



CITY OF LONG BEACH

DEPARTMENT OF PUBLIC WORKS

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October 8, 2013

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation into the record, conclude the hearing, adopt the Resolution confirming the Bixby Knolls Business Improvement Area Annual Report, continuing the levy of assessment for the period of October 1, 2013 through September 30, 2014; and authorize the City Manager to extend the agreement with the Bixby Knolls Business Improvement Association for one year. (Districts 7 and 8)

DISCUSSION

The Bixby Knolls Business Improvement Association (BK BIA) promotes and markets the Bixby Knolls commercial area, using funds generated through the assessment of area businesses located in the Bixby Knolls Parking and Business Improvement Area (BKP BIA). State law governing Parking and Business Improvement Areas requires that an annual assessment report be submitted to the City Council by the designated Advisory Board. On August 9, 2013 the BKP BIA Advisory Board voted to adopt the Fiscal Year 2014 BKP BIA Assessment Report, attached to the Resolution as Exhibit A.

The Assessment Report describes the boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The report proposes no change in the method of levying the assessment and no significant changes to proposed activities.

To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. At its meeting of September 3, 2013, City Council reviewed the Assessment Report and set the hearing date for October 8, 2013. State law further provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Assessment Report.

The law provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of the proceedings shall be in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests in such quantity are against a specific portion of the program, the City Council shall eliminate that portion.

A hearing notice and copy of RES 13-0078 was published in local media. The attached resolution concludes the hearing and approves the Assessment Report and levy for the period October 1, 2013 through September 30, 2014.

On September 14, 2002, the City and BKBIA executed an Agreement for Funding setting forth the duties and delegations of the parties. This agreement is automatically extended on a year-by-year basis upon approval of the annual Assessment Report and related levy of assessments by City Council.

This matter was reviewed by Deputy City Attorney Amy Webber on September 5, 2013, and by Budget Management Officer Victoria Bell on September 19, 2013.

TIMING CONSIDERATIONS

The BKBIA contract year begins October 1, 2013. City Council action is requested following public hearing on October 8, 2013, to allow purchase order and contract modifications to be completed so that Fiscal Year 2014 (FY 14) assessment transfers may be made as required by the Agreement for Funding with the BKBIA.

FISCAL IMPACT

It is estimated that the BKBIA will generate \$131,487 in FY 14 through the proposed continuation of the existing assessment. Assessment funds are collected through additional fees attached to BKBIA business licenses and passed directly through to the Bixby Knolls Business Improvement Association for implementation of annual programs. Sufficient funds are budgeted in the in FY14 in Parking and Business Area Improvement Fund (SR 132) in the Department of Public Works (PW). Approval of this recommendation will provide continued support to the local economy.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,


ARA MALOYAN, PE
ACTING DIRECTOR OF PUBLIC WORKS

AM:VSG:jsf
BKBIA Pub Hrng v3.doc
Attachment: - Resolution

APPROVED:


PATRICK H. WEST
CITY MANAGER

1 RESOLUTION NO.

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 ADVISORY COMMISSION, CONTINUING THE LEVY OF
8 ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT
9 AND SETTING FORTH OTHER RELATED MATTERS

10
11 WHEREAS, pursuant to Section 36533 of the California Streets and
12 Highways Code, the Bixby Knolls Parking and Business Improvement Area Advisory
13 Board has caused a Report to be prepared for October 1, 2013 through September 30,
14 2014 relating to the 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 8, 2012 at 5:00 p.m., the City Council conducted a
18 public hearing relating to that Report in accordance with its Resolution of Intention No.
19 RES-13-0078, adopted September 3, 2013, at which public hearing all interested persons
20 were afforded a full opportunity to appear and be heard on all matters relating to the
21 Report; 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 8, 2013
28 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
Long Beach, CA 90802-4664

1 heard, the City Council hereby confirms the Report of the Bixby Knolls Parking and
2 Business Improvement Area Advisory Board, previously filed and approved by Resolution
3 No. RES-13-0078, adopted September 3, 2013, as originally filed, and declares that this
4 resolution shall constitute the levy of the Assessment referred to in the Report for
5 October 1, 2013 through September 30, 2014, as more specifically set forth in Exhibit
6 "A".

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

9 I hereby certify that the foregoing resolution was adopted by the City
10 Council of the City of Long Beach at its meeting of _____, 2013, by the
11 following vote:

12 Ayes: Councilmembers: _____
13 _____
14 _____
15 _____

16 Noes: Councilmembers: _____
17 _____

18 Absent: Councilmembers: _____
19 _____

City Clerk

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2013 - 2014 Report
to the City of Long Beach
Including the Work Plan & Budget for
October 2013 - September 2014

Presented by the
Bixby Knolls Parking and Business Improvement Association
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Long Beach, CA 90807

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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 October 1, 2013 - September 30, 2014.

ASSESSMENT FORMULA

Type A

\$135.00 + \$ 2.50 per employee

Includes: Contractors
Insurance
Manufacturing
Professions
Wholesale
Unique Businesses

Type B

\$ 165.00 + \$ 3.25 per employee

Includes: Services
Vending Operations

Type C

\$ 185.00 + \$ 4.00 per employee

Includes: Retailing
Recreation & Entertainment

Type D

\$ 548.00

Includes: Financial Institutions

Business classifications are determined by the City of Long Beach Business License Division.

The BIA is recommending no changes in the boundaries or in the method of levying the annual assessment. Any increase in assessment revenue is based on an increase of businesses within the district boundaries.

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 has been a top priority all year. With the continued support from the Successor Entity and our ten-year contract for Bixby Knolls Work Plan Projects, 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 BKBIA continues to stress the importance of connecting the residential customer base to the business corridor through consistent low-cost monthly events and programs such as the *Strollers*, *Literary Society*, *First Fridays*, *Happy Hours*, *Supper Club*, *Concerts in the Park(ing Lot)*, and *Kidical Mass* that activate the local community.

The BKBIA also relied 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. These social media outlets were used as the primary source of promotion in lieu of print advertising. Limiting our print advertising was also a large cost savings for the BKBIA annual budget. We were extremely thrilled that Bixby Knolls was featured in *Sunset Magazine* with two pages showing highlights of the district. The reporter had been following all of the activity on Facebook before choosing to write the feature. This was another success from our marketing efforts.

Challenges of the year included a flood in the Expo building (north portion) that reduced the programming and revenue in the building. Also, we are seeing the closure of big box retailers such as Ralphs and Orchard closing in the district. However, the opening of smaller privately owned businesses increased.

The focus of 2013-2014 remains unchanged; we will maintain the drive and energy of the current monthly events, streetscape improvements per the Bixby Knolls Work Plan, engage both business- and property-owners and further our efforts to fill vacant storefronts and office spaces. We are at all times considering what "the next big thing" will be to benefit the district and are now into "Phase III" of the BK Work Plan which is focusing on business recruitment.

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 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.

Monthly Community Happy Hours

Community Happy Hours (mixers) provide an opportunity for both BIA members and the local community to network, meet their Board of Directors, express concerns, share ideas and get to know each other. Attendance has grown and these mixers are a popular monthly event to showcase the hosting business to the community and among other BKBIA members. Each month includes something unique as a draw to the event, whether it is live music, a grand opening of a new business, or a guest speaker. The Happy Hours continue to be booked out months in advance. Guest speakers have been Commander Luman, Ted Stevens from Animal Care Services, City Manager Pat West, Fire Chief Duree, and City Prosecutor Doug Haubert.

Monthly E-Newsletters & Notices

The monthly e-newsletters are not only a cost savings, but also an effective way to reach our members and the community at large. The content and scope of our first e-newsletter, **Banter**, remains current and relevant with updates from the 8th District Council Office, "best practices" for small businesses, and information from the SBDC, code enforcement issues, seminars, and latest news on improvements to the district, local interest stories and our monthly program list.

The **Bixby Buzz** e-newsletter continues to serve as a conduit to inform BKBIA members and community members of local events and to promote Bixby Knolls as an active, engaging district. Event listings are a mix of BKBIA events, member events, sales, and news, and community events to again connect the business and residential communities together.

The new **Bixby Brief** was created as way to get immediate news and information out to the membership in a streamlined format. We include event information, status of new businesses, and other relevant neighborhood news so everyone is "in the Know'lls."

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, our COBA customer service survey, or information from LBPD are sent regularly. **Postcards and direct mail pieces** are mailed monthly or as needed to the membership to provide additional resources or information.

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*, and online resources such as LBReport.com, LBPost.com, everythinglongbeach.com, longbeachstuff.com, and LimelightLB.com. We have been fortunate to receive ongoing coverage of every event and program throughout the year. The biggest hit of the year was appearing in the April edition of *Sunset Magazine* with a two-page feature on Bixby Knolls. As a result of the feature, we saw attendees at the May First Fridays carrying copies of the magazine, businesses reported increased sales from people outside of the area who read the article, families looking into buying a home in Bixby Knolls (per one local real estate broker) and on a Saturday morning a family from San Diego drove up to join the Strollers on the walk before then going to Bake & Broil for breakfast. This exposure for the district really did wonders to raise our profile.

Social Media

The BKBIA remains very active daily within social media networks. Facebook & 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 2000 "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 5,000 "likes" and growing.

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.

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

The **Bixby Knolls Supper Club** is making its fourth 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 be host for two nights 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. On occasion we reach out to businesses just beyond our borders to offer a variety of experiences for the attendees and always encourage a new restaurant to participate as soon as possible.

The **Bixby Knolls Literary Society** monthly book club is now in its 65th 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 the Expo building and Elise's Tea Room. The BKBIA purchases the refreshments from local businesses such as Alsace Lorraine Bakery; It's a Grind Coffeehouse, or Coffee Bean & Tea Leaf. We were fortunate to have author *Los Angeles Times* book critic David Ulin speak to the group making for a very special night in Bixby Knolls. The group also took a bus trip up to Greystone Mansion in Los Angeles for a special guided tour. The mansion had appeared in a number of the book selections over the last year and the group field trip was a lot of fun for the members. Special thanks to Don Knabe's office, the Arts Council for Long Beach, and 8th District Councilmember Austin for sponsoring the bus trip.

First Fridays Art Walk is 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 continue to partner with council offices (Councilmember Johnson's "First Books at First Fridays" at the Dana Branch Library and 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: All Things '80s, Moonage Daydream, Summer of Love, Atlantic in Wonderland, and All That Jazz. Word-of-mouth advertising has also helped to make this a special event with a citywide 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 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 September. 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.

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 between 70-100 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 included FreeSpirit Yoga and The Workshop (bike shop), Averyboo Arts, Jammin' Music, The Flamebroiler, and Orozco's Auto Repair in the event to have other businesses involved. 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. Long Beach Bike Ambassador Tony Cruz leads the rides each month and provides bike safety tips for the attendees. The new tradition of presenting the Iron Man Award happens in August. Last year a 4-year-old girl won this award for her tenacity and ability to use hand signals throughout the ride.

In June the **Summer Shutters 3.0 Digital Photo Contest** was held to help document the progress in Bixby Knolls by 35 photographers. Prizes were issued at the August First Fridays with a couple hundred new images being added to our promotional file. We provide prints and a DVD of all images to the Historical Society of Long Beach as a record of what Bixby Knolls looks like NOW for future reference.

Our **Long Beach Boulevard Block Party** is another simple event to draw attendees to the corridor 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.

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. We are continuing with our plans as the Successor Entity manages our contract for funds. Without these funds the momentum of the last 4 years would grind to a halt. The funds provided by the former Redevelopment Agency now Successor Entity not only takes the pressure off of the assessment budget for the association, but allows the BKBIA to make continued significant improvements (large and small scale) to the district at an increased pace. 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

The BKBIA partnered with local Camp Fire USA for another tree planting project on Atlantic Avenue between 45th Street and 45th Way. In addition, we have worked closely with property owners on both corridors to repair or replace irrigation and landscaping for the beautification of the corridors. All of the small projects add up over time for one big impact.

The **Expo Arts Center** at 4321 Atlantic continues to be the hub for arts and community events. The space has evolved with the Gallery Expo, Jones Gallery, The Kids Theater Company, Post Mortem dance troupe, Chrysalis Stage, and Held2Gether comedy group holding rehearsals, classes, and live theater productions. For the second summer The Kids Theater 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.

In January, there was major flooding in the “north building” as the contractor was repairing the roof. A remediation company had to come in and strip the building out and dehumidify it to prevent any mold. The building has not been at 100% since the flood so programming has again been at a minimum thusly affecting the amount of revenue we can generate. We are hoping that Development Services can finalize the issue with the contractor’s insurance company and construction can begin to get the building back to full usage.

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. Many businesses have signed up to participate in the Bike Saturdays program where discounts are offered as an incentive to customers who ride their bikes instead of drive to the business. Additional bike racks have been installed in front of many businesses to accommodate people riding to shop. We have two bikes shops that call Bixby Knolls home that service the full spectrum of the cycling community.

Maintaining the Common Areas

Safety

After two burglaries to the BKBIA office and other petty activity along Atlantic Avenue we decided to shift our focus from Special Projects to Clean & Safe issues by providing our own security patrols. In October of 2012, the BKBIA hired CSI Patrol Service, Inc., (a Bixby Knolls business) to patrol all of our corridors, parking lots, and alleys. The company is out three nights a week (varying days and hours) to add another safety presence in the district besides what LBPD is already doing. In addition, CSI Patrol staff 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.

Cameras were added to the BKIA office to monitor the front and rear of the building. Additional cameras were placed at the Expo building to monitor the entryway and the sidewalk area in front of the building.

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 Banter 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. Some bulbs in the overhangs have been burned out for over a decade so we have gone door to door to engage the business or property owner to help repair lights and keep the corridor much more safe and attractive. We patrol the district weekly to report to our contractor dark areas that may need lights replaced or repaired in an effort to keep the entire district lit up at night.

Keeping the common areas clean and safe remains a priority for the BKBIA. The Queenstar company continues to be our Clean Team to remove trash and graffiti as well as water trees and landscaping 2-3 times a week. In addition, a landscaping firm has been retained to water, plant, and maintain all new landscaping projects in the district. Volunteers also supplement these duties throughout the month. The BKBIA has the ongoing support of Cal Heights Clean Streets to add a day of additional trash removal to the corridors. Twice a month we remove the small graffiti tags on poles (especially before First Fridays) to supplement the efforts of the city's graffiti removal team.

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. Nearly complete is the www.cobalb.com website that will be a "one stop shop" type of resource that businesses can use to find answers and resources when opening or expanding a business. Our next move is to set up meetings with every council office to discuss the organization and how we can be a great resource for any business looking to open in any district. We aim to be a partner with the city of Long Beach and all departments.

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. We are excited about the two new restaurants moving into the district and of course thrilled at the success of the Willmore Wine Bar over the last year. But even more so, 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. The coverage in *Sunset Magazine* took us to a new level of promotion and district

exposure. 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: Sweet & Saucy Shop, Salvage Life, LB Rollersport, Gems & Jewels, and Goldhill Salon just to name a few. Coming soon is Atun Japanese restaurant and the Weiland Brewery Restaurant. We continue to fill vacancies not only in retail but services, too. A new eye care center will be moving into the former Blockbuster Video building on Roosevelt and Long Beach Boulevard and a law firm will move into the former Arnold's space on Atlantic. Regardless of losing big box retailers like Ralphs and Orchard, the district continues to grow from private investment and smaller businesses.

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 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 if funding remains unchanged.

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 2013-14 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 programs, façade improvements, tree-planting and landscape programs, street banners, art window displays, 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 also 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.

- Concentrate on BKBIA housekeeping such as Bylaws review and updates, filing, website updates, and video projects.

2013 - 2014 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 building arts & cultural events
 - Maintaining current monthly events such as: Strollers, Literary Society, Happy Hours, Supper Club, Kidical Mass, Concerts in the Park(ing Lot), Cash Mobs, and create new ones
 - December – First Fridays Holiday Celebration & Holiday Bazaar
 - 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)
- Revamp the BKBIA website to be more user-friendly and include a new BKBIA blog and Instagram feed.
- 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 a sales and recruiting tool for potential business and property owners that highlights all of the features and services of the district.
- Introduce a new series called “Marketing Mondays” in which we provide best practices to our membership for marketing, promotion, and increasing sales for the businesses.

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 scheduled tree plantings this fall
- 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 the district patrols with CSI Patrol Service, Inc.
- Continue the close liaison with Long Beach Police Department and North Division Substation and improve communication with business owners.
- Distribute the new “Bixby Knolls Business Watch” decals to all businesses in district
- Assist the Police Department with monitoring crime in the business district.
- 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 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.
- Continue to organize monthly "community happy hours" with guest speakers and the Annual Meeting. Encourage new businesses to participate in First Fridays, host a happy hour for networking opportunities, and to participate in the BKBIA's "special project" including façade painting, new lighting, and signage replacements.
- 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 7th and 8th District City Council Offices.
- Assist businesses with any city issues including permitting, licensing, inspection, signage, code or enforcement.

October 1, 2013 – September 30, 2014
Bixby Knolls Business Improvement Association Budget

Revenue

Assessment Income	\$131,487
RDA Funds	<u>\$200,000</u>

Total Revenue **\$ 331,487**

Expenses

Administration	\$ 37,033
Salaries/Benefits	\$ 86,562
On-Going Promotions	\$ 10,400
Special Programs	\$ (2,508)
RDA Expenditures	<u>\$ 200,000</u>

Total Expenses **\$ 331,487**