



Date: June 1, 2004

To: Honorable Mayor and City Council

From: Councilwoman Laura Richardson, Sixth District *LR*
Councilwoman Bonnie Lowenthal, First District *BL*
Councilwoman Tonia Reyes Uranga, Seventh District *TRU*

Subject: **Request to research the possibility of establishing "Business Improvement Districts-BIDS" in Central Long Beach.**

The Anaheim and Pacific Avenue Business Corridors are major concentrated arteries in the City of Long Beach, that are a collection of mostly small businesses that represent a diverse mix of retail, automotive, commercial businesses and social service agencies. These corridors located in the central portion of our city have experienced more than their share of challenges including; extreme residential density, crime and gang warfare, homelessness, blight and aging infrastructure.

Several cities in Southern California, including Long Beach, have had a great deal of success in turning around similar challenges faced by the businesses along impacted corridors by providing support in the creation of Business Improvement Districts (BIDS) that address the commercial development and safety needs of those operating along traffic arteries.

In Long Beach, the Downtown and Belmont Shore businesses, with the help of the city, established respective associations which have helped in the economic stabilization, development and growth of business sectors through a variety of support services, such as street and sidewalk cleaning, façade improvements, safety programs, business collaborations and increased marketing.

The suggested areas to be considered are as follows:

Anaheim Street	Between Magnolia Avenue and Atlantic Avenue
Anaheim Street	Between Atlantic Avenue and Cherry Avenue
Long Beach Blvd.	Between 10 th Street and Pacific Coast Hwy.
Pacific Avenue	Between Pacific Coast Hwy and Willow Street
Santa Fe Avenue	Between Pacific Coast Hwy. and Wardlow Street
Willow Street	Between Golden Ave. and Martin Luther King Ave.

Although suggested areas of review are included, we welcome the consideration of extensions into other border districts if desired by the respective Councilmember.

REQUESTED ACTION:

We respectfully request that the City Manager, appropriate departments, city partners and any other interested organizations meet, advise and assist the respective communities to evaluate the feasibility, successes and failures of other locations, logistical requirements and potential financial impacts of establishing a business improvement district.

cc: City Manager
City Attorney
City Clerk
Chief of Police