

CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

H-1

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

September 6, 2005

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 approving the Belmont Shore Parking and Business Improvement Area program and assessment for the period of October 1, 2005 through September 30, 2006, 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 Plan describing proposed activities and allocations is provided as Attachment A. These items were reviewed by the City Council at its meeting of August 9, 2005.

Following this public hearing, the City Council may adopt the attached Resolution confirming the Assessment Plan as filed, or as amended by the City Council during these proceedings. The adoption of the Resolution sets the assessment from October 1, 2005 through September 30, 2006.

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 Plan. The Assessment Plan, transmitting the recommendations of the BSPBIA Advisory Commission, proposes the following:

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- Continue the current year assessment at the rates established in Attachment A and summarized as follows:

| | |
|----------------------------------|-----------------------------|
| Financial Institutions/Banks | \$548.74 + \$5.50/employee |
| Manufacturing and Retail | \$365.82 + \$5.50/employee |
| Financial Institutions/Insurance | \$212.90 + \$11.00/employee |
| Other | \$212.90 + \$11.00/employee |

- Make no significant changes in the activities program.
- Make no changes in the existing boundaries.

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 Assistant City Attorney Heather Mahood on July 12, 2005, Budget Management Officer David Wodynski on August 25, 2005, and the City Treasurer's Office on August 25, 2005.

TIMING CONSIDERATIONS

The BSBA contract year begins October 1, 2005. City Council action is requested on September 6, 2005, to allow sufficient time to complete necessary documents before the beginning of the contract year.

FISCAL IMPACT

The recommended contract amount for Fiscal Year 2006 (FY 06) is \$87,500. Sufficient funding to support this activity has been included in the FY 06 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD).

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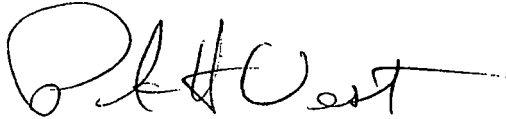
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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

APPROVED:

for 
GERALD R. MILLER
CITY MANAGER

RH:tb

Attachments: Belmont Shore Business Association Annual Report
Resolution of Intention Approving Annual Report and Levy