

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

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RESOLUTION NO. RES-18-0136

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, 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 2018-2019 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 September 11, 2018 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-18-0123, adopted August 21, 2018, 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 follows:

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Section 1. A public hearing having been conducted on September 11, 2018 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be heard, the City Council hereby confirms the Report of the Belmont Shore Parking and Business Improvement Area Advisory Commission, previously filed and approved by Resolution No. RES-18-0123, adopted August 21, 2018, as originally filed, and declares that this resolution shall constitute the levy of the Assessment referred to in the Report for Fiscal Year 2018-2019, as more specifically set forth in Exhibit "A".

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

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of September 11, 2018, by the following vote:

Ayes: Councilmembers: Pearce, Price, Supernaw,  
Mungo, Andrews, Uranga,  
Austin, Richardson.

Noes: Councilmembers: None.

Absent: Councilmembers: Gonzalez.

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

# EXHIBIT "A"



**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)  
ANNUAL DISTRICT REPORT & BUDGET  
FISCAL YEAR  
OCTOBER 1, 2018 - SEPTEMBER 30, 2019**

Table of Contents

2018 - 2019 Goals.....	Page 2
2017 - 2018 Review.....	Page 3-6
2018 - 2019 Calendar of Events.....	Page 7
2017 - 2018 Board of Directors.....	Page 8
2018 - 2019 PBIA District Boundaries.....	Page 9
2018 - 2019 PBIA Assessment Formula	
2018 - 2019 Budget - Income.....	Page 10
2018 - 2019 Budget - Expenses.....	Page 11

The Belmont Shore Business Association (BSBA) Board of Directors is pleased to present its Annual District Report and Budget for the 2018-19 Fiscal year.

**Mission Statement:** The purpose of the BSBA 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.

### 2018 - 2019 GOALS

- Promote Belmont Shore businesses locally and to nearby communities near Long Beach, LA and OC County areas. Promote more widely to Southern California and visitors to the Long Beach area. Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- Work with Council District 3 (CD3) and the Long Beach Police Department (LBPd) to address concerns and work together to promote and maintain prosperity to the area.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission (BSPBIAAC) to improve the Belmont Shore Business District. Work closely with the BSPBIAAC and Long Beach Transit to monitor the Long Beach Transit Employee Rider Free Bus Pass Program and continue to work with employers of the BSBA businesses to monitor and keep current on distributing the bus passes.
- Meet monthly with The Council of Business Association (COBA) members to improve ways to market & develop all Long Beach business districts in the Long Beach Community.
- Exchange information and work with the City of Long Beach on issues where we can help improve ways for the business communities to be successful.
- Continue to provide safe and fun events for the Belmont Shore community like Stroll & Savors, Christmas parade, Chocolate Festival, Roar in the Shore, Art Walk and the Car show.
- Seek corporate and private funding to supplement the BSBA budget and provide for more widely publicized events.
- Communicate with the City of Long Beach Business License Division to make sure all BSBA businesses are licensed and report any new businesses in the Business Improvement District (BID).
- Reach out to Belmont Shore property owners or commercial real estate brokers to find out what type of businesses are interested in our Belmont Shore Business District, and help with any suggestions of businesses that would be a good fit.

Each goal is accomplished through an aggressive and well-rounded work plan of special projects, marketing activities, and community events.

The BSBA Board of Directors facilitates and manages the many promotions and marketing opportunities, improvements, community outreach and events currently being coordinated in Belmont Shore

## **YEAR IN REVIEW - OCT. 1, 2017 - SEPT 30, 2018**

### **BEAUTIFICATION**

Representatives from the BSBA Board and the BSBA Executive Director attended the monthly meetings of the BSPBIAAC. The priority of the association has been to keep Belmont Shore clean and safe.

- The Conservation Corps of Long Beach (CCLB) is contracted for daily trash pick-up, ash tube cleaning, trash can wipe down, graffiti & sticker removal, daily sweeping of the streets, alleys and city parking lots. A monthly report from the CCLB is sent to the BSBA office and the BSPBIAA. (Report attached)
- Spectrum Facility Maintenance is contracted to provide power washing of sidewalks every two weeks. Due to the high pedestrian traffic and the drought, power washing increased to weekly from July through October. Alleys and trash enclosures in the parking lots are maintained quarterly. The schedule of cleaning is listed on the BSBA website and a report is sent to the BSBA office. (Report attached)
- Belmont Shore has 75 Big Belly trash receptacles on 2<sup>nd</sup> street. This use to be 77 Big Belly trash receptacles but two were removed on 2<sup>nd</sup> St. near Santa Ana and near Roycroft after cars crashed into them. They have not been replaced. Cement trash receptacles are still located on some of the side streets. The Big Belly trash receptacles reduce collection frequency by 80%, freeing up resources and increases recycling opportunities and reduces homeless trash picking. (Report attached)
- The BSBA Executive Director was and is in constant communication with CCLB and Spectrum to maintain the streets and report any problem areas.

### **COMMUNITY OUTREACH**

- The BSBA Executive Director or a BSBA Board Member attended the following monthly community meetings: Belmont Shore Residents Association (BSRA), Friends of Belmont Shore (FOBS), other residential meetings and meetings organized by the 3<sup>rd</sup> District Council office.
- The Executive Director attended the monthly meetings of COBA and the BSPBIAAC.

### **POLICING**

- A representative from the LBPD East Division has attended our monthly BSBA meetings. An officer or Eastside Commander has provided members with safety issues and tips for Belmont Shore businesses. Members have also communicated their concerns to the officers. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns. The LBPD also attend community meetings in the 3<sup>rd</sup> District.

## MEMBER COMMUNICATION

- Most of the BSBA office to BSBA member communication is done by email, e-news and the monthly BSBA meetings held on the last Tuesday of each month, except for December. Information included meeting dates, promotion and advertising deals, events, business opportunities and promotions or events offered by BSBA members. We also emailed out photos of any trouble a business might have had with a shoplifter, counterfeit money or suspicious person(s) so they are aware.
- A Belmont Shore retail meeting was also held prior to the holiday season to talk about ways to increase traffic, shoppers, add shopping events etc.
- A printed newsletter was done two times last year and hand-delivered to each business with information on meeting dates, event dates, bus pass information, who to call etc. The BSBA also walked the district to get any new business information, update existing businesses, pass out event posters, put large posters on Big Belly's and meet any new businesses and offer our services. 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.

## MARKETING

- Belmont Shore was marketed as a dining, shopping and entertainment destination in local and regional visitor guides and publications. Locally, Belmont Shore is in the LBCVB *Official Guide to Long Beach*, and Travelhost (in-hotel magazine) depicting Belmont Shore as a place to Shop, Dine and Indulge. Advertising also took place in the Long Beach Business Journal, LBPost, 90808 Magazine, Grunion Gazette, Press Telegram, Beachcomber and the Signal Tribune. Mention of new businesses was run in the LB Business Journal and the Gazette throughout the year.
- The BSBA offers 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. On the online front, the BSBA has tapped into promoting the business district and events through social media such as Facebook, Twitter & Instagram. On-line publications such as the Gazette, CVB, LBPost, Nextdoor Belmont Shore and other LB social media sites continue to promote Belmont Shore events. We hired a social media person to keep up with all things current.
- Belmont Shore has a website (belmonshore.org). The website includes a full directory of all members, member information, event information and things to do around The Shore etc. The BSBA has 2<sup>nd</sup> St. pole banners on 14 poles on the 2<sup>nd</sup> ST. median to showcase our Belmont Shore branding. During the holidays, holiday decorations, lighting and banners appear on the 2<sup>nd</sup> St. medians.

## MEMBERSHIP

- There has been a turnover 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. They are presented with the new informational packet (also on website), and we send them flowers to welcome them to The Shore. The association continues to invite membership outside of Belmont Shore for Associate or Affiliates, according to the BSBA bylaws.

#### **EVENTS-October 1, 2017-September 30, 2018**

The BSBA hosted several events this past year. The events gained 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 if they choose to participate. The BSBA also has given local non-profits exposure by letting them attend our events and the BSBA sponsored an American Red Cross Blood drive and Menorah Lighting ceremony during the holidays.

The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued or added. The following events have taken place during the fiscal year.

#### **Art Walk & Chalk Art Contest: October 14, 2017**

Belmont Shore participated to be part of the Long Beach Arts Month celebration. The BSBA worked with the non-profit C.A.T., Justin Rudd and their Chalk Art Contest and the LB art community to combine and make the event a success. The Chalk Art Contest had artist creating chalk art pieces on paper and other artists created or/or displayed art pieces on location during the day for sale. This event is growing each year and is free to the public.

#### **Trick-Or-Treat On 2<sup>nd</sup> St.: October 31, 2017**

A safe and fun destination for trick-or-treating drew hundreds of parents and children to Belmont Shore on Halloween evening. Most storefront businesses participated by handing out candy to the costumed children. No advertising is needed because the event is well known in the community. This is a free event for the community and has been going on for over 25 years.

#### **Small Business Saturday: November 25, 2017**

The BSBA continues to promote this retail-shopping day. Started by American Express for small businesses a day after Black Friday. We concentrated on getting customers to start their holiday shopping early in Belmont Shore. The BSBA promoted the day by advertising in local Long Beach publications, social media; emails, banners and we had FREE metered parking for customers.

#### **35th Annual Christmas Parade: December 2, 2017**

The Belmont Shore Parade's theme was "Christmas in Paradise." Our presenting sponsor was the Port of LB along with additional sponsors. The BSBA worked with the City of Long Beach Special Events office, LBPD, Lbfd, Public Works and parade staging coordinator Run Long Beach. The start time of the parade was 6pm. Our Grand Marshal was Water Polo 5-time Olympian Tony Azevedo. PADnet TV shown throughout the holiday season televised it. This long-time event is free to the public and attracted 30,000 people to Belmont Shore.

#### **Menorah Lighting in Belmont Shore: December 17, 2017**

The BSBA kept the holiday season going with a public Chanukah Menorah Lighting in Belmont Shore, located at the old Citibank parking lot. Rabbi Abba Perelmuter of The Shul by the Shore in Long Beach organized the Hanukkah celebration. This was an outside community event and free to the public.



### **Holiday Shopping in The Shore December 2017**

Holiday Shopping in the Shore was created to bring shoppers to Belmont Shore. For three weekends prior to Dec. 25<sup>th</sup> we had extended holiday store hours, carolers performing classic Christmas carols while strolling 2<sup>nd</sup> St., entertainment in front of Chase Bank & Santa was present to take photos with kids. The BSBA promoted the holiday experience with print advertising, social media, emails, posters, banners etc.

### **Chocolate Festival: February 10, 2018**

This was the 14<sup>th</sup> year of this event. The date is always the Saturday prior to Valentine's Day, Feb. 14<sup>th</sup>. Approximately 30 BSBA restaurants & merchants participated. As done for Stroll & Savor, attendees purchased ticket books, \$10 for 12 tickets and used the tickets to purchase chocolate items. In addition to sweet offerings, the event included a Chocolate Pie Eating Contest sponsored by Hof's Hut. Our homemade chocolate dessert contest was cancelled due to a low turnout of participants.

### **Roar in the Shore: April 11, 2018**

The BSBA sponsored event along with the LBGP, worked with the City of LB Special Events, LBPB and the LBFD to hold this event on the Wednesday before Long Beach Grand Prix weekend. We closed four side streets from 2<sup>nd</sup> St. to the alleys, and had a motorcycle stunt show. Racing simulators, racecars on display, and racecar drivers signed autographs. We advertised in local papers and on social media. Banners & posters were placed along 2<sup>nd</sup> St. This was a free event from 5p to 8p.

### **Stroll & Savor Series: May 16, 17, June 20, 21, July 18, 19, August 15, 16, 2018**

This annual event continued this year with over 40 restaurants participating in this event series, which can be thought of as a "taste of Belmont Shore". Attendees purchase ticket books from the association and use tickets (\$10 per booklet) to purchase the food offered by participating restaurants. The series is a favorite with our locals and surrounding communities. It includes live entertainment. We use social media, print ads, social media ads, and e-blasts to get the word out.

### **29<sup>th</sup> Annual Car Show: Sunday, September 9, 2018**

This event will continue this year with a new co-sponsor, AK Darcy Shows & Events. AK will bring in vehicles over 20 years old or older and motorcycles, Rat Rods, Hot Rods and custom and classic cars. They will also bring in up to 40 vendors. The BSBA will continue to get local sponsors to benefit the event. The BSBA and AK Darcy will work with the City of LB Special Events office, LBPB, LBFD & Public Works to put on a good show. This event is free to the public.



**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)  
CALENDAR OF EVENTS 2018-19**

**2018**

Art Walk & Chalk Contest	Saturday, October 20th	11am - 4pm
Trick or Treat on 2 <sup>nd</sup> St	Wednesday, October 31 <sup>st</sup>	4pm - 6pm
Small Business Saturday	Saturday, November 24th	ALL DAY
36th Annual Christmas Parade	Saturday, December 1 <sup>st</sup>	6pm - 9pm
Holiday Shopping in The Shore	December 7,8,9, 14,15,16,21,22,23	All DAY

**2019**

Chocolate Festival	Saturday, February 9	TBT
Roar in the Shore	Wednesday, April 10	5p - 8pm
Stroll & Savor	Wed. & Thur., May 15, 16	5:30pm - 9pm
Stroll & Savor	Wed. & Thur., June 19, 20	5:30pm - 9pm
Stroll & Savor	Wed. & Thur., July 17 & 18	5:30pm - 9pm
Stroll & Savor	Wed. & Thur., Aug. 21,22	5:30pm - 9pm
Car Show	Sunday, September 8th	9am - 3pm

**BELMONT SHORE BUSINESS ASSOCIATION (BSBA)**

**BOARD OF DIRECTORS**

**2017-2018**

**Elections for the 2018-2019 Board of the Directors is in the summer of 2018**

**OFFICERS**

President: Mike Sheldrake, Polly's Gourmet Coffee  
1<sup>st</sup> VP Finance: Dave Shlemmer, Shlemmer Investments  
2<sup>nd</sup> VP Promotions: Heather Duncan, Blue Windows  
Secretary: Matt Peterson, Legends  
Treasurer: Cory Peters, Chase Bank

**DIRECTORS**

Marsha Jeffer, Shore Business Center  
Eric Johnson, Legends  
Bill Lorbeer, Lorbeer Equity Management  
Joy Starr, The Rubber Tree  
Lisa Ramelow, La Strada  
Tula Trigonis, Salon Soma  
Alexis Rabenn, Quinn's Pub

**EXECUTIVE DIRECTOR**

Dede Rossi

**MONTHLY BSBA MEETINGS**

**BSBA Monthly Meeting** (all members welcome)

Last Tuesday of each month (no December meeting)

11:30am lunch, 12pm – 1pm meeting

**Executive Board Meetings** (board members only)

Friday, two weeks prior to BSBA General meeting

9am to 10am

Meetings at

Legends Sports Bar & Restaurant

5236 E. 2<sup>nd</sup> St.



**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)  
October 1, 2018 – September 30, 2019**

No changes are requested in the boundaries of the Belmont Shore PBIA for the coming contract period. These boundaries have been unchanged since the district was expanded by City Council action September 2008, thereby amending Ordinance No. C-5963.

**BOUNDARIES OF THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA**

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 11 194, 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 to the intersection of the centerline of the east-west alley known as Lois Ln; thence westerly 346 feet along the centerline of Lois Ln; then northerly to the southwest corner of Parcel 3 of Block 37 of Belmont Height Tract (M.B. 8, P.150); thence easterly along southern boundary line of said parcel; thence along the prolongation of the same boundary line to the intersection of the of the southwesterly line of Second Street; thence southeasterly to the centerline of Livingston Drive; thence easterly along the centerline of Livingston Drive to the point of beginning.

**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA (BSPBIA)  
PBIA ASSESSMENT FORMULA  
2018– 2019**

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
Financial Institution	\$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
Insurance Agent Professional	\$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
Non-profits	0.00	0.00
<b>Total estimated annual assessment: \$140,000.00</b>		



BELMONT SHORE BUSINESS ASSOCIATION  
INCOME  
2018-2019

INCOME	BUDGET	BIA FUND	PROMOTIONS
<b>Membership Dues</b>			
BIA Fund	140,000.00	140,000.00	
Associate members	500.00	500.00	
	<b>140,500.00</b>	<b>140,500.00</b>	
<b>Corporate Sponsorship</b>			
Car Show	8,000.00		8,000.00
Chocolate Festival	0.00		0.00
Stroll & Savor	1,000.00		1,000.00
Christmas Parade	25,000.00		25,000.00
Art Walk	0.00		0.00
	<b>34,000.00</b>		<b>34,000.00</b>
<b>Investment Returns</b>			
Interest on Checking	25.00		25.00
Heartland	75.00		75.00
	<b>100.00</b>		<b>100.00</b>
<b>Promotional Events</b>			
Car Show	25,000.00		25,000.00
Stroll & Savor			
May	30,000.00		30,000.00
June	45,000.00		45,000.00
July	40,000.00		40,000.00
August	40,000.00		40,000.00
Christmas Parade	35,000.00		35,000.00
Chocolate Festival	8,000.00		8,000.00
Roar in the Shore	0.00		0.00
	<b>223,000.00</b>	<b>140,500.00</b>	<b>223,000.00</b>
<b>Income Total</b>	<b>397,600.00</b>		

BELMONT SHORE BUSINESS ASSOCIATION  
EXPENSES  
2018-2019

EXPENSES	BUDGET	BIA FUND	PROMOTIONS
<b>ADMINISTRATION</b>			
Outside Services	70,000.00	70,000.00	
Rent	21,000.00	21,000.00	
Office	1,000.00	1,000.00	
Postage	200.00	200.00	
Printing	8,000.00	8,000.00	
Supplies	2,500.00	2,500.00	
Equipment	2,000.00	2,000.00	
Insurance	6,500.00	6,500.00	
Telephone	2,000.00	2,000.00	
Accounting	1,125.00	1,125.00	
Meetings/Mixers	3,000.00	3,000.00	
Dues & Subscriptions	500.00	500.00	
<b>6200 TOTAL</b>	<b>117,825.00</b>	<b>117,825.00</b>	
<b>ONGOING PROMOTIONS</b>			
Christmas Decorations	6,000.00		6,000.00
Marketing	36,275.00		36,275.00
Welcome Wagon	1,000.00		1,000.00
Shore Corp	3,000.00		3,000.00
Web Page	1,000.00		1,000.00
<b>6600 TOTAL</b>	<b>47,275.00</b>		<b>47,275.00</b>
<b>PROMOTIONAL EVENTS</b>			
Roar in the Shore	6,500.00		6,500.00
Car Show	20,000.00		20,000.00
Stroll & Savor Series			
May	30,000.00		30,000.00
June	40,000.00		40,000.00
July	38,000.00		38,000.00
August	35,000.00		35,000.00
Christmas Parade	40,000.00		40,000.00
Art Walk	0.00		0.00
Holiday Shopping	5,000.00		5,000.00
Chocolate Festival	8,000.00		8,000.00
Entertainment	10,000.00		10,000.00
<b>6800 TOTAL</b>	<b>232,500.00</b>	<b>117,825.00</b>	<b>232,500.00</b>
<b>EXPENSE TOTAL</b>	<b>397,600.00</b>		