

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, 2018 through September 30, 2019 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 October 9, 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-18-0133, adopted September 11, 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; 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 October 9, 2018 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be

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heard, the City Council hereby confirms the Report of the Fourth Street Business Improvement Association, previously filed and approved by Resolution No. RES-18-0133, adopted September 11, 2018, as originally filed, and declares that this resolution shall constitute the levy of the Assessment referred to in the Report for October 1, 2018 through September 30, 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 October 9, 2018, by the following vote:

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

Noes: Councilmembers: None.

Absent: Councilmembers: None.



City Clerk



**Fourth Street Parking and Business
Improvement Area**

**Fiscal Year 2018/19 Assessment
Annual Report and Service Plan**

For the period
October 1, 2018 to September 30, 2019

August 2018



**Fourth Street Parking and Business Improvement Area
2019/19 Assessment Report and Service Plan**

City of Long Beach, California

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I. DISTRICT OVERVIEW

Conceived by a coalition of Fourth Street business owners, the Fourth Street Parking and Business Improvement Area (FSPBIA) 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 FSPBIA is to actively promote and market the Fourth Street shopping district as a destination through events, neighborhood clean-ups, community outreach, and advertising. FSPBIA is managed by the Fourth Street Business Improvement Association (FSBIA) 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 beautification 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 FSPBIA. The estimated 2019 fiscal year revenue from business assessments is \$17,500.

Each business operating within FSPBIA will be assessed a flat rate of \$200 per year with the following exceptions:

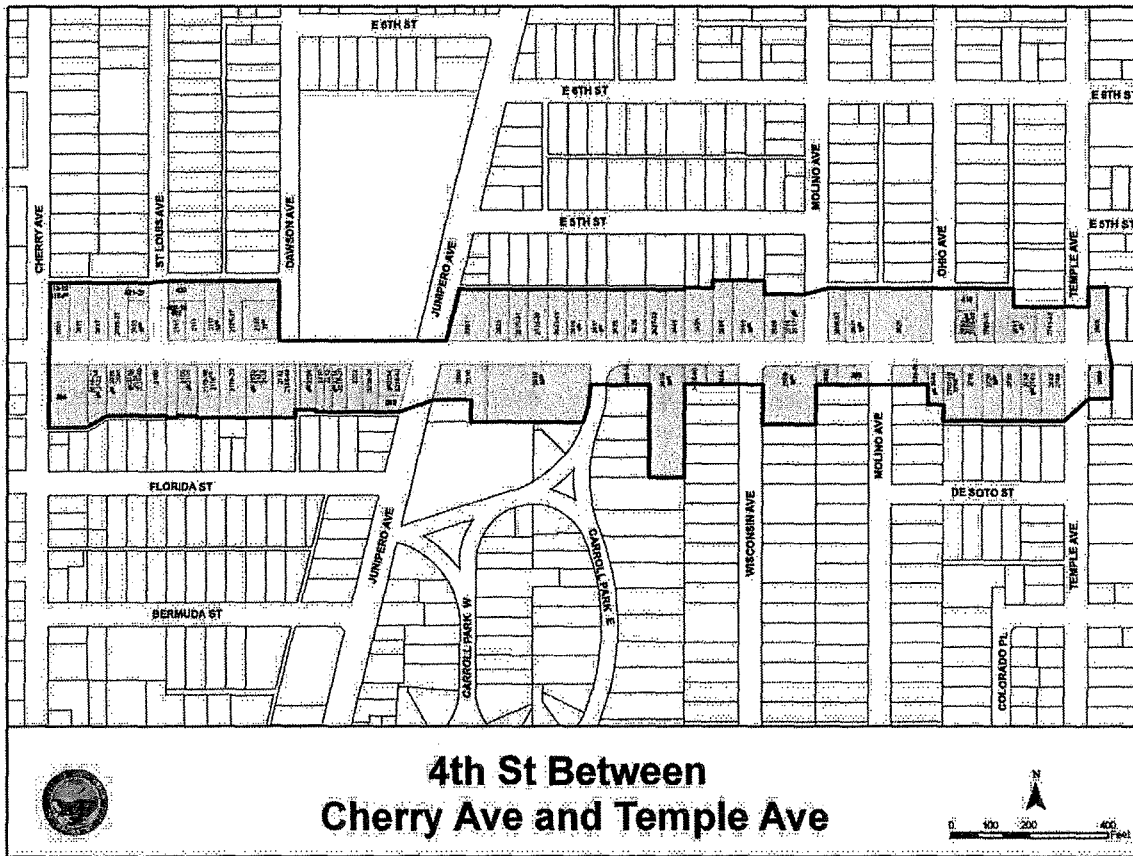
- Each miscellaneous, wholesale, mobile business, contractor, commercial space rental and professional services licensee is assessed \$100 per year
- Each non-profit organization is assessed \$100 per year
- Secondary service operator and residential rental licensees are exempt from the assessment

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 FSBIA.

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.



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Boundary Line

B. General Description

The FSBIA provides marketing and promotional services for the Fourth Street area with funds received from 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/Co-President.....Jim Ritson, 4th Street Vine/Jennifer Hill, Songbird
Vice-President/Co-Vice President...Porter Gilberg, The Center/GaryOda, Retroda
Secretary.....Johanna Moynahan, Far Outfit
Treasurer..... Kathleen Schaaf, Meow

Directors

Steven Sarinana, Trebor Nevets
Cassandra Malone, California Drifters
Porter Gilberg, The Center
Jennifer Hill, Songbird
Kerstin Kansteiner, Portfolio Coffeehouse
Johanna Moynahan, Far Outfit
Jim Ritson, 4th Street Vine
Kathleen Schaaf, Meow
Ty Ward, Native Sol

Monthly Board Meetings

1st Tuesday of the month at The Center, 2017 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 – 2017/2018 Events

Colloquially nicknamed “Retro Row,” the area along Fourth Street between Cherry and Temple Avenues is known locally, regionally as well as internationally for its eclectic style and storefronts, independent spirit, retro-inspired mix of shops and services and variety of attractions which can fulfill an entire day and/or evening for any age group. Retro-Row proudly offers shopping including vintage, kitsch, new boutique, designer high-end furniture and fixtures, art and music as well as a broad variety of restaurants, coffee shops, gourmet donuts, kombucha and juice bars, salons and barber shops an independent art house movie theater, bars and live music!

Eleven years after the inception of the FSPBIA, the FSPBIA continues to evolve, expanding its already unique mix of shopping, dining, and entertainment experiences. Since the eastward expansion of the FSPBIA to Temple Ave. in 2015, the FSBI continues to actively solicit the participation of new affiliate member businesses with an eye toward possible westward expansion in the coming years. The FSBI continues to actively encourage participation of existing members through monthly meetings, bi-monthly events meetings, regular and transparent communications, and improved access to FSBI resources. Building on the recent successes of a new and improved 4th Street logo, a revamped website, and an overall re-branding effort, the FSBI 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 consumer demographic, and to creatively manage the ever-increasing effects of online shopping habits on traditional retail sectors.

Since the development and lease of the parking lot on the Southeast corner of the intersection of 4th St and Cherry Ave. we have established a dependable recurring source of income which is used to meet our marketing and events goals. We recently created a paid part-time position and are currently in the process of hiring a 4th Street BID Administrator to help us manage all of the upcoming tasks the Board and Event Committee are working on.

Programs Conducted During the 2017-2018 Period:

- **3rd Annual Pour on Fourth Event-** A ticketed four-hour “stroll and sip” event held on **October 17, 2017** 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 \$10,000.00 for FSPBIA-related improvement projects.

- **Annual Holiday Open House Event-** FSBIA's seasonal campaign promoted a *shop local, shop independent* theme, effectively leading up to its annual Holiday Open House event in **December 2017** which featured multiple Santa photo-ops, art openings, seasonally painted store-fronts and seasonal food and drink specials, as well as a caroling marching band. Street-wide seasonal decor was in place, supplemented by individual storefront decor!
- **Monthly Fourth Fridays on 4th Events-** April 2017 saw the inaugural event for 4th Fridays on 4th, a planned recurring and ongoing monthly event taking place the 4th Friday 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, pop-up artists, unique community offerings, non-profit outreach, food & beverage specials, as well as complimentary bike valet and trolley rides.
- **Completion of the 4th Street Festoon Lighting between Cherry Ave. & Junipero Ave.-** Through funding from Public Works and the 2nd District Council office the portion of the BID between Cherry Ave. & Junipero Ave. were brought to life after sunset with a beautiful array of festoon lighting crisscrossing the street.
- **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 FSPBIA attractive and safe. The FSBI has a tabled agenda item to become the cleanest BID in Long Beach! We used funds netted from last year's Pour on 4th event to purchase six (6) solar powered, self-compacting Big Belly trash and recycle bins.
- **Maintenance of Landscaping in "Garden Walk" and 4th St and Cherry Ave. Parking Lot (Monthly)-** The FSBI continues to maintain both The Garden Walk (along the Burbank Elementary School at 4th and Junipero Ave), and the general landscaping in and around the 4th St and Cherry Parking Ave. 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 FSBI has made significant changes to its website design and underlying infrastructure in order to stay relevant and user-friendly. Additionally, a FSPBIA "Stakeholder" tab has been added to provide a centralized location for 4th Street logos and collateral, meeting notes, and other vital information for FSPBIA Members.
- **Completion of the 4th & St. Louis St Pedestrian Crosswalk-** With large thanks to our 2nd District Council woman, Jeannine Pearce we are able to boast the completion of the pedestrian crosswalk at St. Louis and 4th St. This not only ties

together the active businesses on both North and South sides of the street it also adds a long sought after element of safety for those working, living or visiting 4th St. Additionally, it helps to slow down 4th St. traffic

- **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 FSBIA 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.
- **Hiring of a Dedicated Music Coordinator for 4th Fridays**- The FSBIA has created a paid position for an Event Music Coordinator to assist with all things music related in our events.
- **Hiring of a Dedicated Art and Vendor Coordinator for 4th Fridays**- The FSBIA has created a paid position for an Arts & Vendor Coordinator to assist with all things Art and Vendor related in our events.

Planned FY 2018/19 Activities and Areas of Focus:

- Two Annual Street-Wide Events:
 1. 4th Annual "Pour on Fourth Event" [October 2019]
 2. "Fourth Street Fair" [Summer 2019]
- Annual Holiday Open House Event [December 2019]
- Ongoing monthly "Fourth Fridays" evening event [2018-2019]
- Re-design, repair and update the pole mounted sign in the parking lot at 4th St. and Cherry Ave. [Fall 2018]
- Add solar lighting to the parking lot at 4th St. and Cherry Ave. [Fall 2018]
- Increased focus on creative social media outreach and marketing efforts with the goal of increasing engaged and active followers, and driving foot traffic to FSPBIA.
- Increased outreach and partnership with surrounding neighborhood associations with the goal of increasing local awareness about FSPBIA.

- Explore possibilities for creative uses of the 4th St. and Cherry Ave. 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 2nd District Council Office to explore the possibilities of crosswalks, parklets, and other vehicular traffic-slowing measures.
- Renewed focus on encouraging business participation and corridor beautification effort, especially at the respective intersections of both Cherry and Temple Avenues, while also exploring the feasibility of expanding the FSPBIA 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 for expanding on our maintenance and beautification efforts on 4th Street including a recurring sidewalk pressure washing schedule as well as the addition of several new trash cans.

B. Service Plan (ANNUAL BUDGET)

The FSPBIA Service Plan Budget 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 FSBI 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 FSBI became the official lessee of the parking lot at the corner of 4th St. and Cherry Ave., 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 \$7,000.00 in additional monthly revenue for the FSBI. This on top of the \$1250.00 monthly income from FSPBIA "dues" provides the FSBI with a \$101,500.00 annual budget.

Budgeted services to be provided are:

1. MARKETING: \$14,400

The FSBI 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. In addition, the Board intends to budget an additional amount of approximately \$600 per month for social media and print media targeted advertisement and promotion.

2. EVENTS: \$32,600

A significantly increased portion of our 2018/19 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 2019, as well as an annual Holiday event. Additionally, the FSBIA has recently introduced a monthly and ongoing "Fourth Fridays on Fourth" event to great success.

3. MAINTENANCE & BEAUTIFICATION: \$11,000

Continued dedicated funding retaining the monthly services of a landscaping company to maintain the parking lot at the corner of 4th St. and Cherry Ave., and the Garden Walk alongside Burbank Elementary School. Additionally, we will be utilizing trash pickup services, sidewalk pressure washing and general maintenance of the tree wells along 4th St.

4. MANAGEMENT: \$43,500

Aside from ongoing insurance and accounting service expenses, the FSPBIA has created 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 \$1,200 monthly fee. This portion of our budget is also utilized for the lease expense of the parking lot, tax and insurance preparation, and the rental of a utility storage space on 4th St.

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 \$84,000 in parking meter revenue from the 4th St. & Cherry Ave. parking lot for FY 2018/19, for a total annual operating budget of approximately \$101,500. No Consumer Price Index adjustment is applied to assessment fees for FY 2018/19. 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 sidewalk pressure washing and additional waste management services
- Continued maintenance and landscaping of 4th St. and Cherry Ave. 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 St. and Cherry Ave. parking lot, including rental opportunities, or additional event programming

Annual Programming Budget-2018/19

FSPBIA INCOME

Annual Assessment Revenue	\$17,500
Annual Parking Lot Revenue	\$ 84,000

TOTAL FSPBIA ANNUAL REVENUE **\$101,500**

FSPBIA EXPENSES

Marketing

Social Media Management	\$8,400.00
Digital Promotion and Sponsored Ad Space	\$ 2,400.00
Print Advertising and Promotion	\$ 3,600.00

Sub Total **\$14,400.00**

Events

4th Friday Trolley	\$6,600.00
4th Friday Musicians	\$4,800.00
4th Fridays Print Media	\$3,000.00
Graphics	\$4,800.00
Art/Vendor Coordinator	\$6,000.00
Music Coordinator	\$2,400.00
Additional Event	\$5,000.00

Sub Total **\$32,600.00**

Maintenance & Beautification

Maintenance & Upkeep– Gardeners	\$3,120.00
Misc. / Maintenance	\$1,880.00
Trash Pickup / New Trash Cans	\$6,000.00

Sub Total **\$11,000.00**

Management Expenses

Rent for Parking Lot	\$24,000.00
Insurance / Tax Prep	\$3,000.00
4th Street BID Administrator Salary	\$14,400.00
Garage Rent	\$2,100.00

Sub Total **\$ 43,500.00**

GRAND TOTAL FY 2019 BUDGET \$101,500.00

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 FSPBIA 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 FSPBIA is shown in the following table. There are no changes planned to the general methodology of the management of the FSPBIA.

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 2018/2019 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. FSPBIA will have a fiscal year of October 1 through September 30. The FSPBIA has decided not to increase the annual assessment fee for FSPBIA members this year. No Consumer Price Index adjustment is applied to assessment fees for FY 2018/19.

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 FSBIA.

V. DISTRICT GOVERNANCE AND ADMINISTRATION

A. The Fourth Street Business Improvement Association

1. The FSBIA shall manage the FSPBIA and shall exercise the powers of the Advisory Board set forth in 1989 PBIA 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 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 FSBIA board will serve as 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 FSPBIA (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 assessees request disestablishment. There will be a thirty-day window every year beginning on the one-year anniversary of the establishment of FSPBIA-in which business owners may petition to disestablish FSPBIA. If the assessees who pay 50% or more of the total assessments levied submit a written petition to disestablish FSPBIA, the City Council will do so.