

# **Attachment A**

## **2006 - 2007 Report to The City of Long Beach Including the Work Plan & Budget for October 2006 - September 2007**

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

Phone (562) 595-0081  
Fax (562) 595-0281  
E-mail [info@bixbyknollsinfo.com](mailto:info@bixbyknollsinfo.com)  
Website [www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com)

**T**he 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, 2006 - September 30, 2007.

## **ASSESSMENT FORMULA**

### **Type A**

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\$135.00 + \$ 2.50 per employee

*Includes:* Contractors  
Insurance  
Manufacturing  
Professions  
Wholesale  
Unique Businesses

### **Type B**

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\$ 165.00 + \$ 3.25 per employee

*Includes:* Services  
Vending Operations

### **Type C**

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\$ 185.00 + \$ 4.00 per employee

*Includes:* Retailing  
Recreation & Entertainment

### **Type D**

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\$ 548.00

*Includes:* Financial Institutions

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

The BIA is recommending no changes in the boundaries or in the method of levying the annual assessment. Any increase in assessment revenue is based on an increase of businesses within the district boundaries. However, we are requesting a reduction of 39% of the Type B assessment rate for service related retail operations as it poses a economic hardship on many of the secondary independent contractors in our area, specifically those in the personal services industry (e.g. hair stylists, manicurists, etc.).

## Introduction

The Board of Directors recently revised the Mission Statement of the Bixby Knolls BIA to the following: "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." The revision is an articulation of the Board's commitment to the business community and its continuing growth and development.

With the addition of newly elected board members and the change of staff, the BIA has struggled during the second and third fiscal quarters. However, Board and staff, working in concert, have begun a careful review of past events and activities to build upon those that are most effective and rethink others in order to build a stronger, more focused program to assist in the promotion of the area and its members.

## 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. 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 its volunteers on the Board and its committees.

### Business & Community Mixers

During the past year, mixers have been held on a quarterly schedule. The mixers provide an opportunity for BIA members to meet the Board of Directors, for BIA members to network, and for the members of the community to learn more about the BIA, express concerns, share ideas and introduce themselves to the diverse mix of businesses that comprise the Bixby Knolls BIA.

### Publications

The BIA's *Business Connection* newsletter features stories that introduce members to new and existing businesses in the district and helps keep members informed about incoming businesses and proposed developments, community events and the efforts of the BIA to fulfill its mission to enhance the business environment. The newsletter is also available for download from the BIA's website.

The BIA also published the *Business Neighbor* which, like the *Business Connection*, was a quarterly newsletter. The *Neighbor*, mailed to the residential community, was designed to promote the business district, offering advertisements and coupons to entice them into trying something new.

Additionally, the BIA put out the Bixby Banter, an opt-in electronic newsletter that allowed for more rapid dissemination of information regarding events going on in the Bixby Knolls area.

## Promotion of the Business District

### Media Relations

The Bixby Knolls BIA continued to remain visible in the local press in both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Downtown Gazette*, *Grunion Gazette*, *Long Beach Press-Telegram* and *LBReport.com*. Activities of the BIA as well as throughout the business district are routinely covered in these publications and the BIA continually distributes press releases and conducts media relations for the organization as well as on behalf of its members. The BIA and Bixby Knolls businesses regularly receive reduced advertising rates in *The Signal Tribune*, *Downtown Gazette*, *Grunion Gazette* and *Long Beach Business Journal*.

### **Business Directory & Shopper's Guide**

*The Signal Tribune*, in conjunction with the Marketing and Recruitment Committee and BIA staff, published the 2006 Business Directory and Shopper's Guide. 12,500 directories were published, and were distributed to BIA members – many of whom aid distribution by making them available for their customers. Over 7,500 directories were delivered to homes in the Bixby Knolls area.

### **[www.bixbyknollsinfo.com](http://www.bixbyknollsinfo.com)**

The BIA website, launched in 2003, has been well-received and continues to be one of the most effective tools for marketing the area. The website contains a directory of the BIA's members and offers a link to the member's website. Plans are underway to update and improve the site, the member directory and other features.

### **Community Events**

In December the BIA produced its Annual **Snow in Bixby Knolls**. Featuring literally tons of snow, great holiday shopping, a visit from Santa Claus, plus live entertainment and great food, the event drew a crowd in the thousands.

In June the BIA produced the 11<sup>th</sup> Annual **Bixby Knolls Street Fair**. Visitors were treated with vendor booths ranging from artisans to food, and were also found shopping in the local stores and eating in the local restaurants throughout the day. Though attendance was down from previous years, the event proceeded smoothly and was well-received.

This July 22<sup>nd</sup>, we will hold the first Bixby Knolls Dragster Expo and Car Show. With over 180 cars and six dragsters expected, we anticipate a lively turnout. Live music, food and a limited selection of vendors, including booths for our major sponsors, should add greatly to the festivities. The event is designed to bring people to Bixby Knolls by enticing them with something unique, while providing our members with an opportunity to reach out to new, potential clients and customers.

The BIA's Promotion Committee is continually working on developing new events. Presently under review are a series of Business Tools Seminars focusing on issues confronting the professionals as well as merchants; a Health Expo, to utilize the wealth of health-related businesses and professionals in the area; an expanded Business Expo for the business community and residents alike; and, an event focusing on the great restaurants in Bixby Knolls.

## **Business District Improvement and Safety**

### **Streetscape Maintenance and Improvement**

Our street banners remain in place helping to define the Bixby Knolls area. Holiday décor is installed each year and continues to brighten the thoroughfares in December. The combination of the banners and the holiday décor contribute to a sense of place. The planters that were put in place previously will have their watering systems installed, and appropriate flowers will be planted in them as this project comes to a close.

### **New Seasonal Banners**

The BIA was previously awarded a matching grant to facilitate the purchase of additional banners that were added to the seasonal rotation of banners. These colorful seasonal banners have had a positive impact on Bixby Knolls' commercial corridors and help to add to the sense of place and define the Bixby Knolls area. The Banner Program has become one of the BIA's most popular programs and changing the banners on a seasonal rotation keeps the district fresh, and provides new color, impact, and interest. New banners for the Fall season will be purchased with reserve funds that have been set aside for that purpose.

### **Maintaining the Common Areas**

Keeping the common areas clean remains a priority for the BIA. At the beginning of 2006, we contracted with the Conservation Corp. to provide litter and weed abatement services. In addition, we have retained a landscaping firm to maintain the medians on Atlantic Avenue.

We are also in the midst of completing the tree planting program which will add life and beauty to our streets. Trees will soon grace the drive along both Atlantic Avenue and Long Beach Boulevard.

### **Façade Improvement Program**

2006 has seen the completion of the improvements at 4320 Atlantic Avenue as well as 4343 Atlantic Avenue. Both buildings had extensive work performed with the participation and cooperation of the City of Long Beach's Community Development Department.

### **Parking Issues**

Previously, a Request for Proposal (RFP) was distributed to various qualified firms for the completion of a Parking Study. However, that initial RFP garnered only one response. The BIA, working with the City, developed another mailing list and will seek a reply to the RFP from these companies. Once the proposals have been received, the BIA will meet with representatives from the City to consider the alternatives.

### **Safety**

The BIA continues to maintain a close relationship with the North Long Beach Police Substation, meeting as needed for security updates. The BIA 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.

## **Business and Commercial Real Estate Development**

The Bixby Knolls BIA maintains a Retail and Office Vacancy Roster for the use of potential tenants or other interested in the area. We are very pleased at the continuing growth in the area. The most recent survey of available property indicates rents have remained fairly steady over the past year for new construction – averaging \$3.50 per square foot, and existing property rents are listing at \$1.25 to \$2.00 per square foot, and higher.

### **New Businesses**

Several small businesses have closed their doors in the last year, but many more have opened. This transitional phase of the Bixby Knolls community is monitored by the BIA and its committees as we seek to find ways to assist our existing members as well as new business in the area. The Board plans to become more knowledgeable about the City's efforts in the areas of business recruitment and hopes to be an asset in those endeavors.

### **Tools for our Businesses**

The BIA is developing a Business Tools seminar series for its member businesses and will kick off the series in late summer 2006. The purpose of the Business Tools seminar series is to feature topics that will benefit business owners with topics such as branding for small businesses and ways to enhance your business's security – from landscaping to cameras to computers.

## **Conclusion**

During the preceding months, the Board has conducted a professionally facilitated training session to exam our goals and determine our focus for the upcoming year. Though the organization has been experiencing some difficulties due to the transition from one President to another, almost concurrent with a change in the Executive Director's position, there is a renewed sense of mission and purpose. The Board has determined its priorities, and is moving forward with plans for its future. The BIA's goals for the year are outlined in the following pages.

## **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 an 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**

- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BIA.
- Pursue methods to market the Bixby Knolls area.
- Create membership involvement and ensure effective communication with the membership, other organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Create awareness of the design plan among property and business owners and generally improve the aesthetics of the BIA common areas.
- Work with the various City departments and community groups to keep Bixby Knolls a safe and pleasant area to shop, dine, visit and conduct business.

## 2006 - 2007 Work Plan

### Promotion & Organization Committee

*The purpose of the Promotion and Organization Committee is to ensure that the surrounding communities know about Bixby Knolls businesses, events and the BIA; and, to foster membership involvement and communicate effectively with the membership, other organizations and City entities.*

- Plan and implement three sponsored activities/fund-raisers to promote the area.
  - June - Bixby Knolls Street Fair
  - Summer – Dragster Expo and Street Fair
  - December - Snow in Bixby Knolls
- Develop additional events to increase awareness of the district and benefit the local businesses.
- Organize and host a minimum of four mixers including the Annual Meeting and the Annual Installation of Directors and Officers.

### Marketing & Recruitment Committee

*The purpose of the Marketing and Recruitment Committee is to pursue additional methods to market the Business Improvement Association and the Bixby Knolls area and to retain and strengthen existing businesses while attracting new businesses to Bixby Knolls..*

- Continue public and media relations/publicity campaign.
- Publish and distribute the Business Directory & Shopper's Guide.
- Update and distribute the Restaurant Guide.
- Maintain and update the website.
- Publish and distribute *Business Connection* newsletters to BIA Members and 10,000+ households in the 90807 zip code four times per year.
- Maintain the retail and office vacancy roster.
- Assist new businesses with ribbon-cutting and grand opening ceremonies and press releases.
- Provide advocacy on behalf of business license holders as required.
- Work with the residential community to attract quality retail, service and office users.
- Continue to communicate with commercial brokers and property owners.
- Continue to work closely with City staff, the Economic Development Office and the 7<sup>th</sup> and 8<sup>th</sup> District Council Offices.

### Design Committee

*The purpose of the Design Committee is to provide leadership through input, monitoring and working closely with the area's design guidelines; and create awareness of the design guidelines among property and business owners and generally improve the aesthetics of the BIA common areas.*

- Aggressively pursue opportunities and funding sources for streetscape and gateway enhancements.
- Continue to work with businesses and developers to promote the Bixby Knolls Design Guidelines and the Urban Design Master Plan.
- Develop an abbreviated version of the Bixby Knolls Design Guidelines.
- Continue the litter and weed abatement program.
- Inspect common areas and address unsightly conditions.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Continue the Adopt-A-Tree Program.

#### **Security & Code Enforcement Committee**

*The purpose of the Security and Code Enforcement Committee is to ensure that Bixby Knolls is a safe area to shop, dine, visit, live and conduct business as well as an area free of visual blight caused by violations of City code.*

- Continue the close liaison with Long Beach Police Department and North Division Substation and improve communication with business owners.
- Assist the Police Department with monitoring crime in the business district.
- Develop a recognition program.
- Monitor City code violations and work with business and property owners to mitigate the violations.

#### **Bixby Knolls At a Glance**

##### *90807 Zip Code Demographic Profile*

Population .....29,280

Households ..... 10,925

Average Family Income .....\$93,567

Percentage of Households  
with Income over \$50,000 .....65%

Median Age ..... 36



October 1, 2006 – September 30, 2007  
Bixby Knolls Business Improvement Association Budget

Revenue

|                       |    |         |
|-----------------------|----|---------|
| Assessment Income     | \$ | 155,000 |
| Voluntary Dues        |    | 2,000   |
| Corporate Sponsorship |    | 36,000  |
| Promotional Events    |    | 31,500  |

|               |    |                |
|---------------|----|----------------|
| Total Revenue | \$ | <u>224,500</u> |
|---------------|----|----------------|

Expenses

|                     |    |        |
|---------------------|----|--------|
| Administration      | \$ | 34,000 |
| Salaries/Benefits   |    | 68,100 |
| On-Going Promotions |    | 68,500 |
| Promotional Events  |    | 53,900 |

|                |    |                |
|----------------|----|----------------|
| Total Expenses | \$ | <u>224,500</u> |
|----------------|----|----------------|

Program Fulfillment from Prior Year

|                          |    |        |
|--------------------------|----|--------|
| Street Décor             | \$ | 25,000 |
| Marketing and Promotions |    | 10,000 |

|                                       |    |        |
|---------------------------------------|----|--------|
| Expenditures from<br>Unexpended Funds | \$ | 35,000 |
|---------------------------------------|----|--------|

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH APPROVING AN ANNUAL  
REPORT FOR OCTOBER 1, 2006 TO SEPTEMBER 30,  
2007 FOR THE BIXBY KNOLLS PARKING AND BUSINESS  
IMPROVEMENT AREA ("PBIA") AND DECLARING ITS  
INTENTION TO MODIFY THE ANNUAL ASSESSMENT  
FOR THAT FISCAL YEAR

The City Council of the City of Long Beach resolves as follows:

WHEREAS, pursuant to Section 36533 of the California Streets and  
Highways Code, the Bixby Knolls Parking and Business Improvement Area Advisory  
Board has caused a Report to be prepared for October 1, 2006 to September 30, 2007  
relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA") which is  
located generally in that section of the City of Long Beach bounded by Wardlow Road,  
Long Beach Boulevard, Del Amo Boulevard and Orange Avenue and as more  
specifically described in the Report; and,

WHEREAS, said Report contains, among other things, with respect to  
October 1, 2006 to September 30, 2007 all matters required to be included by the  
above cited Section 36533; and,

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

A. Modify assessments and confirm levy of and direct collecting  
assessments for the Bixby Knolls PBIA for October 1, 2006 to September 30, 2007.  
Said assessments are proposed to be levied on such classifications and at such rates  
as are set forth in Exhibit "1" attached hereto and incorporated herein. These  
assessments are not proposed to be levied on owners of commercial or residential

1 property;

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

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

8 WHEREAS, a copy of the Report is on file with the City Clerk and includes  
9 a full description of the activities and improvements to be provided from October 1,  
10 2006 to September 30, 2007, the boundaries of the area, and the proposed  
11 assessments to be levied on the businesses that fiscal year and all other information  
12 required by law; and

13 WHEREAS, it is the desire of this City Council to fix a time and place for a  
14 public hearing to be held in the City Council Chamber of the City of Long Beach on  
15 September 12, 2006 at 5:00 p.m., regarding the Report, the levy and the proposed  
16 program for October 1, 2006 to September 30, 2007;

17  
18 NOW THEREFORE, the City Council of the City of Long Beach resolves  
19 as follows:

20 Section 1. That certain Report entitled "Assessment Report for  
21 October 1, 2006 to September 30, 2007, Bixby Knolls Parking and Business  
22 Improvement Area" as filed with the City Clerk is hereby approved.

23 Sec. 2. On September 12, 2006 at 5:00 p.m., in City Council  
24 Chamber, City Hall, 333 West Ocean Boulevard, Long Beach, California 90802, the  
25 City Council of the City of Long Beach will conduct a public hearing on the levy of  
26 proposed assessments for October 1, 2006 to September 30, 2007 for the Bixby Knolls  
27 PBIA. All concerned persons are invited to attend and be heard, and oral or written  
28 protests may be made, in accordance with the following procedures:

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

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

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

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

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

24                  Sec. 4.     This resolution shall take effect immediately upon its  
25 adoption by the City Council, and the City Clerk shall certify the vote adopting this  
26 resolution.

27 ////

28 ////

Robert E. Shannon  
City Attorney of Long Beach  
333 West Ocean Boulevard  
Long Beach, California 90802-4664  
Telephone (562) 570-2200

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I certify that this resolution was adopted by the City Council of the City of  
Long Beach at its meeting of \_\_\_\_\_, 2006, by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
City Clerk

HAM:fl

7/18/06; rev. 7/31/06

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#06-03531

**Exhibit 1**

**FY 2007 Bixby Knolls PBIA  
Assessment Formula**

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**Type A**

\$135.00 + \$ 2.50 per employee

*Includes:* Contractors, Insurance, Manufacturing, Professions, Wholesale, Unique Businesses

**Type B**

\$ 165.00 + \$ 3.25 per employee

*Includes:* Services, Vending Operations; Independent contractors secondary to another service business located at the same address pay a discounted base fee of \$100.65. (Ref Municipal Code 3.80.243)

**Type C**

\$ 185.00 + \$ 4.00 per employee

*Includes:* Retailing, Recreation & Entertainment

**Type D**

\$ 548.00

*Includes:* Financial Institutions

Independent Contractors

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