



CITY OF LONG BEACH

R-29

OFFICE OF THE CITY MANAGER

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802 • (562) 570-6711 • FAX (562) 570-6583

PATRICK H. WEST
CITY MANAGER

September 22, 2009

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report for October 1, 2009 to September 30, 2010, for the Belmont Shore Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for October 13, 2009. (District 3)

DISCUSSION

The Belmont Shore Business Association (BSBA) promotes and markets the commercial area along Second Street using funds generated through the assessment of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). State law governing Parking and Business Improvement Areas require the submission of an annual assessment report by the Advisory Commission designated for this assessment district. On June 18, 2009, the BSPBIA Advisory Commission voted to recommend to City Council approval of the BSPBIA Annual Report (Attachment A).

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

The recommended Resolution of Intention (attached) grants approval of the Assessment Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for October 13, 2009.

This letter was reviewed by Chief Assistant City Attorney Heather Mahood on August 24, 2009, City Treasurer David Nakamoto on September 4, 2009 and Budget and Performance Management Bureau Manager David Wodynski on September 4, 2009.

TIMING CONSIDERATIONS

City Council action is requested on September 22, 2009 to allow purchase order and contract modifications to be completed so that Fiscal Year 2010 (FY 10) assessment transfers may be made as required by the Agreement for Funding with the BSBA.

FISCAL IMPACT

It is expected that the BSPBIA will generate \$127,000 in FY 10 through the proposed continuation of the existing assessment. Sufficient funds are included in the FY 10 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). FY 10 assessment revenue will fully offset the allocation in SR 132. There is no impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PATRICK H. WEST
CITY MANAGER

PW/RS:tb
Belmont ROI FY 2010 092209 ver 01

Attachments: Attachment A - Belmont Shore Parking and Business Improvement Area FY 2010
Annual Report
Resolution of Intention Approving 2010 Annual Report and Levy



**BELMONT SHORE BUSINESS ASSOCIATION
ANNUAL DISTRICT REPORT**

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BSBA MISSION STATEMENT

The purpose of the Belmont Shore Business Association is to form a common bond among business owners located in and around the Belmont Shore area whose goals are to promote, protect, and maintain prosperity for the Belmont Shore Community. This association is for its members and the immediate community, providing a united front to express opinions, protect tranquility and promote a better understanding among merchants, institutions, professionals, as well as residents.

2009 – 2010 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California.
- Market Belmont Shore as a destination for dining, shopping, personal & professional services, and community events.
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- Continue to provide safe and fun events for the Belmont Shore community.
- Seek corporate and private funding to supplement the BSBA budget and provide for more widely publicized events.



YEAR IN REVIEW – TO DATE
OCTOBER 1, 2008 – APRIL 24, 2009

The Belmont Shore Business Association is grateful to help facilitate and manage the many promotions and marketing opportunities currently being coordinated in Belmont Shore. The key components of our program are:

BEAUTIFICATION

Representatives from the BSBA Board and Executive Office have attended the monthly meetings of the Belmont Shore Parking and Improvement Commission. The priority of the association has been to keep Belmont Shore litter and graffiti free as well to maintain medians that are esthetically appealing through landscaping. To uphold this goal, the BSBA has communicated to the businesses their responsibility to remove trash from the front of their establishments including the removal of full trash bags from sidewalk receptacles. This effort has supplemented the work performed by the Conservation Corps, which has a contract with the Belmont Shore Parking and Improvement Commission for litter and graffiti abatement.

COMMUNITY OUTREACH

The Executive Director or her assistant have attended monthly community meetings of the Third District Joint Council. The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents.

EVENTS

The BSBA hosts several events every year. The events gain exposure for Belmont Shore through press coverage and by drawing thousands to the area. Many businesses benefit directly from the events. All members can benefit from the additional visitors who may not purchase from them on that day, but may make a point to return as they have come to know all that Belmont Shore has to offer. The following eight events have taken place during the Progress Report period.

- **Trick-or-Treat on Second Street, October 31st**
Many of the Belmont Shore restaurants and stores participate in this promotion by giving out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. Most businesses run out of candy!
- **Christmas Parade, December 6th**
The 26th annual parade theme was 'A Water Wonderland' celebrating presenting sponsor, Aquarium of the Pacific and its tenth year anniversary. Parade entries embraced the theme through the decoration of their floats and costumes. Fourteen local high school marching bands entertained the crowd and many saw familiar faces riding on the 100+ floats and entries. Major sponsors of the event were The Boeing Company, Harbor Distributing/Heineken, Formula Drift LLC and the Port of Long Beach. Immediately following the Parade, the Conservation Corps of Long Beach quickly returned Second St. to its normally pristine condition.
- **5th Annual Chocolate Festival, February 7th**
Twenty-four merchants participated in the event by offering tempting chocolate treats. Twice as many residents as in 2008 entered the Homemade Chocolate Dessert Contest, which was judged by local community leaders, business owners, and press.

- **Semi-Annual Clearance Sale, March 13 – 15th**

During the three-day sale, Belmont Shore retail merchants cleared older and out-of-season merchandise. Many also offered special promotions. Shoppers loved it for their chance to get a great deal. The BSBA facilitated and promoted the event for the businesses.

MARKETING

The marketing committee, which was formed in 2006, has continued to research, develop, and implement a marketing campaign utilizing the increase in funds as a result of raised assessment fees. Possible avenues for marketing Belmont Shore have been explored as well as the costs associated. The committee has reviewed the information gathered and has invested the funds in various marketing efforts.

A new logo was created in 2007, which we find easier to read, reflective of the Shore, and an overall better design. In addition, a logo has been designed for every event for a seamless and more effective marketing campaign for events.

The recently developed tagline: "*Explore Belmont Shore*" has been utilized in various destination type marketing efforts. The marketing campaign focuses on the variety of businesses in Belmont Shore. The types of businesses have been divided into the following categories: Food & Drinks (dining, bakeries & sweet shops, coffee houses, and pubs, etc.), Shops (apparel & accessories, gift shops, etc.), and Services (salons, chiropractor, Realtors, accountants, etc.).

Destination ads were placed in Southern California and Long Beach visitor guides. BSBA ran ads in 'The Official Guide to Long Beach' and 'Long Beach Planners Guide'. These ads show the beach at Alamitos Bay in the background with "snap shots" representing dining, shopping, services and events. The copy of the ads describes Belmont Shore as a casual and stylish beachside community with a wide variety of businesses to offer. Belmont Shore is also included in the 'Discovery Map of Long Beach' with a directory of businesses.

In addition to the destination ads, the BSBA has coordinated cooperative advertising opportunities for its members. These ads serve as a cohesive promotion for Belmont Shore and also provide members with a discounted rate for their ads. Such publications offering this partnership are the Live LB Magazine, Grunion Gazette and Sun Newspaper.

Our website, www.belmontshore.org has been revamped but is under continued development. The new site offers more photographs of the Shore than before and serves as a better communication tool for both the visitor and BSBA member to gain information and have interaction with the association.

MEMBER COMMUNICATION

The Monthly Newsletter was delivered to all BSBA Members. This included the meeting minutes from the Promotions and Board meetings, a letter from the Executive Director with updates on Shore related news and promotions, a schedule of events and BSBA meetings, and any flyers or letters relevant to Belmont Shore businesses.

The Executive Director has also been working to visit members in an effort to communicate BSBA's efforts and to field any issues or suggestions the members may have.

All members have been invited and encouraged to attend the monthly promotions and board meetings where they may network, learn more about all aspects of the association's efforts, and offer their insight.

MEMBERSHIP

The association has brought on twelve new Associate & Affiliate Members during this period! The BSBA is always looking for new members that would benefit from membership. There has also been a change in members as businesses have left and new businesses have come in. The Executive Director has visited new businesses to welcome them and inform them of the benefits of membership.

POLICING

A representative from the Long Beach Police Department East Division has attended our monthly board meetings. The officer has provided members with safety issues and tips for Belmont Shore businesses. Members have also communicated their concerns to the officer. The BSBA office has served as a liaison between police and businesses communicating suspicious activity, nuisances and safety concerns.



**2008 – 2009
BELMONT SHORE BUSINESS ASSOCIATION
BOARD OF DIRECTORS**

OFFICERS

PRESIDENT.....GENE ROTONDO, Legends Sports Bar & Grill
1st VP OF FINANCE.....DAVE SHLEMMER, Shlemmer Investments
2nd VP OF PROMOTIONS.....MIKE SHELDRAKE, Polly's Gourmet Coffee
SECRETARY.....MARSHA JEFFER, Mail Boxes Etc.
TREASURER.....DAVID MORGAN, DW Morgan, CPA

DIRECTORS

ERIN O'HAGAN, Olives Gourmet Grocer
JIMMY LOIZIDES, George's Greek Cafe
LISA RAMELOW, La Strada
GARY ROTH, Belmont Station
JOY STARR, Rubber Tree
TULA TRIGONIS, Salon Soma
JOE VOUTIRITSA, Farmer's & Merchants Bank

EXECUTIVE DIRECTOR

BROOKE KENNARD

MONTHLY BOARD MEETINGS

**Last Tuesday of the Month
12:00pm
Legends Sports Bar & Restaurant, 5260 E. 2nd St.**



BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA
October 1, 2009 – September 30, 2010

No changes are requested in the boundaries of the Belmont Shore PBI for the coming contract period. These boundaries have been unchanged since the formation of the area by City Council action on June 7, 1983 adopting Ordinance No. C-7035.

Boundaries of Belmont Shore Parking and Business Improvement District

All that certain real property located in the City of Long Beach, County of Los Angeles, State of California, as shown on that certain map and more particularly bounded as follows:

Beginning at the intersection of the centerline of Livingston Drive and the centerline of Roycroft Avenue; thence southerly to the most northerly corner of Parcel 1 as per Parcel Map 11194, thence southerly, northeasterly and southwesterly along the boundary lines of said Parcel map; thence southeasterly along the centerline of the northwesterly-southeasterly alley northeasterly of Second Street; thence northeasterly along the centerline of Claremont Avenue; thence southeasterly along the centerline of the Toledo; thence easterly southwesterly and westerly along the boundaries of the Second Street bridge right-of-way across Alamos Bay; thence along the southwesterly line of Second Street; thence southwesterly along the centerline of the northeasterly-southwesterly alley west of Bayshore Avenue; thence northwesterly along the centerline of the northwesterly-southeasterly alley southwesterly of Second Street; thence northwesterly along the northeasterly line of Tract No. 23854; thence easterly along the centerline of the east-west alley northerly of said Tract No. 23854; thence northwesterly along the southwesterly line of Second Street; thence easterly along the centerline of Livingston Drive to the point of beginning.

Please review the Belmont Shore PBI assessment formula on the next page:



**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT
ASSESSMENT FORMULA
2009 – 2010**

CATEGORIES	BASE RATE	EMPLOYEE RATE
Financial Institution & Insurance	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Restaurant w/alcohol & RTE	\$640.19	\$9.63
Retail – Other	\$548.73	\$8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	\$319.35	\$16.50
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50
Total estimated annual assessment: \$127,000.00		



**CALENDAR OF EVENTS
2009 – 2010**

A description of the activities and improvements to be accomplished from October 1, 2008 to September 30, 2009 and the estimated cost of these improvements and activities are summarized below, beginning with the 2009 – 2010 Calendar of Events.

BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT CALENDAR OF EVENTS October 1, 2009 – September 30, 2010		
TRICK OR TREAT ON 2ND ST.	Saturday, October 31, 2009	4pm – 6pm
27TH ANNUAL CHRISTMAS PARADE	Saturday, December 5, 2009	7pm – 10pm
CHOCOLATE FESTIVAL	Saturday, February 6, 2010	1pm – 4pm
SPRING SALE	Fri. – Sun., March 12 – 14, 2010	10am – 6pm
HEALTH, BEAUTY & FITNESS FAIR	Sunday, March 14, 2010	9am – 4pm
STROLL & SAVOR	Wed. & Thur., May 19 & 20, 2010	5:30pm – 9pm
STROLL & SAVOR	Wed. & Thur., June 23 & 24, 2010	5:30pm – 9pm
STROLL & SAVOR	Wed. & Thur., July 21 & 22, 2010	5:30pm – 9pm
STROLL & SAVOR	Wed. & Thur., Aug. 18 & 19, 2010	5:30pm – 9pm
SUMMER CLEARANCE SALE	Fri. – Sun., August 20 – 22, 2010	10am – 6pm
20th ANNUAL CAR SHOW	Sunday, September 5, 2010	10am – 3pm
CHILI COOK-OFF	TBD	



DESCRIPTION OF EVENTS

OCTOBER 2009

TRICK OR TREAT ON 2ND STREET – Friday, October 31

Many of the Belmont Shore restaurants and stores participate in this promotion by handing out treats to costumed children. This is a hugely popular activity, drawing hundreds of families to Second St. for the evening. Most businesses run out of candy!

DECEMBER 2009

27TH ANNUAL CHRISTMAS PARADE – Saturday, December 5

One of the largest events in Belmont Shore, the Christmas Parade has been a holiday tradition since 1982! The annual audience is estimated at 60,000! Fourteen local high school marching bands entertain the crowd and local businesses, organizations, and city and state dignitaries ride in cars and floats.

The BSBA is pleased to continue its partnership with International City Racing, Inc. who will produce the Parade for the third year in a row.

FEBRUARY 2010

CHOCOLATE FESTIVAL – Saturday, February 6

Chocoholics rejoice during this event as Second St. is filled with chocolate! Approximately thirty merchants participate in the event by offering tempting chocolate treats. Many residents enter the Homemade Chocolate Dessert Contest, which is judged by local community leaders, business owners, and press.

MARCH 2010

SPRING SALE – Friday – Sunday, March 12 - 14

Previously billed as 'Belmont Shore Sidewalk Sale', the 'Semi-Annual Clearance Sale' provides retail merchants with an opportunity to clear older merchandise at reduced rates. This sale attracts numerous people from all over the Long Beach area who are looking for a great bargain on unique merchandise.

HEALTH, BEAUTY & FITNESS FAIR – Sunday, March 14

Previously the billed the 'Belmont Shore Health Fair', last year this event was expanded to include beauty and fitness vendors. The inclusion of more types of vendors proved to be a success. We are fortunate to have St. Mary Medical Center sponsoring the event every year.

MAY 2010

STROLL & SAVOR – Wednesday & Thursday, May 20 & 21

This popular event showcases the many unique eating establishments of Belmont Shore. Participants purchase tickets and visit over 30 local restaurants sampling food throughout the evening. Retail merchants may participate by offering special promotions during the event. Live music is performed in multiple locations and lends to the festive atmosphere.

JUNE 2010

STROLL & SAVOR – Wednesday & Thursday, June 23 & 24

See description above.

JULY 2010

STROLL & SAVOR – Wednesday & Thursday, July 21 & 22

See description above.

AUGUST 2010

STROLL & SAVOR – Wednesday & Thursday August 18 & 19

See description above.

SUMMER SALE – Friday – Sunday, August 20 - 22

See description for Spring Sale.

SEPTEMBER 2010

CAR SHOW – Sunday, September 5

This is one of, if not the largest classic car show on the West Coast. Over 600 classic cars dating pre-1975 are displayed and over 60,000 spectators fill the streets. Bay City Rodders Car Club continues to coordinate the event for the BSBA and in doing so, raises funds for local charities.

CHILI COOK-OFF – TBD

Chili teams comprised of Belmont Shore businesses and residents compete for the title of Best Chili in the Shore. Top teams receive trophies for such categories judged as Best Tasting, Most Creative, and Best Team Spirit. The panel of judges is comprised of local press, city representatives, property & business owners and residents. Over 1,000 attend and participate by purchasing wristbands for \$5, which allows them to sample all of the teams' chili, and vote for their favorite. Sampling takes place in front of businesses in the Shore where the teams have chose to place their stations.



2009 - 2010 BUDGET: Income

4000			INCOME	BUDGET	BIA FUND	PROMOTIONS
	4200		Membership Dues			
		4210	BIA Fund	\$127,000.00	\$127,000.00	
		4220	Associate Members	\$1,500.00		\$1,500.00
			4200 Total	\$128,500.00		\$1,500.00
	4400		Corporate Sponsorship			
		4420	Car Show	\$8,000.00		\$8,000.00
		4430	Health, Beauty & Fitness Fair	\$2,000.00		\$2,000.00
		4440	Stroll & Savor	\$1,500.00		\$1,500.00
		4470	Christmas Parade	\$15,000.00		\$15,000.00
		4480	Unallocated	\$0.00		\$0.00
			4400 Total	\$26,500.00		\$26,500.00
	4600		Investment Returns			
		4610	Interest on Checking	\$50.00		\$50.00
		4630	Heartland	\$2,000.00		\$2,000.00
	4800		Promotional Events			
		4805	Semi-Annual Clearance Sale	\$0.00		\$0.00
		4820	Car Show	\$13,000.00		\$13,000.00
		4830	Health Fair	\$4,500.00		\$4,500.00
		4840	Stroll & Savor			
		4842	May	\$21,000.00		\$21,000.00
		4844	June	\$32,000.00		\$32,000.00
		4845	July	\$32,000.00		\$32,000.00
		4846	August	\$32,000.00		\$32,000.00
		4870	Christmas Parade	\$29,000.00		\$29,000.00
		4875	Chili Cook-off	\$5,000.00		\$5,000.00
		4880	Santa's Village	\$0.00		\$0.00
		4885	Chocolate Festival	\$16,000.00		\$16,000.00
		4890	Halloween	\$0.00		\$0.00
			4800 Total	\$186,550.00		\$186,550.00
			REVENUE TOTAL	\$341,550.00	\$127,000.00	\$214,550.00



2009 – 2010 BUDGET: Expenses

6000			EXPENSES	BUDGET	BIA FUND	PROMOTIONS
	6200		Administration			
		6210	Outside Service	\$65,000.00	\$43,000.00	\$22,000.00
		6220	Rent	\$12,000.00	\$12,000.00	
		6230	Office			
		6232	Postage	\$500.00	\$500.00	
		6234	Printing	\$5,000.00	\$5,000.00	
		6236	Supplies	\$3,000.00	\$3,000.00	
		6238	Equipment	\$2,000.00	\$2,000.00	
		6240	Insurance	\$6,000.00	\$6,000.00	
		6250	Telephone/Internet	\$4,000.00	\$4,000.00	
		6260	Accounting	\$1,000.00	\$1,000.00	
		6270	Meetings & Mixers	\$3,000.00	\$3,000.00	
		6280	Dues & Subscriptions	\$1,000.00	\$1,000.00	
		6290	Reserve	\$2,500.00	\$2,500.00	
			6200 Total	\$105,000.00	\$83,000.00	\$22,000.00
	6600		Ongoing Promotions			
		6610	Seasonal Decorations			
		6612	Christmas	\$7,000.00		\$7,000.00
		6618	Median Tree Lights	\$2,000.00		\$2,000.00
		6620	Marketing			
			Marketing	\$44,000.00	\$44,000.00	\$0.00
		6630	Welcome Wagon	\$1,000.00		\$1,000.00
		6640	Volunteers	\$350.00		\$350.00
		6650	Web Page	\$1,500.00		\$1,500.00
			6600 Total	\$55,850.00	\$44,000.00	\$11,850.00
	6800		Promotional Events			
		6805	Sales			
		6806	Summer Sale - August	\$1,350.00		\$1,350.00
		6808	Spring Sale - March	\$1,350.00		\$1,350.00
		6820	Car Show	\$22,000.00		\$22,000.00
		6830	Health, Beauty & Fitness Fair	\$2,000.00		\$2,000.00
		6840	Stroll & Savor			
		6842	May	\$17,500.00		\$17,500.00
		6844	June	\$26,000.00		\$26,000.00
		6845	July	\$26,000.00		\$26,000.00
		6846	August	\$26,000.00		\$26,000.00
		6870	Christmas Parade	\$40,000.00		\$40,000.00
		6875	Chili Cookoff	\$5,000.00		\$5,000.00
		6880	Santa's Village	\$0.00		\$0.00
		6885	Chocolate Festival	\$13,000.00		\$13,000.00
		6890	Trick-Or-Treat on 2 nd St.	\$500.00		\$500.00
			6800 Total	\$180,700.00		\$180,700.00
			EXPENSE TOTAL	\$341,550.00	\$127,000.00	\$214,550.00

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

1 RESOLUTION NO.

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH APPROVING AN ANNUAL REPORT
5 FOR OCTOBER 1, 2009 TO SEPTEMBER 30, 2010 FOR
6 THE BELMONT SHORE PARKING AND BUSINESS
7 IMPROVEMENT AREA AND DECLARING ITS INTENTION
8 TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL
9 YEAR

10
11 WHEREAS, pursuant to Section 36533 of the California Streets and
12 Highways Code, the Belmont Shore Parking and Business Improvement Area Advisory
13 Commission has caused a Report to be prepared for October 1, 2009 to September 30,
14 2010 relating to the Belmont Shore Parking and Business Improvement Area which is
15 located along the commercial corridor at Second Street generally between Livingston
16 Drive and Bayshore Avenue within the City of Long Beach; and,

17 WHEREAS, said Report contains, among other things, with respect to
18 October 1, 2009 to September 30, 2010, all matters required to be included by the above
19 cited Section 36533; and,

20 WHEREAS, having approved such Report, the City Council hereby
21 declares its intention to:

22 1. Confirm levy of and direct collecting within assessments for the
23 Belmont Shore Parking and Business Improvement Area for October 1, 2009 to
24 September 30, 2010. Said assessments are proposed to be levied at the rates set forth
25 in Exhibit "A."

26 2. Provide that each business shall pay the assessment with its
27 business license tax; and

28 WHEREAS, to this end, the proposed activities and improvements

1 undertaken by the Area include those generally specified in the establishing Ordinance
2 No. C-5963, Section 5, as adopted by the City Council on June 7, 1983; and

3 WHEREAS, a copy of the Report is on file with the City Clerk and includes
4 a full description of the activities and improvements to be provided from October 1, 2009
5 to September 30, 2010, the boundaries of the area, and the proposed assessments to be
6 levied on the businesses that fiscal year and all other information required by law; and

7 WHEREAS, it is the desire of this City Council to fix the time and place for a
8 public hearing to be held in the City Council Chamber of the City of Long Beach on
9 October 13, 2010, at 5:00 p.m., regarding the Report, the levy and the proposed program
10 for the 2009-2010 fiscal year;

11
12 NOW THEREFORE, the City Council of the City of Long Beach resolves as
13 follows:

14 Section 1. That certain Report entitled "Assessment Report for
15 October 1, 2009 to September 30, 2010, Belmont Shore Parking and Business
16 Improvement Area" as filed with the City Clerk is hereby approved.

17 Section 2. On October 13, 2010, at 5:00 p.m., in the City Council
18 Chamber of the City of Long Beach located in the Long Beach City Hall, First Floor, 333
19 West Ocean Boulevard, Long Beach, CA 90802, the City Council of the City of Long
20 Beach will conduct a public hearing on the levy of proposed assessments for October 1,
21 2009 to September 30, 2010 for the Belmont Shore Parking and Business Improvement
22 Area with no change in the basis and method assessment. All concerned persons are
23 invited to attend and be heard, and oral or written protests may be made, in accordance
24 with the following procedures:

25 A. At the public hearing, the City Council shall hear and consider
26 all protests. A protest may be made orally or in writing by any interested
27 person. Any protest pertaining to the regularity or sufficiency of the
28 proceedings shall be in writing and shall clearly set forth the irregularity or

1 defect to which the objection is made.

2 B. Every written protest shall be filed with the City Clerk at or
3 before the time fixed for the public hearing. The City Council may waive
4 any irregularity in the form or content of any written protest and at the public
5 hearing may correct minor defects in the proceedings. A written protest
6 may be withdrawn in writing at any time before the conclusion of the public
7 hearing.

8 C. Each written protest shall contain a description of the
9 business in which the person subscribing the protest is interested sufficient
10 to identify the business and, if a person subscribing is not shown on the
11 official records of the City as the owner of the business, the protest shall
12 contain or be accompanied by written evidence that the person subscribing
13 is the owner of the business. A written protest which does not comply with
14 this section shall not be counted in determining a majority protest.

15 Section 3. The City Clerk shall give notice of the public hearing called for
16 in Section 2 by causing this Resolution of Intention to be published once in a newspaper
17 of general circulation in the City not less than seven days before the public hearing.

18 Section 4. This resolution shall take effect immediately upon its adoption
19 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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EXHIBIT A

BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT ASSESSMENT FORMULA 2009-2010

<u>Categories</u>	<u>Base Rate</u>	<u>Employee Rate</u>
Financial Institution & Insurance	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Restaurant w/alcohol & RTE	\$640.19	\$ 9.63
Retail – Other	\$548.73	\$ 8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	\$319.35	\$16.50
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50