



CITY OF LONG BEACH

H-2

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

September 18, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation into the record, conclude the hearing, and adopt the attached Resolution adopting the Belmont Shore Parking and Business Improvement Area program and assessment for the period of October 1, 2007 through September 30, 2008; and authorize the City Manager to execute an agreement with the Belmont Shore Business Association for a one-year term. An appropriation increase of \$20,000 is requested in the Parking and Business Area Improvement Fund (SR 132). (District 3)

DISCUSSION

The Belmont Shore Business Association (BSBA) uses business license assessment funds to promote and market the commercial area along Second Street on behalf of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). The BSBA governs 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 Assessment Report describing proposed activities and allocations is provided (Attachment A). These items were reviewed by the City Council at its meeting of August 21, 2007.

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.

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 2008 Assessment Report, transmitting the recommendations of the BSPBIA Advisory Commission, proposes the following assessment rates:

HONORABLE MAYOR AND CITY COUNCIL

September 18, 2007

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<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 – Rest. 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
Miscellaneous. Recreation, Entertainment, Vending, Manufacturing, Unique & Wholesale	\$ 319.35	\$16.50
Independent Service Contractors operating secondary to another service business (Per LBMC 3.80.243)	\$ 194.80	\$16.50

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 directed against a specific portion of the program, the City Council shall eliminate that portion.

A copy of RES 07-0112 was mailed to all businesses in the district on August 27, 2007. A hearing notice and copy of the resolution was also published in local media as required by the resolution of intention.

Should the Assessment Report be approved, the City Council is requested to authorize the execution of an agreement with the BSBA for the use of assessment funds for promotional purposes.

This letter was reviewed by Assistant City Attorney Heather Mahood on July 30, 2007, Budget and Performance Management Bureau Manager David Wodynski on September 10, 2007, and the City Treasurer's Office on September 4, 2007.

TIMING CONSIDERATIONS

The BSBA contract year begins October 1, 2007. City Council action is requested on September 18, 2007, to allow sufficient time to complete necessary documents before the beginning of the contract year.

FISCAL IMPACT

It is expected that the BSPBIA will generate \$153,000 in Fiscal Year 2008 (FY 08) through the proposed continuation of the existing assessment. Assessment funds are additional fees attached to BSPBIA business licenses. The \$153,000 annual assessment revenue is included in the FY 08 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). The FY 07 contract needs to be amended to reflect actual assessment revenue for the year. An appropriation increase of \$20,000 is requested in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). The requested increase will be offset by matching revenue.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,




PATRICK H. WEST
DIRECTOR OF COMMUNITY DEVELOPMENT

PHW/RS:tb
Attachments:

- A) Belmont Shore Business Association Annual Report
Resolution approving the assessments to be levied within the Belmont Shore Business Improvement Area

APPROVED:

for 
ANTHONY W. BATTS
CITY MANAGER

ATTACHMENT A



ANNUAL DISTRICT REPORT BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA October 1, 2007 – September 30, 2008

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 Alamitos 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
2007 – 2008**

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: \$153,000.00		

A description of the activities and improvements to be accomplished from October 1, 2007 to September 30, 2008 and the estimated cost of these improvements and activities are summarized below, beginning with the 2007 – 2008 Calendar of Events.

**BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT
CALENDAR OF EVENTS
October 1, 2007 – September 30, 2008**

CHILI COOK-OFF	Sunday, October 21, 2007	noon – 3pm
ARTS & CRAFTS FAIR	Sunday, November 4, 2007	10am – 4pm
25TH ANNUAL CHRISTMAS PARADE	Saturday, December 1, 2007	6pm – 9pm
CHOCOLATE FESTIVAL	Saturday, February 2, 2008	1pm – 4pm
SEMI-ANNUAL CLEARANCE SALE	Fri. – Sun., March 7 – 9, 2008	10am – 6pm
HEALTH, BEAUTY & FITNESS FAIR	Saturday, March 8, 2008	9am – 2pm
STROLL & SAVOR	Wed. & Thur., May 21 & 22, 2008	5:30pm – 9pm
ARTS & CRAFTS FAIR	Sunday, June 8, 2008	10am – 4pm
STROLL & SAVOR	Wed. & Thur., June 25 & 26, 2008	5:30pm – 9pm
FAMILY FUNFEST	Sunday, July 27, 2008	11am – 3pm
STROLL & SAVOR	Wed. & Thur., Aug. 20 & 21, 2008	5:30pm – 9pm
SEMI-ANNUAL CLEARANCE SALE	Fri. – Sun., August 22 – 24, 2008	10am – 6pm
19th ANNUAL CAR SHOW	Sunday, September 7, 2008	10am – 3pm

DESCRIPTION OF EVENTS

OCTOBER 2007

LONG BEACH MARATHON – Sunday, October 14

The Belmont Shore Business Association (BSBA) and the Belmont Shore Residence Association (BSRA) will work together to coordinate activities supporting the Long Beach Marathon. Festivities to include a community pancake breakfast, performance by a lively local band, as well as local businesses and residents to cheer the participants on.

CHILI COOK-OFF – October 21

This event now in its fourth year, is growing and gaining popularity. 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.

Event headquarters are in front of Washington Mutual at 5200 E. 2nd St., where wristbands are sold, live music is performed, and the trophies are presented.

TRICK OR TREAT ON 2ND STREET – 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!

NOVEMBER 2007

ARTS & CRAFTS FAIR – November 4

This is an opportunity for local artisans to display and sell their handmade works of art. Visitors enjoy shopping among the artisans which adds to their Belmont Shore experience for the day.

DECEMBER 2007

25TH ANNUAL CHRISTMAS PARADE – December 1

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.

This year for the first time, International City Racing, Inc. will produce the Parade. We look forward to this new partnership with this company already established within the City of Long Beach.

FEBRUARY 2008

CHOCOLATE FESTIVAL – February 2

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 2008

SEMI-ANNUAL CLEARANCE SALE – March 7 - 9

The 'Belmont Shore Sidewalk Sale' now has a new name: the 'Semi-Annual Clearance Sale'. Most retail merchants participate in the sale that enables them to offer their past season merchandise at reduced rates. The sidewalk 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 – March 8

Previously billed the 'Belmont Shore Health Fair', this event has been expanded to include beauty and fitness vendors. This expansion will allow the event to grow in size of vendors and attendees looking for complimentary health screenings, up to date information on health, beauty and fitness, as well as merchandise and services from these fields. We are fortunate to have St. Mary Medical Center sponsoring the event every year.

MAY 2008

STROLL & SAVOR – May 21 & 22

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

JUNE 2008

ARTS & CRAFTS FAIR – June 8

See description above.

STROLL & SAVOR – June 25 & 26

See description above.

JULY 2008

FAMILY FUNFEST – July 27

This event caters to families with school-aged children. Many activities are offered for the children including a bounce house, giant slide, face painting, clowns, and arts & crafts. Long Beach Fire Department barbeques hot dogs and hamburgers and other goodies such as cotton candy are

served. Additional elements geared toward parents are being added as well including complimentary Child Identifications, and portrait artists.

AUGUST 2008

STROLL & SAVOR – August 20 & 21

See description above.

SEMI-ANNUAL CLEARANCE SALE – August 22 - 24

See description above.

SEPTEMBER 2008

CAR SHOW – September 7

This is one of, if not the largest classic car show on the west coast. Over 600 classic cars dating from before 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.



BELMONT SHORE BUSINESS ASSOCIATION 2007 – 2008 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.

**BELMONT SHORE BUSINESS ASSOCIATION
2007 - 2008 BUDGET
October 1, 2007 - September 31, 2008**

INCOME

4000			INCOME	BUDGET	BIA FUND	PROMOTIONS
	4200		Membership Dues			
		4210	BIA Fund	\$153,000.00	\$153,000.00	
		4220	Associate Members	\$1,100.00		\$1,100.00
			4200 Total	\$154,100.00		\$1,100.00
	4400		Corporate Sponsorship			
		4420	Car Show	\$10,000.00		\$10,000.00
		4430	Health, Beauty & Fitness Fair	\$2,000.00		\$2,000.00
		4440	Stroll & Savor	\$1,500.00		\$1,500.00
		4460	Art Fair	\$0.00		\$0.00
		4470	Christmas Parade	\$15,000.00		\$15,000.00
		4480	Unallocated	\$0.00		\$0.00
			4400 Total	\$28,500.00		\$28,500.00
	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	\$12,500.00		\$12,500.00
		4830	Health Fair	\$1,500.00		\$1,500.00
		4840	Stroll & Savor			
		4842	May	\$18,000.00		\$18,000.00
		4844	June	\$21,000.00		\$21,000.00
		4846	August	\$21,000.00		\$21,000.00
		4850	Funfest	\$2,000.00		\$2,000.00
		4860	Arts & Crafts Fair			
		4862	June	\$3,500.00		\$3,500.00
		4864	November	\$3,500.00		\$3,500.00
		4870	Christmas Parade	\$27,500.00		\$27,500.00
		4875	Chili Cook-off	\$4,000.00		\$4,000.00
		4880	Santa's Village	\$0.00		\$0.00
		4885	Chocolate Festival	\$14,000.00		\$14,000.00
		4890	Halloween	\$0.00		\$0.00
			4800 Total	\$130,550.00		\$130,550.00
			REVENUE TOTAL	\$313,150.00	\$153,000.00	\$160,150.00

**BELMONT SHORE BUSINESS ASSOCIATION
2007 - 2008 BUDGET
October 1, 2007 - September 31, 2008**

EXPENSES

6000			EXPENSES	BUDGET	BIA FUND	PROMOTIONS
	6200		Administration			
		6210	Outside Service	\$60,000.00	\$52,350.00	\$7,650.00
		6220	Rent	\$9,600.00	\$9,600.00	
		6230	Office			
		6232	Postage	\$1,000.00	\$1,000.00	
		6234	Printing	\$4,000.00	\$4,000.00	
		6236	Supplies	\$2,400.00	\$2,400.00	
		6238	Equipment	\$5,000.00	\$5,000.00	
		6240	Insurance	\$7,000.00	\$7,000.00	
		6250	Telephone	\$3,500.00	\$3,500.00	
		6260	Accounting	\$1,500.00	\$1,500.00	
		6270	Meetings & Mixers	\$2,000.00	\$2,000.00	
		6280	Dues & Subscriptions	\$650.00	\$650.00	
		6290	Reserve	\$2,500.00	\$2,500.00	
			6200 Total	\$99,150.00	\$91,500.00	\$7,650.00
	6600		Ongoing Promotions			
		6610	Seasonal Decorations			
		6612	Christmas	\$6,000.00		\$6,000.00
		6618	Median Tree Lights	\$2,000.00		\$2,000.00
		6620	Marketing			
		6622	Newspaper	\$6,000.00	\$6,000.00	
		6624	Shore Directories	\$5,350.00	\$5,350.00	
			Marketing Remainder	\$50,150.00	\$50,150.00	\$3,300.00
		6630	Welcome Wagon	\$1,000.00		\$1,000.00
		6640	Volunteers	\$0.00		\$0.00
		6650	Web Page	\$1,200.00		\$1,200.00
			6600 Total	\$75,000.00	\$61,500.00	\$13,500.00
	6800		Promotional Events			
		6805	Semi-Annual Clearance Sale			
		6806	August	\$1,000.00		\$1,000.00
		6808	March	\$1,000.00		\$1,000.00
		6820	Car Show	\$20,000.00		\$20,000.00
		6830	Health, Beauty & Fitness Fair	\$2,500.00		\$2,500.00
		6840	Stroll & Savor			
		6842	May	\$16,000.00		\$16,000.00
		6844	June	\$17,000.00		\$17,000.00
		6846	August	\$18,000.00		\$18,000.00
		6850	Family Funfest	\$5,000.00		\$5,000.00
		6860	Art Fair			
		6862	June	\$1,500.00		\$1,500.00
		6864	November	\$1,500.00		\$1,500.00
		6870	Christmas Parade	\$38,000.00		\$38,000.00
		6875	Chili Cookoff	\$5,000.00		\$5,000.00
		6880	Santa's Village	\$0.00		\$0.00
		6885	Chocolate Festival	\$12,000.00		\$12,000.00
		6890	Halloween	\$500.00		\$500.00
			6800 Total	\$139,000.00		\$139,000.00
			EXPENSE TOTAL	\$313,150.00	\$153,000.00	\$160,150.00

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 BELMONT
6 SHORE PARKING AND BUSINESS IMPROVEMENT AREA
7 ADVISORY COMMISSION, IMPOSING AND CONTINUING
8 THE LEVY OF ANNUAL ASSESSMENT AS SET FORTH IN
9 SAID REPORT AND SETTING FORTH OTHER RELATED
10 MATTERS

11
12 WHEREAS, pursuant to Section 36533 of the California Streets and
13 Highways Code, the Belmont Shore Parking and Business Improvement Area Advisory
14 Commission has caused a Report to be prepared for fiscal year 2007-2008 relating to the
15 Belmont Shore Parking and Business Improvement Area which is located along the
16 commercial corridor of Second Street generally between Livingston Drive and Bayshore
17 Avenue within the City of Long Beach; and

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

20 WHEREAS, on September 18, 2007 at 5:00 p.m., the City Council
21 conducted a public hearing relating to that Report in accordance with its Resolution of
22 Intention No. _____, adopted August 21, 2007, at which public hearing all
23 interested persons were afforded a full opportunity to appear and be heard on all matters
24 relating to the Report as well as past years' proceedings and assessments; and

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

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

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

1 follows:

2 Section 1. A public hearing having been conducted on September 18,
3 2007 at 5:00 p.m., and all persons having been afforded an opportunity to appear and be
4 heard, the City Council hereby (1) confirms the Report of the Belmont Shore Parking and
5 Business Improvement Area Advisory Commission, previously filed and approved by
6 Resolution No. _____, adopted August 21, 2007, as originally filed, and
7 (2) declares that this resolution shall constitute the levy of the Assessment referred to in
8 the Report for Fiscal Year 2007-2008.

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

11 I hereby certify that the foregoing resolution was adopted by the City
12 Council of the City of Long Beach at its meeting of _____, 2007, by the
13 following vote:

14 Ayes: Councilmembers: _____
15 _____
16 _____
17 _____

18 Noes: Councilmembers: _____
19 _____
20 _____

21 Absent: Councilmembers: _____
22 _____

23 _____
24 City Clerk

25
26
27 HAM:fj
7/2/07
#07-03168