Commune Communication. A good deal of time was spent discussing and critiquing our association logo and how it had been co-op'd by the neighborhood. Since the BKBIA has engaged so many residents and neighborhood organizations it became apparent that there was not a single identity for the BKBIA as the producer or organizer of many of the programs that connect the neighborhoods to the business corridors and the residents to each other. We have developed a new BKBIA logo and an entire "badge" system that brands and identifies our efforts.

The new assessment fee was implemented at the beginning of the fiscal year and we have had more resources to invest into additional nighttime security patrols as well as the addition of daytime patrols. We also created new member outreach events such as our Bixby Business Breakfast which has proven to be the best way to provide direct information and resources to our membership.

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 together we program consistent low-cost monthly events and programs such as the *Strollers*, *Literary Society*, *First Fridays*, *Good Spirits Club*, *Supper Club*, *Sunday Socials*, *Concerts in the Park(ing Lot)*, *Flash Events*, and *Kidical Mass* that activate the local community. We also show support for the community-created groups like GRVL Runners, Cal Heights Pavement Pounders, and Bixby Knolls Dawn Joggers that continue to connect and activate the community even more.

The BKBIA continues to rely heavily on its social media network to broaden its promotional and informational outreach. Facebook 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, and especially with the creation of the new “getoutside90807” accounts, increased the attendance of each program. We have also expanded our reach by advertising into Lakewood-specific magazines as well as those targeting the east side of Long Beach.

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 will again be the recipient of a POW! WOW! mural on the front of building which will help make the building truly iconic in the neighborhood. We plan to have the lower half of the building repainted to bring it to the image we have desired.

Staffing changes gave us the burst of new energy we needed to keep pushing our own bar higher. Project Manager Cait Yoshioka, First Fridays Coordinator Tokotah Ashcraft and Clean Team member Andrew Schenker all sustain our high level of momentum. Our contractors also help us to paint, light, and beautify the district on an ongoing basis.

This will be a year of many new investments coming 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. Coming soon are: Aldi Market, Smart & Final, the new post office, Island Pacific Market, Dutch’s Brew House, Rasselbock, Steelcraft, and the new tenant Edgar & James for the former Trader Joe’s location. It will feel quite fulfilling when all of these locations have opened their doors in the district.

The focus of 2016-2017 remains 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, and engage both business- and property-owners and further our efforts to fill vacant store fronts and office spaces. 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. Elected or 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**

We have done away with the semi-standard style of member mixer and our Community Happy Hours. We found that not enough business owners were attending on a regular basis to provide enough value to both the hosting business and to others in attendance. We found that many just came for the free food rather than to officially meet and greet other business and community members. We have been very

successful in drawing a large crowd to our new quarterly Bixby Business Breakfasts. These are a members-only event (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 grow from 50 members to over 100 each time. In the past we were lucky to have 10 business owners show up. With the meetings starting prior to the work day and providing breakfast there will be much more value. We had City Manager Pat West be a guest speaker as well as Ted Hiatt from the SBDC, North Division Commander Komisza, and Deputy Fire Chief Brandt.

### **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. We learned that sending out a newsletter that was only filled with event posters reduced our readership. 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.

Other email alerts updates are sent randomly throughout the month to increase communication from the BKBIA to its members. A series of e-notices about the grand openings, happy hours, construction alerts, and information from LYPD are sent regularly. **Postcards and direct mail pieces** are mailed monthly or as needed to the membership to provide additional resources or information.

**Community Newsletters and Magazines** – Getting our message literally delivered to the homes in the area is a critical component for us. We have pursued placing ads and providing an editorial column in the Cal Heights newsletter and in the new *Bixby Neighbors*. We also expanded our reach with ads in the Lakewood 907 and Long Beach 908 magazines. We will continue to focus on drawing in from the local community but it is now the time to really push Bixby Knolls as a destination location and introduce the greater area to all of our businesses and monthly events. Positive results have been evident via increased phone calls and attendees from our new target areas about specific businesses and events in the area.

## **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*, and online resources such as LBReport.com, LBPost.com, everythinglongbeach.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.

In December we launched our #boughtitinbixby campaign as a way to help promote the “shopping local” program. We have broadened the scope with our newly launched #Discoveredinbixby campaign where we encourage everyone to take a photo and share on social media any and all things of interest in the area ranging from a business to a favorite tree or any special “find” that would be Bixby-centric.



Again, this is one more way to engage the community AND business owners to brag about the area and build upon the neighborhood pride.

### **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 2,600 “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 nearly 7,500 “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. Our newest Instagram and Facebook account “getoutside90807” will help us tie together our efforts to promote an active neighborhood. We can also promote other groups in the neighborhood who are doing the same type of thing; e.g., the newest running club in Bixby Knolls started by a resident.

### **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 can be seen each Saturday morning at the Strollers, before and after a Literary Society meeting, or our Kidical Mass Sundays.

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 re-acquaint the community with each other. The Strollers are currently hosted by the local Coffee Bean & Tea Leaf. Now 8 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 eight 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 fifth and sixth 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. This is another event where we want to rethink and reimagine how to make it different and special to increase attendance again. Calling the dinners something else and add a fun twist might help.

The **Bixby Knolls Literary Society** monthly book club is now in its 103<sup>rd</sup> 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** continues to be THE 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 council offices (Councilmember Austin's "Council on the Corner") 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: Beach Streets Kick-Off, May Day, Summer Lovin', Women's History Month, Mardi Gras, Red, White & True, and Long Beach County Fair. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. Los Angeles Magazine added the event to its "musts" calendar listing. 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 supplement 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 have now held two of these events with two more scheduled through August. 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 have recently added a mini "farmers market" component to the concerts by inviting our local farmers, bakers, and bee keepers to share and sell their wares.

Brand new this year is our **Good Spirits Club**. 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 the last eight months 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 Flight Path. The Austin. The Killingsworth. Members Only. 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.

The BKBIA continues its partnership with the **clean-up team** from the California Heights neighborhood called **Cal Heights Clean Streets**. Every Thursday morning a group of volunteers pick up trash from a different corridor in Bixby Knolls and California Heights. The BKBIA supplements the clean-up efforts

by watering and trimming trees, pulling weeds, or conducting a trash pick-up on our own so there is a combined effort to keep the district clean and tidy.

To address the aesthetic needs and improvements for Long Beach Boulevard, we send our **BKBIA 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.

Our **Kidical Mass** monthly family bike ride draws an average of 70 riders each month. The event is a play on words for the often 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 with complimentary ice cream served to all participants. We also invite other businesses to be involved by setting up tables and interacting with the 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 5<sup>th</sup> Annual Iron Kid Award to a regular participant. Last year an 8-year-old girl won this award for her enthusiasm, consistency in riding, and ability to handle all hills and routes.

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 Facebook, 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 event message and the event 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 implemented this new program as a way to get ourselves out from behind our desks and out into the district for more face time with our members. We pick a particular business and set up shop in the location for an hour or so. 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 **Sunday Socials** are planned for late July and August and is another simple event to draw attendees to Long Beach Boulevard (at Carson) to showcase the businesses that have collaborated to bring attention to their area of the district. And throughout the year we celebrate **anniversaries** and **grand openings** making sure that our members and local community know of all the good news in the district.

Though we did not have a repeat this year of Beach Streets, we did partner with Public Works during the July First Fridays event to have a temporary bike lane installed on Atlantic Avenue between San Antonio and Bixby Road which was well received by attendees.

## **Business District Improvement and Safety**

### **Bixby Knolls Work Plan Projects**

Our “to do” list continues to be dictated by the HyettPalma Report and the 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. The BKBIA board recently held two strategic planning sessions to discuss our mission, vision, and prioritize our goals for improving the district as a whole. This included efforts to turn the Expo Arts Center into a revenue generator, ways to maintain the momentum of our current programs, and to seek other revenue sources to aid the association when the RDA funding is over.

### **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. Boy Scout Troop 29 completed another landscape project by transforming the dusty parkway at Atlantic and Roosevelt and created a nice design in front of Expo by staining the concrete on our set-back. Conservation Corps of Long Beach are contracted to power-wash our sidewalks on an as-needed basis. Watering of all the new “boy scout” trees in the area and we have maintained the watering of the young sycamore trees in the medians between Del Amo and San Antonio.

The **Expo Arts Center** at 4321 Atlantic continues to be the hub for arts and community events. The space has evolved with the North & South Galleries, The Kids Theatre Company’s building out its own performance space and Held2Gether comedy group holding rehearsals, classes, and live theater productions in its back theater space. For the fifth 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 rent, 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. The event this year had so much impact that in the community that organizers are already making plans to go even bigger for 2017.

### **BFBD**

We continue to promote walking and cycling in Bixby Knolls as a “**bike-friendly business district.**” Our monthly **Kidical Mass** rides promote bike safety and we encourage participants to ride their bikes to destinations on the corridors. The city installed a bike repair station in our pocket park and we’ve seen cyclists pull over to pump their tires or make adjustments. We also had bike racks installed in front of the new Trader Joe’s location to encourage folks to ride there to do shopping.

## **Maintaining the Common Areas**

### **Safety**

Safety along our corridors remained a top priority this year. The BKBIA continues to hire 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 LBPD is already doing. In addition, CSI Patrol staffs each First Fridays 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.

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. We continue one of our Work Plan projects 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 LBPD.

### **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 proposed minimum wage increase, sales tax increase, and the efforts from the I-Team and Code for America in creating BizPort and Open Counter as tools to help entrepreneurs. We continue to meet with council offices and other department heads to discuss best practices and any issues and feedback we get from our collective membership.

### **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 "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. **New businesses include: Twig & Willow, Share and Do Good, Long Beach Creamery, Lola's Mexican Cuisine, The Better Half Boutique,** just to name a few. We continue to fill vacancies not only in retail but services, too. The big changes included: The post office moving into the Bixby Knolls Shopping Center by Marshalls; façade improvement work completed in the BK Shopping Center; Trader Joe's moving into the former Ralphs property and the additional retail tenants at that center; a new tenant for the Trader Joe's space (Edgar & James); and the Steelcraft project going in at Long

Beach Boulevard and Bixby Road. There will soon be an Aldi Market, Island Pacific Market (now open), Smart and Final, a new retail store on Long Beach Boulevard, and Liberation Brewing Company opening up at 3630 Atlantic Avenue. We may soon call ourselves “Brewery Knolls” in the next few months.

### **Conclusion**

The Board of Directors is committed to its mission statement, and is always working on refining the specific goals set up by each committee 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 remain a 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.

## **Objective**

The Bixby Knolls BIA's objective is to maintain a 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**

Our goals for 2016-17 are as follows:

- 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.
- 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.
- 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 the ongoing analysis to figure out “what’s the next big thing” for Bixby Knolls.

## 2016 - 2017 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.
  - 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), Cash Mobs, Flash Events, and create new ones
  - November – Small Business Saturday
  - December – First Fridays Holiday Celebration
  - 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: food, clothing, and blood drives; Clean-Up days; grand openings & anniversary celebrations; photo contests; block parties and sales/specials)
- Update the BKBIA website to be more user-friendly
- Increase subscriptions to the newly formatted *Bixby Brief* e-newsletter and develop its marketing potential to promote Bixby Knolls and its retail and dining opportunities.
- 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 7<sup>th</sup> & 8<sup>th</sup> district council offices on landscape projects along the corridors and adjacent neighborhoods.
- Continue the partnerships and projects with the 7<sup>th</sup> & 8<sup>th</sup> 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 BK BIA 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 BK BIA more accessible to members; boost members' awareness of the BK BIA 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.
- Continue to promote events organized by our membership.
- Continue the quarterly Bixby Business Breakfasts at the Long Beach Petroleum Club

- Personally meet and welcome new businesses to the area, and provide them with information about the BIA, its goals and objectives.
- 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 7<sup>th</sup> and 8<sup>th</sup> District City Council Offices.
- Assist businesses with any city issues including permitting, licensing, inspection, signage, code or enforcement.

**Bixby Knolls Business Improvement Association  
Proposed Operating Budget  
July 2016 – June 2017**

**Revenue**

Revenue		
Assessment Income	\$	196,000
Contributions		13,500
Other Grants:		---
Rental Income		18,000
RDA Grant Funds		<u>200,000</u>
Total Revenue	\$	<u>427,500</u>

**Expenditures**

Administration	\$	69,080
On-Going Promotions		27,770
Salaries and Benefits		104,568
Special Programs		26,082
RDA Expenditures		<u>200,000</u>
Total Expenditures	\$	<u>427,500</u>

**Net Gain (Loss)** \$ ( 0)