



# CITY OF LONG BEACH

DEPARTMENT OF ECONOMIC DEVELOPMENT

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# H-3

October 3, 2017

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive supporting documentation into the record, conclude the hearing, and adopt a Resolution continuing the Bixby Knolls Parking and Business Improvement Area assessment for the period of October 1, 2017 through September 30, 2018; and, authorize the City Manager, or designee, to extend the agreement with the Bixby Knolls Business Improvement Association for a one-year term. (Districts 7, 8)

## DISCUSSION

The Bixby Knolls Business Improvement Association (BKBIA) promotes and markets the commercial area along Atlantic Avenue and Long Beach Boulevard using funds generated through the assessment of businesses located in the Bixby Knolls Parking and Business Improvement Area (BKPBA). The BKBIA administers 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 Annual Report describing proposed assessments, activities and allocations is attached to the Resolution as Exhibit A.

The Annual Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The Annual Report proposes no change in the boundaries, and no change in proposed activities.

At its September 12, 2017 meeting, the City Council approved Resolution No. RES-17-0093 granting approval of the Annual Report, declaring the intention of the City Council to levy the assessment, and set October 3, 2017 as the date of the public hearing. A hearing notice, including a copy of the Resolution, was published in local media.

State law 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 Annual Report. State law further 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 greater than 50 percent 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.

The Fiscal Year 2018 Annual Report, transmitting the recommendations of the BKPBIA Advisory Board, proposes the following assessment rates:

**Assessment Formula**

The annual assessment was set to include a \$20 increase in 2016 to make up the shortfall in funding anticipated in 2020, when the contract with the Long Beach Redevelopment Agency expires. However, the BKBIA board requested a one-time delay to enable adequate stakeholder outreach. In July 2017, the BKBIA assessment rates were increased to include CPI and the additional \$20 assessment approved in 2016. An additional \$20 assessment will be applied annually to the rate through 2023. The BKPBIA assessment will be implemented on a July 1 to June 30 fiscal year, rate adjustments will take effect each July.

	<b>BUSINESS BASE RATE</b>	<b>NON-PROFIT BASE RATE</b>
Prior to July 1, 2016	\$250	\$150
July 1, 2016 – June 30, 2017	\$252.27	\$151.36
July 1, 2017 – June 30, 2018	\$272.27 + CPI + \$20	\$171.36 + CPI + \$20
July 1, 2018 – June 30, 2019	Prior Year Rate + CPI + \$20	Prior Year Rate + CPI + \$20

This matter was reviewed by Deputy City Attorney Amy R. Webber and by Budget Analysis Officer Julissa Josè-Murray on September 11, 2017.

TIMING CONSIDERATIONS

City Council action is requested on October 3, 2017, to allow purchase order and contract modifications to be completed so that FY 18 assessment transfers may be made as required by the Agreement of Funding with the BKBIA.

FISCAL IMPACT

It is estimated that the BKPBIA will generate \$250,000 in FY 18 through the proposed continuation of the assessment. Assessment funds are collected through additional fees attached to BKPBIA business licenses. All revenues are passed directly through to the BKBIA for implementation of annual programs. There is no local job impact associated with this recommendation.

HONORABLE MAYOR AND CITY COUNCIL  
October 3, 2017  
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SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



*for* JOHN KEISLER  
DIRECTOR OF ECONOMIC DEVELOPMENT

JK:er  
BKP BIA FY 18 Pub Hrng ccl

Attachment: Resolution

APPROVED:



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PATRICK H. WEST  
CITY MANAGER

1 RESOLUTION NO.

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

11 WHEREAS, pursuant to Section 36533 of the California Streets and  
12 Highways Code, the Bixby Knolls Business Improvement Association has caused a  
13 Report to be prepared for October 1, 2017 through September 30, 2018 relating to the  
14 Bixby Knolls Parking and Business Improvement Area ("PBIA"); and

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

17 WHEREAS, on October 3, 2017 at 5:00 p.m., the City Council conducted a  
18 public hearing relating to that Report in accordance with Resolution No. RES-17-0093,  
19 adopted September 12, 2017, at which public hearing all interested persons were  
20 afforded a full opportunity to appear and be heard on all matters relating to the Report;  
21 and

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

25 NOW, THEREFORE, the City Council of the City of Long Beach resolves as  
26 follows:

27 Section 1. A public hearing having been conducted on October 3, 2017  
28 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be

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1 heard, the City Council hereby confirms the Report of the Bixby Knolls Business  
2 Improvement Association, previously filed and approved by Resolution No. RES-17-0093,  
3 adopted September 12, 2017, as originally filed, and declares that this resolution shall  
4 constitute the levy of the Assessment referred to in the Report for October 1, 2017  
5 through September 30, 2018, as more specifically set forth in Exhibit "A".

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

8 I hereby certify that the foregoing resolution was adopted by the City  
9 Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2017,  
10 by the following vote:

11 Ayes: Councilmembers: \_\_\_\_\_

12 \_\_\_\_\_

13 \_\_\_\_\_

14 \_\_\_\_\_

15 Noes: Councilmembers: \_\_\_\_\_

16 \_\_\_\_\_

17 Absent: Councilmembers: \_\_\_\_\_

18 \_\_\_\_\_

19 \_\_\_\_\_

20 \_\_\_\_\_

City Clerk

21  
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26  
27  
28

2017 - 2018 Report  
to the City of Long Beach  
Including the Work Plan & Budget for  
October 2017 - September 2018

**Presented by the**  
Bixby Knolls Business Improvement Association  
4321 Atlantic Avenue  
Long Beach, CA 90807

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## 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 BKBIA has stayed the course. No major changes in direction but always remaining consistent as a resource for its members, a conduit for community and economic development, and making the district thrive. We continued to balance multiple projects, events and programs, maintained the drive and efforts to follow the BKBIA mission and create a more active, vibrant, and successful business district for its members and adjacent community. Maintaining the current momentum for the district with media coverage and community engagement continued to be part of our daily routine. A top priority is district-wide safety. Our Clean & Safe programs have superseded other projects. CSI Patrol Service works closely with us for events, day and nighttime patrols and responds quickly to a business owner’s need when a situation arises. With the continued support from the City of Long Beach and our ten-year contract for Bixby Knolls Work Plan Projects we are continuing to make the positive impacts around the district with our façade improvements, landscaping, “safety lighting installation” program, new business signage, Clean Team and monthly events.

We worked with Commune Communication to update our “brand” making the look of our emails, newsletters, social media posts, and even our letterhead and business cards more streamlined and consistent. We finally feel like we have a cohesive look to everything we produce.

Our quarterly “members only” Bixby Business Breakfast have proven to be the best way to provide direct information and resources to our membership. The turnout for each of these meetings has exceeded our expectations.

As mentioned, the BKBIA continues to stress the importance and priority of connecting the residential customer base to the business corridor. To bring the community and businesses together we program consistent low-cost monthly events and programs, many of which have celebrated longevity and milestones in the district. These are the *Strollers*, *Literary Society*, *First Fridays*, *Good Spirits Club*, *Supper Club*, *Concerts in the Park(ing Lot)*, *Flash Events*, and *Kidical Mass* that activate the local business community. By stitching all of these programs together we are able to reach the full spectrum of local resident and their interests.

The BKBIA continues to rely heavily on its social media network to broaden its promotional and informational outreach. Facebook and Instagram posts and connections have resulted in the growth and awareness of district improvements and events. Each monthly program or event continues to grow and remain strong. Kidical Mass, the parking lot concerts, and the continued growth of First Fridays can be attributed to Facebook, Instagram, and Twitter as word of mouth spreads and people are posting their comments about the events. There is no doubt that our use of social media increased the attendance of

(community is not invited to these) with a simple agenda of providing a free breakfast, enforcing the rule that people sit with other people they do not know, and having a guest speaker discuss business-relevant topics. We have seen the attendance average 90+ businesses each time. We were lucky to have 10 business owners show up to an after work mixer. With the meetings starting prior to the work day and providing breakfast there is much more value. We had speakers addressing the Economic Development Blueprint, Pacific Gateway features, SBDC resources, the city's Land Use Element, LBPD safety tips for business, BKBIA updates, BizPort presentation, and updates from LBFD. It's telling when the members don't just run out of the room when the program ends. They stay to chat and network more before leaving.

### **Monthly E-Newsletters & Notices**

The monthly e-newsletters are not only a cost savings, but an effective way to reach our members and the community at large. Our shorter, more concise version called the **Bixby Brief** is a better way to get immediate news and information out to the membership in a streamlined format. Event listings are still included but focus more on "what's happening on the street" and have already received a greater response. New for the upcoming year will be our "*Spotlight on Business*" which will put a face to a business name. We believe in this bedroom community it is important to personalize the businesses and give the locals a face that they can identify with. We have a photographer setting appointments with the business owners to take their portraits so we can share the photos along with the specific information about the owner and the business features.

**Postcard, direct mail pieces, and kits** – We mail letters monthly or on an as needed basis to the membership to provide additional resources or information and invites to events. Our new Welcome Kits are being distributed not only to those just opening up in the district but to the entire membership so everyone is familiar with who/what we are and what we can do for them. We are often asked "What is a BID anyway?" so these kits will help.

**"Members-Only" Facebook group page** – Our Facebook group provides us another way to get information directly to the membership. We have encouraged all of our members to join this group so they can communicate with each other and have a dialogue with the BKBIA. We share information from LBPD, SBDC, marketing and promotion resources, and even photos and reports of crime incidents in the district. We definitely provide a lot of safety tips and resources to keep the businesses safe.

**Community Newsletters, Magazines, and Meetings** – Getting our message literally delivered to the homes in the area is a critical component for us. We continued placing ads and providing an editorial column in the Cal Heights newsletter and in the *Bixby Neighbors* magazine. We also attended neighborhood association meetings to provide district updates and share the "support local" message. We continued our reach with ads in the Lakewood 907 and Long Beach 908 magazines and focus on drawing beyond our local community to push Bixby Knolls as a destination location.



for a basic concept like a walking club is something very special and significant to the continuing renaissance of the district.

**Bixby Knolls Supper Club** is making its sixth and seventh round of visits to the local restaurants and the business owners are thrilled to have the BKBIA return with its regulars. It is a simple concept of supporting the local restaurants by filling them up on a Monday night which is typically a slow night. The response continues to be enthusiastic and some restaurants need to host two seatings rather than one. There is no cost to the BKBIA. An email is sent out to our list and within 4 hours the reservations get filled up. Sometimes we put a fun twist on the event by giving it a different title or focus but the endgame of supporting the business remains the same. It is fulfilling to see not only the business full and bustling but the attendees moving table to table to greet each other as “regulars.”

The **Bixby Knolls Literary Society** monthly book club is now in its 114<sup>th</sup> book discussion of the greatest American literature of the last century (with some contemporary selections as well). The group has expanded its draw beyond the Bixby Knolls area as some members come as far as the South Bay to attend the meetings at Elise’s Tea Room. The BKBIA purchases the refreshments from the tea room for its attendees and to be sure that the meeting is worthwhile for the business.

**First Fridays Art Walk** just celebrated a major milestone of its 10<sup>th</sup> anniversary. This remains our marquee event in Bixby Knolls. It continues to not only grow in attendance each month but truly serves as the major economic driver for the district. The use of art and music of all types has truly been a catalyst to create the foot traffic along Atlantic Avenue that does not exist the rest of the month. The businesses use the event as a monthly showcase or open house. Even businesses outside of our pedestrian zone on Atlantic or on Long Beach Boulevard often come and set up a table or distribute information promoting their business to the crowds. We continued to partner with our council offices and allow Bixby Knolls area non-profits, schools, and neighborhood associations to participate as well. A typical First Friday includes artists and art work of all types, live music, strolling minstrels and fun characters that transform the corridor to a bustling urban shopping and dining zone. Most months include a specific theme to make the evening more fun. Themes have been: Black History Month, Summer Session, Women’s History Month, Arts Month, Mardi Gras, American Beauty, and our annual Long Beach County Fair. Word-of-mouth advertising has also helped to make this a special event with a city-wide draw. We continue to hear about the successes that result in First Fridays from the business owners. It has become an event that the businesses count on each month for increased sales and exposure and the community now calendars it for a fun night out on the corridor. It is the most important event in the district and is the model for others to activate other districts and neighborhoods.

We continue to add to the music in the neighborhood similar to the Long Beach Municipal Band’s schedule of concerts in Los Cerritos Park with our own music series called **Concerts in the Park(ing Lot)**. We can involve our businesses similarly to a Supper Club event by using a parking lot from one business and having one of the restaurants be the food source for attendee dinners. We host three of these during summer and have been lucky this year to acquire sponsorship to cover the major costs of the event. The set-up is just like a concert Los Cerritos Park with live music and people providing their own chairs and tables. It is a wonderful sight to see local community members sitting, eating, or dancing in the middle of a parking lot and just enjoying themselves in such an unconventional type of

Our **End of Summer Bash** in August draws attention to the business center at Carson and Long Beach Boulevard. Throughout the year we also celebrate **anniversaries** and **grand openings** making sure that our members and local community know of all the good news in the district.

We are eagerly awaiting the return of **Beach Streets** to the district in October and have already given our membership the heads up about the event. We encourage everyone to come participate and find creative ways to engage the participants.

## **Business District Improvement and Safety**

### **Bixby Knolls Work Plan Projects**

Our “to do” list continues to be dictated by the HyettPalma Report. Funds from redevelopment have allowed us to carry out the projects to make the physical changes to the district plus keep Clean & Safe and First Fridays in full swing. Façade improvements, new signage and lighting, landscape projects, banners, clean-up programs, and miscellaneous special events all help with the revitalization of the district.

### **Streetscape Maintenance and Improvement**

Maintaining the look of the district is always a top priority. Our Clean Team keeps a regular schedule of watering trees and flower pots and trash pick-up. Conservation Corps of Long Beach is contracted to power-wash our sidewalks on an as-needed basis. And we make sure to hand water of all the new “boy scout” trees in the area as well as the young sycamore trees in the medians between Del Amo and San Antonio.

To address the aesthetic needs and improvements for Long Beach Boulevard, we send our **BKBIA Clean Team** out along the corridor each week to remove trash, graffiti, weeds, or report any code enforcement issues. We have also included properties on the boulevard in our façade improvement program and have recently painted, landscaped, and fixed lights on three properties. The professional service members reap the benefit of a clean and safe district to attract and retain their clients.

The **Expo Arts Center** at 4321 Atlantic continues to be the hub for arts and community events. For the sixth summer The Kids Theatre Company holds its art camps in the building. Local non-profits, Council offices, theater groups, and other organizations have been able to use the space while contributing to the building with operating expenses, supplies for the building, and “sweat equity” programs like patching and painting different rooms in the building. First Fridays bring large crowds for the monthly showcase of the space. One of the biggest annual events is now the Black History Month celebration in February. It can sometimes be challenging to manage the space but it is fulfilling to see how the EAC has become a true go-to community space. We have been working with Public Works on the list for interior improvements with the Measure A funds. Lastly, we have been working with the city attorney’s office on our new management agreement so we are on the same page with the county assessor’s office regarding management of the building.

### **New Businesses**

We have had a significant increase of new businesses (both retail and service) opening up over the last year. We continue to fill vacancies not only in retail but services, too. There are some significant properties, especially in the 3800 block of Atlantic, that are in the “lease pending” status and we are looking forward to these spaces being filled and activating that block in full. The big changes included the closing of landmarks such as Nino’s Italian Restaurant and Tuttle Cameras and a fire at George’s 50s Diner.

### **Conclusion**

The Board of Directors is committed to its mission statement, and is always working on refining the specific goals designed to move the organization closer to its articulated mission. The BKBIA 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 our social media presence, 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 BKBIA members and city agencies. Special events have played a critical part in developing positive recognition for our district, and helps draw out the local residents. We are now focusing on drawing attendees from beyond our neighborhood to support the events (and businesses). Kidical Mass and First Fridays both have attendees from all over town. Continuing to use the HyettPalma recommendations as the “road map,” the BKBIA can implement multiple projects immediately to additionally enhance the attractiveness of the district for its membership. The safety and security of the district will always be the top priority for the BKBIA.

The BKBIA continues to move forward but keeps a watchful eye on the local and state issues regarding the redevelopment dollars. Bixby Knolls can continue to be an area of economic growth and health especially while we continue with our “redevelopment fund” contract.

## **2017 - 2018 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.
  - Continue to grow and promote First Fridays and engaging more participation from local businesses. Implement specific rules and regulations.
  - Continue to program and expand the Expo Arts Center's arts & cultural events
  - Maintaining current roster of events such as: Strollers, Literary Society, Supper Club, Good Spirits Club, Kidical Mass, Concerts in the Park(ing Lot), Flash Events, and create new, effective events and programs
  - November – Small Business Saturday
  - December – First Fridays Holiday Celebration
  - May – Small Business Saturday
  - Promote and support events hosted by BKBIA members
  
- Promote and network events and programs through social media outlets such as Facebook, Instagram, and Twitter.
  
- Develop additional events to increase awareness of the district and benefit the local businesses. (including: “loyalty clubs” at restaurants and retailers).
  
- Create a brand new BKBIA website.
  
- Expand our marketing and promotion efforts into Lakewood and adjacent neighborhoods of Bixby Knolls.
  
- Continue to garner media coverage of all BKBIA events and programs beyond local media; pursue regional and national media outlets. Complete a video promotional project to be used as promotional tools highlighting district features and programming.

### **Member Relations Committee**

*The purpose of the Member Relations Committee is to make the BKBIA more accessible to members; boost members' awareness of the BKBIA 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 our outreach to businesses via personal visit and direct mail pieces to gather feedback, share pertinent information and resources for businesses, and put a face with the association name for all members. Implement follow-up phone calls to membership.
- Distribute our new Welcome Kits to all members.
- Continue to promote events organized by our membership.
- Continue the quarterly Bixby Business Breakfasts at the Long Beach Petroleum Club.
- 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 management, department heads and staff and the 7<sup>th</sup> and 8<sup>th</sup> District City Council Offices.
- Assist businesses with any city issues including permitting, licensing, inspection, signage, code or enforcement.
- Launch our new "Spotlight on Business" program to personalize the business owner to the community.