



CITY OF LONG BEACH

DEPARTMENT OF ECONOMIC AND PROPERTY DEVELOPMENT

333 West Ocean Boulevard 3rd Floor • Long Beach, CA 90802 • (562) 570-6099 • Fax (562) 570-6000

H-2

September 19, 2017

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation into the record, conclude the public hearing, and adopt a Resolution continuing the Fourth Street Parking and Business Improvement Area assessment for the period of October 1, 2017 through September 30, 2018; and, authorize the City Manager, or designee, to extend the agreement with the Fourth Street Business Improvement Association for a one-year term. (District 2)

DISCUSSION

The Fourth Street Business Improvement Association (FSBIA) promotes and markets the commercial area along Fourth Street using funds generated through the assessment of businesses located in the Fourth Street Parking and Business Improvement Area (FSPBIA). The FSBIA 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 Annual Report describing proposed assessments, activities and allocations is attached to the Resolution as Exhibit A.

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

At its August 8, 2017 meeting, the City Council approved Resolution No. RES-17-0070, granting approval of the Annual Report, declaring the intention of the City Council to levy the assessment, and set September 19, 2017 as the date of the public hearing. A hearing notice, including a copy of the Resolution, was published in local media.

State law 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 Annual Report. State law further 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.

The Fiscal Year 2018 (FY 18) Annual Report, transmitting the recommendations of the FSPBIA Advisory Board, proposes the following assessment rates:

**FOURTH STREET PARKING AND BUSINESS IMPROVEMENT AREA (FSPBIA)
PBIA ASSESSMENT FORMULA
2017 – 2018**

<u>Business License Category</u>	<u>Annual Assessment</u>
Financial/Banking & Insurance	\$200
Service Real Estate Offices	\$200
Retail – Restaurant w/Alcohol & RTE	\$200
Retail – Other	\$200
Consulting	\$200
Construction Contractor	\$200
Professional	\$200
Service – Other	\$200
Misc, Rec/Ent, Vend, Manf, Uniq, Whlsl,	\$100
Commercial space rental	\$100
Non-profit business operations	\$100
Residential property rental	0
All Secondary Licensees	0

This matter was reviewed by Deputy City Attorney Amy R. Webber on August 31, 2017 and by Budget Operations Administrator Grace Yoon on September 1, 2017.

TIMING CONSIDERATIONS

City Council action is requested on September 19, 2017, to allow purchase order and contract modifications to be completed so that FY 18 assessment transfers may be made as required by the Agreement for Funding with the FSBIA.

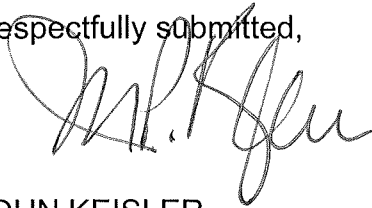
FISCAL IMPACT

It is estimated that the FSPBIA will generate \$17,500 in FY 18 through continuation of the existing assessment. Assessment funds are collected through additional fees attached to FSPBIA business licenses and passed directly through to the FSBIA for implementation of their annual programs. Approval of this recommendation will provide continued support to the local economy. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN KEISLER
DIRECTOR OF ECONOMIC
& PROPERTY DEVELOPMENT

JK:er
EPD – FY 18 FSPBIA Public Hearing CCL

Attachment: Resolution

APPROVED:



PATRICK H. WEST
CITY MANAGER



**Fourth Street Parking and Business
Improvement Area**

**Fiscal Year 2017/18 Assessment
Annual Report and Service Plan**

For the period
October 1, 2017 to September 30, 2018

July 2017



**Fourth Street Parking and Business Improvement Area
2017/18 Assessment Report and Service Plan**

City of Long Beach, California

Contents

- I. District Overview**
 - A. Location
 - B. Services
 - C. Method of Assessment
 - D. Method of Collection
 - E. Authority

- II. Fourth Street Parking and Business Improvement Area Boundary**
 - A. District Map
 - B. General Description
 - C. Board of Directors

- III. Service Plan and Budget**
 - A. The Year in Review – 2017
 - B. Service Plan
 - C. Service Plan Budget

- IV. Assessments**
 - A. Methodology
 - B. CPI Adjustment
 - C. Time and Manner for Collecting Assessments

- V. District Governance and Administration**
 - A. The Fourth Street Business Improvement Association
 - B. Disestablishment

I. DISTRICT OVERVIEW

Conceived by a coalition of Fourth Street business owners, the Fourth Street Parking and Business Improvement Area (the "FSPBIA" or the "District") is a benefit assessment district formed on September 11, 2007 by Ordinance 07-0043 to attract customers to the Fourth Street shopping area.

The purpose of the District is to actively promote and market the Fourth Street shopping district as a destination through events, neighborhood clean-ups, community outreach, and advertising. The Fourth Street Business Improvement Association (the "FSBIA" or "4th Street BID") manages the District under contract with the City of Long Beach.

A. Location: Fourth Street between Cherry Avenue and Temple Avenue East. See map in Section II.

B. Services: Marketing, promotions, and cleanliness programs to improve the appearance and attractiveness of the business district.

C. Method of Assessment: Special benefit assessment for marketing and promotion of businesses operating within the District. The estimated 2018 fiscal year revenue from business assessments is \$17,500.

Each business operating within the District will be assessed \$200 per year with the following exceptions:

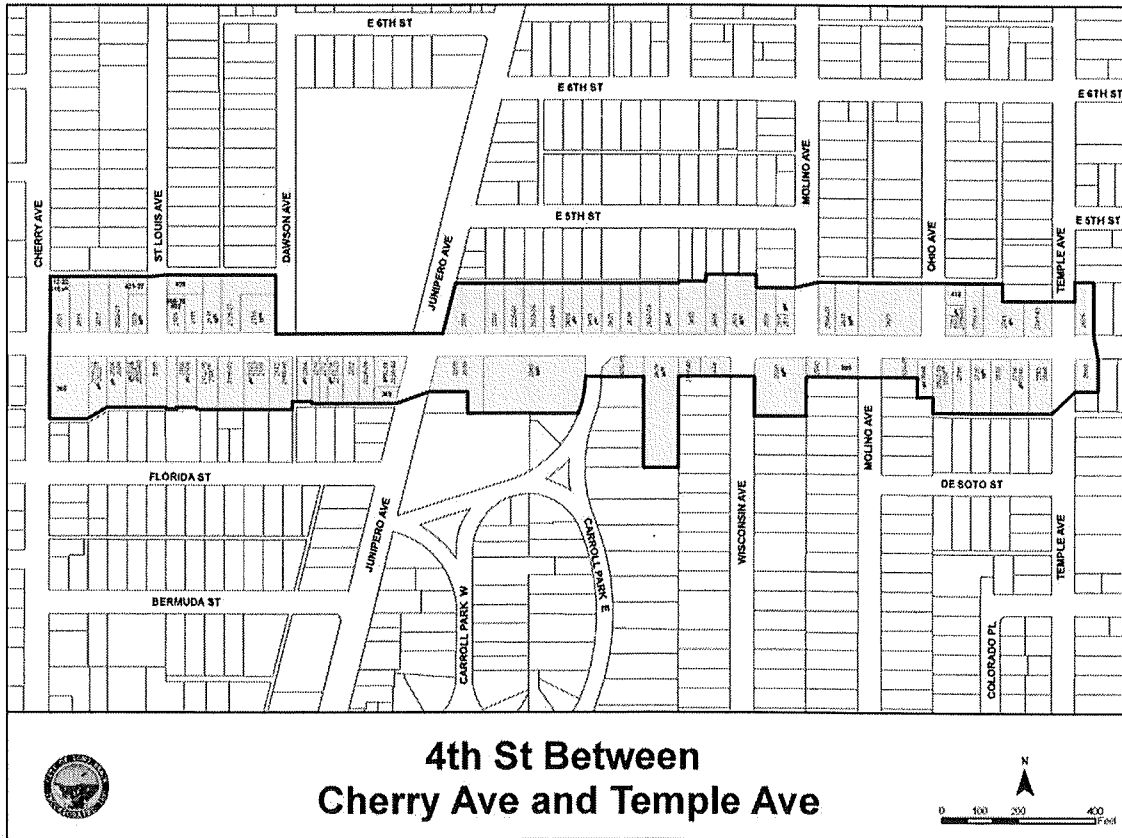
- Each miscellaneous, wholesale, mobile business, contractor, commercial space rental and professional services licensee is assessed \$100 per year
- Each non-profit organization is assessed \$100 per year
- Secondary service operator and residential rental licensees are exempt from the assessment

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 FSPBIA.

E. Authority The FSPBIA 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").

II. Fourth Street Parking and Business Improvement Area Boundary

A. District Map – 4th Street: Cherry Avenue to Temple Avenue East.



**4th St Between
Cherry Ave and Temple Ave**

——— Boundary Line

B. General Description

The Fourth Street Business Improvement Association (FSBIA) provides marketing and promotional services for the Fourth Street area with funds received from Fourth Street Parking and Business Improvement Area (FSPBIA) assessments, as well as funds received from the operation of a metered parking lot located on the SE corner of 4th Street and Cherry Ave.

C. Board of Directors

Officers

President..... Chris Giaco, inretrospect
Vice-President Johanna Moynahan, Far Outfit
Secretary..... Porter Gilberg, The Center
Treasurer..... Kathleen Schaaf, Meow

Directors

Stephanie Blakeslee, Art du Vin
Chris Giaco, inretrospect
Porter Gilberg, The Center
Jennifer Hill, Songbird
Kerstin Kansteiner, Portfolio Coffeehouse
Kelli Koller, Seventh Wave Surf
Johanna Moynahan, Far Outfit
Luis Navarro, Lola’s Mexican Cuisine
Sophia Sandoval/Jim Ritson, 4th Street Vine
Kathleen Schaaf, Meow

Monthly Board Meetings

1st Tuesday of the month at Portfolio Coffeehouse at 2300 E 4th Street, Long Beach, CA 90814

8:30am

Monthly General Meetings

2nd Thursday of the month at The Center at 2017 E 4th Street, Long Beach, CA 90814

8:30am

III. SERVICE PLAN AND BUDGET

A. The Year in Review – 2016/2017 Events

Colloquially nicknamed “Retro Row,” the area along Fourth Street between Cherry and Temple Avenues is known regionally as well as internationally for its eclectic style and storefronts, independent spirit, and retro-inspired mix of shops and services.

Ten years after the inception of the Business Improvement District, the FSBI continues to evolve, expanding its already unique mix of shopping, dining, and entertainment experiences. Since the eastward expansion of the District to Temple Ave in 2015, FSBI continues to actively solicit the participation of new affiliate member businesses with an eye toward possible westward expansion in the coming years. The Association continues to actively encourage participation of existing members through monthly meetings, regular and transparent communications, and improved access to BID resources. Building on the recent successes of a new and improved 4th Street logo, a revamped website, and an overall re-branding effort, the BID continues to grow and improve its social media outreach and improve marketing efforts both locally and beyond. Using Retro Row’s established reputation for diverse and unique offerings, additional emphasis is being placed on street-wide events and attractions in order to broaden its appeal to a changing shopping demographic, and to creatively manage the ever-increasing effects of online shopping habits on traditional retail sectors.

Programs Conducted During the 2016-2017 Period:

- **2nd Annual Pour on Fourth Event-** A ticketed four-hour “stroll and sip” event held on **October 15, 2016** featured craft beer and wine samples available at over 25 participating businesses along the Retro Row corridor. The event attained sold-out capacity with 500 tickets sold, and raised over \$8,500.00 for BID-related improvement projects.
- **Annual Holiday Open House Event-** Commencing with Small Business Saturday on November 26, the District’s seasonal campaign promoted a *shop local, shop independent* theme, effectively leading up to its annual Holiday Open House event on Thursday **December 15, 2016** which featured multiple Santa photo-ops, art openings, and seasonal food and drink specials, as well as a caroling marching band. Street-wide seasonal décor was also in place, supplemented by individual storefront décor, which was further highlighted by a window-by-window representation of Dickens’ classic *A Christmas Carol*.

- **Monthly Fourth Fridays On Fourth 4th Events-** April 2017 saw the inaugural event for 4th Fridays on 4th, a planned recurring and ongoing monthly event taking place the 4th Fridays of every month from 6-9pm. Conceived as a means to further encourage evening foot traffic and visitors along the Retro Row corridor, the event features live music, pop-up shops, art openings, food & beverage specials, as well as complimentary bike valet and trolley rides.
- **Regular Street Clean-Ups and Branding (Ongoing)-** The regular sweeping, quarterly street-wide clean-ups, graffiti reporting, and code enforcement efforts are vital to keep the 4th Street BID attractive and safe. The Association also earmarked funds from its successful *Pour on Fourth* event to apply Fourth Street Logo street stencils on over 30 crosswalk ramps along the corridor.
- **Maintenance of Landscaping in “Garden Walk” and 4th and Cherry Parking Lot (Monthly)-** The 4th Street BIA continues to maintain both The Garden Walk (along the Burbank Elementary School at 4th and Junipero), and the general landscaping in and around the 4th and Cherry Parking lot. Regular maintenance of these common areas makes the street look more attractive and safe, in addition to helping prevent vagrancy, littering, and vandalism.
- **Maintenance and Update of 4th Street/Retro Row Website (Ongoing)-** The Association has made significant changes to its website design and underlying infrastructure in order to stay relevant and user-friendly. Additionally, a BID “Stakeholder” tab has been added to provide a centralized location for 4th Street logos and collateral, meeting notes, and other vital information for BID Members.
- **Hiring Of A Dedicated Social Media Specialist (April 2017)-** Recognizing the ever-increasing importance of social media platforms as integral to the success of local business districts, the BID approved the hiring of a dedicated, locally-based Social Media Specialist. In short order, the caliber and frequency of posts and engagement with our Facebook, Instagram, and Twitter accounts have dramatically increased. Educating and training individual merchants on how to maximize their social media knowledge and how to best engage with the larger 4th Street platforms is also a priority.

Planned FY 2017/18 Activities and Areas of Focus:

- Two Annual Street-Wide Events:
 1. 3rd Annual “Pour on Fourth Event” [October 2017]
 2. “Fourth Street Fair” [June 2018]
- Annual Holiday Open House Event [December 2017]
- Ongoing monthly “Fourth Fridays” evening event [2017-2018]
- Design and implementation of 4th Street pole banner program prominently featuring the 4th Street logo and “*I am 4...*” marketing campaign [Summer 2017]
- Design and implementation of two 4th Street “murals” by local artist Dave Van Patten to identify the East (4th and Temple) and West (4th and Cherry parking lot) boundaries of Retro Row [Summer 2017]
- Increased focus on creative social media outreach and marketing efforts with the goal of increasing engaged and active followers, and driving foot traffic to the district.
- Increased outreach and partnership with surrounding neighborhood associations with the goal of increasing local awareness about the district.
- Explore possibilities for creative uses of the 4th and Cherry Parking Lot consistent with the focus of the street. Such possibilities might include farmer’s markets, bicycle-related events, flea markets, and electric vehicle charging stations.
- Promote, maintain, and expand the Street’s resources and reputation as a bike and pedestrian-friendly district through events such as Beach Streets and Parking Day, encouraging the use of bike share stations, strategic placement and realignment of bike racks, and working with the District Office to explore the possibilities of crosswalks, parklets, and other vehicular traffic-slowing measures.
- Renewed focus on encouraging business participation and corridor beautification efforts in the Association, especially at the respective intersections of both Cherry and Temple Avenues, while also exploring the feasibility of expanding the BID westward to include Hermosa Ave. and beyond.
- Renewed outreach and marketing efforts to promote event rentals, filming, parking lot rentals, and other possible revenue-generating opportunities.
- Explore options and feasibility of a 4th Street/Retro Row loyalty card program to encourage both 4th Street employees and surrounding neighbors to shop and support the businesses along the corridor.

B. Service Plan

The FSPBIA Service Plan provides for funding for marketing, promoting and maintaining the cleanliness and attractiveness of the shopping district. Although a relatively small BID with a relatively small number of participants, the Association continues to aggressively and creatively manage a modest budget to facilitate and promote events, as well as to maintain the overall cleanliness and “curb appeal” of the Retro Row corridor. Effective January 2016, the FSPBIA became the official lessee of the parking lot at the corner of 4th and Cherry, which was previously managed directly by the City of Long Beach. The installation of a new parking meter in combination with adjusted parking rates have resulted in approximately \$4,000 in additional monthly revenue for the BID.

Budgeted services to be provided are:

1. Social Media & Marketing Services Amount: \$12,400.00

The BID has retained the services of Curated media services at a \$700 monthly rate to manage all social media content, updates, and postings for the 4th Street Instagram, Facebook, and Twitter platforms to promote Retro Row and its affiliated merchants in conjunction with existing marketing and advertising efforts.

2. Promotional Events Amount: \$19,000.00

A significantly increased portion of our 2018 budget will be invested in 4th Street events, including our annual “Pour on Fourth” fall event, a larger scale street-wide “Fourth Street Fair” in early summer 2018, as well as an annual Holiday event. Additionally, the BID has recently introduced a monthly and ongoing “Fourth Fridays on Fourth” event to great success.

3. Landscape Maintenance & Parking Lot Rental Amount: \$26,000.00

The majority of these budgeted funds are committed to the \$2,000 monthly rental of the 4th & Cherry parking lot, with continued dedicated funding retaining the monthly services of a landscaping company to maintain the parking lot at the corner of 4th and Cherry, and the Garden Walk alongside Burbank Elementary School.

4. Administrative Expenses Amount: \$8,100.00

Aside from ongoing insurance and accounting service expenses, the Association retains a dedicated administrative position to take and post monthly meeting notes, maintain and update email contact lists, research and submit grants and sponsorships, and perform basic website maintenance updates for a \$350 monthly fee.

C. Service Plan Budget

Services will be provided based on the following estimated allocation of FSPBIA revenue totaling \$17,500 from business assessments, plus an estimated \$48,000 in parking meter revenue from the 4th & Cherry parking lot for FY 2017/18, for a total annual operating budget of approximately \$65,500. No Consumer Price Index adjustment is applied to assessment fees for FY 2017/18. Areas of focus include:

- **Two annual street-wide events (fall & summer), plus one annual Holiday event**
- **Ongoing Fourth Fridays monthly events**
- **Continued updates of 4th Street / Retro Row brochures and website**
- **Increased social media marketing, messaging, and outreach**
- **Continued street cleaning and beautification efforts, including street pole banners and two Retro Row-themed murals**
- **Continued maintenance and landscaping of 4th and Cherry Parking Lot**
- **Working with Burbank school and Rose Park Neighborhood Association on maintenance and beautification efforts along shared property lines.**
- **Ongoing efforts to maintain a bike & pedestrian friendly business corridor, and to explore auto traffic mitigation options with 2nd District Council Office**
- **Develop creative and viable uses for 4th and Cherry parking lot, including rental opportunities, or additional event programming**

Annual Programming Budget-2017/18

Marketing

Social Media Management	\$ 8,400.00
Website Maintenance & Updates	\$ 800.00
Marketing Collateral & Design	\$ 1,200.00
Advertising	\$ 2,000.00

Sub Total	\$12,400.00
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Street-Wide Promotional Events

Summer Fourth Street Fair	\$ 3,000.00
Fall Pour-On-Fourth Event	\$ 3,000.00
Holiday Open House	\$ 1,000.00
Fourth Fridays Monthly Events	\$12,000.00

Sub Total	\$19,000.00
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Streetscape and Maintenance

Annual Parking Lot Rent	\$ 24,000.00
Annual Parking Lot Maintenance	\$ 1,800.00
Annual Garden Walk Maintenance	\$ 200.00

Sub Total	\$26,000.00
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TOTAL PROGRAMMING	\$57,400.00
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Administrative Expenses

Administrative Duties	\$ 4,200.00
Annual Insurance Premiums	\$ 2,500.00
Accounting Services	\$ 700.00
Office & Events Supplies	\$ 500.00
Contingency	\$ 200.00

Sub Total	\$ 8,100.00
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GRAND TOTAL FY 2018 BUDGET	\$ 65,500.00
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IV. ASSESSMENTS

A. Methodology

Improvements and activities identified in the Service Plan are designed to improve the appearance of pedestrian areas and safety, thereby making the area more attractive to customers. All businesses in the District will benefit from these improvements, although retail, financial, professional and service businesses are expected to benefit more than miscellaneous, wholesale, manufacturing or other businesses that do not rely upon foot traffic; therefore, these latter businesses pay a reduced assessment. The proposed assessment rate for each business operating within the District is shown in the following table.

Fourth Street Parking and Business Improvement Area Assessment Methodology:

Business License Category	Annual Rate
Financial/Banking & Insurance	\$200
Service: Real Estate Offices	\$200
Retail: Restaurant w/Alcohol & RTE	\$200
Retail: Other	\$200
Consulting	\$200
Construction Contractor	\$200
Professional	\$200
Service: Other	\$200
Miscellaneous: Rec/Ent, Vend, Manf, Uniq, Whlsl,	\$100
Commercial Space Rental	\$100
Non-profit Business Operations	\$100
Residential Property Rental	n/a
All Secondary Licensees	n/a

Estimated FY 2017/2018 assessment revenue is \$17,500.00

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 Counties. 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.

C. Time and Manner for Collecting Assessments

Business operator 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 FSBI.

V. DISTRICT GOVERNANCE AND ADMINISTRATION

A. The Fourth Street Business Improvement Association

1. The Fourth Street Business Improvement Association shall manage the FSPBIA and shall exercise the powers of the Advisory Board set forth in the District Law including the following.

(a) The Advisory Board shall cause to be prepared a report for each fiscal year (October 1 through September 30) for which assessments are to be levied and collected to pay the costs of the improvements and activities described in the report. The report may propose changes, including, but not limited to, the boundaries of the parking and business improvement area or any benefit zones within the area, the basis and method of levying the assessments, and any changes in the classification of businesses, if a classification is used

(b) The report shall be filed with the clerk and shall refer to the parking and business improvement area by name, specify the fiscal year to which the report applies, and, with respect to that fiscal year, shall contain all of the following:

- (1) Any proposed changes in the boundaries of the parking and business improvement area or in any benefit zones within the area.
- (2) The improvements and activities to be provided for that fiscal year.
- (3) An estimate of the cost of providing the improvements and the activities for that fiscal year.
- (4) The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for that fiscal year.
- (5) The amount of any surplus or deficit revenues to be carried over from a previous fiscal year.
- (6) The amount of any contributions to be made from sources other than assessments levied pursuant to this part.

- (c) The City Council may approve the report as filed by the Advisory Board or may modify any particular contained in the report and approve it as modified. The City Council shall not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments.
- 2. The Fourth Street Business Improvement Association board will serve and the FSPBIA Advisory Board and shall be appointed by the City Council as required by District Law.
- 3. The FSPBIA Advisory Board shall comply with the Brown Act when discussing or acting on matters within the subject matter of the district (e.g. annual report assessment methodology, boundaries, budget and Service Plan).

B. Disestablishment

According to State law, any district where there is no outstanding indebtedness may be disestablished by resolution of the City Council. This may occur if the City Council finds that funds have been improperly used or if the assessee request disestablishment. There will be a thirty-day window every year beginning on the one-year anniversary of the establishment of the District-in which business owners may petition to disestablish the District. If the assessee who pay 50% or more of the total assessments levied submit a written petition to disestablish the District, the City Council will do so.

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CONFIRMING, FOLLOWING HEARING, THE ANNUAL ASSESSMENT REPORT OF THE FOURTH STREET PARKING AND BUSINESS IMPROVEMENT AREA, 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 Fourth Street Business Improvement Association has caused a Report to be prepared for October 1, 2017 through September 30, 2018 relating to the Fourth Street Parking and Business Improvement Area ("FSPBIA"); and

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

WHEREAS, on September 19, 2017 at 5:00 p.m., the City Council conducted a public hearing relating to that Report in accordance with its Resolution of Intention No. RES-17-0070, adopted August 8, 2017, at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report; and

WHEREAS, a majority protest not having been received, it is the City Council's desire to confirm the Report as originally filed and impose 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 follows:

Section 1. A public hearing having been conducted on September 19, 2017 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be

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

1 heard, the City Council hereby confirms the Report of the Fourth Street Business
2 Improvement Association, previously filed and approved by Resolution No. RES-17-0070,
3 adopted August 8, 2017, as originally filed, and declares that this resolution shall
4 constitute the levy of the Assessment referred to in the Report for October 1, 2017
5 through September 30, 2018, as more specifically set forth in Exhibit "A".

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

8 I hereby certify that the foregoing resolution was adopted by the City
9 Council of the City of Long Beach at its meeting of _____, 2017,
10 by the following vote:

11
12 Ayes: Councilmembers: _____
13 _____
14 _____
15 _____
16 Noes: Councilmembers: _____
17 _____
18 Absent: Councilmembers: _____
19 _____
20 _____
21 _____
22 City Clerk