



CITY OF LONG BEACH

R-16

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

September 13, 2005

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION

Receive and file annual report of the Downtown Long Beach Parking and Business Improvement Area, approve the proposed budget for Fiscal Year 2006 and authorize the City Manager to execute a contract with the Downtown Long Beach Associates for the period of October 1, 2005 through September 30, 2006. (Districts 1 and 2)

DISCUSSION

Downtown Long Beach Associates (DLBA) uses business license assessment funds to promote and market downtown Long Beach on behalf of businesses located in the Downtown Long Beach Parking and Business Improvement Area (DLBPBIA). The DLBA manages funds to be collected to accomplish promotional activities and other services. DLBA's report on proposed Fiscal Year 2006 (FY 06) allocation of funds for various activities is provided as Attachment A. The proposed contract requires the City to transmit all assessment funds collected from downtown businesses to the DLBA every other month. The DLBA will provide quarterly reports to the City on expenditures and will submit an annual report summarizing FY 06 activities.

The City Council approves other DLBA revenue, such as property-based improvement district assessments, under separate council letters. In addition to assessment revenue, DLBA may have revenue from sponsorships, grants and dues.

This letter was reviewed by Assistant City Attorney Heather Mahood on August 19, 2005, Budget Management Officer David Wodynski on August 25, 2005, and the City Treasurer's Office on August 25, 2005.

TIMING CONSIDERATIONS

The DLBA contract year begins October 1, 2005. City Council action is requested on September 13, 2005 to establish a contract and purchase order before that date.

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FISCAL IMPACT

Sufficient funding to cover the proposed budget of \$500,000 is included in the FY 06 budget in the Parking and Business Improvement Fund (SR 132) in the Department of Community Development (CD). There will be no impact on the General Fund.

SUGGESTED ACTION

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

APPROVED:



GERALD R. MILLER
CITY MANAGER

Attachment: Downtown Long Beach Parking and Business Improvement Area 2005-2006 Annual Plan.

KH:TB
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