



CITY OF LONG BEACH

C-10

DEPARTMENT OF ECONOMIC DEVELOPMENT

333 West Ocean Boulevard 3rd Floor • Long Beach, CA 90802 • (562) 570-6099 FAX (562) 570-6380

October 2, 2018

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt a Resolution approving the Annual Report for October 1, 2018 to September 30, 2019, for the East Anaheim Street Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for October 23, 2018. (Districts 3, 4)

DISCUSSION

The Zaferia Business Association (ZBA), as the Advisory Board to the East Anaheim Street Parking and Business Improvement Area (EASPBA), promotes and markets the commercial area along Anaheim Street using funds generated through the assessment of businesses located in the EASPBA. State law governing parking and business improvement areas requires that an Annual Report be submitted to the City Council by the Advisory Board designated for this assessment district.

On July 12, 2018, the ZBA Advisory Board voted to recommend to the City Council approval of the EASPBA Annual Report (Exhibit A to Resolution). The Annual Report describes boundaries, proposed activities, and budgetary information, as well as the method and basis for continuation of the assessment. The Annual Report proposes no change in the boundaries, basis and method of levying the assessment, and no significant change in proposed activities.

The Fiscal Year 2019 (FY 19) Annual Report, transmitting the recommendations of the EASPBA Advisory Board, proposes the following assessment rates:

Method of Assessment

Special benefit assessment of businesses operating within the area. The estimated 2018-2019 fiscal year revenue from business assessments is \$140,300. Assessments are calculated as follows:

- Type 1 Businesses: Retail, recreation and entertainment, and unique businesses shall pay annual assessment fees of:
 - Base Fee: \$300 per year, except that secondary licensees in these classes are exempt; and,
 - Employee Fee: \$15 per employee up to \$300 maximum.

HONORABLE MAYOR AND CITY COUNCIL

October 2, 2018

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- Type 2 Businesses: Service, vending, professional, wholesale, contractor, manufacturing and miscellaneous mobile businesses shall pay annual assessment fees of:
 - Base Fee: \$200 per year, except that secondary licensees in these classes shall pay a base fee of \$120; and,
 - Employee Fee: \$15 per employee up to \$300 maximum.
- Type 3 Businesses: Non-residential space rental businesses shall pay annual assessment fees of:
 - Base Fee: \$120 per year; and,
 - Employee Fee: not applicable.

Residential property rental is exempt from the assessment.

The City enters into agreements with business and/or property owner associations (associations), which utilize assessment revenues to provide services and improvements in Business Improvement District (BID) areas. These agreements set forth the parameters and requirements of the relationship between the associations and the City, and include requirements such as annual reporting requirements, deadlines, and payment schedules, and perpetuate annually based on the City Council's approvals of annual reports. Per the City Auditor's recommendation in the BID Oversight Audit, the City will re-execute the agreement with the ZBA to reflect current procedures and other changes deemed necessary. The agreement will be periodically revisited as processes and requirements change to ensure it stays current and relevant.

The recommended Resolution grants approval of the Annual Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for October 23, 2018.

This matter was reviewed by Deputy City Attorney Amy R. Webber and by Budget Analysis Officer Julissa José-Murray on September 5, 2018.

TIMING CONSIDERATIONS

City Council action is requested on October 2, 2018, to set the date of the public hearing for October 23, 2018. The new contract year begins on October 1, 2018.

FISCAL IMPACT

It is estimated that the EASPBIA will generate \$140,300 in FY 19 through the proposed continuation of the assessment. Assessment funds are collected through additional fees attached to EASPBIA business licenses. All revenues are passed directly through to the EASBA for implementation of annual programs. There is no local job impact associated with this recommendation.

HONORABLE MAYOR AND CITY COUNCIL
October 2, 2018
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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN KEISLER
DIRECTOR OF ECONOMIC DEVELOPMENT

JPK:VDR:er

Attachment: Resolution

APPROVED:


PATRICK H. WEST
CITY MANAGER

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

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING AN ANNUAL REPORT FOR OCTOBER 1, 2018 TO SEPTEMBER 30, 2019 FOR THE EAST ANAHEIM STREET PARKING AND BUSINESS IMPROVEMENT AREA AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Zaferia Business Association has caused a Report to be prepared for October 1, 2018 to September 30, 2019 relating to the East Anaheim Street Parking and Business Improvement Area ("EASPBA"); and

WHEREAS, said Report contains, among other things, with respect to October 1, 2018 to September 30, 2019 all matters required to be included by the above cited Section 36533; and

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

A. Modify assessments and confirm levy of and direct collecting assessments for the EASPBA for October 1, 2018 to September 30, 2019. Said assessments are proposed to be levied on such classifications and at such rates as are set forth in Exhibit "A" attached hereto and incorporated herein. These assessments are not proposed to be levied on owners of commercial or residential property;

B. Provide that each business shall pay the assessment annually, at the same time the business license is due. This is the same collection procedure which occurred in the previous fiscal year; and

WHEREAS, to this end, the proposed activities and improvements

1 undertaken by the Area include those generally specified in the establishing Ordinance
2 ORD-10-0012, as adopted by the City Council on May 4, 2010; and

3 WHEREAS, a copy of the Report is on file with the City Clerk and includes
4 a full description of the activities and improvements to be provided from October 1, 2018
5 to September 30, 2019, the boundaries of the area, and the proposed assessments to be
6 levied on the businesses that fiscal year and all other information required by law; and

7 WHEREAS, it is the desire of this City Council to fix a time and place for a
8 public hearing to be held in the City Council Chamber of the City of Long Beach on
9 October 23, 2018 at 5:00 p.m., regarding the Report, the levy and the proposed program
10 for October 1, 2018 to September 30, 2019;

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

13 Section 1. That certain Report entitled "East Anaheim Street Parking and
14 Business Improvement Area" for the period October 1, 2018 to September 30, 2019, as
15 filed with the City Clerk is hereby approved.

16 Section 2. On October 23, 2018 at 5:00 p.m., in City Council Chamber,
17 City Hall, 333 West Ocean Boulevard, Long Beach, California 90802, the City Council of
18 the City of Long Beach will conduct a public hearing on the levy of proposed
19 assessments for October 1, 2018 to September 30, 2019 for the EASPBA. All
20 concerned persons are invited to attend and be heard, and oral or written protests may
21 be made, in accordance with the following procedures:

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

26 B. Every written protest shall be filed with the City Clerk at or before the
27 time fixed for the public hearing. The City Council may waive any irregularity in the form
28 or content of any written protest and at the public hearing may correct minor defects in the

1 proceedings. A written protest may be withdrawn in writing at any time before the
2 conclusion of the public hearing.

3 C. Each written protest shall contain a description of the business in
4 which the person subscribing the protest is interested sufficient to identify the business
5 and, if a person subscribing is not shown on the official records of the City as the owner of
6 the business, the protest shall contain or be accompanied by written evidence that the
7 person subscribing is the owner of the business. A written protest which does not comply
8 with this section shall not be counted in determining a majority protest.

9 D. Testimony is also invited relating to any perceived irregularities in or
10 protests to previous years' proceedings/assessments.

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

14 Section 4. This resolution shall take effect immediately upon its adoption
15 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2018, by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

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



**EAST ANAHEIM STREET PARKING
and
BUSINESS IMPROVEMENT AREA**

**Managed by the
Zaferia Business Association**





ZAFERIA BUSINESS ASSOCIATION
ANNUAL DISTRICT MANAGEMENT REPORT
2018 – 2019

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1. DISTRICT OVERVIEW

Conceived by a coalition of business owners located along Anaheim Street, the East Anaheim Street Parking and Business Improvement Area (the "District") is a benefit assessment district that provides a more attractive and vibrant business environment in the East Anaheim Street / Zaferia business area. The organization overseeing the management of the District is the Zaferia Business Association (ZBA), an IRS 501 C-6, tax-exempt organization.

The mission of the Zaferia Business Association is to promote, enhance, and represent the business members of the Zaferia district.

a. Location

The District is bounded by Junipero Avenue to the west, Pacific Coast Highway to the east, 11th Street to the south, and 14th Street to the north. See map, Section 2. Historically, this area is known as Zaferia.

b. Services

Marketing, promotions, and cleanliness programs to improve the appearance and attractiveness of the District.

c. Method of Assessment

Special benefit assessment of businesses operating within the area. The estimated 2018-2019 fiscal year revenue from business assessments is \$140,300.

Assessments are calculated as follows:

- **Type 1 Businesses**: Retail, recreation and entertainment, and unique businesses, shall pay annual assessment fees of:
 - Base fee: \$300 per year except that secondary licensees in these classes are exempt, and;
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 - Base Fee: \$200 per year except that secondary licensees in these classes shall pay a base fee of \$120; and
 - Employee Fee: \$15 per employee up to \$300 maximum.

- **Type 3 Businesses**: Non-residential space rental businesses shall pay an annual assessment fee of:
 - Base Fee: \$120 per year;
 - Employee Fee: not applicable.

Residential property rental is exempt from the assessment.

d. Method of Collection

Types 1 – 3 assessments will be invoiced and due with annual City of Long Beach Business License renewal statements. Assessment revenue received will be segregated into a special fund for transfer to the ZBA.

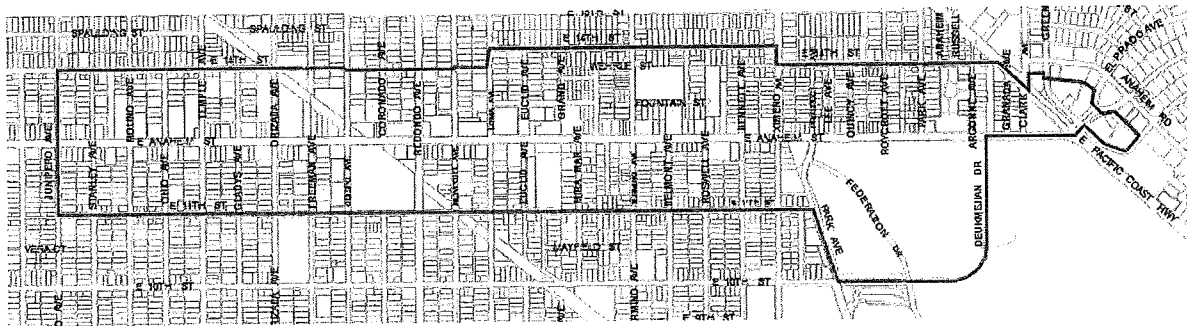
e. Authority

The District is a benefit assessment district formed under the authority of the State of California, Streets and Highways Code Part 6 (commencing with Section 36500) of Division 18, the Parking and Business Improvement Area Law of 1989 (the "District Law").

f. District and Boundaries

a. District Boundary

Junipero Avenue to the west, Pacific Coast Highway to the east, 11th Street to the south, and 14th Street to the north. This area is located in the historically known area of Zaferia.



g. General Description

Based on the results of the 2008 Business Survey taken by business owners in the district area, and using the funds received from the EASPBIA assessments, the ZBA has been working with member businesses on enhancing the identity and promoting the area for the benefit of all businesses. The ZBA has been coordinating with the Conservation Corps of Long Beach to conduct sidewalk trash and debris pickup, as well as sidewalk power washing on a weekly basis and distribution of promotional materials on an as-needed basis. (Note that as of July 1, 2018, this service will be provided by the Downtown Long Beach Alliance overseeing a subcontractor.)

h. Board of Directors

The ZBA Board of Directors meets once per month. In accordance with the *Brown Act*, the meetings of the Board of Directors are publicized to the members and the public via the Corporate Calendar on the organization's website (<https://www.zaferia.org/zba-corporate-calendar/>), and regular electronic mail news blasts to the members and the public.

OFFICERS		TERMS
President Tracy Ames	Proprietor – The Red Leprechaun	2018 - 2020
Vice President Madison Mooney	Executive Director – Long Beach Playhouse Theatres	2017 - 2019
Secretary Kourosh Davatolhagh	Vice President, Relationship Manager – Farmers & Merchants Bank	2018 - 2020
Treasurer Scott Bristol	Controller – Brascia Builders	2018 - 2020
 DIRECTORS 		
Cameron Crockett	Principal Architect - Ultra-Unit Architectural Studio	2018 - 2020
Becher Neme	Principal Architect – Neme Design Studio	2017 - 2019
Zain Ramjan	Owner – Sani-Tec Janitorial Supplies and Crystal Auto Spa	2017 - 2019
Executive Director Kristine Hammond	<u>director@zaferia.org</u> (562) 305-7102	

3. SERVICE PLAN AND BUDGET

a. The Year in Review

On October 24, 2017, at the Annual Meeting of the organization the membership voted to change the name of the organization from East Anaheim Street Business Alliance to Zaferia Business Association. The Articles of Incorporation were amended with the State of California, and the proper paperwork and form was filed with the Internal Revenue Service. Confirmation from both the State and the IRS was received to complete the process.

The Board of Directors conducted an outreach effort with letters mailed to all members owning commercial property asking for their input on the Planning Department’s proposed changes Land Use Element plan.

A much larger contingent of members compared to last year participated in the Belmont Shore 2017 Christmas Parade, providing local exposure to the Zaferia area.

The ZBA financially supported the 2017 Annual Children’s Halloween Party organized by the West East Community Association (“WESCA”) with \$500 for candy and party favors, and the Arts Council of Long Beach with \$250.

In pursuit of better promoting our professional service providers, in 2018 the ZBA started a “Zooming

in on . . .” web page of profile interviews. Each profile to date (five as of this writing) has been promoted on our social media platforms, including paid boosted posts on Facebook and Instagram.

The ZBA became a Trustee with the KIVA program, which is supported by the City of Long Beach Economic Department.

The ZBA continued its work with Creative Marketing Services, whom we subcontract to prepare and implement Facebook, Instagram, Twitter and Pinterest posts. Additionally, we allot a budget of \$250 per month to boost some of the posts. Attached is an example of the reports CMS provides management each month.

Weekly power washing of the sidewalks continued, along with trash and weed abatement, by the Conservation Corps of Long Beach. The Board of Directors ended the monthly contract with the CCLB as of June 30, 2018. Their report for the period of October 2017 – June 2018 is attached.

The ZBA commenced with a new sidewalk power washing, trash, weeds, and minor graffiti removal contract with the Downtown Long Beach Alliance as of July 1, 2018. We now have a “Porter” with a cleaning cart that works in the District three days per week for four hours, and two four-hour days of power washing. Additionally, the ZBA worked with the Long Beach Water Department to establish a filling station so that we use only reclaimed water for the power washing, which is at a very minimal cost each month.

The ZBA approved for funds to help to underwrite district/group advertising in the *Grunion Gazette*. After one three-month run it was decided that there wasn’t enough interest to continue with this expense.

Per the 2016 Bylaw update allowing for voluntary members, the ZBA reached out to all 65+ licensed home-based businesses within the BID boundary extending an invitation to join the organization.

The ZBA Board of Directors accepted the offer of the Executive Director to discontinue renting office space and work from home. This has resulted in a savings of approximately \$900 per month for the ZBA.

The *Zaferia Speaker Series* lunch program and quarterly breakfast continued each month. Both are open to members and the public free of charge. We had speakers from City of Long Beach Departments of Public Works, Planning, Mobility / Bike Boulevards, and Economic Development. Additionally, the East Division of the Police Department, 4th District Councilmember Daryl Supernaw, the Community Hospital Foundation with representatives from the American Institute of Architects, the Arts Council of Long Beach, and a training on using video to help market your business.

As of this writing, the ZBA is in the process of holding a free and open to the public multi-venue all-day music event called *Happy Sundays* on August 26, 2018. We have teamed up with local musicians who will perform throughout the day at eight district venues and Los Altos Plaza Park. In addition to the \$15,000 funding provided by the ZBA, we have received financial support from Mayor Robert Garcia, the 3rd and 4th District Council offices, the Port of Long Beach, Assemblymember Patrick O’Donnell, and Los Angeles County Supervisor Janice Hahn, as well as ZBA members businesses, all totaling \$4,700.

As of this writing, the ZBA is in the process of replacing the Zaferia district-identifying light pole

banners. In the past, the banners were manufactured and installed by AAA Flag & Banner and included a 30-day warranty. Historically, the banner replacement occurred every 2 years, and with repair and maintenance costs, the expense was approx. \$20,000. The Board obtained competitive bids and accepted a proposal from Dekra-Lite at an approximate cost of \$33,000 and includes a 5-year warranty on fading and 6-year warranty on hardware. There will be no expense for repairs during the warranty period.

The Board started discussions with the Public Works Department on the possibility of installing parking meters. As of this writing, they are waiting to receive the cost estimate and revenue projections.

In accordance with the findings of the October 2017 audit by the Office of Laura Doud, the Board of Directors facilitated the reimbursement of assessment funds to 18 members that were overcharged by the Business Licensing Department for the per employee fee, totaling approximately \$24,000. The ZBA returned these funds to the City, who in turn reimbursed each of these members. Written notification from the Board of Directors with an explanation of the processing error was sent to each of these members.

b. The Year Ahead

In June and July the Board of Directors revisited the goals established the previous year and developed the following short-term and long-term goals:

1-Year Goals / Action Plan Prioritized:

- #1A. Install parking meters
- #1B. Improve cleanliness on E. Anaheim St. and all side streets where members are located
 - Sidewalk power washing
 - WESCA monthly cleanup – consider supporting financially if needed
- #2. Promote local events – including, but not limited to:
 - Happy Sundays
 - Open Art Studio Tour
 - St. Patrick’s Day Parade
 - Lawn bowling
 - Belmont Shore Christmas Parade
- #3. Have a voice in zoning and major Public Works project discussions
 - LUE update
 - Pedestrian Safety Grant
- #4. Help in better managing homeless (solutions, cleanliness)
 - Homeless coalition
- #5. Create a “welcome” brochure for new members
 - Includes what is the ZBA, what does the ZBA provide, how to be involved, what is here (other members), resources (who to call, City programs, etc.)

- #6. Improve the ZBA website for better efficiency
- Provide COBA information

Long-Term Goals

- Monument signage installed
 - City street signs
 - Entrance signs
- Have a comprehensive future funding program
- Improved awareness of the Zaferia District among Long Beach residents
- Better community outreach
- Better serve the professional members
- Vibrant and utilized Zevents website page

g. Budget

Based on information provided by the City of Long Beach, the anticipated annual revenue for the ZBA assessment for the 2018 – 2019 fiscal year is \$140,300. See complete budget details, attached.

A. ASSESSMENT

1. Justification

Improvements and activities identified in the Service Plan are designed to improve the appearance of pedestrian areas, improve safety and make the area more attractive to customers. All businesses in the District will benefit from these improvements and will be assessed according to the fee schedule as outlined above under Section 1, Subsection c.

2. CPI Adjustments

The assessment may be increased each year to reflect the annual change in the Consumer Price Index for All Urban Consumers in Los Angeles-Riverside-Orange County. The annual increase shall not exceed three percent (3%) of the previous year's assessment. The Annual Consumer Price Index variance would be calculated in March and applied in July of each year. The District has a fiscal year of October 1 through September 30.

9. ATTACHMENTS

Zaferia Business Association

BUDGET OVERVIEW: ZBA FY 2018-2019 BUDGET - FY19 P&L

October 2018 - September 2019

	TOTAL
Income	
Member Assessments	140,000.00
Voluntary Member Assessments	300.00
Total Income	\$140,300.00
GROSS PROFIT	\$140,300.00
Expenses	
Administrative Expense	
Accounting	3,000.00
Cell Phone	780.00
Dues & Memberships	520.00
Franchise Tax Board	10.00
Hardware Purchases	500.00
Insurance	2,100.00
Management Fee	37,100.00
Office Supplies	500.00
Postage	2,000.00
Professional Services	850.00
Rent & Parking	
Rent	1,250.00
Total Rent & Parking	1,250.00
Software Fees	1,200.00
Training	150.00
Total Administrative Expense	49,960.00
Program Expense	
Events	22,000.00
Food & Drinks	
BOD Meetings	1,100.00
Member Meetings	3,500.00
Member Socials	750.00
Total Food & Drinks	5,350.00
Marketing	
Advertising Merchandise	2,500.00
Social Media Marketing	9,500.00
Total Marketing	12,000.00
Pole Banners & Maintenance	
Sponsorship	1,500.00
Streetscape and Cleanliness	40,400.00
Website	1,090.00
Total Program Expense	90,340.00
Total Expenses	\$140,300.00
NET OPERATING INCOME	\$0.00
NET INCOME	\$0.00



CONSERVATION CORPS OF LONG BEACH DAILY STAT SHEET

SQ. FT.	STREETS	SIDE STREETS	BAGS	TRASH LBS.	BULKY ITEMS	REPORTED Y/N	TREE WELLS	
Oct-17	528,000	220	80	29	870	0	N	15
Nov-17	528,000	220	80	29	870	0	N	15
Dec-17	422,400	176	64	25	750	0	N/A	13
Jan-18	528,000	220	80	28	840	0	N/A	17
Feb-18	528,000	220	80			0	N/A	
Mar-18	528,000	220	80	30	3330	0	N/A	60
Apr-18	528,000	220	80	83	4920	0	N/A	90
May-18	528,000	220	80			0	N/A	
Jun-18	528,000	220	80			0	N/A	
TOTAL	4,646,400	1936	704	224	11580	0		210



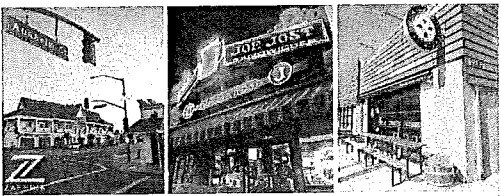
Zaferia Social Media Summary Report [June 1 - June 30, 2018]

Date of Analysis	July 10, 2018
Dates Analyzed	June 1 - 30, 2018
Facebook Ads + Boosted Posts	Facebook Like Ad, Facebook Boosted Posts



Ad Budget Spent	
Zaferia Like Campaign	\$152.30
Total Spent	\$152.30
Total Budget	\$150.00

Boosted Post Budget Spent	
Facebook Boosted Posts	\$100.00
Total Spent	\$100.00
Total Budget	\$100.00


ADS:

Facebook Like Ad	Stats
<p>Graphic A:</p> <p>Suggested Page</p> <p>Zaferia Sponsored</p> <p>Zaferia Is A Vibrant Neighborhood In Long Beach. Come See What's Here!</p>  <p>Zaferia Home 2876 people like this</p> <p>Like Page</p>	<p>56% Women 44% Men 35-44 Highest Age Range (36 people) 25-34 Second Highest Age Range (34 people) June 4 Highest Results Day</p>

Graphic B:


Zaferia
 Sponsored · 

Zaferia is A Vibrant Neighborhood In Long Beach. Come See What's Here!



Zaferia
 Nonprofit Organization
 3,267 people like this

[Like Page](#)

57% Women
 43% Men
 45-54 Highest Age Range (15 people)
 35-44 Second Highest Age Range (14 people)
 June 28 Highest Results Day


Comparison: Graphic A received a lower cost per result, higher overall impressions and also received more page likes (113 total likes vs. 44 with Graphic B).

Advertisement	Reach	New Fans	Cost Per Result	Total
FB Like Ad Graphic A	10,168	113	\$1.00	\$110.01
FB Like Ad Graphic B	3718	44	\$1.03	\$42.29
TOTAL	13,886	157	\$1.01	\$152.30

BOOSTED POSTS:

Zaferia Published by Creative Marketing Services, LLC June 8

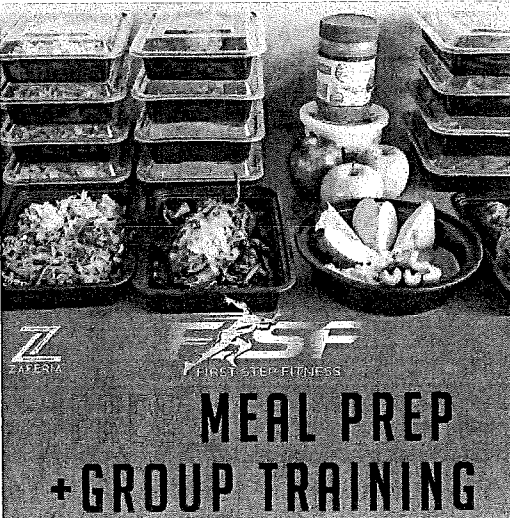
Do you know where Zaferia District is located? Zaferia is in the eastern part of Long Beach, CA and corresponds to the area around Anaheim Street and Redondo Ave. With its central location in the city, Zaferia offers lively bars, restaurants, and theater, as well as professional service providers, a design district, auto services, and distinctive retail unlike any other area in Long Beach! Come visit us and let us know what you think!
<https://www.zaferia.org/>



Zaferia Learn More

Zaferia Published by Creative Marketing Services, LLC June 15 at 12:00 PM

Don't miss the First Step Fitness June promo! 10 FREE Meal Preps PLUS a FREE group training sesh! Sounds good to us!
 Sign up or check out additional info here:
<https://go.firststepfitness.com/10-days-free-meal-prep-trai...>




Zaferia Nonprofit Organization Learn More

Get up to date over lunch!
 Join us on Tuesday, June 26 from 12-1pm at the Long Beach Playhouse for FREE lunch provided by Frank N Fries! Hear updates from the Zaferia Board of Directors and announcements from Zaferia Association Members.

This month we'll also be featuring the Long Beach Bureau of Transportation as our guest speaker where they will provide an update on the 16th St. Bicycle Boulevard project. This project would utilize various traffic calming measures to provide a comfortable, low-stress bikeway alternative to the Anaheim Avenue corridor.

Please register for the event here: <https://bit.ly/2JVlj1j> and we'll see you there! Members and Non-Members welcome.



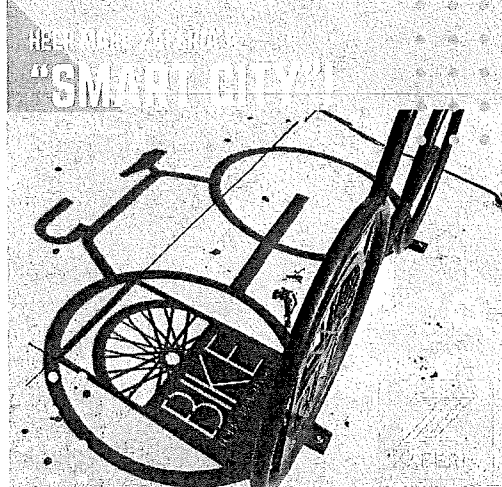
Check this out! The City of Long Beach Innovation Team is forming a Smart Cities Initiative on Anaheim Blvd!

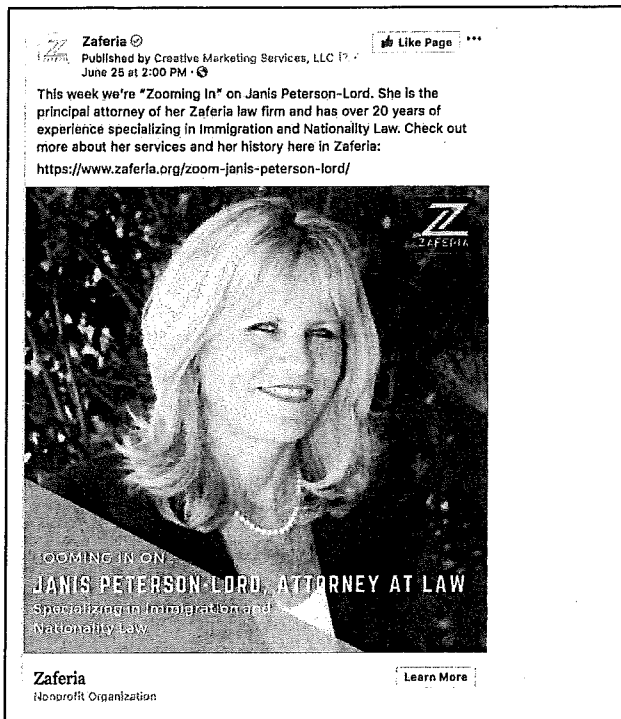
The goal of the Smart Cities Initiative is to make this area safer for vehicle traffic, pedestrians, and cyclists while making it more appealing for residents, shoppers, and business owners.

As part of the initiative, we would like to invite Zaferia's members and neighbors to join the Smart Cities Collider Series.

The first of 4 sessions, will be held at Manazar Gamboa Community Theater (1323 Gundry Ave., Long Beach, CA 90813) on June 22 from 9:00am to 1:00pm with the topic of "Forming a Use Case."

Please stop by to join in the conversation and help make Zaferia a "Smart City"!





Boosted Posts: Facebook	Reach	Engagement	Cost Per Result	Amount Spent
Do you know where Zaferia District is...	1202	342	\$0.07	\$25.00
Don't miss the First Step Fitness June...	822	282	\$0.09	\$25.00
Get up to date over lunch! Join us on...	795	232	\$0.09	\$20.00
Check this out! The city of Long Beach...	591	159	\$0.09	\$15.00
This week we're "Zooming In" on...	508	134	\$0.11	\$15.00
Total	3918	1149	\$0.09 average	\$100.00

Social Media Site	Followers	Comments
Facebook	3288	Grew from 3132 in May
Instagram	907	Grew from 811 in May
Twitter	199	Grew from 197 in May
Pinterest	72	Grew from 71 in May



Analysis + Recommendations

Analysis:

The overall cost per click for the like ad is the same from May, remaining at \$1.01. However, we did change out Graphic B with a new slideshow and have shown a great improvement in the ad since this has been implemented. This graphic was changed on June 27, so it does not appear to show that much improvement by the numbers since it was later in the month, but the performance of this graphic for the last 3 days of the month have improved immensely. Previously, Graphic B was generating about 1 like per day. Since it was changes to the slideshow, it has been getting 7-9 likes per day. The cost per click is expected to improve the longer that we keep this new slideshow in place. Overall, the ad was able to bring in 157 new fans this month, which is an improvement over the 128 new fans added last month.

The boosted posts continue to perform well with a low cost per result and high engagement. The cost per result decreased this month to an average of \$0.09 down from last month's average of \$0.20. As far as account growth, all accounts showed an increase in followers from the previous month, with nearly 200 new fans on Facebook and nearly 100 new fans on Instagram!

Recommendations:

The like ad is just beginning to show improvement with the new slideshow graphic, so we would like to keep this in place for now and continue to monitor the ad to see if it will require any changes. However, we will be pausing this ad until September to allow the Happy Sundays campaign to run through August. Once the Happy Sundays campaign is complete, we will resume with this same like ad.

The boosted posts focus from now until the end of August will focus mainly on Happy Sundays and we will continue to boost the posts to both Facebook and Instagram to obtain the most engagement. In addition to the boosted posts and ad campaign for Happy Sundays, we will also create an event within Facebook to increase engagement. We will also continue engagement across all accounts to encourage follower growth.

Zooming in on . . . Christiane Tomasi

Under one roof, CS TOMASI Accountancy Corporation provides accounting, payroll and tax services and CS TOMASI Wealth Management provides financial planning, retirement plans and planning, and discretionary management of Investments. [READ MORE \(https://www.zaferia.org/zooming-in-on-cs-tomasi-inc/\)](https://www.zaferia.org/zooming-in-on-cs-tomasi-inc/)



Zooming in on . . . Janis Peterson-Lord, Attorney at Law

Janis Peterson-Lord is the principal attorney of this Zaferia law firm and has over 20 years of experience specializing in Immigration and Nationality Law. Their focus areas are Consular Processing for family members overseas, Waivers of Inadmissibility, Nonimmigrant status for Crime Victims, Citizenship, and Adjustment of Status for Immediate Relatives of United States citizens. [READ MORE \(https://www.zaferia.org/zoom-janis-peterson-lord/\)](https://www.zaferia.org/zoom-janis-peterson-lord/)



Zooming in on . . . Alyse Eldred, LMFT

Alyse Eldred is a Licensed Marriage and Family Therapist (LMFT) and specializes in Anxiety and Obsessive-Compulsive Disorder (OCD). [READ MORE \(https://www.zaferia.org/zoom-alyse-eldred-lmft/\)](https://www.zaferia.org/zoom-alyse-eldred-lmft/)



Zooming in on . . . William J. McKibben, DDS

Truly a Long Beach native, Dr. William McKibben and his long-time staff provide their patients with a comprehensive treatment plan for optimal dental health, specializing in restorative and cosmetic dentistry with state-of-the-art procedures. [READ MORE \(https://www.zaferia.org/zoom-william-j-mckibben-dds/\)](https://www.zaferia.org/zoom-william-j-mckibben-dds/)

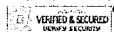


Zooming in on . . . Bal Jagat – Children’s World Inc.

Bal Jagat – Children’s World Inc. is a California licensed, fully Hague accredited intercountry adoption agency helping orphan children to find their forever families. They are a registered 501 c3 nonprofit organization. Since 1983, Bal Jagat – Children’s World Inc. has completed all aspects of international adoption and worked with many countries. They are licensed to serve Los Angeles, Orange, San Diego, San Bernardino, Riverside, Ventura, Santa Barbara, Kern, and San Luis Obispo Counties (Southern California). To date they have placed more than 5,000 orphan children into loving adoptive homes. [READ MORE \(https://www.zaferia.org/zoom-bal-jagat/\)](https://www.zaferia.org/zoom-bal-jagat/)



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GET BENT PRESENTS...

HAPPY SUNDAYS

WILDEST 2015
FREE ZAFERIA DISTRICT - LONG BEACH, CA

JAKE SNIDER (FROM MINUS THE BEAR) • **THE SHRINE**

AUDACITY • CAUGHT A GHOST • WHITE WOODS

DEATH VALLEY GIRLS • NICK THUNE • THE PARANOYDS

DRÆMINGS • SPENDTIME PALACE • LOS HURRICANES

YIP YOPS • DEVIL SEASON • LEVITATION ROOM • RUDY DE ANDA

VINCE ROYALE • JELLY OF THE MONTH CLUB • EARL GREY • HOLY WARS

THE NO. 44 • RAMONDA HAMMER • EMMITT JAMES • BUNDY

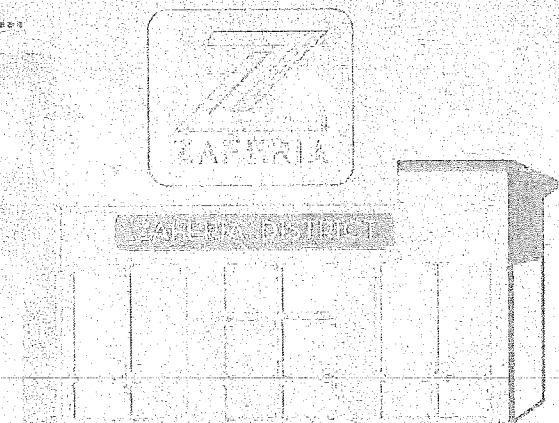
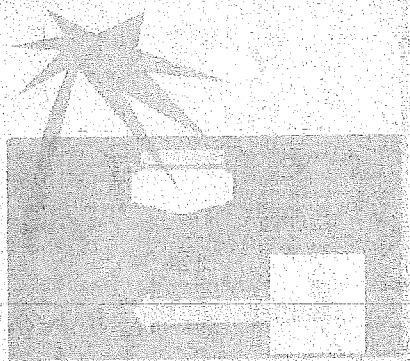
EARL GREY • SPARE PARTS FOR BROKEN HEARTS • MIND MONOGRAM

LEO JAMES CONROY • NO TIDES • LUCY & LA MER • EMMA COLE • DCHAV

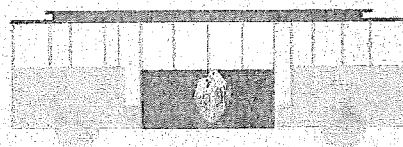
EASY FRIEND • THE GHOST DANCE • STELLAR SHORES • CHINA ROSE • FALKOW

DJ THUNDERCUTZ • DJ DANNI AMMON • COSMIC REACTION • JEZ DANCE • ROK ACADEMY

& MORE...



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BETWEEN VENUES ON ANAHEIM ST.**



BEEP!

HAPPYSUNDAYS.LBC.COM

Patrick O'Donnell

OGWEEKLY



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