

1 RESOLUTION NO. RES-16-0098

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

10  
11 WHEREAS, pursuant to Section 36533 of the California Streets and  
12 Highways Code, the East Anaheim Street Parking and Business Improvement Area  
13 Advisory Board has caused a Report to be prepared for October 1, 2016 through  
14 September 30, 2017 relating to the East Anaheim Street Parking and Business  
15 Improvement Area ("EASPBIA"); and

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

18 WHEREAS, on October 11, 2016 at 5:00 p.m., the City Council conducted a  
19 public hearing relating to that Report in accordance with its Resolution of Intention No.  
20 RES-16-0084, adopted September 13, 2016, at which public hearing all interested  
21 persons were afforded a full opportunity to appear and be heard on all matters relating to  
22 the Report; and

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

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

28 Section 1. A public hearing having been conducted on October 11, 2016,

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

1 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be  
2 heard, the City Council hereby confirms the Report of the East Anaheim Street Parking  
3 and Business Improvement Area Advisory Board, previously filed and approved by  
4 Resolution No. RES-16-0084, adopted September 13, 2016, as originally filed, and  
5 declares that this resolution shall constitute the levy of the Assessment referred to in the  
6 Report for October 1, 2016 through September 30, 2017 as more specifically set forth in  
7 Exhibit "A".

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

10 I hereby certify that the foregoing resolution was adopted by the City  
11 Council of the City of Long Beach at its meeting of October 11, 2016,  
12 by the following vote:

13  
14 Ayes: Councilmembers: Gonzalez, Pearce, Price,  
15 Supernaw, Andrews, Uranga,  
16 Austin, Richardson.

17  
18 Noes: Councilmembers: None.

19  
20 Absent: Councilmembers: Mungo.

21  
22  
23 Maria del L. Garcia  
24 City Clerk

# EXHIBIT "A"



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



*Kristine Hammond - EASBA Executive Director*  
5150 E. Pacific Coast Highway, Suite 200, Long Beach, CA 90804



**EAST ANAHEIM STREET PARKING  
and  
BUSINESS IMPROVEMENT AREA  
In the Zaferia Area of Long Beach, CA  
ANNUAL DISTRICT REPORT**

2016 – 2017

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## 1. DISTRICT OVERVIEW

Conceived by a coalition of business owners located along Anaheim Street east of Junipero, the East Anaheim Street Parking and Business Improvement Area (the "EASPBA" or the "District") is a benefit assessment district proposed to provide a more attractive and vibrant business environment in the East Anaheim Street business area.

The goal of the district is to promote and market the East Anaheim Street business area through events, advertising, and cleanliness. The East Anaheim Street Business Alliance (EASBA), under contract with the City of Long Beach, will manage the District.

### a. Location

The East Anaheim Street Parking and Business Improvement Area is bounded by Junipero Avenue to the west, Pacific Coast Highway to the east, 11<sup>th</sup> Street to the south, and 14<sup>th</sup> Street to the north. See map, Section 2. Historically, this area is known as Zaferia.

### b. Services

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

### c. Method of Assessment

Special benefit assessment for marketing and promotion of businesses operating within the area. The estimated 2016-2017 fiscal year revenue from business assessments is \$140,000. Assessments are calculated as follows:

- **Type 1 Businesses:** Retail, recreation and entertainment, and unique businesses shall pay annual assessment fees of:
  - Base Fee: \$300 per year except that secondary licensees in these classes are exempt, and;
  - Employee Fee: \$15 per employee up to \$300 maximum.
- **Type 2 Businesses:** Service, vending, professional, wholesale, contractor, manufacturing and miscellaneous mobile businesses shall pay annual assessment fees of:
  - Base Fee: \$200 per year except that secondary licensees in these classes shall pay a base fee of \$120; and
  - Employee Fee: \$15 per employee up to \$300 maximum.
- **Type 3 Businesses:** Non-residential space rental businesses shall pay annual assessment fees of:
  - Base Fee: \$120 per year Employee Fee: not applicable

Residential property rental, home-based and secondary licensees are exempt from the assessment.

**d. Method of Collection**

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

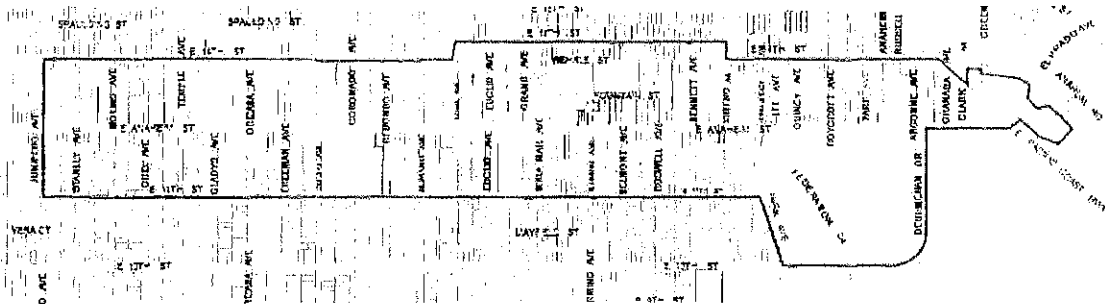
**e. Authority**

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

**2. GENERAL INFORMATION**

**a. District Boundary**

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



(Note: On June 10, 2016, the EASBA Board of Directors voted to clarify the boundaries of the district in order to reflect the original intention when the EASPBIA was formed. The correct boundaries are reflected on the map above. One parcel excluded [5100 Anaheim Road - five businesses and the commercial property itself]. They were not included on the original assessment roll and petition mailing list. Recent GIS mapping used by the City added them because the building falls within the general description of the boundary.)

**b. General Description**

Based on the results of the 2008 Business Survey taken by business owners in the district area, and using the funds received from the EASPBIA assessments, the East Anaheim Street Business Alliance (EASBA) has been working with member businesses on enhancing the identity and promoting the area for the benefit of all businesses. EASBA has also coordinated with the Conservation Corp of Long Beach to conduct sidewalk trash and debris pickup and provide distribution of promotional materials on a weekly basis, and sidewalk power washing two times per year. EASBA has also purchased and maintained eight (8) security cameras installed along the E. Anaheim Corridor. (Due to the facilitation by Councilmember Daryl Supernaw, the ownership and maintenance of these cameras will be handed over the City of Long Beach by the beginning of the 2016-2017 fiscal year.)

c. Board of Directors

The Board of Directors meets once per month, generally the first week of every month. In accordance with the *Brown Act*, the meetings of the Board of Directors are publicized to the members and the public via the organization’s website, [www.zaferia.org](http://www.zaferia.org), and regular electronic mail news blasts to the entire distribution list.

<b>OFFICERS</b>		<b>TERMS</b>
<b>President</b> Tracy Ames	Proprietor – The Red Leprechaun	2016 - 2018
<b>Vice President</b> Andrew Vonderschmitt	Executive Director – Long Beach Playhouse Theatres	2015 - 2017
<b>Secretary</b> Kourosh Davatolhagh	Vice President, Relationship Manager – Farmers & Merchants Bank	2016 - 2018
<b>Treasurer</b> Alisa Admiral	Principal - Law Offices of Alisa Admiral	2016 - 2018

**DIRECTORS**

Cameron Crockett	Principal Architect - Ultra-Unit Architectural Studio	2016 - 2018
Michael Shafer	Financial Advisor – Edward Jones	2015 – 2017
Becher Neme	Principal Architect – Neme Design Solutions	2015 - 2017
<b>Executive Director</b> Kristine Hammond	<a href="mailto:director@easba.com">director@easba.com</a> Work: (562) 735-4921	

**3. SERVICE PLAN AND BUDGET**

a. The Year in Review



Fiscal year 2015-2016 has proved to be an exciting year for EASBA. A new Executive Director was hired in December 2015 who has brought non-profit management and business skills to the organization. The Board of Directors solidified its rebranding efforts that began the previous fiscal year with the approval of a new logo. The underlying concept is to bring awareness to the Zaferia area with the underlying support of EASBA. The new logo represents a combination of several ideas essential to the personality of this vibrant area and has been received positively by EASBA members and the public.

The 2015 – 2016 fiscal year continued with providing power washing of the East Anaheim Street sidewalks, which sees the heaviest foot traffic in the district, as well as the continuation of the weekly contract with the Conservation Corps of Long Beach to perform trash and debris cleanup and flyer



distribution as needed. The eight security cameras installed along the corridor continued to provide a valuable resource.

The ongoing monthly member lunch program, also open to the public and is free of charge to all, had speakers from various City of Long Beach Departments, the East Division of the Police Department, 4<sup>th</sup> District Councilmember Daryl Supernaw and representatives from 3<sup>rd</sup> District Councilmember Suzy Price's office, the Mayor's I-Team, the new Zaferia.org website developer and the graphic artist of the new Zaferia logo.

The Board set goals to implement quarterly events that promote the Zaferia area and the EASBA members. In April a lawn bowling event was held at the local Long Beach Lawn Bowling Club facility, free of charge and open to the public, that exposed attendees to the lively and fun outdoor game and the non-profit Lawn Bowling Club. In July, EASBA contracted with the non-profit Long Beach Playhouse and provided two free and open to the public performances of *Shakespeare in the Park – A Midsummer Night's Dream* at the Recreation Park Band Shell stage. This event was outstanding for its inaugural attempt with just over 200 in attendance at each performance. A coupon page for summertime food and drink deals was distributed to all in attendance, along with Zaferia business information.

The year saw an elimination of some marketing efforts that were determined to be of questionable value and an implementation of more cost-effective marketing, such as the implementation of a new [www.Zaferia.org](http://www.Zaferia.org) website. The new website includes a mobile-friendly directory to enable users to easily find businesses and services in the district. Zaferia branded t-shirts have been purchased and are raffled off to attendees of the monthly member lunch programs as a way to help with brand awareness.

#### b. The Year Ahead

EASBA will continue with providing cleaning services to the common areas of the district with sidewalk cleaning and litter/debris removal. The ownership and maintenance of the security cameras are scheduled to be turned over to the City of Long Beach by the end of the summer of 2016.

EASBA intends to focus much of its efforts in 2016 – 2017 on marketing the vast variety of services, restaurants, bars, and retail, to the Long Beach residents, particularly those in the immediate neighborhoods. EASBA is currently working with a California State University - Long Beach graduate level marketing class to develop a strategic marketing plan to guide EASBA in reaching CSULB students and bring awareness of the EASBA businesses and the Zaferia area. The Board is currently looking into expanding our social media efforts.

EASBA will continue to make improvements to the new website [www.Zaferia.org](http://www.Zaferia.org), adding a Happy Hour page and other 'specials' that our members would like assistance in promoting. We are looking into adding a Calendar of Events strictly pertaining to live music.

### c. Budget

#### Revenue

Member Assessments	\$	168,000
15% Uncollectable	\$	(28,000)
<b>Total Revenue</b>	<b>\$</b>	<b>140,000</b>

#### Administrative Expenditures

Office Management & Organization Expenses	\$	62,141.80
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#### Program Expenditures

Promotional Events	\$	20,000
Meetings / Mixers	\$	6,905
Speaker Fees	\$	1,000
Organization Marketing	\$	12,000
Trash & Weed Abatement	\$	19,008
Sidewalk Power Washing	\$	6,200
Pole Banner Maintenance	\$	8,000
Dues & Sponsorships	\$	545
<b>Total Program Expenditures</b>	<b>\$</b>	<b>73,658</b>

<b>Total Expenditures</b>	<b>\$</b>	<b>135,800</b>
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Contingency Fund	\$	4,200
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<b>NET</b>	<b>\$</b>	<b>-</b>
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## 4. ASSESSMENTS

### a. Methodology

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

### b. CPI Adjustments

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