



CITY OF LONG BEACH

OFFICE OF THE CITY MANAGER

C-4
REVISED

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September 2, 2014

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report for October 1, 2014 to September 30, 2015 for the Bixby Knolls Parking and Business Improvement Area, declaring its intention to levy the annual assessment and setting the date of hearing for October 21, 2014. (Districts 7, 8)

DISCUSSION

The Bixby Knolls Business Improvement Association (BKPBIA) 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 (BKPBIA). State law governing Parking and Business Improvement Areas requires that an annual assessment report be submitted to the City Council by the Advisory Commission designated for the Assessment District. On April 24, 2014, the BKPBIA Advisory Board voted to adopt the Fiscal Year 2014 BKPBIA Assessment Report, which is Exhibit A to the attached Resolution.

The Assessment Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The report proposes a change in the method of levying the assessment, but there are no significant changes to proposed activities. Ever since 1995 there have been no assessment fee increases, and the allowed CPI increase discontinued at that time. The BKPBIA board unanimously approved the revised assessment methodology which is detailed in the following table:

ASSESSMENT FORMULA

All businesses, regardless of category will be assessed \$250 dollars beginning on October 1, 2014.

Non-profits will now be assessed \$150.

**Yearly CPI adjustment (City of Long Beach input)
Additional \$20 added each year to make up the gap**

	BUSINESS BASE RATE	NON-PROFIT BASE RATE
October 1, 2014-September 30, 2015	\$250	\$150
October 1, 2015-September 30, 2016	\$250 + CPI% ADJ + \$20	\$150 + CPI% ADJ + \$20
October 1, 2016-September 30, 2017	?\$ + CPI% ADJ + \$20	?\$ + CPI% ADJ + \$20

The recommended Resolution of Intention grants approval of the assessment report, declares the intention of the City Council to levy the assessment for proposed activities and sets the date of a public hearing for October 21, 2014.

This matter was reviewed by Deputy City Attorney Amy R. Webber on August 12, 2014, and Budget Management Officer Victoria Bell on August 15, 2014.

TIMING CONSIDERATIONS

City Council action is requested on September 2, 2014 to set the date for the Public Hearing for October 21, 2014. The BKBIA contract year begins October 1, 2014.

FISCAL IMPACT

It is estimated that the BKP BIA will generate \$131,487 in FY 15 through the proposed assessment. Assessment funds are collected through additional fees attached to BKP BIA business licenses and passed directly through to the Bixby Knolls Business Improvement Association for implementation of annual programs. Sufficient funds are proposed for FY 15 in the Parking and Business Area Improvement Fund (SR 132) in the Public Works Department (PW). There is no local job impact associated with this recommendation.

HONORABLE MAYOR AND CITY COUNCIL

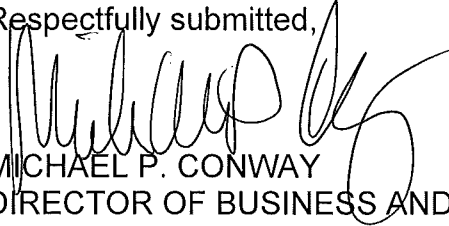
September 2, 2014

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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
DIRECTOR OF BUSINESS AND PROPERTY DEVELOPMENT

MPC:VSG:jsf

09.02.14 BKPBA ROI FY 15 v5.doc

Attachments: Bixby Knolls Parking and Business Improvement Area FY 2015 Annual Report
Resolution

APPROVED:



PATRICK H. WEST
CITY MANAGER

2014 - 2015 Report
to the City of Long Beach
Including the Work Plan & Budget for
October 2014 - September 2015

Presented by the
Bixby Knolls Parking and Business Improvement Association
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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, 2014 - September 30, 2015.

After much discussion and analysis of the BKBIA fee formula, the Board has decided to increase the fee to a flat rate and there will no longer be a per employee rate. More details within the report.

ASSESSMENT FORMULA

All businesses, regardless of category will be assessed \$250 dollars beginning on October 1, 2014. Non-profits will now be assessed \$150.

Yearly CPI adjustment (City of Long Beach input)
 Additional \$20 added each year to make up the gap between RDA contracted funds and assessment fees for seven years.

	BUSINESS BASE RATE	NON-PROFIT BASE RATE
October 1, 2014-September 30, 2015	\$250	\$150
October 1, 2015-September 30, 2016	$\$250 + \text{CPI\% ADJ} + \20	$\$150 + \text{CPI\% ADJ} + \20
October 1, 2016-September 30, 2017	$\$? + \text{CPI\% ADJ} + \20	$\$? + \text{CPI\% ADJ} + \20

The BIA is recommending changes in the method of levying the annual assessment as detailed in the table above, but no changes in the 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 continued to be a top priority all year. The BKBIA also shifted funding to our Clean & Safe programs as a top priority for the district, too. With the continued support from the City of Long Beach and our ten-year contract for Bixby Knolls Work Plan Projects (now completing year 3 of 10), we are continuing to make the positive impacts to the district with our façade improvements, landscaping, lighting, signage, clean and safe program, and monthly events.

The past year was also a year of analysis and research. A good deal of time was spent discussing and critiquing our current programs and events to gauge the level of success and impact to the businesses and district as a whole. The “housekeeping” discussions included: a bylaws review, SWOT analysis, analysis of events where attendance may be waning, and collecting feedback from the membership. We also spent time studying other business districts like San Luis Obispo and best practices from cities like Chicago, Portland, San Diego, Seattle, and New York.

In addition, numerous discussions took place regarding our assessment fees and overall budget. There has been no increase to the fees since 1995 and the BKBIA has the lowest fees of all BIDs while providing a high level of service to the district. (We discovered that at the onset of the BID there was an annual CPI increase on top of the assessment fee that somehow ceased in 1995.) It is critical that the current funding level remains unchanged when the RDA contract expires. We must take the necessary steps to keep the revenue levels intact to ensure the momentum and vitality of the district continues. Without the additional funds, Bixby Knolls will return to a very sleepy, inactive business district. During the year, the board voted to increase the assessment fees for all businesses, as well as to implement a fee for non-profits in the district. Over the next seven years we will see an increase in our budget through the new annual assessment fee that will allow us to expand our support to our current line items such as Clean and Safe, façade improvements, events, landscaping projects, and Marketing & Promotions.

The BKBIA continues to stress the importance and priority of connecting the residential customer base to the business corridor. To bring the community together we program consistent low-cost monthly events and programs such as the *Strollers*, *Literary Society*, *First Fridays*, *Happy Hours*, *Supper Club*, *Concerts in the Park(ing Lot)*, *Flash Events*, and *Kidical Mass* that activate the local community.

The BKBIA continues to rely heavily on its social media network to broaden its promotional and informational outreach. Facebook posts and connections have resulted in the growth and awareness of district improvements and events. Each monthly program or event continues to grow and remain strong. Kidical Mass, the parking lot concerts, and the continued growth of First Fridays can be attributed to Facebook, Instagram, and Twitter as word of mouth spreads and people are posting their comments about the events. 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.

Construction began in the Expo building earlier in the year and is nearly completed. The BKBIA and 8th District Field Office will soon move into the new renovated north building as both a budget savings and on-site management of the property. Exterior improvements will soon follow as implemented by the BKBIA. Programming of the back theater space will begin and bring additional revenue towards building expenses.

The focus of 2014-2015 remains unchanged; we will maintain the drive and energy of the current monthly events, streetscape improvements per the Bixby Knolls Work Plan, focus on security and safety of the district, and engage both business- and property-owners and further our efforts to fill vacant store fronts and office spaces. 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) have provided 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. We took a number of months off from these events while we focused on our overall program/event analysis. We also wanted to keep the event fresh when we re-launched them. Attendance has waned a bit and our discussions continue regarding whether or not to hold the events quarterly, bi-annually or to eliminate them completely and focus solely on the promotion of individual businesses’ events such as open houses, and grand openings. We believe we have reached our original goal with these events to activate the corridors and bring both business owner and residents together. We are now interested in adjusting these events to provide a greater impact to the hosting business and district as a whole.

Monthly E-Newsletters & Notices

The monthly e-newsletters are not only a cost savings, but an effective way to reach our members and the community at large. We learned that sending out a newsletter that was only filled with event posters reduced our readership. This year we combined the newsletters into a shorter, more concise version called the **Bixby Brief** as way to get immediate news and information out to the membership in a streamlined format. Event listings are still included but focus more on “what’s happening on the street” and have already received a greater response.

Other email alerts updates are sent randomly throughout the month to increase communication from the BKBIA to its members. A series of e-notices about the grand openings, happy hours, construction alerts, and information from 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*, *Long Beach Register* 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 to keep our profile high.

“**Rediscover Bixby Knolls**” video project was completed and shared throughout the community, with other business districts, and to the local media as a way to further raise the profile for the district. The video is one in a series that we will be producing to help promote the goods and services in Bixby Knolls. The video link was also sent to the brokers that are looking to fill vacancies. The video is a sales and recruiting tool for both the business district and neighborhoods as a whole.

The link to the video is: http://www.youtube.com/watch?v=_q-cywqgD-s

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 2,200 “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 6,000 “likes” and growing. We capture an online gallery for our website as we shoot photos of images that best highlight the district at our events or patrols.

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 6 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 six 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 and fifth 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 75th book discussion of the greatest American literature of the last century (with some contemporary selections as well). The group has expanded its draw beyond the Bixby Knolls area as some members come as far as the South Bay to attend the meetings at Elise's Tea Room. The BKBIA purchases the refreshments from the tea room for its attendees and to be sure that the meeting is worthwhile for the business.

First Fridays Art Walk continues to be THE marquee event in Bixby Knolls. It continues to not only grow in attendance each month but truly serves as the major economic driver for the district. The use of art and music of all types has truly been a catalyst to create the foot traffic along Atlantic Avenue that does not exist the rest of the month. The businesses use the event as a monthly showcase or open house. Even businesses outside of our pedestrian zone on Atlantic or on Long Beach Boulevard often come and set up a table or distribute information promoting their business to the crowds. We continued to partner with council offices (Councilmember 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: Spring Fling, Endless Summer, Mardi Gras, Red, White & True, Bob Marley's birthday, and Long Beach County Fair. Word-of-mouth advertising has also helped to make this a special event with a city-wide 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. We have recently added a mini "farmers market" component to the concerts by inviting our local farmers, bakers, and bee keepers to share and sell their wares.

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 invite other businesses to be involved by setting up tables and interacting with the participants. We are promoting the city's bike agenda and Bixby Knolls as a bike friendly business district and again connecting the community to our local businesses. We will soon present our 3rd Annual Iron Man Award to a regular participant. Last year a 5-year-old girl won this award for her tenacity up the hills, her use of hand signals throughout the ride, and overcoming her fear of the down hills.

"Flash Events" were added this year to meet multiple purposes. By only using social media to post the event we can gauge the response to the message we post. For instance, a business might offer a "free" item between the hours of 5pm and 7pm and we only post it on Facebook, we can then tell by the response who is seeing our messages, what time(s) are the best to post the message, and what it will take to get a call to action from the public. Additionally, the hosting business receives all the free publicity all through the day as people see and "like" the event message and the event gets re-shared all day long throughout the city. FREE or discounted food or drinks have worked the best so far. We want to continue these experiments periodically as a fun, low- no-cost marketing program.

Marketing Mondays is the newest of all programs we initiated this year. The idea is to first bring together the most engaged business owners within the district to meet with representatives from the

Small Business Development Center to discuss ways to better promote and grow the businesses. The mini “think tank” sessions have helped get the business owners to look at what they are currently doing and to create ways to reach the next set of goals to grow the businesses.

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 6 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

Maintenance has been the key word all year. Our Clean Team keeps a regular schedule of watering trees and flower pots and trash pick-up. Our landscape contractor recently installed new flowers and bushes in the tree wells in the 3800 block of Atlantic. Another recent project is the “trees of Israel” that were planted at the synagogue on Atlantic Avenue. We completed a full façade improvement (paint, signage, lighting, and landscaping) at New Dimensions Salon & Fix My PC. In the next month we will create our first “pocket park” by transforming a piece of landscape into a newly renovated and landscaped area with benches, plants, and irrigation. A project like this creates a public gathering spot on the corridor and adds another “there” there in the district.

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 third 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.

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. Bixby Knolls will be participating in the upcoming “**Beach Streets**” event that will close Atlantic Avenue and adjacent thoroughfares to vehicles. Our district will be a main hub for the event and we plan on showcasing both our businesses and neighborhood assets to all the participants.

Maintaining the Common Areas

Safety

Safety along our corridors remains a top priority. The BKBIA continues to hire 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 staffs each First Fridays to ensure safety and the family-friendly environment we set out to create. After the event ends the security staff patrols the streets adjacent to Atlantic to make sure that there are no incidents from the attendees to the local homes.

The 8th District Council Office have committed to adding pedestrian lighting to the poles in our pedestrian zone on Atlantic Avenue (Bixby Road to San Antonio) We look forward to this installation that will light up the sidewalks and better encourage foot traffic. This is a great benefit to the district year round in addition to our First Fridays event.

Our board members have begun to create a block-by-block “email/phone tree” of contact information for the businesses. This information will be distributed so the businesses can communicate with each other if/when an incident occurs on the block. Not only does it help the BKBIA with accurate contact information for each location but we can also sign up more businesses for our newsletters to keep them well informed on all issues.

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.

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. Now 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. COBA has presented the Open Counter software that could potentially make the permitting and licensing process much more user friendly and help Long Beach's reputation to be as business-friendly as any other major city.

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 new businesses soon to be opening in the pedestrian zone: Dutch's Brew House, Stateside, Crafts, Bixby Knolls Brooklyn Deli, and Weiland Brewery Restaurant. Our continued marketing and promotion of our events and the district as a whole as a great place to open a business is the most effective approach to raise awareness and gain attention for our part of the city. We have sent the local broker community the link to our "Rediscover Bixby Knolls" video as another tool to use to help attract new tenants. We believe this is a big recruiting tool we can use for potential business owners and those even looking to purchase a building (or even a home) in Bixby Knolls.

New Businesses

We have had a significant increase of new businesses (both retail and service) opening up over the last year. **New businesses include: Auntie Lucy Pet Food, Jonathan Marc Jewelry, Metropolitan Design Inc, and Atun Sushi** just to name a few. We continue to fill vacancies not only in retail but services, too. 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 safety and security of the district will always remain a top priority for the BKBIA.

The BKBIA continues to move forward but keeps a watchful eye on the local and state issues regarding the redevelopment dollars. Bixby Knolls can continue to be an area of economic growth and health 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 2014-15 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, public gathering places, and street clean-up programs.
- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BKBIA through effective use of existing media from print, social media, networking, and various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- Create membership involvement and ensure effective communication with the membership, other community organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BKBIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Focus on safety for the business district and surrounding areas via continued private security patrols and continued partnership with the Long Beach Police Department North Division.
- Continue the ongoing analysis to figure out “what’s the next big thing” for Bixby Knolls.

2014 - 2015 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, Flash Events, and create new ones
 - December – First Fridays Holiday Celebration
 - Promote and support events hosted by BKBIA members
- Promote and network events and programs through social media outlets such as Facebook, Instagram, and Twitter
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: food, clothing, and blood drives; Clean-Up days; grand openings & anniversary celebrations; photo contests; block parties and sales/specials)
- Update the BKBIA website to be more user-friendly 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.
- Continue the “Marketing Mondays” series to 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 landscape projects along the corridors and adjacent neighborhoods.
- 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 (and increase) the district patrols with CSI Patrol Service, Inc.
- Continue the close liaison with Long Beach Police Department and North Division Commander and improve communication with business owners.
- Create and distribute Phone/Email “trees” block by block so businesses have better communication with each other.
- 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 promote events organized by our membership.
- Partner with organizations such as the Convention and Visitors Bureau to create networking opportunities (business breakfasts or evening mixers). Also, host occasional “community happy hours” at the Long Beach Petroleum Club or other restaurants as networking opportunities and to build neighborhood connectivity.
- 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, 2014 – September 30, 2015
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

1 RESOLUTION NO.
2

3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH APPROVING THE ANNUAL
5 ASSESSMENT REPORT FOR OCTOBER 1, 2014 TO
6 SEPTEMBER 30, 2015 FOR THE BIXBY KNOLLS
7 PARKING AND BUSINESS IMPROVEMENT AREA ("PBIA")
8 AND DECLARING ITS INTENTION TO LEVY THE ANNUAL
9 ASSESSMENT FOR THAT FISCAL YEAR
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, 2014 to September 30, 2015
14 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA") which is
15 located generally in that section of the City of Long Beach bounded by Wardlow Road,
16 Long Beach Boulevard, Del Amo Boulevard and Orange Avenue and as more specifically
17 described in the Report; and

18 WHEREAS, said Report contains, among other things, with respect to
19 October 1, 2014 to September 30, 2015 all matters required to be included by the above
20 cited Section 36533; and

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

23 A. Confirm levy of and direct collecting within the Area, assessments for
24 the Bixby Knolls PBIA for October 1, 2014 to September 30, 2015. Said assessments
25 are proposed to be levied on such classifications and at such rates as are set forth in
26 Exhibit "A" attached hereto and incorporated herein. These assessments are not
27 proposed to be levied on owners of commercial or residential property;

28 B. Provide that each business shall pay the assessment annually, at the

1 same time the business license is due. This is the same collection procedure which
2 occurred in the previous fiscal year; and

3 WHEREAS, to this end, the proposed activities and improvements
4 undertaken by the Area include those generally specified in the establishing Ordinance
5 No. C-6646, Section 5, as adopted by the City Council on September 19, 1989; and

6 WHEREAS, a copy of the Report is on file with the City Clerk and includes
7 a full description of the activities and improvements to be provided from October 1, 2014
8 to September 30, 2015, the boundaries of the area, and the proposed assessments to be
9 levied on the businesses that fiscal year and all other information required by law; and

10 WHEREAS, it is the desire of this City Council to fix a time and place for a
11 public hearing to be held in the City Council Chamber of the City of Long Beach on
12 October 21, 2014 at 5:00 p.m., regarding the Report, the levy and the proposed program
13 for October 1, 2014 to September 30, 2015;

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

16 Section 1. That certain Report entitled "Assessment Report for October
17 1, 2014 to September 30, 2015, Bixby Knolls Parking and Business Improvement Area"
18 as filed with the City Clerk is hereby approved.

19 Section 2. On October 21, 2014 at 5:00 p.m., in City Council Chamber,
20 City Hall, 333 West Ocean Boulevard, Long Beach, California 90802, the City Council of
21 the City of Long Beach will conduct a public hearing on the levy of proposed
22 assessments for October 1, 2014 to September 30, 2015 for the Bixby Knolls PBIA. All
23 concerned persons are invited to attend and be heard, and oral or written protests may
24 be made, in accordance with the following procedures:

25 A. At the public hearing, the City Council shall hear and consider
26 all protests. A protest may be made orally or in writing by any interested
27 person. Any protest pertaining to the regularity or sufficiency of the
28 proceedings shall be in writing and shall clearly set forth the irregularity or

1 defect to which the objection is made.

2 B. Every written protest shall be filed with the City Clerk at or
3 before the time fixed for the public hearing. The City Council may waive
4 any irregularity in the form or content of any written protest and at the public
5 hearing may correct minor defects in the proceedings. A written protest
6 may be withdrawn in writing at any time before the conclusion of the public
7 hearing.

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

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

17 Section 3. The City Clerk shall give notice of the public hearing called for
18 in Section 2 by causing this Resolution of Intention to be published once in a newspaper
19 of general circulation in the City not less than seven (7) days before the public hearing.

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

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

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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 _____, 20__ by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

EXHIBIT "A"

2014 - 2015 Report
to the City of Long Beach
Including the Work Plan & Budget for
October 2014 - September 2015

Presented by the
Bixby Knolls Parking and Business Improvement Association
4313 Atlantic Avenue
Long Beach, CA 90807

Phone (562) 595-0081
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E-mail info@bixbyknollsinfo.com
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, 2014 - September 30, 2015.

After much discussion and analysis of the BKBIA fee formula, the Board has decided to increase the fee to a flat rate and there will no longer be a per employee rate. More details within the report.

ASSESSMENT FORMULA

All businesses, regardless of category will be assessed \$250 dollars beginning on October 1, 2014. Non-profits will now be assessed \$150.

Yearly CPI adjustment (City of Long Beach input)

Additional \$20 added each year to make up the gap between RDA contracted funds and assessment fees for seven years.

	BUSINESS BASE RATE	NON-PROFIT BASE RATE
October 1, 2014-September 30, 2015	\$250	\$150
October 1, 2015-September 30, 2016	\$250 + CPI% ADJ + \$20	\$150 + CPI% ADJ + \$20
October 1, 2016-September 30, 2017	\$? + CPI% ADJ + \$20	\$? + CPI% ADJ + \$20

The BIA is recommending changes in the method of levying the annual assessment as detailed in the table above, but no changes in the 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 continued to be a top priority all year. The BKBIA also shifted funding to our Clean & Safe programs as a top priority for the district, too. With the continued support from the City of Long Beach and our ten-year contract for Bixby Knolls Work Plan Projects (now completing year 3 of 10), we are continuing to make the positive impacts to the district with our façade improvements, landscaping, lighting, signage, clean and safe program, and monthly events.

The past year was also a year of analysis and research. A good deal of time was spent discussing and critiquing our current programs and events to gauge the level of success and impact to the businesses and district as a whole. The “housekeeping” discussions included: a bylaws review, SWOT analysis, analysis of events where attendance may be waning, and collecting feedback from the membership. We also spent time studying other business districts like San Luis Obispo and best practices from cities like Chicago, Portland, San Diego, Seattle, and New York.

In addition, numerous discussions took place regarding our assessment fees and overall budget. There has been no increase to the fees since 1995 and the BKBIA has the lowest fees of all BIDs while providing a high level of service to the district. (We discovered that at the onset of the BID there was an annual CPI increase on top of the assessment fee that somehow ceased in 1995.) It is critical that the current funding level remains unchanged when the RDA contract expires. We must take the necessary steps to keep the revenue levels intact to ensure the momentum and vitality of the district continues. Without the additional funds, Bixby Knolls will return to a very sleepy, inactive business district. During the year, the board voted to increase the assessment fees for all businesses, as well as to implement a fee for non-profits in the district. Over the next seven years we will see an increase in our budget through the new annual assessment fee that will allow us to expand our support to our current line items such as Clean and Safe, façade improvements, events, landscaping projects, and Marketing & Promotions.

The BKBIA continues to stress the importance and priority of connecting the residential customer base to the business corridor. To bring the community together we program consistent low-cost monthly events and programs such as the *Strollers*, *Literary Society*, *First Fridays*, *Happy Hours*, *Supper Club*, *Concerts in the Park(ing Lot)*, *Flash Events*, and *Kidical Mass* that activate the local community.

The BKBIA continues to rely heavily on its social media network to broaden its promotional and informational outreach. Facebook posts and connections have resulted in the growth and awareness of district improvements and events. Each monthly program or event continues to grow and remain strong. Kidical Mass, the parking lot concerts, and the continued growth of First Fridays can be attributed to Facebook, Instagram, and Twitter as word of mouth spreads and people are posting their comments about the events. 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.

Construction began in the Expo building earlier in the year and is nearly completed. The BKBIA and 8th District Field Office will soon move into the new renovated north building as both a budget savings and on-site management of the property. Exterior improvements will soon follow as implemented by the BKBIA. Programming of the back theater space will begin and bring additional revenue towards building expenses.

The focus of 2014-2015 remains unchanged; we will maintain the drive and energy of the current monthly events, streetscape improvements per the Bixby Knolls Work Plan, focus on security and safety of the district, and engage both business- and property-owners and further our efforts to fill vacant store fronts and office spaces. 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) have provided 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. We took a number of months off from these events while we focused on our overall program/event analysis. We also wanted to keep the event fresh when we re-launched them. Attendance has waned a bit and our discussions continue regarding whether or not to hold the events quarterly, bi-annually or to eliminate them completely and focus solely on the promotion of individual businesses’ events such as open houses, and grand openings. We believe we have reached our original goal with these events to activate the corridors and bring both business owner and residents together. We are now interested in adjusting these events to provide a greater impact to the hosting business and district as a whole.

Monthly E-Newsletters & Notices

The monthly e-newsletters are not only a cost savings, but an effective way to reach our members and the community at large. We learned that sending out a newsletter that was only filled with event posters reduced our readership. This year we combined the newsletters into a shorter, more concise version called the **Bixby Brief** as way to get immediate news and information out to the membership in a streamlined format. Event listings are still included but focus more on “what’s happening on the street” and have already received a greater response.

Other email alerts updates are sent randomly throughout the month to increase communication from the BKBIA to its members. A series of e-notices about the grand openings, happy hours, construction alerts, and information from 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*, *Long Beach Register* 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 to keep our profile high.

“**Rediscover Bixby Knolls**” video project was completed and shared throughout the community, with other business districts, and to the local media as a way to further raise the profile for the district. The video is one in a series that we will be producing to help promote the goods and services in Bixby Knolls. The video link was also sent to the brokers that are looking to fill vacancies. The video is a sales and recruiting tool for both the business district and neighborhoods as a whole.

The link to the video is: http://www.youtube.com/watch?v=_q-cywqgD-s

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 2,200 “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 6,000 “likes” and growing. We capture an online gallery for our website as we shoot photos of images that best highlight the district at our events or patrols.

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 6 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 six 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 and fifth 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 75th book discussion of the greatest American literature of the last century (with some contemporary selections as well). The group has expanded its draw beyond the Bixby Knolls area as some members come as far as the South Bay to attend the meetings at Elise's Tea Room. The BKBIA purchases the refreshments from the tea room for its attendees and to be sure that the meeting is worthwhile for the business.

First Fridays Art Walk continues to be THE marquee event in Bixby Knolls. It continues to not only grow in attendance each month but truly serves as the major economic driver for the district. The use of art and music of all types has truly been a catalyst to create the foot traffic along Atlantic Avenue that does not exist the rest of the month. The businesses use the event as a monthly showcase or open house. Even businesses outside of our pedestrian zone on Atlantic or on Long Beach Boulevard often come and set up a table or distribute information promoting their business to the crowds. We continued to partner with council offices (Councilmember 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: Spring Fling, Endless Summer, Mardi Gras, Red, White & True, Bob Marley's birthday, and Long Beach County Fair. Word-of-mouth advertising has also helped to make this a special event with a city-wide 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. We have recently added a mini "farmers market" component to the concerts by inviting our local farmers, bakers, and bee keepers to share and sell their wares.

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 invite other businesses to be involved by setting up tables and interacting with the participants. We are promoting the city's bike agenda and Bixby Knolls as a bike friendly business district and again connecting the community to our local businesses. We will soon present our 3rd Annual Iron Man Award to a regular participant. Last year a 5-year-old girl won this award for her tenacity up the hills, her use of hand signals throughout the ride, and overcoming her fear of the down hills.

"Flash Events" were added this year to meet multiple purposes. By only using social media to post the event we can gauge the response to the message we post. For instance, a business might offer a "free" item between the hours of 5pm and 7pm and we only post it on Facebook, we can then tell by the response who is seeing our messages, what time(s) are the best to post the message, and what it will take to get a call to action from the public. Additionally, the hosting business receives all the free publicity all through the day as people see and "like" the event message and the event gets re-shared all day long throughout the city. FREE or discounted food or drinks have worked the best so far. We want to continue these experiments periodically as a fun, low- no-cost marketing program.

Marketing Mondays is the newest of all programs we initiated this year. The idea is to first bring together the most engaged business owners within the district to meet with representatives from the

Small Business Development Center to discuss ways to better promote and grow the businesses. The mini “think tank” sessions have helped get the business owners to look at what they are currently doing and to create ways to reach the next set of goals to grow the businesses.

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 6 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

Maintenance has been the key word all year. Our Clean Team keeps a regular schedule of watering trees and flower pots and trash pick-up. Our landscape contractor recently installed new flowers and bushes in the tree wells in the 3800 block of Atlantic. Another recent project is the “trees of Israel” that were planted at the synagogue on Atlantic Avenue. We completed a full façade improvement (paint, signage, lighting, and landscaping) at New Dimensions Salon & Fix My PC. In the next month we will create our first “pocket park” by transforming a piece of landscape into a newly renovated and landscaped area with benches, plants, and irrigation. A project like this creates a public gathering spot on the corridor and adds another “there” there in the district.

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 third 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.

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. Bixby Knolls will be participating in the upcoming “**Beach Streets**” event that will close Atlantic Avenue and adjacent thoroughfares to vehicles. Our district will be a main hub for the event and we plan on showcasing both our businesses and neighborhood assets to all the participants.

Maintaining the Common Areas

Safety

Safety along our corridors remains a top priority. The BKBIA continues to hire 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 staffs each First Fridays to ensure safety and the family-friendly environment we set out to create. After the event ends the security staff patrols the streets adjacent to Atlantic to make sure that there are no incidents from the attendees to the local homes.

The 8th District Council Office have committed to adding pedestrian lighting to the poles in our pedestrian zone on Atlantic Avenue (Bixby Road to San Antonio) We look forward to this installation that will light up the sidewalks and better encourage foot traffic. This is a great benefit to the district year round in addition to our First Fridays event.

Our board members have begun to create a block-by-block “email/phone tree” of contact information for the businesses. This information will be distributed so the businesses can communicate with each other if/when an incident occurs on the block. Not only does it help the BKBIA with accurate contact information for each location but we can also sign up more businesses for our newsletters to keep them well informed on all issues.

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.

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. Now 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. COBA has presented the Open Counter software that could potentially make the permitting and licensing process much more user friendly and help Long Beach's reputation to be as business-friendly as any other major city.

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 new businesses soon to be opening in the pedestrian zone: Dutch's Brew House, Stateside, Crafts, Bixby Knolls Brooklyn Deli, and Weiland Brewery Restaurant. Our continued marketing and promotion of our events and the district as a whole as a great place to open a business is the most effective approach to raise awareness and gain attention for our part of the city. We have sent the local broker community the link to our "Rediscover Bixby Knolls" video as another tool to use to help attract new tenants. We believe this is a big recruiting tool we can use for potential business owners and those even looking to purchase a building (or even a home) in Bixby Knolls.

New Businesses

We have had a significant increase of new businesses (both retail and service) opening up over the last year. **New businesses include: Auntie Lucy Pet Food, Jonathan Marc Jewelry, Metropolitan Design Inc, and Atun Sushi** just to name a few. We continue to fill vacancies not only in retail but services, too. 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 safety and security of the district will always remain a top priority for the BKBIA.

The BKBIA continues to move forward but keeps a watchful eye on the local and state issues regarding the redevelopment dollars. Bixby Knolls can continue to be an area of economic growth and health 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 2014-15 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, public gathering places, and street clean-up programs.
- Continue to connect the local communities (customer base) to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BKBIA through effective use of existing media from print, social media, networking, and various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- Create membership involvement and ensure effective communication with the membership, other community organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BKBIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Focus on safety for the business district and surrounding areas via continued private security patrols and continued partnership with the Long Beach Police Department North Division.
- Continue the ongoing analysis to figure out “what’s the next big thing” for Bixby Knolls.

2014 - 2015 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, Flash Events, and create new ones
 - December – First Fridays Holiday Celebration
 - Promote and support events hosted by BKBIA members
- Promote and network events and programs through social media outlets such as Facebook, Instagram, and Twitter
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: food, clothing, and blood drives; Clean-Up days; grand openings & anniversary celebrations; photo contests; block parties and sales/specials)
- Update the BKBIA website to be more user-friendly 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.
- Continue the “Marketing Mondays” series to 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 landscape projects along the corridors and adjacent neighborhoods.
- 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 (and increase) the district patrols with CSI Patrol Service, Inc.
- Continue the close liaison with Long Beach Police Department and North Division Commander and improve communication with business owners.
- Create and distribute Phone/Email “trees” block by block so businesses have better communication with each other.
- 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 promote events organized by our membership.
- Partner with organizations such as the Convention and Visitors Bureau to create networking opportunities (business breakfasts or evening mixers). Also, host occasional “community happy hours” at the Long Beach Petroleum Club or other restaurants as networking opportunities and to build neighborhood connectivity.
- 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, 2014 – September 30, 2015
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