



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

H-2

October 7, 2008

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation into the record, approve the Resolution confirming the Bixby Knolls Business Improvement Area Annual Report, continuing the levy of assessment for the period of October 1, 2008 through September 30, 2009, conclude the hearing, and authorize the City Manager to extend the agreement with the Bixby Knolls Business Improvement Association for a one-year term. (Districts 7 and 8)

DISCUSSION

The Bixby Knolls Business Improvement Association (BKBIA) uses assessment funds to promote and market the Bixby Knolls commercial area on behalf of businesses located in the Bixby Knolls Parking and Business Improvement Area (BKPBIA). The City contracts with the BKBIA annually using assessment revenue collected from BKPBIA members to govern the assessment to be collected and the activities to be funded by the assessment.

On July 24, 2008, the BKPBIA Advisory Commission voted to recommend to the City Council approval of the BKPBIA Assessment Report. The Assessment Report (Attachment A) describes the boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment.

To continue the assessment levy, State law requires that a public hearing be held on the proposed program and assessment. At its meeting of September 16, 2008, City Council reviewed the Assessment Report and set a October 7, 2008 hearing date.

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 Report. The Assessment Report transmitting the recommendations of the BKPBA Advisory Commission proposes the following:

- Continue the current year assessment at the following rates:

Type A \$ 135.00 + \$ 2.50/employee
Contractors, Manufacturing, Professions, Wholesale, Unique, Insurance

Type B \$ 165.00 + \$ 3.25/employee
Services, Vending Operations

Type C \$ 185.00 + \$ 4.00/employee
Recreation & Entertainment, Retailing

Type D \$ 500.00
Financial Institutions

- Independent Contractors (per Municipal Code 3.80.243) in service-related retail businesses operating at the same address as the primary licensee pay \$100.65 per year plus \$3.25 per 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 against a specific portion of the program, the City Council shall eliminate that portion.

A hearing notice and copy of RES 08-0113 was published in local media. The attached resolution approves the Assessment Report and levy for the period October 1, 2008 through September 30, 2009.

On September 22, 2002, the City and BKBA executed an Agreement for Funding setting forth the duties and delegations of the parties. This Agreement is automatically extended on a year-by-year basis upon approval of the annual Assessment Report and related levy of assessments by City Council.

HONORABLE MAYOR AND CITY COUNCIL

October 7, 2008

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This letter was reviewed by Assistant City Attorney Heather Mahood on September 9, 2008, Budget Management Officer Victoria Bell on September 17, 2008, and the City Treasurer's Office on September 10, 2008.

TIMING CONSIDERATIONS

The BKBIA contract year begins October 1, 2008. City Council action is requested following the public hearing on October 7, 2008, to allow timely contract renewal.

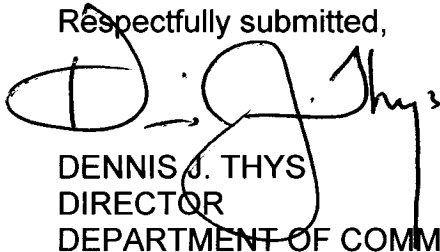
FISCAL IMPACT

It is estimated that the BKPBIA will generate \$160,000 in Fiscal Year 2009 (FY 09) through the proposed continuation of the existing assessment. Assessment funds are collected through additional fees attached to BKPBIA business licenses and passed directly through to the Bixby Knolls Business Association for implementation of annual programs. Sufficient funds are included in the FY 09 Adopted Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). There is no fiscal impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

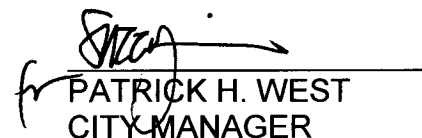


DENNIS J. THYS
DIRECTOR
DEPARTMENT OF COMMUNITY DEVELOPMENT

DJT/RS:tb
10-07-08 Bixby Knolls PBI Hearing v3.doc

Attachments: Attachment A: Bixby Knolls Business Improvement Association Annual Report Resolution Confirming the Annual Report and Levy of Assessment

APPROVED:



PATRICK H. WEST
CITY MANAGER

**2008 - 2009 Report
to The City of Long Beach**
Including the Work Plan & Budget for
October 2008 - September 2009

Presented by the
Bixby Knolls Parking and Business Improvement Association
4313 Atlantic Avenue
Long Beach, CA 90807

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Website www.bixbyknollsinfo.com

The Board of Directors of the Bixby Knolls Parking and Business Improvement Association (BIA) is pleased to present its Annual Report and Budget for the fiscal year October 1, 2008 - September 30, 2009.

ASSESSMENT FORMULA

Type A

\$135.00 + \$ 2.50 per employee

Includes: Contractors
Insurance
Manufacturing
Professions
Wholesale
Unique Businesses

Type B

\$ 165.00 + \$ 3.25 per employee

Includes: Services
Vending Operations

Type C

\$ 185.00 + \$ 4.00 per employee

Includes: Retailing
Recreation & Entertainment

Type D

\$ 548.00

Includes: Financial Institutions

Business classifications are determined by the City of Long Beach Business License Division.

The BIA is recommending no changes in the boundaries or in the method of levying the annual assessment. Any increase in assessment revenue is based on an increase of businesses within the district boundaries.

Introduction

The Mission Statement of the Association reads: "The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service, and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards." This statement reflects the focus for the Board's activities and its continuing commitment to the growth and enhancement of our business community.

During the past year, the scope of the BIA has widened in the efforts to follow its mission statement and create a more active, vibrant, and successful business district for its members. New partnerships with the City Manager, Redevelopment Agency, media, Convention & Visitor's Bureau, other BIDs and community organizations will further the progress of Bixby Knolls. The 3rd Annual Dragster Expo and Car Show nearly doubled this year with participants and was well-received by the community. Plans to grow the event for 2009 are already in the works. The Board continues to review and evaluate events and other promotional campaigns to determine the most effective methods to increase the surrounding community's, as well as the broader area populations', awareness and appreciation for Bixby Knolls as a destination location for shopping, dining and professional services. Many new events and programs have been introduced in 2008 with additional events planned for 2009 to sustain this momentum in Bixby Knolls.

The Strength of the Organization

The Board of Directors

The Board of Directors of the Bixby Knolls BIA represents a cross-section of the diverse business community throughout the business district. Elected in accordance with our Bylaws, each position represents a sector of the area as defined by the formation ordinance. As a non-profit organization governed by a volunteer board of directors, the BIA's effectiveness is primarily determined by the dedication and commitment of the volunteers that serve on the Board of Directors and its committees.

Business Member Mixers & "Community Happy Hours"

Member mixers provide an opportunity for BIA members to network, meet their Board of Directors, express concerns, share ideas and get to know each other. As attendance from BKBIA members had waned during the year, the Board had voted to change the name from "mixers" to "Community Happy Hours." The name change not only increased the monthly attendance and made a more friendly and inviting atmosphere to BIA members, but it opened up the event to local residents from Bixby Knolls and adjacent neighborhoods. The idea being that it was important to reconnect the community to the businesses in the district. By adding interesting guest speakers each month to the program and actually filling the host business with other BIA members and residents, the community is truly coming together to connect to meet, greet, and exchange ideas and opinions. The Happy Hours are now booked through fall with members eager to host these new "mixers."

Publications

The BIA has focused its attention on the monthly **Bixby Banter** e-newsletter as not only a cost savings but as an effective way to reach its members and the community at large. The content and scope of Banter has increased and contains information from the 8th District Council Office, tips for BIA members from the SBDC, latest news on improvements to the district, local interest stories and a new feature on a BIA member.

As the opt-in sign ups for Banter rapidly increased, the BIA created the new **Bixby Buzz** e-newsletter as a community information source. As Banter has a focus on the BIA members and practical business information, Buzz focuses on the special events offered by BIA members as well as neighboring entities like Rancho Los Cerritos. The BIA serves as a conduit of information connecting the community to the happenings in the area thus creating more local partnerships, buy-in from residents, and support for the BIA members. Both Banter and Buzz are sent out monthly.

Promotion of the Business District

Media Relations

The Bixby Knolls BIA continued to remain visible in the local press in both features and briefs appearing in several local media outlets including *The Signal Tribune*, *Long Beach Business Journal*, *Downtown Gazette*, *Grunion Gazette*, *Long Beach Press-Telegram*, *Beachcomber*, *Long Beach Magazine*, *The District Weekly*, and www.LBReport.com. Activities and events of the BIA are routinely covered in these publications as the BIA distributes press releases weekly and facilitates media relations for the organization and on behalf of its members. The BIA and Bixby Knolls businesses regularly receive reduced advertising rates in *The Signal Tribune*, *Downtown Gazette*, *Grunion Gazette* and *The District Weekly*.

Business Directory & Shopper's Guide

The Signal Tribune was once again retained by the BIA to compile and publish the 2008-2009 Business Directory and Shopper's Guide. 13,500 directories were published, and 12,000 were delivered to homes in the Bixby Knolls area. The balance is distributed to BIA members – many of whom aid distribution by making them available for their customers – and to the public at sponsored events, e.g. Community Happy Hours, Strollers, Literary Society, Car Show, etc.

Updated Website -- www.bixbyknollsinfo.com

The BIA took on the responsibility of its website design and maintenance. The revamped site is now For Businesses, For Residents, Strollers, Literary Society, Events, Latest News, Partners, and special promotions. All promotional materials including the Directory,

The website contains a directory of the BIA's members and offers a link to the member's website. As mentioned last year, the website has been going through modifications to improve its usefulness and ease of use. The "Events" page, for example, has been reformatted and includes information and forms for all of our regularly scheduled events. The member directory has also been reorganized and its sorting function improved.

Community Events

The BIA has initiated a number of new programs and events to connect its members and the neighborhoods. The **Bixby Knolls Strollers** walking club was created so neighbors and BIA members could meet and greet every Saturday morning as a way to socialize together. The weekly routes tour the business districts and neighborhoods as a way to re-acquaint the community with each other. The Strollers have been hosted by Starbucks and It's A Grind Coffeehouse. The Strollers started with a group of 20 and now there are 230 names on the email distribution list. Rancho Los Cerritos hosted the "Summer Solstice Stroll" on June 21 with over 100 people walking and talking together.

The **Bixby Knolls Literary Society** monthly book club is another example of holding specific events within a local business. Monthly groups of 25-35 people meet at different locations along Atlantic Avenue and get acquainted with the host business. The location for the Literary Society changes monthly to get more BIA members involved. A **Tea Party** was held at Elise's Tea Room in March to showcase this particular business. The BIA continues to connect with its members on these unique special events.

Beginning in February, the BIA brought the **First Fridays** under its umbrella to help promote local businesses participating in this arts event. The BIA office has been used as a venue and drives the promotion of the district through advertising and email blasts encouraging BIA members to participate and residents to attend the event.

The community **tree planting** event in April brought together over 200 volunteers from the community to plant 45 trees on Atlantic between Carson and San Antonio. The trees immediately transformed this area of the district and the community took great pride in this event. Business owners are maintaining the watering and upkeep on the trees. The tree planting was made possible through a partnership with Leadership Long Beach Class of 2008 and the City of Long Beach Department of Public Works.

The **Summer Shutters** 24-hour digital photo contest held on June 21-22 had 53 photographers shooting photos of Bixby Knolls, California Heights, Los Cerritos, Virginia Country Club, and Rancho Los Cerritos. The images from the contest are now being used in BIA advertising and website. The Convention & Visitors Bureau will use the images to help promote Bixby Knolls through its own website and promotions. This contest is another element to help raise the profile of the district.

A Mid Summer Night's Swing is a special partnership with the BIA, Long Beach Petroleum Club and The District Weekly magazine as another way to bring BIA members and the community together to get reacquainted. The Petroleum Club opens its doors for this special community "mixer" to help support the BIA. A true community is created as BIA members and residents mix and support each other.

The Board had decided to postpone the annual **Bixby Knolls Street Fair** for 2008 while developing a way to bring the event back in 2009 at a higher caliber. The effectiveness of the Street Fair and participation from BIA members had the Promotions Committee discussing other options for community events. Under consideration would be a brand new event called **Festa Italiana** to be held in early May 2009. This event would tie together the Italian restaurants and pizzerias in Bixby Knolls and create a new, fun way to promote the Bixby Knolls area city and countywide. The BIA is currently reevaluating its street events such as the Street Fair and Snow to give them an upgrade.

On July 12 the **3rd Annual Dragster Expo and Car Show** took place with an expanded venue along Atlantic Avenue to Roosevelt Road. The event nearly doubled in size of car show participants and in attendance. A number of the BIA members were participated by showcasing their wares to large crowds.

The BIA has been promoting area restaurants to the residents for the **Summer Concerts in the Park** series. The BIA has strongly encouraged area residents to patronize the restaurants before enjoying a picnic at the concerts.

The **Business Tools Seminars** will begin again in Fall focusing on issues confronting the professionals as well as merchants.

Business District Improvement and Safety

Streetscape Maintenance and Improvement

Earlier this year, North PAC and RDA approved funds for tree grates from the recommended streetscape list from the Greneker Report. In addition, The BIA was just approved for \$51,000 from the Redevelopment Agency for a promotions and art component for Bixby Knolls. Some of the projects include creating a parkway garden in the existing gravel lots on Carson west of Atlantic. This will improve the appearance of the Carson Street entrance to Bixby Knolls and help to facilitate the façade improvement as mentioned below.

The BIA will also implement a new series of **Community Clean-Up Days** where volunteers will help pick up trash, sweep and rake landscapes and give the area an additional maintenance to keep up the appearance.

The BIA has already implemented the **art window** program where local artists exhibit their works in the empty storefronts as a way to keep the district looking attractive and vital while pursuing new tenants.

Maintaining the Common Areas

Keeping the common areas clean remains a priority for the BIA. We have again contracted with the Conservation Corps of Long Beach to provide litter and weed abatement services. In addition, a landscaping firm has been retained to care for the two medians on Atlantic Avenue that are under our charge. Additional clean-up efforts are a regular part of any street event planned by the BIA including tree plantings and maintenance, Car Show, etc. Future projects will be focused on Long Beach Blvd.

Façade Improvement Program

With the new development completed at Bixby Point (Carson & Atlantic) there are three of four developed corners at this major intersection. As Carson and Atlantic becomes the designated energy center for the pedestrian corridor the BIA will be working closely with the Redevelopment Agency on a façade improvement program for the liquor store property on the northeast corner of this intersection. When this project is completed at this major gateway to Bixby Knolls it will be a true sign that the district is progressing and moving ahead even in challenging economic conditions.

Parking Issues

The BIA, working with the City, is considering a pilot program for parking meters along the east side of the 3800 block. This issue has been raised by retailers whose parking has been affected by patients of a nearby medical facility. The parking meters will then free up the parking spaces for these retailers as well as provide additional income to the BIA.

Safety

The BIA continues to maintain a close relationship with the North Long Beach Police Substation, meeting monthly for security updates. The BIA has a standing Security and Code Enforcement Committee to continue to keep abreast of security issues and to help control City code issues in the district. The BIA is also provides safety tips from the police department to its members and the community via the Banter e-newsletter.

Business and Commercial Real Estate Development

The Bixby Knolls BIA will soon a new outreach to property owners and brokers to work together on furthering the goals and visions of the BIA. The BIA simultaneously focuses on physical improvements to the district to make the district more attractive to potential retailers, connects the community with BIA members for support and vitality, and creating events that showcase Bixby Knolls as a viable location for future business. Discussions with property owners regarding potential new businesses to the area, offering assistance to potential new businesses through the City of Long Beach or the Small Business Development Center also aid in attracting the next phase of retailers and professional services to the area.

New Businesses

With the current state of the economy, soaring gas prices and other global issues, the turnover of small businesses continues to be a serious issue for the BKBIA retail corridor. With these factors in mind, BIA and its committees continue to find ways to assist our existing members, improve the appearance of the district and create a welcoming environment to potential new businesses. .

The BIA has pursued projects to improve the district and help set the stage for the next wave of businesses to Bixby Knolls. Working closely with the City Manager, Redevelopment Agency, Council Offices and Public Works improvements can be seen at a rapid pace. In addition, the Member Relations Committee has begun its outreach to our members on Long Beach Blvd. to gauge the wants to needs of the members along that corridor so the BIA can address any member issues. With a vibrant, clean and safe district, a connected community and well-informed and supported membership, Bixby Knolls can truly thrive as a business district.

Tools for our Businesses

The purpose of the Business Tools seminar series is to feature topics that will benefit business owners with topics such as branding for small businesses and ways to enhance your business's security – from landscaping to cameras to computers. These seminars will begin again in fall beginning with business security and fraud prevention.

Conclusion

The Board of Directors is committed to its mission statement, and is currently working on refining the specific goals set up by each committee designed to move the organization closer to its articulated mission. The BIA is working on several fronts simultaneously, to encourage consumers locally and regionally to experience Bixby Knolls. This includes new and frequent events to connect the community to the business district, increasing print advertising in new outlets, reaching out to a variety of businesses in our area to get their participation in activities/events, and building upon and creating new partnerships with BIA members and city agencies. Special events have played an important part in developing positive recognition for our district, and helps draw out the local residents. However, the long term success for the business corridor will also need to draw from the broader population. With the continued support of our city partner we can enlist the support and participation of property and business owners in the area, and make Bixby Knolls a regional marketplace.

Mission

The purpose of the Bixby Knolls Business Improvement Association is to promote the interests of its professional, service and retail members, to enhance the common areas within the BIA area, to facilitate the exchange of business information and ideas, and to promote the highest business and ethical standards.

Objective

The Bixby Knolls BIA's objective is to maintain an positive, balanced program designed to promote and market the district; retain and support existing businesses; assist in the attraction of new businesses; and improve the common areas in order to create a sense of identity for Bixby Knolls as well as enhance the district's ambiance.

Goals

Our goals for 2008-09 are as follows:

- Re-connect the local communities to the retail and businesses corridors through newsletters and other communications and effective events.
- Ensure that the surrounding communities know about Bixby Knolls' businesses, events and the BIA through effective use of existing media from print to cable to various e-newsletters and publications.
- Increase the reach and scope of the Bixby Knolls area not only to consumers, but to retailers and commercial brokers via events, advertising, press releases, and community outreach partnerships.
- Create membership involvement and ensure effective communication with the membership, other community organizations and city entities.
- Through cooperative efforts with the City of Long Beach and BIA members, work to retain and strengthen existing businesses and attract new businesses to Bixby Knolls.
- Improve the aesthetics of the BIA common areas with painting programs, façade improvements, tree-planting and landscape programs, street banners, art window displays, and street clean-up programs.
- Work with the various City departments and community groups to keep Bixby Knolls a safe and pleasant area to shop, dine, visit and conduct business.

2008 - 2009 Work Plan

Promotion & Marketing Committee

The purpose of the Promotion and Marketing Committee is to ensure that the surrounding communities are aware of Bixby Knolls businesses, events and the BIA.

- Plan and implement effective sponsored activities/fund-raisers to promote the area.
 - May – Festa Italiana
 - July – Dragster Expo and Car Show
 - December – Snow in Bixby Knolls Winter Fair
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: First Fridays, BK Strollers, Literary Society, Tea Party, Community Happy Hours)
- Publish and distribute an accurate and updated annual Business Directory & Shopper's Guide which lists all the BIA members.
- Continued upgrades and features on the BIA website to provide more information about the BIA and its members in a more informative and relevant format.
- Increase subscriptions to the opt-in e-newsletters, *Bixby Banter* & *Bixby Buzz*, and develop its marketing potential to promote of Bixby Knolls and its retail and dining opportunities.

Revitalization Committee

The purpose of the Revitalization Committee is to create awareness of the design guidelines among property and business owners and generally improve the aesthetics of the BIA common areas; and to guide the development of a unifying vision for the enhancement of the area, including traffic calming, creating a more pedestrian-friendly ambiance along the primary corridors.

- Aggressively pursue opportunities and funding sources for streetscape and gateway enhancements.
- Continue to work with the City's Traffic Engineer to calm traffic along Atlantic Avenue.
- Continue the litter and weed abatement program to maintain the attractiveness of the area.
- Inspect common areas and address unsightly conditions.
- Monitor appearance and request cooperation for maintaining store fronts and vacant lots.
- Continue the partnerships and projects with the Redevelopment Agency, Code Enforcement, and Public Works

Security & Code Enforcement Committee

The purpose of the Security and Code Enforcement Committee is to provide information to business and property owners to help keep Bixby Knolls is a safe area to shop, dine, and conduct business; and, an area free of visual blight caused by violations of City code.

- Continue the close liaison with Long Beach Police Department and North Division Substation and improve communication with business owners.

- Assist the Police Department with monitoring crime in the business district.
- Provide relevant security and safety information and resources for BIA members on BIA website and direct mailings.
- Monitor City code violations and work with business and property owners to mitigate the violations.
- Conduct Business Tools Seminars focused on crime prevention, identity theft and other related issues.

Business Retention & Recruitment Committee

The purpose of the Business Retention and Recruitment Committee is to pursue additional methods to market the Bixby Knolls area, and, working with the retail recruiters, property owners and brokers, and the City of Long Beach to retain and strengthen existing businesses, and attract new businesses to Bixby Knolls. This committee will be folded into the Member Relations Committee to focus efforts on improvements to the district as a whole.

Member Relations Committee

The purpose of the Member Relations Committee is to make the BIA more accessible to member; boost members' awareness of the BIA and its goals; foster membership involvement; communicate effectively with the membership, other organizations and City entities; and serve as liaison between the Board and the membership.

- Continue to organize monthly "community happy hours" with guest speakers and the Annual Meeting and the Annual Installation of Directors and Officers.
- Personally meet and welcome new businesses to the area, and provide them with information about the BIA, its goals and objectives.
- Conduct surveys of members with door-to-door visits to gather feedback of members' wants and needs and ideas for association improvements
- Assist new businesses with ribbon-cutting and grand opening ceremonies, press releases and promotion to the community and media via newsletters and direct mailings.
- Continue to work closely with City staff, the Economic Development Office and the 7th and 8th District City Council Offices.

October 1, 2008 – September 30, 2009
Bixby Knolls Business Improvement Association Budget

Revenue

| | | |
|-----------------------|----|----------------|
| Assessment Income | \$ | 160,000 |
| Voluntary Dues | | 2,500 |
| Corporate Sponsorship | | 55,000 |
| Promotional Events | | 34,000 |
| Total Revenue | \$ | <u>251,500</u> |

Expenses

| | | |
|---------------------|----|----------------|
| Administration | \$ | 33,250 |
| Salaries/Benefits | | 77,050 |
| On-Going Promotions | | 71,500 |
| Promotional Events | | 69,700 |
| Total Expenses | \$ | <u>251,500</u> |

Program Fulfillment from Prior Year

| | | |
|---------------------------------------|----|--------|
| Street Décor (Trees) | \$ | 25,000 |
| Marketing and Promotions | | 10,000 |
| Expenditures from Unexpended Funds | \$ | 35,000 |

1 RESOLUTION NO.

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH CONFIRMING, FOLLOWING
5 HEARING, THE ANNUAL REPORT OF THE BIXBY KNOLLS
6 PARKING AND BUSINESS IMPROVEMENT AREA
7 ADVISORY COMMISSION, CONTINUING THE LEVY OF
8 ANNUAL ASSESSMENT AS SET FORTH IN SAID REPORT
9 AND SETTING FORTH OTHER RELATED MATTERS
10

11 WHEREAS, pursuant to Section 36533 of the California Streets and
12 Highways Code, the Bixby Knolls Parking and Business Improvement Area Advisory
13 Board has caused a Report to be prepared for October 1, 2008 through September 30,
14 2009 relating to the Bixby Knolls Parking and Business Improvement Area ("PBIA") which
15 is located generally in that section of the City of Long Beach bounded by Wardlow Road,
16 Long Beach Boulevard, Del Amo Boulevard and Orange Avenue; and

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

19 WHEREAS, on October 7, 2008, at 5:00 p.m., the City Council conducted a
20 public hearing relating to that Report in accordance with its Resolution of Intention No.

21 _____, adopted September 16, 2008, at which public hearing all interested
22 persons were afforded a full opportunity to appear and be heard on all matters relating to
23 the Report; and,

24 WHEREAS, a majority protest not having been received, it is the City
25 Council's desire to confirm the Report as originally filed and impose and continue the levy
26 of the Annual Assessment as described in the Report;

27 NOW, THEREFORE, the City Council of the City of Long Beach resolves as
28 follows:

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

1 Section 1. A public hearing having been conducted on October 7, 2008,
2 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be
3 heard, the City Council hereby confirms the Report of the Bixby Knolls Parking and
4 Business Improvement Area Advisory Board, previously filed and approved by Resolution
5 No. _____, adopted September 16, 2008, as originally filed, and declares
6 that this resolution shall constitute the levy of the Assessment referred to in the Report for
7 October 1, 2008 through September 30, 2009 as more specifically set forth in Exhibit "A".

8 Section 2. The City Council further confirms that the Advisory Board for
9 the Bixby Knolls PBIA shall consist of the Board of Directors of the Bixby Knolls Business
10 Association.

11 Section 3. This resolution shall take effect immediately upon its adoption
12 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

13 I hereby certify that the foregoing resolution was adopted by the City
14 Council of the City of Long Beach at its meeting of _____, 2008, by the
15 following vote:

| | | | |
|----|---------|-----------------|-------|
| 16 | Ayes: | Councilmembers: | _____ |
| 17 | | | _____ |
| 18 | | | _____ |
| 19 | | | _____ |
| 20 | Noes: | Councilmembers: | _____ |
| 21 | | | _____ |
| 22 | Absent: | Councilmembers: | _____ |
| 23 | | | _____ |
| 24 | | | _____ |
| 25 | | | _____ |
| 26 | | | _____ |
| 27 | | | _____ |
| 28 | | | _____ |

City Clerk

HAM:fl
7/18/08; rev. 7/23/08
#A08-02050

Exhibit A

**FY 2009 Bixby Knolls PBIA
Assessment Formula**

Type A

\$135.00 + \$ 2.50 per employee

Includes: Contractors, Insurance, Manufacturing, Professions, Wholesale, Unique Businesses

Type B

\$ 165.00 + \$ 3.25 per employee

Includes: Services and Vending Operations. Note: Independent contractors secondary to another service business located at the same address pay a discounted base fee of \$100.65. (Ref Municipal Code 3.80.243)

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\$ 185.00 + \$ 4.00 per employee

Includes: Retailing, Recreation & Entertainment

Type D

\$ 548.00

Includes: Financial Institutions

Business classifications are determined by the City of Long Beach Business License Division.