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RESOLUTION NO. RES-19-0184

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

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Bixby Knolls Business Improvement Association has caused a Report to be prepared for October 1, 2019 through September 30, 2020 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA"); and

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

WHEREAS, on November 19, 2019 at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with Resolution No. RES-19-0158, adopted September October 15, 2019, at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report; and

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

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

Section 1. A public hearing having been conducted on November 19, 2019 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
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802

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-19-0158,
3 adopted October 15, 2019, as originally filed, and declares that this resolution shall
4 constitute the levy of the Assessment referred to in the Report for October 1, 2019
5 through September 30, 2020, 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 November 19, 2019,
10 by the following vote:

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

14
15 Noes: Councilmembers: None.

16
17 Absent: Councilmembers: None.

18
19
20 
21 City Clerk

EXHIBIT "A"



2019-2020 Annual Report Bixby Knolls Parking and Business Improvement Area

SUBMITTED BY BIXBY KNOLLS BUSINESS IMPROVEMENT
ASSOCIATION

SEPTEMBER 19, 2019

DISTRICT OVERVIEW

District Background

In 1989, the City Council of the City of Long Beach established the Bixby Knolls Parking and Business Improvement Area, providing for the levy an annual business license assessment to be paid by businesses in the Bixby Knolls commercial corridor. The organization overseeing the management of the Bixby Knolls Parking and Business Improvement Area is the Bixby Knolls Business Improvement Association, a nonprofit organization incorporated on September 20, 1993 under State law.

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. There have not been any changes to the district boundaries nor are there currently any plans for expansion.

District Advisory Board

The Board of Directors of the Bixby Knolls BIA represents a cross-section of the diverse business community throughout the business district. Appointed in accordance with our Bylaws, each position represents a sector of the area as defined by the formation ordinance. As a nonprofit 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.

Servando Orozco, President,	At-Large
Mike Mora, Vice President,	Long Beach Blvd.
Anthony Wingfield, Treasurer,	Wardlow Road
Norm Cauntay, Secretary,	Atlantic Avenue
Anthony Puente, Digital Revolution,	Atlantic Avenue
Kris Allen, First Bank,	At-Large
Aaron Hovis, goFetch,	Wardlow Road
Bill Larson, First Team,	Long Beach Blvd.
Jeff Beasley, Bundts on Melrose,	Long Beach Blvd.
Brian Savala, Nova Home Loans	Long Beach Blvd.
Cheryl Jacobs – Community Liaison	
Roy Robbins – Community Liaison	
Andrea Testa – Community Liaison	

District Personnel

Blair Cohn, Executive Director

Lead the implementation and enhancement of the BIA's goals and strategic action plan; Act as liaison and advocate with municipal government, local media, and organizations on behalf of the BIA; Event Management: organize and manage all monthly events and programs; Recruit, train, and manage qualified staff; Oversee the publishing of newsletters, annual business directory, and BIA website; Manage the BIA's financial activities including payables, receivables, payroll, financial statements, and required municipal reporting; Administer the Board and Committee meetings including agendas, meeting minutes, and correspondence.

Katie Phillips, Project Manager

Manage all special projects including design of website, event materials, social media; business directory; Manage administrative duties within the BKBIA office; manage the Expo Arts Center booking and coordinate event calendar; Member outreach; directory updates;

Ronnie De Leon – Clean Team Lead

Patrol the entire district each week for litter and graffiti abatement; Assist in managing activities in the Expo Arts Center and the planning of First Fridays; on-site event management.

BUDGET

Projected Budget

REVENUE

Assessment Income	255,000
Contributions	12,000
Corporate Sponsorship	10,000
Grant Awards	1,500
Rental Income	44,000
RDA Funds	176,500
Cost Reimbursements	2,500

GROSS REVENUE

501,500

EXPENDITURES

Administration

General Admin Exp	8,000
Fees & Finance Charges	400
Insurance	4,600
Licenses and Permits	4,400
Office Equipment & Supplies	15,800
RDA Outside Services	2,600
Clean and Safe	26,500
RDA Clean & Safe	52,500
Utilities	20,000
EXPO Bldg Supplies	2,800
RDA EXPO Bldg R&M	800
EXPO Repairs and Maintenance	2,600

Total Administration

141,000

On-Going Promotions

Advertising & Marketing	18,800
RDA Advertising & Marketing	17,000
Banner Installation/Maintenance	1,600
Median Maint Utilities	2,400
Median Maintenance	3,600
RDA Member Outreach	8,400

Total On-Going Promotions

51,800

Surplus or Deficit Carryover

No surplus or deficit Parking and Business Improvement Area assessment revenues are planned to be carried over from the previous fiscal year.

Contributions from Other Sources

Contributions:	\$12,000
Corporate Sponsorship:	\$10,000
Grant Awards:	\$1,500
Rental Income:	\$44,000
RDA Funds:	\$176,500
Cost Reimbursements	\$2,500
TOTAL:	\$246,500

Ongoing Monthly Events and Programs

The BKBIA continues to stress the importance and priority of **connecting the residential customer base to the business corridors**. To bring the community and businesses together we continue to manage our low-cost monthly events and programs, many of which have celebrated longevity and milestones in the district. These are the *Strollers (11 years)*, *Literary Society (11 years)*, *First Fridays (12 years)*, *Good Spirits Club*, *Supper Club*, *Concerts in the Park(ing Lot)*, *Flash Events*, and *Kidical Mass (7 years)*, that activate the local business community. By stitching all programs together, we are able to reach the full spectrum of local residents and their interests and spread our message about the importance of supporting the local business district. Our "*Knights of the Round (Turn)Table*" immediately became the most popular next to First Fridays and we have been thrilled at the immediate positive response to our "Bixby Saturday Nights" featuring jazz performances in the Expo Arts Center.

The Board of Directors made the decision in April 2018 to "reset" First Fridays which had grown away from the original mission to support our membership. By backing off the programming by the BKBIA during the summer of 2018, creating the Summer Saturdays event (that specifically activated business spaces), and then picking up First Fridays again in September, the BKBIA has been able to return the event to a business-focused/community-driven event with all positive results. The endgame for this is to host a great monthly showcase for the businesses with a big increase in sales from the night.

The "**Walktoberfest**" event in October gave the BKBIA the opportunity to launch the "Brewery Knolls" campaign and connect all of our breweries and craft beer locations via trolley. We have continued the monthly "Beer Trolley" tour on the third Sunday of the month. This is not only a fun daytime event showcasing our beer economy, but it provides a scenic tour of the neighborhood for those who may never had been to Bixby Knolls before.

We promote the participation in the national **Small Business Saturday** in November that follows Black Friday, but we have created our own second Small Business Saturday in May as another reminder to the local community to make the commitment of supporting their local businesses. This is another valuable day for our retailers who face the larger current challenges of retail. The membership finds these two events extremely important dates on their calendars.

Member Outreach

Consistent communication with our membership is a priority, utilizing letters mailed to all locations in addition to our social media accounts. We have a "Members Only" page on Facebook and we call, text, direct message, and drop-in for visit our members. We found that simply sending our letters (including meeting invites and other resources) in our blue envelopes gets the greatest responses. We host our quarterly members-only "Bixby Business Breakfasts" at our new location, Masonic Lodge at 3610 Locust Avenue and provide excellent resources and guest speakers. The BKBIA serves as mentoring, coaching, and cheerleading services while also providing important business resources, and being accessible and responsive by phone or in our office, even after business hours.

Business Retention/Business Recruitment

While the importance of meeting our mission is critical, this also include our efforts for business recruitment and retention. Often times this can be the most challenging area for us given the limited staff, resources, and time. Our best efforts come as a direct result of all the energy we put into the events, marketing, and social media. Creating a buzz about the neighborhood, supporting

Goals

Our goals for 2019-20 are as follows:

- Stay the course. Continue to implement the recommendations of the Bixby Knolls Work Plan as articulated by the HyettPalma Study, to continue to improve the aesthetics of the BK BIA 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.
- Work with P.U.M.A. consultants to develop a new Strategic Plan to pursue funding sources to replace RDA funds.
- Launch our new 501c3 Bixby Knolls Community Foundation for the solicitation of grant funds and donations to further supplement our revenue as well as continue the progress of our Work Plan projects.
- Focus on safety for the business district and surrounding areas via continued private security patrols and continued partnership with the Long Beach Police Department North Division.
- Continue to engage the broker community as well as the property owners to help recruit tenants that best serve the Bixby Knolls area.
- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BK BIA 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 BK BIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Continue the ongoing analysis to figure out "what's the next big thing" for Bixby Knolls.
- Improve the Expo Arts Center for more use and increase its programming as a revenue source.