



# CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

# H-1

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

October 13, 2009

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive supporting documentation into the record, conclude the hearing, and adopt the attached resolution confirming the Belmont Shore Parking and Business Improvement Area program and continuing the assessment for the period of October 1, 2009 through September 30, 2010; and authorize the City Manager to execute an agreement with the Belmont Shore Business Association for a one-year term. (District 3)

## DISCUSSION

The Belmont Shore Business Association (BSBA) uses business license assessment funds to promote and market the commercial area along Second Street on behalf of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). The BSBA governs the assessment to be collected. To continue the assessment levy, state law requires that a public hearing be held on the proposed program and assessment. A copy of the Assessment Report describing proposed activities and allocations is provided (Attachment A). These items were reviewed by the City Council at its meeting of September 22, 2009.

The Assessment Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The Assessment Report proposes no change in the basis and method of levying the assessment, boundaries and no significant change in proposed activities.

At its September 22, 2009 meeting, City Council approved Resolution No. RES-09-0105 granting approval of the Assessment Report, declaring the intention of the City Council to levy the assessment, and setting October 13, 2009 as the date of the public hearing. A hearing notice, including a copy of the resolution, was published in local media within seven days of the hearing date, as required.

State law further provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Assessment Report. The 2010 Assessment Report, transmitting the

HONORABLE MAYOR AND CITY COUNCIL

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recommendations of the BSPBIA Advisory Commission, proposes the following assessment rates:

<u>Categories</u>	<u>Base Rate</u>	<u>Employee Rate</u>
Financial Institution & Insurance	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Rest w/alcohol & RTE	\$640.19	\$9.63
Retail – Other	\$548.73	\$8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Miscellaneous. Recreation, Entertainment, Vending, Manufacturing, Unique & Wholesale Independent Service Contractors operating secondary to another service business (per LBMC 3.80.243)	\$319.35	\$16.50
	\$194.80	\$16.50

The law provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of the proceedings shall be in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests in such quantity are directed against a specific portion of the program, the City Council shall eliminate that portion.

Should the Assessment Report be approved, the City Council is requested to authorize the execution of an agreement with the BSBA for the use of assessment funds for promotional purposes.

This letter was reviewed by Chief Assistant City Attorney Heather Mahood on August 24, 2009 and Budget and Performance Management Bureau Manager David Wodynski on September 23, 2009.

TIMING CONSIDERATIONS

City Council action is requested on October 13, 2009 to allow purchase order and contract modifications to be completed so that Fiscal Year 2010 (FY 10) assessment transfers may be made as required by the Agreement of Funding with the BSBA.

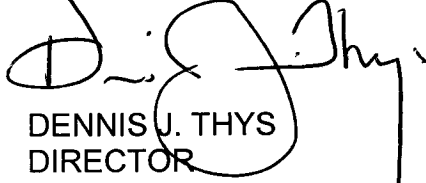
FISCAL IMPACT

It is expected that the BSPBIA will generate \$127,000 in Fiscal Year FY 10 through continuation of the existing assessment. Sufficient funds are included in the FY 10 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). FY 10 assessment revenue will fully offset the allocation in SR 132. There is no impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,




DENNIS J. THYS  
DIRECTOR  
DEPARTMENT OF COMMUNITY DEVELOPMENT

DJT:tb  
Belmont Shore 10-13-09 Pub Hrng cd v4

Attachments: Attachment A - Belmont Shore Parking and Business Improvement Area 2010 Annual Report  
Resolution of Intention Approving Annual Report and Levy

APPROVED:

  
\_\_\_\_\_  
PATRICK H. WEST  
CITY MANAGER



## **BELMONT SHORE BUSINESS ASSOCIATION ANNUAL DISTRICT REPORT**

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### **BSBA MISSION STATEMENT**

The purpose of the Belmont Shore Business Association is to form a common bond among business owners located in and around the Belmont Shore area whose goals are to promote, protect, and maintain prosperity for the Belmont Shore Community. This association is for its members and the immediate community, providing a united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals, as well as residents.

### **2009 – 2010 GOALS**

- Promote Belmont Shore businesses to all area residents and more widely to Southern California.
- Market Belmont Shore as a destination for dining, shopping, personal & professional services, and community events.
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- Continue to provide safe and fun events for the Belmont Shore community.
- Seek corporate and private funding to supplement the BSBA budget and provide for more widely publicized events.



**YEAR IN REVIEW – TO DATE**  
**OCTOBER 1, 2008 – APRIL 24, 2009**

The Belmont Shore Business Association is grateful to help facilitate and manage the many promotions and marketing opportunities currently being coordinated in Belmont Shore. The key components of our program are:

**BEAUTIFICATION**

Representatives from the BSBA Board and Executive Office have attended the monthly meetings of the Belmont Shore Parking and Improvement Commission. The priority of the association has been to keep Belmont Shore litter and graffiti free as well to maintain medians that are esthetically appealing through landscaping. To uphold this goal, the BSBA has communicated to the businesses their responsibility to remove trash from the front of their establishments including the removal of full trash bags from sidewalk receptacles. This effort has supplemented the work performed by the Conservation Corps, which has a contract with the Belmont Shore Parking and Improvement Commission for litter and graffiti abatement.

**COMMUNITY OUTREACH**

The Executive Director or her assistant have attended monthly community meetings of the Third District Joint Council. The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents.

**EVENTS**

The BSBA hosts several events every year. The events gain exposure for Belmont Shore through press coverage and by drawing thousands to the area. Many businesses benefit directly from the events. All members can benefit from the additional visitors who may not purchase from them on that day, but may make a point to return as they have come to know all that Belmont Shore has to offer. The following eight events have taken place during the Progress Report period.

- **Trick-or-Treat on Second Street, October 31<sup>st</sup>**  
Many of the Belmont Shore restaurants and stores participate in this promotion by giving out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. Most businesses run out of candy!
- **Christmas Parade, December 6<sup>th</sup>**  
The 26<sup>th</sup> annual parade theme was 'A Water Wonderland' celebrating presenting sponsor, Aquarium of the Pacific and its tenth year anniversary. Parade entries embraced the theme through the decoration of their floats and costumes. Fourteen local high school marching bands entertained the crowd and many saw familiar faces riding on the 100+ floats and entries. Major sponsors of the event were The Boeing Company, Harbor Distributing/Heineken, Formula Drift LLC and the Port of Long Beach. Immediately following the Parade, the Conservation Corps of Long Beach quickly returned Second St. to its normally pristine condition.
- **5<sup>th</sup> Annual Chocolate Festival, February 7<sup>th</sup>**  
Twenty-four merchants participated in the event by offering tempting chocolate treats. Twice as many residents as in 2008 entered the Homemade Chocolate Dessert Contest, which was judged by local community leaders, business owners, and press.

- **Semi-Annual Clearance Sale, March 13 – 15<sup>th</sup>**

During the three-day sale, Belmont Shore retail merchants cleared older and out-of-season merchandise. Many also offered special promotions. Shoppers loved it for their chance to get a great deal. The BSBA facilitated and promoted the event for the businesses.

### **MARKETING**

The marketing committee, which was formed in 2006, has continued to research, develop, and implement a marketing campaign utilizing the increase in funds as a result of raised assessment fees. Possible avenues for marketing Belmont Shore have been explored as well as the costs associated. The committee has reviewed the information gathered and has invested the funds in various marketing efforts.

A new logo was created in 2007, which we find easier to read, reflective of the Shore, and an overall better design. In addition, a logo has been designed for every event for a seamless and more effective marketing campaign for events.

The recently developed tagline: "*Explore Belmont Shore*" has been utilized in various destination type marketing efforts. The marketing campaign focuses on the variety of businesses in Belmont Shore. The types of businesses have been divided into the following categories: Food & Drinks (dining, bakeries & sweet shops, coffee houses, and pubs, etc.), Shops (apparel & accessories, gift shops, etc.), and Services (salons, chiropractor, Realtors, accountants, etc.).

Destination ads were placed in Southern California and Long Beach visitor guides. BSBA ran ads in 'The Official Guide to Long Beach' and 'Long Beach Planners Guide'. These ads show the beach at Alamitos Bay in the background with "snap shots" representing dining, shopping, services and events. The copy of the ads describes Belmont Shore as a casual and stylish beachside community with a wide variety of businesses to offer. Belmont Shore is also included in the 'Discovery Map of Long Beach' with a directory of businesses.

In addition to the destination ads, the BSBA has coordinated cooperative advertising opportunities for its members. These ads serve as a cohesive promotion for Belmont Shore and also provide members with a discounted rate for their ads. Such publications offering this partnership are the Live LB Magazine, Grunion Gazette and Sun Newspaper.

Our website, [www.belmontshore.org](http://www.belmontshore.org) has been revamped but is under continued development. The new site offers more photographs of the Shore than before and serves as a better communication tool for both the visitor and BSBA member to gain information and have interaction with the association.

### **MEMBER COMMUNICATION**

The Monthly Newsletter was delivered to all BSBA Members. This included the meeting minutes from the Promotions and Board meetings, a letter from the Executive Director with updates on Shore related news and promotions, a schedule of events and BSBA meetings, and any flyers or letters relevant to Belmont Shore businesses.

The Executive Director has also been working to visit members in an effort to communicate BSBA's efforts and to field any issues or suggestions the members may have.

All members have been invited and encouraged to attend the monthly promotions and board meetings where they may network, learn more about all aspects of the association's efforts, and offer their insight.

### **MEMBERSHIP**

The association has brought on twelve new Associate & Affiliate Members during this period! The BSBA is always looking for new members that would benefit from membership. There has also been a change in members as businesses have left and new businesses have come in. The Executive Director has visited new businesses to welcome them and inform them of the benefits of membership.

### **POLICING**

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. The officer has provided members with safety issues and tips for Belmont Shore businesses. Members have also communicated their concerns to the officer. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns.





**2008 – 2009  
BELMONT SHORE BUSINESS ASSOCIATION  
BOARD OF DIRECTORS**

**OFFICERS**

PRESIDENT.....GENE ROTONDO, Legends Sports Bar & Grill  
1<sup>st</sup> VP OF FINANCE.....DAVE SHLEMMER, Shlemmer Investments  
2<sup>nd</sup> VP OF PROMOTIONS.....MIKE SHELDRAKE, Polly's Gourmet Coffee  
SECRETARY.....MARSHA JEFFER, Mail Boxes Etc.  
TREASURER.....DAVID MORGAN, DW Morgan, CPA

**DIRECTORS**

ERIN O'HAGAN, Olives Gourmet Grocer  
JIMMY LOIZIDES, George's Greek Cafe  
LISA RAMELOW, La Strada  
GARY ROTH, Belmont Station  
JOY STARR, Rubber Tree  
TULA TRIGONIS, Salon Soma  
JOE VOUTIRITSA, Farmer's & Merchants Bank

**EXECUTIVE DIRECTOR**

BROOKE KENNARD

**MONTHLY BOARD MEETINGS**

**Last Tuesday of the Month  
12:00pm  
Legends Sports Bar & Restaurant, 5260 E. 2<sup>nd</sup> St.**



**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA**  
**October 1, 2009 – September 30, 2010**

No changes are requested in the boundaries of the Belmont Shore PBIA for the coming contract period. These boundaries have been unchanged since the formation of the area by City Council action on June 7, 1983 adopting Ordinance No. C-7035.

Boundaries of Belmont Shore Parking and Business Improvement District

All that certain real property located in the City of Long Beach, County of Los Angeles, State of California, as shown on that certain map and more particularly bounded as follows:

Beginning at the intersection of the centerline of Livingston Drive and the centerline of Roycroft Avenue; thence southerly to the most northerly corner of Parcel 1 as per Parcel May 11194, thence southerly, northeasterly and southwesterly along the boundary lines of said Parcel map; thence southeasterly along the centerline of the northwesterly-southeasterly alley northeasterly of Second Street; thence northeasterly along the centerline of Claremont Avenue; thence southeasterly along the centerline of the Toledo; thence easterly southwesterly and westerly along the boundaries of the Second Street bridge right-of-way across Alamitos Bay; thence along the southwesterly line of Second Street; thence southwesterly along the centerline of the northeasterly-southwesterly alley west of Bayshore Avenue; thence northwesterly along the centerline of the northwesterly-southeasterly alley southwesterly of Second Street; thence northwesterly along the northeasterly line of Tract No. 23854; thence easterly along the centerline of the east-west alley northerly of said Tract No. 23854; thence northwesterly along the southwesterly line of Second Street; thence easterly along the centerline of Livingston Drive to the point of beginning.

Please review the Belmont Shore PBIA assessment formula on the next page:



**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT  
ASSESSMENT FORMULA  
2009 – 2010**

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
Financial Institution & Insurance	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Restaurant w/alcohol & RTE	\$640.19	\$9.63
Retail – Other	\$548.73	\$8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	\$319.35	\$16.50
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50
<b>Total estimated annual assessment: \$127,000.00</b>		



**CALENDAR OF EVENTS  
2009 – 2010**

A description of the activities and improvements to be accomplished from October 1, 2008 to September 30, 2009 and the estimated cost of these improvements and activities are summarized below, beginning with the 2008 – 2009 Calendar of Events.

<b>BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT CALENDAR OF EVENTS October 1, 2009 – September 30, 2010</b>		
<b>TRICK OR TREAT ON 2<sup>ND</sup> ST.</b>	Saturday, October 31, 2009	4pm – 6pm
<b>27<sup>TH</sup> ANNUAL CHRISTMAS PARADE</b>	Saturday, December 5, 2009	7pm – 10pm
<b>CHOCOLATE FESTIVAL</b>	Saturday, February 6, 2010	1pm – 4pm
<b>SPRING SALE</b>	Fri. – Sun., March 12 – 14, 2010	10am – 6pm
<b>HEALTH, BEAUTY &amp; FITNESS FAIR</b>	Sunday, March 14, 2010	9am – 4pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., May 19 & 20, 2010	5:30pm – 9pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., June 23 & 24, 2010	5:30pm – 9pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., July 21 & 22, 2010	5:30pm – 9pm
<b>STROLL &amp; SAVOR</b>	Wed. & Thur., Aug. 18 & 19, 2010	5:30pm – 9pm
<b>SUMMER CLEARANCE SALE</b>	Fri. – Sun., August 20 – 22, 2010	10am – 6pm
<b>20<sup>TH</sup> ANNUAL CAR SHOW</b>	Sunday, September 5, 2010	10am – 3pm
<b>CHILI COOK-OFF</b>	TBD	



## DESCRIPTION OF EVENTS

### **OCTOBER 2009**

#### TRICK OR TREAT ON 2<sup>ND</sup> STREET – Friday, October 31

Many of the Belmont Shore restaurants and stores participate in this promotion by handing out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. Most businesses run out of candy!

### **DECEMBER 2009**

#### 27<sup>TH</sup> ANNUAL CHRISTMAS PARADE – Saturday, December 5

One of the largest events in Belmont Shore, the Christmas Parade has been a holiday tradition since 1982! The annual audience is estimated at 60,000! Fourteen local high school marching bands entertain the crowd and local businesses, organizations, and city and state dignitaries ride in cars and floats.

The BSBA is pleased to continue its partnership with International City Racing, Inc. who will produce the Parade for the third year in a row.

### **FEBRUARY 2010**

#### CHOCOLATE FESTIVAL – Saturday, February 6

Chocoholics rejoice during this event as Second St. is filled with chocolate! Approximately thirty merchants participate in the event by offering tempting chocolate treats. Many residents enter the Homemade Chocolate Dessert Contest, which is judged by local community leaders, business owners, and press.

### **MARCH 2010**

#### SPRING SALE – Friday – Sunday, March 12 - 14

Previously billed as 'Belmont Shore Sidewalk Sale', the 'Semi-Annual Clearance Sale' provides retail merchants with an opportunity to clear older merchandise at reduced rates. This sale attracts numerous people from all over the Long Beach area who are looking for a great bargain on unique merchandise.

#### HEALTH, BEAUTY & FITNESS FAIR – Sunday, March 14

Previously the billed the 'Belmont Shore Health Fair', last year this event was expanded to include beauty and fitness vendors. The inclusion of more types of vendors proved to be a success. We are fortunate to have St. Mary Medical Center sponsoring the event every year.

## **MAY 2010**

### STROLL & SAVOR – Wednesday & Thursday, May 20 & 21

This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit over 30 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in multiple locations and lends to the festive atmosphere.

## **JUNE 2010**

### STROLL & SAVOR – Wednesday & Thursday, June 23 & 24

See description above.

## **JULY 2010**

### STROLL & SAVOR – Wednesday & Thursday, July 21 & 22

See description above.

## **AUGUST 2010**

### STROLL & SAVOR – Wednesday & Thursday August 18 & 19

See description above.

### SUMMER SALE – Friday – Sunday, August 20 - 22

See description for Spring Sale.

## **SEPTEMBER 2010**

### CAR SHOW – Sunday, September 5

This is one of, if not the largest classic car show on the West Coast. Over 600 classic cars dating pre-1975 are displayed and over 60,000 spectators fill the streets. Bay City Rodders Car Club continues to coordinate the event for the BSBA and in doing so, raises funds for local charities.

### CHILI COOK-OFF – TBD

Chili teams comprised of Belmont Shore businesses and residents compete for the title of Best Chili in the Shore. Top teams receive trophies for such categories judged as Best Tasting, Most Creative, and Best Team Spirit. The panel of judges is comprised of local press, city representatives, property & business owners and residents. Over 1,000 attend and participate by purchasing wristbands for \$5, which allows them to sample all of the teams' chili, and vote for their favorite. Sampling takes place in front of businesses in the Shore where the teams have chose to place their stations.



**2009 – 2010 BUDGET: Income**

4000			INCOME	BUDGET	BIA FUND	PROMOTIONS
	4200		<b>Membership Dues</b>			
		4210	BIA Fund	\$127,000.00	\$127,000.00	
		4220	Associate Members	\$1,500.00		\$1,500.00
			<b>4200 Total</b>	<b>\$128,500.00</b>		<b>\$1,500.00</b>
	4400		<b>Corporate Sponsorship</b>			
		4420	Car Show	\$8,000.00		\$8,000.00
		4430	Health, Beauty & Fitness Fair	\$2,000.00		\$2,000.00
		4440	Stroll & Savor	\$1,500.00		\$1,500.00
		4470	Christmas Parade	\$15,000.00		\$15,000.00
		4480	Unallocated	\$0.00		\$0.00
			<b>4400 Total</b>	<b>\$26,500.00</b>		<b>\$26,500.00</b>
	4600		<b>Investment Returns</b>			
		4610	Interest on Checking	\$50.00		\$50.00
		4630	Heartland	\$2,000.00		\$2,000.00
	4800		<b>Promotional Events</b>			
		4805	Semi-Annual Clearance Sale	\$0.00		\$0.00
		4820	Car Show	\$13,000.00		\$13,000.00
		4830	Health Fair	\$4,500.00		\$4,500.00
		4840	Stroll & Savor			
		4842	May	\$21,000.00		\$21,000.00
		4844	June	\$32,000.00		\$32,000.00
		4845	July	\$32,000.00		\$32,000.00
		4846	August	\$32,000.00		\$32,000.00
		4870	Christmas Parade	\$29,000.00		\$29,000.00
		4875	Chili Cook-off	\$5,000.00		\$5,000.00
		4880	Santa's Village	\$0.00		\$0.00
		4885	Chocolate Festival	\$16,000.00		\$16,000.00
		4890	Halloween	\$0.00		\$0.00
			<b>4800 Total</b>	<b>\$186,550.00</b>		<b>\$186,550.00</b>
			<b>REVENUE TOTAL</b>	<b>\$341,550.00</b>	<b>\$127,000.00</b>	<b>\$214,550.00</b>



**2009 – 2010 BUDGET: Expenses**

6000			EXPENSES	BUDGET	BIA FUND	PROMOTIONS
	6200		<b>Administration</b>			
		6210	Outside Service	\$65,000.00	\$43,000.00	\$22,000.00
		6220	Rent	\$12,000.00	\$12,000.00	
		6230	Office			
		6232	Postage	\$500.00	\$500.00	
		6234	Printing	\$5,000.00	\$5,000.00	
		6236	Supplies	\$3,000.00	\$3,000.00	
		6238	Equipment	\$2,000.00	\$2,000.00	
		6240	Insurance	\$6,000.00	\$6,000.00	
		6250	Telephone/Internet	\$4,000.00	\$4,000.00	
		6260	Accounting	\$1,000.00	\$1,000.00	
		6270	Meetings & Mixers	\$3,000.00	\$3,000.00	
		6280	Dues & Subscriptions	\$1,000.00	\$1,000.00	
		6290	Reserve	\$2,500.00	\$2,500.00	
			<b>6200 Total</b>	<b>\$105,000.00</b>	<b>\$83,000.00</b>	<b>\$22,000.00</b>
	6600		<b>Ongoing Promotions</b>			
		6610	Seasonal Decorations			
		6612	Christmas	\$7,000.00		\$7,000.00
		6618	Median Tree Lights	\$2,000.00		\$2,000.00
		6620	Marketing			
			Marketing	\$44,000.00	\$44,000.00	\$0.00
		6630	Welcome Wagon	\$1,000.00		\$1,000.00
		6640	Volunteers	\$350.00		\$350.00
		6650	Web Page	\$1,500.00		\$1,500.00
			<b>6600 Total</b>	<b>\$55,850.00</b>	<b>\$44,000.00</b>	<b>\$11,850.00</b>
	6800		<b>Promotional Events</b>			
		6805	Sales			
		6806	Summer Sale - August	\$1,350.00		\$1,350.00
		6808	Spring Sale - March	\$1,350.00		\$1,350.00
		6820	Car Show	\$22,000.00		\$22,000.00
		6830	Health, Beauty & Fitness Fair	\$2,000.00		\$2,000.00
		6840	Stroll & Savor			
		6842	May	\$17,500.00		\$17,500.00
		6844	June	\$26,000.00		\$26,000.00
		6845	July	\$26,000.00		\$26,000.00
		6846	August	\$26,000.00		\$26,000.00
		6870	Christmas Parade	\$40,000.00		\$40,000.00
		6875	Chili Cookoff	\$5,000.00		\$5,000.00
		6880	Santa's Village	\$0.00		\$0.00
		6885	Chocolate Festival	\$13,000.00		\$13,000.00
		6890	Trick-Or-Treat on 2 <sup>nd</sup> St.	\$500.00		\$500.00
			<b>6800 Total</b>	<b>\$180,700.00</b>		<b>\$180,700.00</b>
			<b>EXPENSE TOTAL</b>	<b>\$341,550.00</b>	<b>\$127,000.00</b>	<b>\$214,550.00</b>



OFFICE OF THE CITY ATTORNEY  
ROBERT E. SHANNON, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CONFIRMING, FOLLOWING HEARING, THE ANNUAL REPORT OF THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA ADVISORY COMMISSION, IMPOSING AND CONTINUING THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT AND SETTING FORTH OTHER RELATED MATTERS

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Belmont Shore Parking and Business Improvement Area Advisory Commission has caused a Report to be prepared for fiscal year 2009-2010 relating to the Belmont Shore Parking and Business Improvement Area which is located along the commercial corridor of Second Street generally between Livingston Drive and Bayshore Avenue within the City of Long Beach; and

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

WHEREAS, on October 13, 2009, at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with its Resolution of Intention No. \_\_\_\_\_, adopted September 22, 2009, at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report as well as past years' proceedings and assessments; and

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

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

OFFICE OF THE CITY ATTORNEY  
ROBERT E. SHANNON, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

1 follows:

2 Section 1. A public hearing having been conducted on October 13, 2009  
3 at, 5:00 p.m., and all persons having been afforded an opportunity to appear and be  
4 heard, the City Council hereby (1) confirms the Report of the Belmont Shore Parking and  
5 Business Improvement Area Advisory Commission, previously filed and approved by  
6 Resolution No. \_\_\_\_\_, adopted September 22, 2009, as originally  
7 filed, and (2) declares that this resolution shall constitute the levy of the Assessment  
8 referred to in the Report for Fiscal Year 2009-2010, as more specifically set forth in  
9 Exhibit "A".

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

12 I hereby certify that the foregoing resolution was adopted by the City  
13 Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2009, by the  
14 following vote:

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

16 \_\_\_\_\_

17 \_\_\_\_\_

18 \_\_\_\_\_

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

20 \_\_\_\_\_

21 \_\_\_\_\_

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

23 \_\_\_\_\_

24 \_\_\_\_\_

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

26  
27  
28

# EXHIBIT A

## BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT ASSESSMENT FORMULA 2009-2010

<b>Categories</b>	<b>Base Rate</b>	<b>Employee Rate</b>
Financial Institution & Insurance	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Restaurant w/alcohol & RTE	\$640.19	\$ 9.63
Retail – Other	\$548.73	\$ 8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	\$319.35	\$16.50
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50