



# CITY OF LONG BEACH

# C-10

OFFICE OF THE CITY MANAGER

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-6711 FAX (562) 570-7650

August 19, 2014

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report for October 1, 2014 to September 30, 2015, for the Belmont Shore Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for September 16, 2014. (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 (Annual Report) report by the Advisory Commission designated for this Assessment District. On May 15, 2014, the BSPBIA Advisory Commission voted unanimously to recommend to City Council approval of the BSPBIA Annual Report (Attachment).

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 a revision in the basis and method of levying the assessment for insurance agents. The proposed revision is a reduction in the annual assessment rate from \$1,646.22 plus \$16.50 per employee, to an annual rate of \$425.80 plus \$22.00 per employee. There are no proposed significant changes in activities and no changes to the existing boundaries.

The recommended Resolution of Intention grants approval of the Annual Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for September 16, 2014.

This matter was reviewed by Deputy Attorney Amy R. Webber on July 10, 2014 and by Budget Management Officer Victoria Bell on July 18, 2014.

## TIMING CONSIDERATIONS

City Council action is requested on August 19, 2014 to allow purchase order and contract modifications to be completed so that Fiscal Year 2015 (FY 15) assessment transfers may be made as required by the Agreement for Funding with the BSBA.

HONORABLE MAYOR AND CITY COUNCIL  
August 19, 2014  
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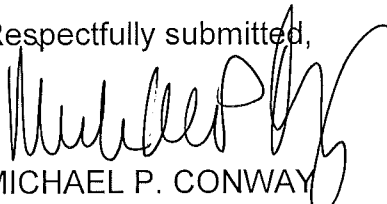
FISCAL IMPACT

It is expected that the BSPBIA will generate \$139,000 in Fiscal Year 2015 (FY 15) through the proposed assessment. Sufficient funds are included in the FY 15 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Public Works Department (PW) for City pass-through payment to BSPBIA. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY  
DIRECTOR OF BUSINESS AND PROPERTY DEVELOPMENT

MPC:VSG:jf  
08.19.14 Belmont Shore PBIA ROI.FY 15 v1

Attachments: Belmont Shore Parking and Business Improvement Area FY 2014 Annual Report;  
Resolution

APPROVED:

  
\_\_\_\_\_  
PATRICK H. WEST  
CITY MANAGER



**BELMONT SHORE BUSINESS ASSOCIATION  
ANNUAL DISTRICT REPORT  
2014-2015**

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## About the Belmont Shore Business Association (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.

### 2014 – 2015 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California and visitors to the Long Beach area.
- Market Belmont Shore as a destination to Explore Belmont Shore. *Shop local and shop.dine.indulge* tag lines used for shopping, dining, personal & professional services, and community events.
- Branding 2<sup>nd</sup> street to a more modern approach to attract visitors to Belmont Shore.
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission to improve the Belmont Shore Business District. Includes improvements to the 2<sup>nd</sup> St. median, the sidewalk repair & tree improvement program, steam cleaning of streets, alleys, trash enclosures, trash pick up, repairing the trash and ash cans, security cameras, adding credit card meters and finding ways to provide more parking.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission and Long Beach Transit to monitor the LB Transit Employee Rider Free Bus pass program.
- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- Work with Council of Business Association (COBA) members to improve ways to market & develop all Long Beach business districts in the Long Beach Community. Expand COBA organization with a website, create talk with LB City Councilmembers & other neighborhood businesses.
- 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.
- Work with the City of Long Beach Business license to make sure all BSBA businesses are licensed and paying their BIA BID fees.

Each goal is accomplished through an aggressive and well-rounded work plan of special projects, marketing activities, and community events.



**YEAR IN REVIEW – TO DATE**  
**APRIL 1, 2013 – APRIL 1, 2014**

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/or the BSBA Executive Office attend 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. Trash pick-up seven days a week by the Conservation Corps, which has a contract with the Belmont Shore Parking & Improvement Commission. We now have eleven (11) Big Belly Solar trash systems installed on 2<sup>nd</sup> street to reduce collection frequency by 80%, freeing up resources and increase recycling opportunities. Sidewalks steam cleaned every two (2) weeks and alleys maintained and steam cleaned every quarter and the back trash can enclosures in the city parking lots. A new company, Dworsky Partners, LLC has a contract with the Belmont Shore Parking and Improvement Commission. The parking commission also maintains all Belmont Shore public parking lots located on the south side of 2nd St.. The 2<sup>nd</sup> St median is maintained and also adds seasonal floral at each end of 2<sup>nd</sup> st.

**COMMUNITY OUTREACH**

The Executive Director and/or board members & Parking Commission attend monthly community meetings of the Long Beach Third District Joint Council, the Belmont Shore Residents Association (BSRA) and the Council of Business Association (COBA). The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents and other community meetings. Working closely with the City of Long Beach 3<sup>rd</sup> District Council office by communicating any concerns businesses or residents may have that affect the quality of life in Belmont Shore. The BSBA works closely with the Parking Commission to facilitate the FREE LB Transit Belmont Shore Employee bus pass.

**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 BSBA will also help out local non-profit groups and local schools. i.e.: Baker to Vegas, Lowell Merchant Day, Red Cross Blood Drives, Wilson HS programs and more.

The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued or added. The following events have taken place during the Progress Report period:

**Belmont Shore/Naples Scavenger Hunt: 4th year April 1 – 30, 2013**

In partnership with the Naples Island Businesses Association (NIBA), the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to \$250 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet.

**Roar in the Shore: 2<sup>nd</sup> Annual: April 17, 2013**

This first time event was held on 2<sup>nd</sup> St. to partner with the Grand Prix of Long Beach to be part of the week events. Racecars on display, racecar simulator, and racecar drivers signed autographs and we featured a live band.

**Stroll & Savor Series: May 15 & 16, June 19 & 20, July 17 & 18, August 14 & 15, Sept. 18 & 19, 2013**

Over forty-five restaurants participated in this event series, which can be thought of as a “taste of Belmont Shore”. Attendees purchased ticket books from the association and used tickets to purchase the food offered by participating restaurants. The event brought a record number of people out each night to stroll 2<sup>nd</sup> St. and savor the many different cuisines Belmont Shore has to offer. The series is a favorite with our locals and gets bigger each year. Using social media has helped with the growth of this event series

**Summer Sidewalk Sale: July 19, 20, 21, 2013**

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.

**24th Annual Car Show: September 8, 2013**

One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 500 beautifully maintained and restored cars dating to 1975 and earlier. 2<sup>nd</sup> St. was closed for the event and was filled with cars, vendors and people. The BSBA worked closely with The Bay City Rodders to coordinate event. The BSBA acquired additional sponsors to make sure the event did not lose money and was a success.

**Art Walk & Chalk Art Contest: October 19, 2013**

Belmont Shore participated to be part of the Long Beach Arts Month celebration. The BSBA worked with the non-profit C.A.T., Justin Rudd Chalk Art Contest, local schools and the LB art community. To participate, businesses exhibited artwork by local Long Beach students. The Chalk Art Contest had artist creating chalk art pieces on paper and other artists created or/or displayed art pieces on location during the day. A mural for kids to color on, ballooning & face painting added activities for families.

**Trick-Or-Treat On 2<sup>nd</sup> St.: October 31, 2013**

A safe and fun destination for trick-or-treating drew hundreds of parents and children to Belmont Shore on Halloween evening. Most storefront businesses participated by handing out candy to the costumed children. No advertising needed because the event is well known in the community.

**31st Annual Christmas Parade: December 7, 2013**

The Belmont Shore Parade's theme was “Christmas by the Sea.” Our main sponsors were The Queen Mary and the Port of LB. The association worked with the City of LB, LBPD, LBFD and parade coordinator Run Long Beach, to conceive a logistics plan that would allow E. 2<sup>nd</sup> St. to remain open to traffic until 5:00PM. The start time of the parade was 6pm. Our Grand Marshal was 3<sup>rd</sup> District Councilmember Gary DeLong to thank him for his service to our community!

**Holiday Shopping in The Shore Dec. 13, 14, 15, 2013**

Holiday Shopping in the Shore was created to bring shoppers to Belmont Shore. The 3-days highlighted extended holiday store hours, carolers performed classic Christmas carols while strolling 2<sup>nd</sup> St., entertainment in front of Chase Bank & Santa was present to take photos with kids.

The Belmont Shore Parking & Business Improvement Area Advisory board approved FREE two-hour parking on Saturday & Sunday Dec. 14 & 15 & 21 & 22 at all meters on the street and in the public parking lots. BSBA members praised the free parking and felt it helped business. Two-hour holiday shopping bags were placed on the meters each weekend. The event benefits businesses by bringing potential new customers to their location and providing media exposure.

#### Chocolate Festival: February 8, 2014

This was the 10<sup>th</sup> Annual event. The date is always the Saturday before Valentine's Day, Feb. 14<sup>th</sup>. Approximately 30 BSBA restaurants & merchants participated. As done for Stroll & Savor, attendees purchased ticket books and used the tickets to purchase chocolate items. In addition to sweet offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest. We offered ballooning, face painting & a mural for coloring. NEW this year we added the Belmont Shore Chocolate Chip pancake breakfast. It was free to anyone who made a reservation, to bring the community & residents and the business community together. Food was provided by Simmzy's, Peet's Coffee and Naturewell, three of our BSBA businesses.

#### Belmont Shore/Naples Scavenger Hunt: 5th year April 1 - 30, 2014

In partnership with the Naples Island Businesses Association (NIBA), the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to \$250 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet. The event is growing each year and has a positive impact on the BSBA.

#### Roar in the Shore: 3rd Annual: April 9, 2014

Worked with the LBGP and the City of LB to hold this event the Wednesday of Grand Prix week. We closed two more side streets, and had a motorcycle stunt show. Racing simulators, racecars were on display, and racecar drivers signed autographs. We did not have a live band this year. Advertised in local papers and on social media. Banners & posters placed along 2<sup>nd</sup> St. It was a great event for Belmont Shore to be part of the LBGP week of events.

### MARKETING

Belmont Shore was marketed as a dining, shopping and entertainment destination in local and regional visitor guides and publications. Locally, ads were placed in The LBCVB *Official Guide to Long Beach*, Destination Magazine (monthly in-hotel magazine), and Travelhost (in-hotel magazine) depicting Belmont Shore as a place to Shop, Dine and Indulge.

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 *Grunion Gazette (weekly)* and the *LB Press Telegram*.

On the online front, the BSBA has tapped into promoting the business district and events through social media such as Facebook, Twitter & Instagram. On-line publications such as the Gazette, CVB, Naples-Belmont Shore Patch and Limelight continue to promote Belmont Shore events.

The Belmont Shore Directory brochure was re-printed this past year to make any business changes. The brochure is available at the Long Beach Convention Center and Belmont Shore businesses. The brochure has been distributed to local hotels on a regular schedule throughout the year.

Belmont Shore has a website (belmonshore.org) and a 2<sup>nd</sup> st. APP for smartphones. The website includes a full directory of all members, member information, event information and things to do around The Shore etc. The directory also appears with events on the smartphone APP. Advertising with our brand is also featured on all advertising and also on the side of our 2<sup>nd</sup> St. Big Belly trashcans (11). The BSBA also installed new 2<sup>nd</sup> St. pole banners on 14 poles on the 2<sup>nd</sup> st. median to showcase Belmont Shore.

### MEMBER COMMUNICATION

Most of the BSBA office to member communication is done by email and at the quarterly Promotion/Marketing meetings and the monthly BSBA General meetings. Updates and information to BSBA members include meeting reminders, meeting agendas, promotion and advertising deals, Belmont Shore events and any other information relevant to Belmont Shore businesses. We also walk around the shore quite a bit to get any new business information or update existing businesses. 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

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. They are presented with the new informational packet and we send them flowers to welcome them to The Shore. The association continues to invite membership outside of Belmont Shore for Associate or Affiliates, according to the BSBA bylaws.

### POLICING

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





2013-14  
BELMONT SHORE BUSINESS ASSOCIATION  
BOARD OF DIRECTORS

OFFICERS

President: Mike Sheldrake, Polly's Gourmet Coffee  
1<sup>st</sup> VP Finance: Dave Shlemmer, Shlemmer Investments  
2<sup>nd</sup> VP Promotions: Stacia Hanley, Frosted Cupcakery  
Secretary: Joy Starr Rubber Tree  
Treasurer: Richard Stahl, Union Bank

DIRECTORS

Heather Duncan, Blue Windows  
Marsha Jeffer, Shore Business Center  
Eric Johnson, Legends Sports Bar & Restaurant  
John Morris, Legends Sports Bar & Restaurant  
Matt Peterson, Legends Sports Bar & Restaurant  
Alexis Rabenn, Quinn's Irish Pub  
Lisa Ramelow, La Strada  
Tula Trigonis, Salon Soma

EXECUTIVE DIRECTOR

Dede Rossi

MONTHLY BOARD MEETINGS

All members welcome & encouraged to attend

Last Tuesday of each Month (no December meeting)  
11:30 lunch, 12p meeting

Legends Sports Bar & Restaurant  
5236 E. 2<sup>nd</sup> St.

[belmontshore.org](http://belmontshore.org) for more information



**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA  
October 1, 2014 – September 30, 2015**

No changes are requested in the boundaries of the Belmont Shore PBIA for the coming contract period. These boundaries have been unchanged since the district was expanded by City Council action September 2008, thereby amending Ordinance No. C-5963.

**BOUNDARIES OF THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT  
AREA**

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 May 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 to the intersection of the centerline of the east-west alley known as Lois Ln; thence westerly 346 feet along the centerline of Lois Ln; then northerly to the southwest corner of Parcel 3 of Block 37 of Belmont Height Tract (M.B. 8, P.150); thence easterly along southern boundary line of said parcel; thence along the prolongation of the same boundary line to the intersection of the of the southwesterly line of Second Street; thence southeasterly to the centerline of Livingston Drive; thence easterly along the centerline of Livingston Drive to the point of beginning.

**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA  
PBIA ASSESSMENT FORMULA  
2014 – 2015**

<u>CATEGORIES</u>	<u>BASE RATE</u>	<u>EMPLOYEE RATE</u>
Financial Institution	\$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
Insurance Agent Professional	\$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
Non-profits	0.00	0.00
<b>Total estimated annual assessment: \$138,000.00</b>		



CALENDAR OF EVENTS  
2014 – 2015

**BELMONT SHORE BUSINESS ASSOCIATION**  
**CALENDAR OF EVENTS**  
October 1, 2014 – September 30, 2015

Artwalk & Chalk Contest	Saturday, October 18, 2014	11am – 4pm
Trick or Treat on 2 <sup>nd</sup> St	Friday, October 31, 2014	4pm – 6pm
Small Business Saturday	Saturday, November 29	all day
32nd Annual Christmas Parade	Saturday, December 6, 2014	6pm – 9pm
Holiday Shopping in The Shore	December 12, 13, 14, 2014	day & evening
Chocolate Festival	Saturday, February 7, 2015	1pm – 4pm
Scavenger Hunt	April 1 – 30, 2015	
Roar in the Shore	Wednesday, before LBGP	5p – 8pm
Stroll & Savor	Wed. & Thur., May 20, 21, 2015	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., June 17 & 18, 2015	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., July 15 & 16, 2015	5:30pm – 9pm
Summer Sidewalk Sale	Fri. – Sun., July 17, 18, 19, 2015	10am – 6pm
Stroll & Savor	Wed. & Thur., Aug. 19, 20, 2015	5:30pm – 9pm
25 <sup>th</sup> Annual Car Show	Sunday, September 6, 2015	9am – 3pm
Stroll & Savor	Wed., & Thur., Sept. 16, 17, 2015	5:30pm – 9pm



## DESCRIPTION OF EVENTS

### OCTOBER 2014

#### ART WALK & CHALK CONTEST - Saturday, October 18

An art event celebrating "Arts Month" in the Long Beach Community. Participating businesses exhibit artwork by local Long Beach students. Combined with C.A.T.'s Chalk Art Contest we will have artists creating chalk art pieces on paper and other artists will display art pieces on location during the day. Local schools to display artwork in 2<sup>nd</sup> st. businesses

#### TRICK OR TREAT ON 2<sup>ND</sup> 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! No advertising done by BSBA.

### NOVEMBER 2014

#### SMALL BUSINESS SATURDAY - Saturday, November 29

Promote Small Business Saturday

### DECEMBER 2014

#### 32<sup>nd</sup> ANNUAL CHRISTMAS PARADE - Saturday, December 6

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 will seek corporate and private funding to supplement this event.

#### HOLIDAY SHOPPING IN THE SHORE - December 12, 13, 14

3-days and nights highlighted extended holiday store hours, Dickens carolers perform classic Christmas carols while strolling 2<sup>nd</sup> St., entertainment in front of Chase Bank & Santa will be present to take photos with kids. Will offer FREE two-hour parking during the holiday shopping season with approval of The Belmont Shore Parking & Business Improvement Area Advisory Board.

### FEBRUARY 2015

#### CHOCOLATE FESTIVAL - Saturday, February 7

Chocololics rejoice during this event as Second St. is filled with chocolate! Over 30 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. And children and kids-at-heart can enter the Chocolate Pie Eating Contest. All winners receive trophies.

## APRIL 2015

### SCAVENGER HUNT - April 1 - 30

A promotion in partnership with the Naples Island Businesses Association, the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to \$500 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet. The event benefits businesses by bringing potential new customers to their location and providing media exposure.

### ROAR IN THE SHORE: April 9, 2015

This will be an annual event on 2<sup>nd</sup> St. to partner with the Grand Prix of Long Beach to be part of their week of events. Racecars will be on display; racecar drivers will sign autographs and entertainment.

## MAY 2015

### 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 45 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 2015

### STROLL & SAVOR - Wednesday & Thursday, June 17 & 18

See description above

## JULY 2015

### STROLL & SAVOR - Wednesday & Thursday, July 15 & 16

See description above

### SUMMER SIDEWALK SALE - Friday - Sunday, July 17, 18, 19

A three-day sale for Belmont Shore retail merchants to clear out-of-season merchandise. The BSBA will promote event.

## AUGUST 2015

### STROLL & SAVOR - Wednesday & Thursday August 12 & 13

See description above

## SEPTEMBER 2015

### CAR SHOW - Sunday, September 6

25<sup>th</sup> year of this event. 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. The BSBA will seek corporate and private funding to supplement this event.

STROLL & SAVOR - Wednesday & Thursday September 16 & 17

See description above

**Belmont Shore Business Association  
2014 - 2015 Budget  
INCOME**

	INCOME	BUDGET	BIA FUND	PROMOTIONS
<b>4200</b>	<b>Membership Dues</b>			
	4210 BIA Fund	138,000	138,000	
	4220 Associate members	1,000.00		1,000.00
	<b>4200 TOTAL</b>	<b>139,000.00</b>		<b>1,000.00</b>
<b>4400</b>	<b>Corporate Sponsorship</b>			
	4420 Car Show	5,000.00		5,000.00
	4485 Chocolate Festival	500.00		500.00
	4440 Stroll & Savor	2,000.00		2,000.00
	4470 Christmas Parade	12,000.00		12,000.00
	4495 Art Walk	500.00		500.00
	<b>4400 TOTAL</b>	<b>20,000.00</b>		<b>20,000.00</b>
<b>4600</b>	<b>Investment Returns</b>			
	4610 Interest on Checking	50		50
	Heartland	950		950
	<b>4600 TOTAL</b>	<b>1,000.00</b>		<b>1,000.00</b>
<b>4800</b>	<b>Promotional Events</b>			
	4820 Car Show	14,000.00		14,000.00
<b>4840</b>	<b>Stroll &amp; Savor</b>			
	4842 May	40,000.00		40,000.00
	4844 June	45,000.00		45,000.00
	4845 July	50,000.00		50,000.00
	4846 August	55,000.00		55,000.00
	4850 September	40,000.00		40,000.00
	4870 Christmas Parade	33,000.00		33,000.00
	4885 Chocolate Festival	15,000.00		15,000.00

4895	Roar in the Shore	3,000.00	3,000.00
	<b>4800 TOTAL</b>	<b>295,000.00</b>	<b>295,000.00</b>
	<b>REVENUE TOTAL</b>	<b>455,000.00</b>	<b>138,000.00</b>
			<b>317,000.00</b>

### 2014 - 2015 EXPENSES

	EXPENSES	BUDGET	PROMOTIONS
<b>6200</b>	<b>ADMINISTRATION</b>		
6201	Outside Services	65,000	65,000
6220	Rent	19,000.00	19,000.00
6230	Office	1,200.00	1,200.00
	6232 Postage	300	\$300.00
	6234 Printing	\$2,500.00	\$2,500.00
	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	3,600.00	3,600.00
6260	Accounting	1,000.00	1,000.00
6270	Meetings/Mixers	3,000.00	3,000.00
6280	Dues & Subscriptions	1,200.00	1,200.00
	<b>6200 TOTAL</b>	<b>107,800</b>	<b>107,800</b>
<b>6600</b>	<b>ONGOING PROMOTIONS</b>		
6610	<b>Seasonal Decorations</b>		
	6612 Christmas	8,000.00	8,000.00
	6618 Median Tree Light	3,000	3,000
	6660 Marketing	42,000.00	42,000.00
	6630 Welcome Wagon	1,000.00	1,000.00
	6640 Shore Corp	3,000.00	3,000.00
	6650 Web Page	1,000.00	1,000.00
	<b>6600 TOTAL</b>	<b>58,000.00</b>	<b>58,000.00</b>
<b>6800</b>	<b>PROMOTIONAL EVENTS</b>		
6805	<b>Seasonal Sales</b>		
	6807 July Sidewalk Summer Sale	1,200.00	1,200.00
	6896 Roar in the Shore	3,000.00	3,000.00
	6820 Car Show	20,000.00	20,000.00
	<b>6840 Stroll &amp; Savor Series</b>		
	6842 May	34,000.00	34,000.00

6844	June	38,000.00	38,000.00
6845	July	40,000.00	40,000.00
6846	August	44,000.00	44,000.00
6850	September	38,000.00	38,000.00
6870	Christmas Parade	42,500.00	42,500.00
6855	Art Walk	2,500.00	2,500.00
6865	Holiday Shopping	6,000.00	6,000.00
6885	Chocolate Festival	20,000.00	20,000.00
	<b>6800 TOTAL</b>	<b>289,200.00</b>	<b>289,200.00</b>
	<b>EXPENSE TOTAL</b>	<b>455,000.00</b>	<b>455,000.00</b>



OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
333 West Ocean Boulevard, 11th Floor  
Long Beach, CA 90802-4664

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING THE ANNUAL ASSESSMENT REPORT FOR OCTOBER 1, 2014 TO SEPTEMBER 30, 2015 FOR THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR

WHEREAS, pursuant to Section 36533 of the California Streets and Highways Code, the Belmont Shore Parking and Business Improvement Area Advisory Commission has caused a Report to be prepared for October 1, 2014 to September 30, 2015 relating to the Belmont Shore Parking and Business Improvement Area which is located along the commercial corridor at Second Street generally between Livingston Drive and Bayshore Avenue within the City of Long Beach; and

WHEREAS, said Report contains, among other things, with respect to October 1, 2014 to September 30, 2015, all matters required to be included by the above cited Section 36533; and

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

1. Confirm levy of and direct collecting within assessments for the Belmont Shore Parking and Business Improvement Area for October 1, 2014 to September 30, 2015. Said assessments are proposed to be levied at the rates set forth in Exhibit "A."

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

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, 2014  
5 to September 30, 2015, 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 September 16, 2014, at 5:00 p.m., regarding the Report, the levy and the proposed  
10 program for the 2014-2015 fiscal year;

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

13 Section 1. That certain Report entitled "Belmont Shore Business  
14 Association Annual District Report" for the period of October 1, 2014 to September 30,  
15 2015, as filed with the City Clerk is hereby approved.

16 Section 2. On September 16, 2014 at 5:00 p.m., in the City Council  
17 Chamber of the City of Long Beach located in the Long Beach City Hall, First Floor, 333  
18 West Ocean Boulevard, Long Beach, CA 90802, the City Council of the City of Long  
19 Beach will conduct a public hearing on the levy of proposed assessments for October 1,  
20 2014 to September 30, 2015 for the Belmont Shore Parking and Business Improvement  
21 Area with no change in the basis and method assessment. All concerned persons are  
22 invited to attend and be heard, and oral or written protests may be made, in accordance  
23 with the following procedures:

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

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

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

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

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

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OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
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Long Beach, CA 90802-4664

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2014 by the following vote:

Ayes: Councilmembers: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Noes: Councilmembers: \_\_\_\_\_  
\_\_\_\_\_  
Absent: Councilmembers: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

City Clerk

# EXHIBIT "A"



**BELMONT SHORE BUSINESS ASSOCIATION  
ANNUAL DISTRICT REPORT  
2014-2015**

Mission Statement	
2014 – 2015 Goals.....	Page 2
2013 – 2014 Review.....	Page 3-6
2013 – 2014 Board of Directors.....	Page 7
2014 – 2015 PBIA District Boundaries.....	Page 8
2014 – 2015 PBIA Assessment Formula	
2014 – 2015 Calendar of Events.....	Page 9
2014 – 2015 Description of Events.....	Page 10-11
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2014 – 2015 Budget – Expenses.....	Page 13





## About the Belmont Shore Business Association (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.

### 2014 – 2015 GOALS

- Promote Belmont Shore businesses to all area residents and more widely to Southern California and visitors to the Long Beach area.
- Market Belmont Shore as a destination to Explore Belmont Shore. *Shop local and shop.dine.indulge* tag lines used for shopping, dining, personal & professional services, and community events.
- Branding 2<sup>nd</sup> street to a more modern approach to attract visitors to Belmont Shore.
- Work with vested residential and business community to promote and maintain prosperity of the area.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission to improve the Belmont Shore Business District. Includes improvements to the 2<sup>nd</sup> St. median, the sidewalk repair & tree improvement program, steam cleaning of streets, alleys, trash enclosures, trash pick up, repairing the trash and ash cans, security cameras, adding credit card meters and finding ways to provide more parking.
- Work closely with the Belmont Shore Parking & Business Improvement Area Advisory Commission and Long Beach Transit to monitor the LB Transit Employee Rider Free Bus pass program.
- Collaborate with Long Beach Convention and Visitors Bureau to market Belmont Shore to the tourist and convention markets.
- Work with Council of Business Association (COBA) members to improve ways to market & develop all Long Beach business districts in the Long Beach Community. Expand COBA organization with a website, create talk with LB City Councilmembers & other neighborhood businesses.
- 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.
- Work with the City of Long Beach Business license to make sure all BSBA businesses are licensed and paying their BIA BID fees.

Each goal is accomplished through an aggressive and well-rounded work plan of special projects, marketing activities, and community events.



**YEAR IN REVIEW – TO DATE**  
**APRIL 1, 2013 – APRIL 1, 2014**

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/or the BSBA Executive Office attend 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. Trash pick-up seven days a week by the Conservation Corps, which has a contract with the Belmont Shore Parking & Improvement Commission. We now have eleven (11) Big Belly Solar trash systems installed on 2<sup>nd</sup> street to reduce collection frequency by 80%, freeing up resources and increase recycling opportunities. Sidewalks steam cleaned every two (2) weeks and alleys maintained and steam cleaned every quarter and the back trash can enclosures in the city parking lots. A new company, Dworsky Partners, LLC has a contract with the Belmont Shore Parking and Improvement Commission. The parking commission also maintains all Belmont Shore public parking lots located on the south side of 2nd St.. The 2<sup>nd</sup> St median is maintained and also adds seasonal floral at each end of 2<sup>nd</sup> st.

**COMMUNITY OUTREACH**

The Executive Director and/or board members & Parking Commission attend monthly community meetings of the Long Beach Third District Joint Council, the Belmont Shore Residents Association (BSRA) and the Council of Business Association (COBA). The BSBA continues to make an effort to communicate Belmont Shore's progress, changes, and BSBA promotions to local residents and other community meetings. Working closely with the City of Long Beach 3<sup>rd</sup> District Council office by communicating any concerns businesses or residents may have that affect the quality of life in Belmont Shore. The BSBA works closely with the Parking Commission to facilitate the FREE LB Transit Belmont Shore Employee bus pass.

**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 BSBA will also help out local non-profit groups and local schools. i.e.: Baker to Vegas, Lowell Merchant Day, Red Cross Blood Drives, Wilson HS programs and more.

The association continues to analyze its events and determine which ones are beneficial to the district and if any should be discontinued or added. The following events have taken place during the Progress Report period:



### **Belmont Shore/Naples Scavenger Hunt: 4th year April 1 - 30, 2013**

In partnership with the Naples Island Businesses Association (NIBA), the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to \$250 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet.

### **Roar in the Shore: 2<sup>nd</sup> Annual: April 17, 2013**

This first time event was held on 2<sup>nd</sup> St. to partner with the Grand Prix of Long Beach to be part of the week events. Racecars on display, racecar simulator, and racecar drivers signed autographs and we featured a live band.

### **Stroll & Savor Series: May 15 & 16, June 19 & 20, July 17 & 18, August 14 & 15, Sept. 18 & 19, 2013**

Over forty-five restaurants participated in this event series, which can be thought of as a "taste of Belmont Shore". Attendees purchased ticket books from the association and used tickets to purchase the food offered by participating restaurants. The event brought a record number of people out each night to stroll 2<sup>nd</sup> St. and savor the many different cuisines Belmont Shore has to offer. The series is a favorite with our locals and gets bigger each year. Using social media has helped with the growth of this event series

### **Summer Sidewalk Sale: July 19, 20, 21, 2013**

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.

### **24th Annual Car Show: September 8, 2013**

One of the largest classic car shows on the West Coast, the Belmont Shore Car Show drew thousands of spectators to see the nearly 500 beautifully maintained and restored cars dating to 1975 and earlier. 2<sup>nd</sup> St. was closed for the event and was filled with cars, vendors and people. The BSBA worked closely with The Bay City Rodders to coordinate event. The BSBA acquired additional sponsors to make sure the event did not lose money and was a success.

### **Art Walk & Chalk Art Contest: October 19, 2013**

Belmont Shore participated to be part of the Long Beach Arts Month celebration. The BSBA worked with the non-profit C.A.T., Justin Rudd Chalk Art Contest, local schools and the LB art community. To participate, businesses exhibited artwork by local Long Beach students. The Chalk Art Contest had artist creating chalk art pieces on paper and other artists created or/or displayed art pieces on location during the day. A mural for kids to color on, ballooning & face painting added activities for families.

### **Trick-Or-Treat On 2<sup>nd</sup> St.: October 31, 2013**

A safe and fun destination for trick-or-treating drew hundreds of parents and children to Belmont Shore on Halloween evening. Most storefront businesses participated by handing out candy to the costumed children. No advertising needed because the event is well known in the community.

### **31st Annual Christmas Parade: December 7, 2013**

The Belmont Shore Parade's theme was "Christmas by the Sea." Our main sponsors were The Queen Mary and the Port of LB. The association worked with the City of LB, LBPB, LBFD and parade coordinator Run Long Beach, to conceive a logistics plan that would allow E. 2<sup>nd</sup> St. to remain open to traffic until 5:00PM. The start time of the parade was 6pm. Our Grand Marshal was 3<sup>rd</sup> District Councilmember Gary DeLong to thank him for his service to our community!

### **Holiday Shopping in The Shore Dec. 13, 14, 15, 2013**

Holiday Shopping in the Shore was created to bring shoppers to Belmont Shore. The 3-days highlighted extended holiday store hours, carolers performed classic Christmas carols while strolling 2<sup>nd</sup> St., entertainment in front of Chase Bank & Santa was present to take photos with kids.

The Belmont Shore Parking & Business Improvement Area Advisory board approved FREE two-hour parking on Saturday & Sunday Dec. 14 & 15 & 21 & 22 at all meters on the street and in the public parking lots. BSBA members praised the free parking and felt it helped business. Two-hour holiday shopping bags were placed on the meters each weekend. The event benefits businesses by bringing potential new customers to their location and providing media exposure.

### **Chocolate Festival: February 8, 2014**

This was the 10<sup>th</sup> Annual event. The date is always the Saturday before Valentine's Day, Feb. 14<sup>th</sup>. Approximately 30 BSBA restaurants & merchants participated. As done for Stroll & Savor, attendees purchased ticket books and used the tickets to purchase chocolate items. In addition to sweet offerings, the event included a Homemade Chocolate Dessert Contest and a Chocolate Pie Eating Contest. We offered ballooning, face painting & a mural for coloring. NEW this year we added the Belmont Shore Chocolate Chip pancake breakfast. It was free to anyone who made a reservation, to bring the community & residents and the business community together. Food was provided by Simmzy's, Peet's Coffee and Naturewell, three of our BSBA businesses.

### **Belmont Shore/Naples Scavenger Hunt: 5th year April 1 - 30, 2014**

In partnership with the Naples Island Businesses Association (NIBA), the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to \$250 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet. The event is growing each year and has a positive impact on the BSBA.

### **Roar in the Shore: 3rd Annual: April 9, 2014**

Worked with the LBGP and the City of LB to hold this event the Wednesday of Grand Prix week. We closed two more side streets, and had a motorcycle stunt show. Racing simulators, racecars were on display, and racecar drivers signed autographs. We did not have a live band this year. Advertised in local papers and on social media. Banners & posters placed along 2<sup>nd</sup> St. It was a great event for Belmont Shore to be part of the LBGP week of events.

## **MARKETING**

Belmont Shore was marketed as a dining, shopping and entertainment destination in local and regional visitor guides and publications. Locally, ads were placed in The LBCVB *Official Guide to Long Beach*, Destination Magazine (monthly in-hotel magazine), and Travelhost (in-hotel magazine) depicting Belmont Shore as a place to Shop, Dine and Indulge.

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 *Grunion Gazette (weekly)* and the *LB Press Telegram*.

On the online front, the BSBA has tapped into promoting the business district and events through social media such as Facebook, Twitter & Instagram. On-line publications such as the Gazette, CVB, Naples-Belmont Shore Patch and Limelight continue to promote Belmont Shore events.

The Belmont Shore Directory brochure was re-printed this past year to make any business changes. The brochure is available at the Long Beach Convention Center and Belmont Shore businesses. The brochure has been distributed to local hotels on a regular schedule throughout the year.

Belmont Shore has a website (belmonshore.org) and a 2<sup>nd</sup> st. APP for smartphones. The website includes a full directory of all members, member information, event information and things to do around The Shore etc. The directory also appears with events on the smartphone APP. Advertising with our brand is also featured on all advertising and also on the side of our 2<sup>nd</sup> St. Big Belly trashcans (11). The BSBA also installed new 2<sup>nd</sup> St. pole banners on 14 poles on the 2<sup>nd</sup> st. median to showcase Belmont Shore.

### **MEMBER COMMUNICATION**

Most of the BSBA office to member communication is done by email and at the quarterly Promotion/Marketing meetings and the monthly BSBA General meetings. Updates and information to BSBA members include meeting reminders, meeting agendas, promotion and advertising deals, Belmont Shore events and any other information relevant to Belmont Shore businesses. We also walk around the shore quite a bit to get any new business information or update existing businesses. 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**

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. They are presented with the new informational packet and we send them flowers to welcome them to The Shore. The association continues to invite membership outside of Belmont Shore for Associate or Affiliates, according to the BSBA bylaws.

### **POLICING**

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



**2013-14  
BELMONT SHORE BUSINESS ASSOCIATION  
BOARD OF DIRECTORS**

**OFFICERS**

President: Mike Sheldrake, Polly's Gourmet Coffee  
1<sup>st</sup> VP Finance: Dave Shlemmer, Shlemmer Investments  
2<sup>nd</sup> VP Promotions: Stacia Hanley, Frosted Cupcakery  
Secretary: Joy Starr Rubber Tree  
Treasurer: Richard Stahl, Union Bank

**DIRECTORS**

Heather Duncan, Blue Windows  
Marsha Jeffer, Shore Business Center  
Eric Johnson, Legends Sports Bar & Restaurant  
John Morris, Legends Sports Bar & Restaurant  
Matt Peterson, Legends Sports Bar & Restaurant  
Alexis Rabenn, Quinn's Irish Pub  
Lisa Ramelow, La Strada  
Tula Trigonis, Salon Soma

**EXECUTIVE DIRECTOR**

Dede Rossi

**MONTHLY BOARD MEETINGS**

All members welcome & encouraged to attend  
Last Tuesday of each Month (no December meeting)  
11:30 lunch, 12p meeting

Legends Sports Bar & Restaurant  
5236 E. 2<sup>nd</sup> St.

[belmontshore.org](http://belmontshore.org) for more information



**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA  
October 1, 2014 - September 30, 2015**

No changes are requested in the boundaries of the Belmont Shore PBIA for the coming contract period. These boundaries have been unchanged since the district was expanded by City Council action September 2008, thereby amending Ordinance No. C-5963.

**BOUNDARIES OF THE BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT  
AREA**

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 May 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 to the intersection of the centerline of the east-west alley known as Lois Ln; thence westerly 346 feet along the centerline of Lois Ln; then northerly to the southwest corner of Parcel 3 of Block 37 of Belmont Height Tract (M.B. 8, P.150); thence easterly along southern boundary line of said parcel; thence along the prolongation of the same boundary line to the intersection of the of the southwesterly line of Second Street; thence southeasterly to the centerline of Livingston Drive; thence easterly along the centerline of Livingston Drive to the point of beginning.

**BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA  
PBIA ASSESSMENT FORMULA  
2014 - 2015**

<b>CATEGORIES</b>	<b>BASE RATE</b>	<b>EMPLOYEE RATE</b>
Financial Institution	\$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
Insurance Agent Professional	\$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
Non-profits	0.00	0.00
<b>Total estimated annual assessment: \$138,000.00</b>		



**CALENDAR OF EVENTS  
2014 – 2015**

**BELMONT SHORE BUSINESS ASSOCIATION  
CALENDAR OF EVENTS  
October 1, 2014 – September 30, 2015**

Artwalk & Chalk Contest	Saturday, October 18, 2014	11am – 4pm
Trick or Treat on 2 <sup>nd</sup> St	Friday, October 31, 2014	4pm – 6pm
Small Business Saturday	Saturday, November 29	all day
32nd Annual Christmas Parade	Saturday, December 6, 2014	6pm – 9pm
Holiday Shopping in The Shore	December 12, 13, 14, 2014	day & evening
Chocolate Festival	Saturday, February 7, 2015	1pm – 4pm
Scavenger Hunt	April 1 – 30, 2015	
Roar in the Shore	Wednesday, before LBGP	5p – 8pm
Stroll & Savor	Wed. & Thur., May 20, 21, 2015	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., June 17 & 18, 2015	5:30pm – 9pm
Stroll & Savor	Wed. & Thur., July 15 & 16, 2015	5:30pm – 9pm
Summer Sidewalk Sale	Fri. – Sun., July 17, 18, 19, 2015	10am – 6pm
Stroll & Savor	Wed. & Thur., Aug. 19, 20, 2015	5:30pm – 9pm
25 <sup>th</sup> Annual Car Show	Sunday, September 6, 2015	9am – 3pm
Stroll & Savor	Wed., & Thur., Sept. 16, 17, 2015	5:30pm – 9pm



## DESCRIPTION OF EVENTS

### OCTOBER 2014

#### ART WALK & CHALK CONTEST - Saturday, October 18

An art event celebrating "Arts Month" in the Long Beach Community. Participating businesses exhibit artwork by local Long Beach students. Combined with C.A.T.'s Chalk Art Contest we will have artist creating chalk art pieces on paper and other artists will display art pieces on location during the day. Local schools to display artwork in 2<sup>nd</sup> st. businesses

#### TRICK OR TREAT ON 2<sup>ND</sup> 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! No advertising done by BSBA.

### NOVEMBER 2014

#### SMALL BUSINESS SATURDAY - Saturday, November 29

Promote Small Business Saturday

### DECEMBER 2014

#### 32nd ANNUAL CHRISTMAS PARADE - Saturday, December 6

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 will seek corporate and private funding to supplement this event.

#### HOLIDAY SHOPPING IN THE SHORE - December 12, 13, 14

3-days and nights highlighted extended holiday store hours, Dickens carolers perform classic Christmas carols while strolling 2<sup>nd</sup> St., entertainment in front of Chase Bank & Santa will be present to take photos with kids. Will offer FREE two-hour parking during the holiday shopping season with approval of The Belmont Shore Parking & Business Improvement Area Advisory Board.

### FEBRUARY 2015

#### CHOCOLATE FESTIVAL - Saturday, February 7

Chocoholics rejoice during this event as Second St. is filled with chocolate! Over 30 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. And children and kids-at-heart can enter the Chocolate Pie Eating Contest. All winners receive trophies.

## APRIL 2015

### SCAVENGER HUNT - April 1 - 30

A promotion in partnership with the Naples Island Businesses Association, the Scavenger Hunt is a fun way for people to get to know businesses and have the chance to win up to \$500 cash or gift certificates from participating businesses. Players solve clues and visit businesses to earn a sticker for their game sheet. The event benefits businesses by bringing potential new customers to their location and providing media exposure.

### ROAR IN THE SHORE: April 9, 2015

This will be an annual event on 2<sup>nd</sup> St. to partner with the Grand Prix of Long Beach to be part of their week of events. Racecars will be on display; racecar drivers will sign autographs and entertainment.

## MAY 2015

### 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 45 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 2015

### STROLL & SAVOR - Wednesday & Thursday, June 17 & 18

See description above

## JULY 2015

### STROLL & SAVOR - Wednesday & Thursday, July 15 & 16

See description above

### SUMMER SIDEWALK SALE - Friday - Sunday, July 17, 18, 19

A three-day sale for Belmont Shore retail merchants to clear out-of-season merchandise The BSBA will promote event.

## AUGUST 2015

### STROLL & SAVOR - Wednesday & Thursday August 12 & 13

See description above

## SEPTEMBER 2015

### CAR SHOW - Sunday, September 6

25<sup>th</sup> year of this event. 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. The BSBA will seek corporate and private funding to supplement this event.

**STROLL & SAVOR - Wednesday & Thursday September 16 & 17**

See description above

**Belmont Shore Business Association  
2014 - 2015 Budget  
INCOME**

	INCOME	BUDGET	BIA FUND	PROMOTIONS
<b>4200</b>	<b>Membership Dues</b>			
	4210 BIA Fund	138,000	138,000	
	4220 Associate members	1,000.00		1,000.00
	<b>4200 TOTAL</b>	<b>139,000.00</b>		<b>1,000.00</b>
<b>4400</b>	<b>Corporate Sponsorship</b>			
	4420 Car Show	5,000.00		5,000.00
	4485 Chocolate Festival	500.00		500.00
	4440 Stroll & Savor	2,000.00		2,000.00
	4470 Christmas Parade	12,000.00		12,000.00
	4495 Art Walk	500.00		500.00
	<b>4400 TOTAL</b>	<b>20,000.00</b>		<b>20,000.00</b>
<b>4600</b>	<b>Investment Returns</b>			
	4610 Interest on Checking	50		50
	Heartland	950		950
	<b>4600 TOTAL</b>	<b>1,000.00</b>		<b>1,000.00</b>
<b>4800</b>	<b>Promotional Events</b>			
	4820 Car Show	14,000.00		14,000.00
4840	Stroll & Savor			
	4842 May	40,000.00		40,000.00
	4844 June	45,000.00		45,000.00
	4845 July	50,000.00		50,000.00
	4846 August	55,000.00		55,000.00
	4850 September	40,000.00		40,000.00
	4870 Christmas Parade	33,000.00		33,000.00
	4885 Chocolate Festival	15,000.00		15,000.00

4895	Roar in the Shore	3,000.00		3,000.00
	<b>4800 TOTAL</b>	<b>295,000.00</b>		<b>295,000.00</b>
	<b>REVENUE TOTAL</b>	<b>455,000.00</b>	<b>138,000.00</b>	<b>317,000.00</b>

### 2014 - 2015 EXPENSES

	EXPENSES	BUDGET	PROMOTIONS
<b>6200</b>	<b>ADMINISTRATION</b>		
6201	Outside Services	65,000	65,000
6220	Rent	19,000.00	19,000.00
6230	Office	1,200.00	1,200.00
6232	Postage	300	\$300.00
6234	Printing	\$2,500.00	\$2,500.00
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	3,600.00	3,600.00
6260	Accounting	1,000.00	1,000.00
6270	Meetings/Mixers	3,000.00	3,000.00
6280	Dues & Subscriptions	1,200.00	1,200.00
	<b>6200 TOTAL</b>	<b>107,800</b>	<b>107,800</b>
<b>6600</b>	<b>ONGOING PROMOTIONS</b>		
6610	<b>Seasonal Decorations</b>		
6612	Christmas	8,000.00	8,000.00
6618	Median Tree Light	3,000	3,000
6660	Marketing	42,000.00	42,000.00
6630	Welcome Wagon	1,000.00	1,000.00
6640	Shore Corp	3,000.00	3,000.00
6650	Web Page	1,000.00	1,000.00
	<b>6600 TOTAL</b>	<b>58,000.00</b>	<b>58,000.00</b>
<b>6800</b>	<b>PROMOTIONAL EVENTS</b>		
6805	<b>Seasonal Sales</b>		
6807	July Sidewalk Summer Sale	1,200.00	1,200.00
6896	Roar in the Shore	3,000.00	3,000.00
6820	Car Show	20,000.00	20,000.00
6840	<b>Stroll &amp; Savor Series</b>		
6842	May	34,000.00	34,000.00

6844	June	38,000.00	38,000.00
6845	July	40,000.00	40,000.00
6846	August	44,000.00	44,000.00
6850	September	38,000.00	38,000.00
6870	Christmas Parade	42,500.00	42,500.00
6855	Art Walk	2,500.00	2,500.00
6865	Holiday Shopping	6,000.00	6,000.00
6885	Chocolate Festival	20,000.00	20,000.00
	<b>6800 TOTAL</b>	<b>289,200.00</b>	<b>289,200.00</b>
	<b>EXPENSE TOTAL</b>	<b>455,000.00</b>	<b>455,000.00</b>